

RASH Networks



Channel Description

RASH Networks

RASH Networks, a 24/7 Action Sports Channel is set to launch with Live Events, Exclusive Content, Brand Channels and Content Driven Shopping.

RASH will feature amazing footage from Skate, Surf, Moto, Snow, and 4-Wheel.



Link to Video Preview

<https://www.youtube.com/watch?v=iLvfeW-jjHY>

Traditional TV is Dying



Today's TV distribution model faces a gradually increasing threat. In particular, 2015 marked the year that digital cord-nevers - the generation of viewers who never bother to acquire the pay-TV habit - have eclipsed cord cutters in size. Cord-nevers act like cord cutters in their online viewing and represent the next stage of evolution in TV viewing.

“By 2025, 50% of all TV viewers under age 32 will not pay for TV as we understand it today.”

- Forrester Research

Cutting the Cord on Cable



Companies must experiment on cord-nevers and cord cutters now to learn how to serve them better

hulu

65.6 million subscribers, including 42.3 million in the United States alone.

NETFLIX

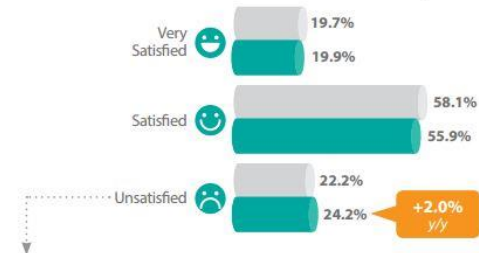
9 million subscribers, up from around 6 million in 2014.



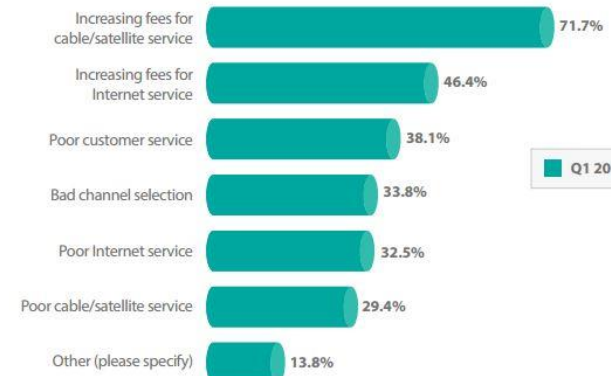
Has sold 25 million Apple TVs over the product's lifetime.

VALUE

How would you rate the level of value you are receiving from your cable/satellite service provider?



If **UNSATISFIED**, why do you feel you're not getting enough value from your provider? (Choose all that apply.)



AppleTV as a Delivery Medium



Apps are the future of television. On your mobile devices and computers, you already use apps such as Netflix, Hulu, WatchESPN, and iTunes to watch TV shows. Apps have liberated television and are giving smart brands an unprecedented opportunity to connect with consumers in their living rooms, and in retail stores.... This is where the RASH Network AppleTV Channel comes into play.



Multi-screen



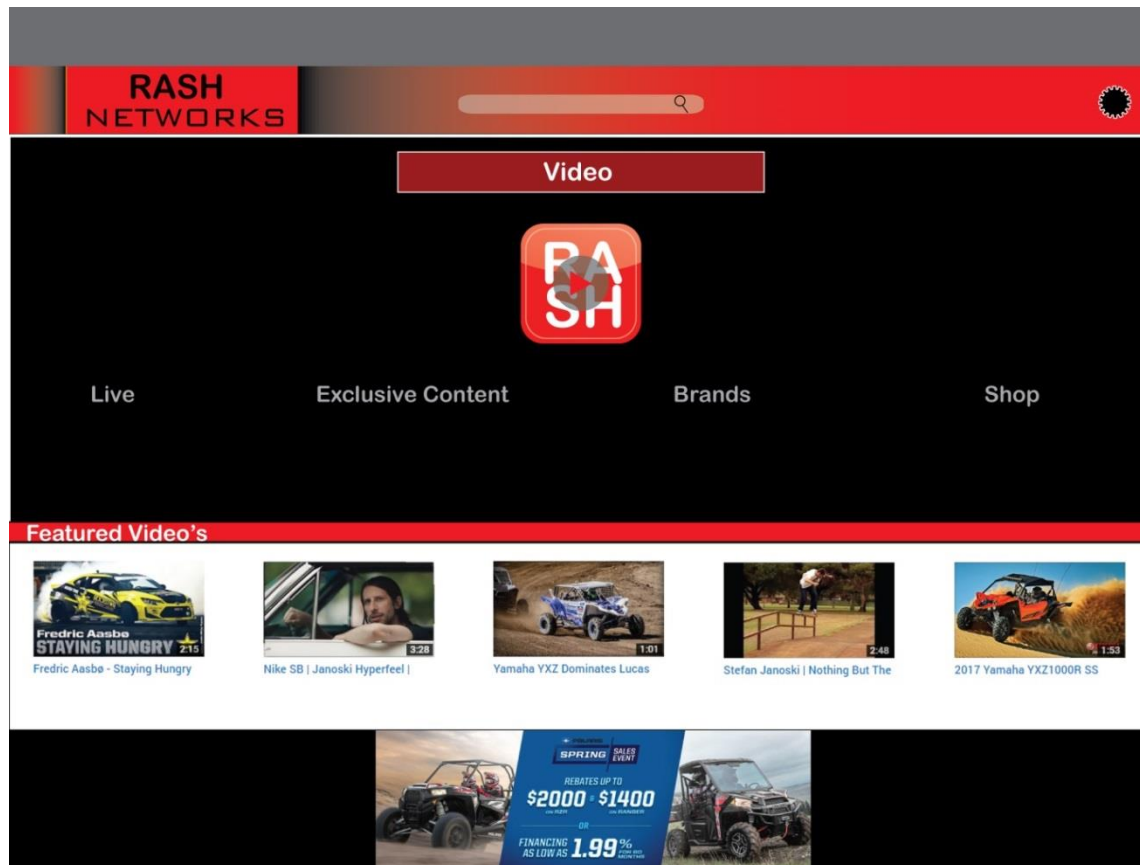
Reach audiences anytime, anywhere



RASH Networks Loading Screen



Will feature the main channel of the Network. The User will have to option to see what Channels are Live, List of Exclusive Content, Brand Channels, or the ability to Shop.



Live Events



User can see what currently is able to be viewed Live, plus a schedule of Live Events coming soon

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LIVE

VIDEO

BRANDS

ORIGINAL CONTENT

Live Schedule

LIVE

MOTO
Yamaha R1 Testing - Josh Hayes
Thursday 9/22 * 3:00 PM PST

LIVE

SKATE
Janoski Shoe Test, Skate Session - Sean Malto, Stefan Janoski, Paul Rodriguez
Thursday 9/22 * 6:00 PM PST

LIVE

NASCAR
Original Content - Ryan Truex, Ryan Reed, and Friends (Season 1, EP 4)
Thursday 9/22 * 8:00 PM PST

Friday 9/23

LIVE

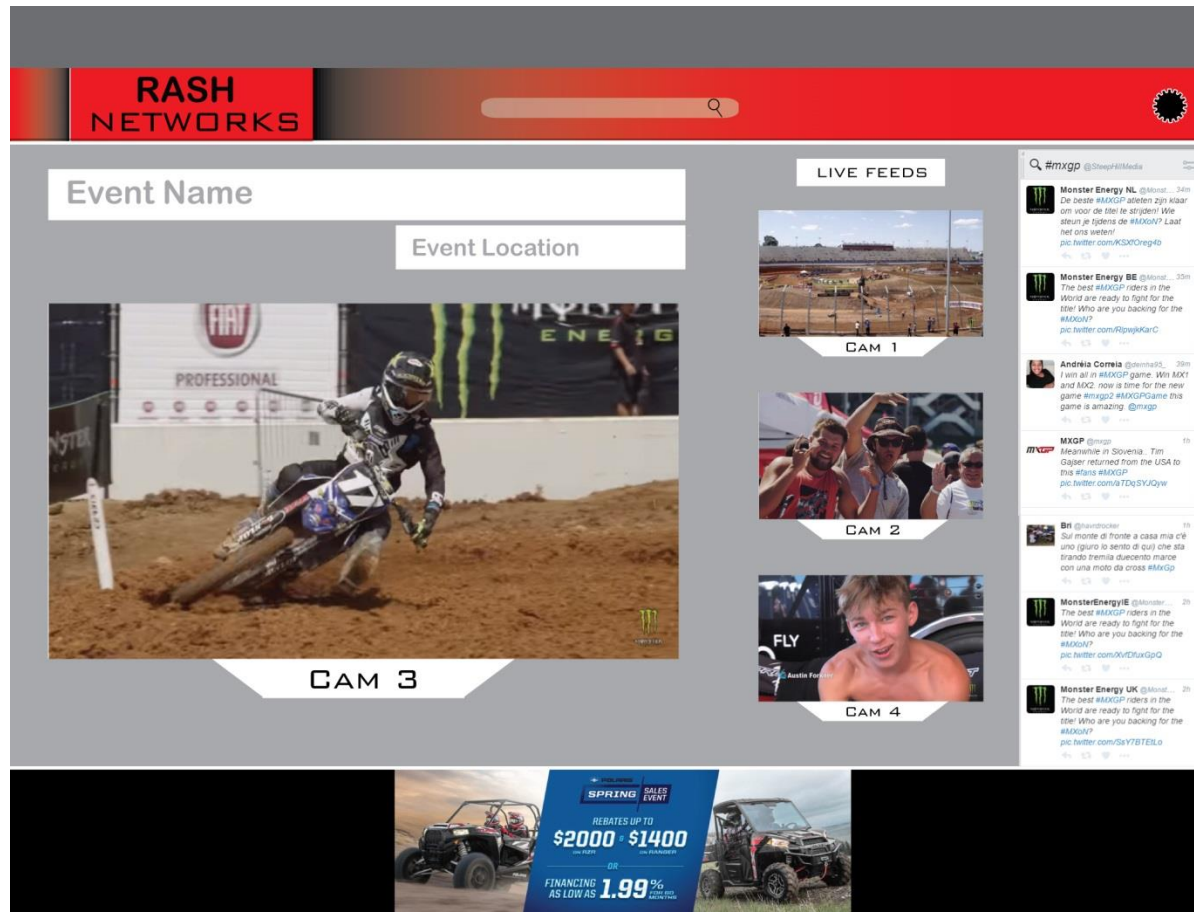
SNOWBOARD
Burton - Spring Product Launch 2017
Thursday 9/23 * 6:00 PM PST

CLICK FOR MORE

Live Event Features



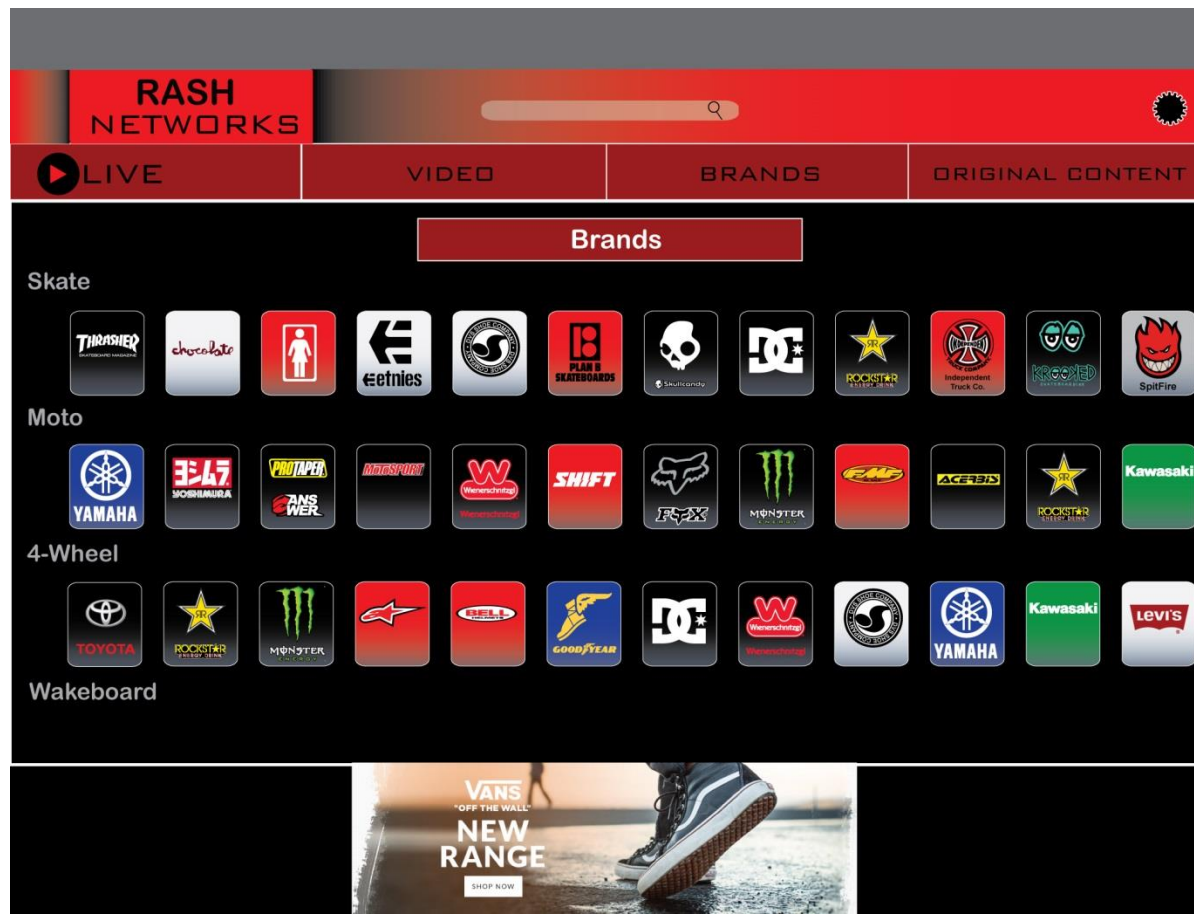
Perfect for Product Launches, Athlete Signings, Corporate Event, or Comps ... Features include multi camera, Social Media Feed, and brand control of content



Brand Channels



Brands will be separated by discipline, users can also search under channel name from any screen.



Specific Brand Channels



Brands have the ability to control their own content and channel. To create a loop for their retail stores, trade shows, or list of videos they want their fans/consumers to view. Plus able to purchase not only from this page, but while any video is playing...

Without stopping the content player!

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Play Channel



Back on Track - Tanner Foust Drift
After hours of testing, countless tires burned, and late nights at the track, two-time Formula Drift champion Tanner Foust is ready to make his return under the lights.

SHOP NOW

Rockstar Energy Drink - www.RockstarEnergy.com
Rockstar Energy Drink is designed for those who lead an active lifestyle - from Athletes to Rock Stars. Available in over 20 amazing flavors at convenience and grocery outlets in over 30 countries. Rockstar supports the Rockstar lifestyle across the globe through Action Sports, Motor Sports, and Live Music

Filter Video's

Featured Video's



Most Recent



SHOP NOW

RASH NETWORKS

Play Channel



Nike SB | Janoski Hyperfeel | Can't Turn It Off
Nike SB Pro Stefan Janoski can't help but see skate spots everywhere he looks. With the help of Sean Malto, Karsten Klappan and the new Nike SB Stefan Janoski Hyperfeel, he decides to start doing something about it

SHOP NOW

Nike SB - www.NikeSB.com
Leading the revolution of skating through Boardfeel, Control, Hyperfeel and Classics.

Filter Video's

Featured Video's



Most Recent

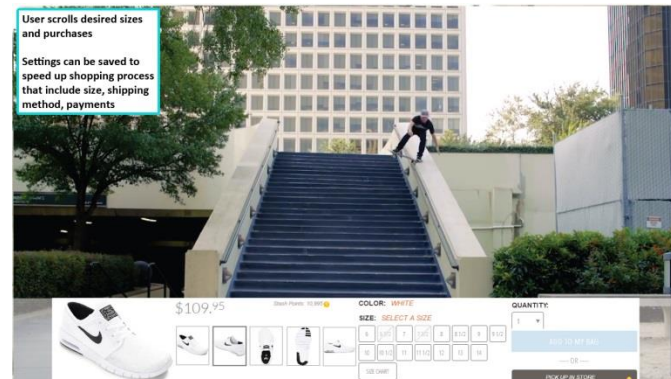
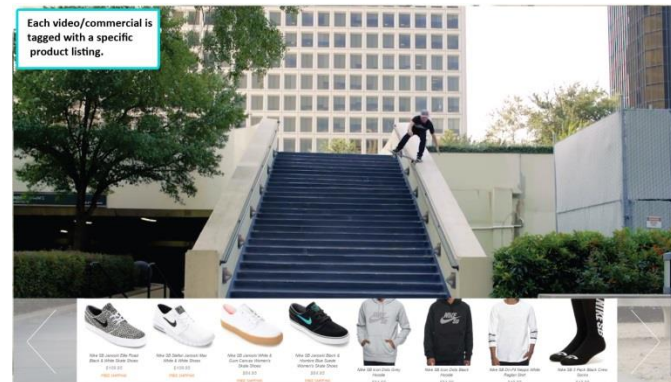
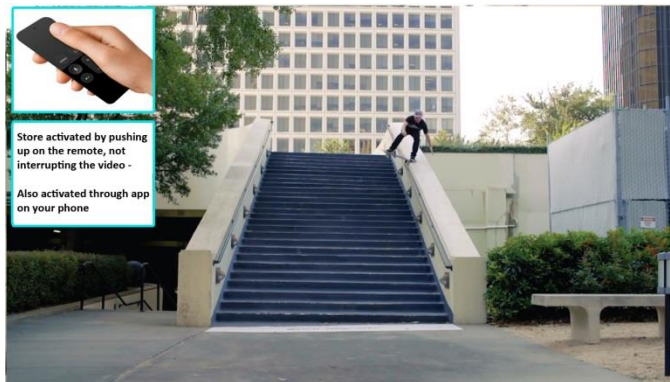


SHOP NOW

Shop



From the main RASH Network channel, individual Brand channel, or during Events, the user can toggle through products and purchase with ease, all without interrupting their content stream!



Drive Engagement in New Ways



- Broaden brand recognition
- Grow brand affinity
- Gain new active users
- Repeat video plays through channel functions
- Better deliver means more & longer views
- Superior athlete engagement via immersive content presentation
- Push “live event” coverage into app.
- Longer video lifespan of videos through better discovery
- Sponsorship ROI of athletes and events through entertainment
- E-commerce integration that allows purchasing from the video

Distribution



- Place your channel in front of millions of active users
- Gain a portal into living rooms, restaurants, bars and retail stores
- Innovative distribution platform served to anyone, anywhere
- Better control your content
- Proven platform of Apple TV



Amazing Partners, Content & Delivery

We joined with some amazing partners in bringing Exclusive Content to the Channel. From regular Live Events to Weekly Programming - Stay tuned for some announcements!



Brands



List of Brands that have dedicated to the networks



Kawasaki



DODGE



Jeep®



Revenue



Primary income is from commercials, with over 140,000 commercial spots available per year, with ability to double that number overtime.

Additional Rev streams include:

- On Demand pre-play ads
- Subscription Fees
- Clickable Links
- Brand Channel Builds
- Paid for Space Programming and Placement
- Live Programming
- Notification Pushes
- Analytic Reports
- e-Commerce Royalties
- RASH Merchandise

Content Management



An additional feature of the Platform is a very robust Content Management System (CMS)

Building and managing a custom content or channel for individual Brands, Athletes, Retailer or Events

Key Areas we are targeting include Restaurants, Motorcycle Dealerships, Automotive Dealerships, and General Retail

Unique features will give brands the ability to change the content being played at the retail level - go Live to train staff, product launches, and entertain their customers in real time.

Retailers can hand pick the content or the brands that are being played, they can input their own commercials, control a Ticker at the bottom of the screen for sales, news, etc., plus in many cases receive co-op reimbursement from the individual brands

Content Management

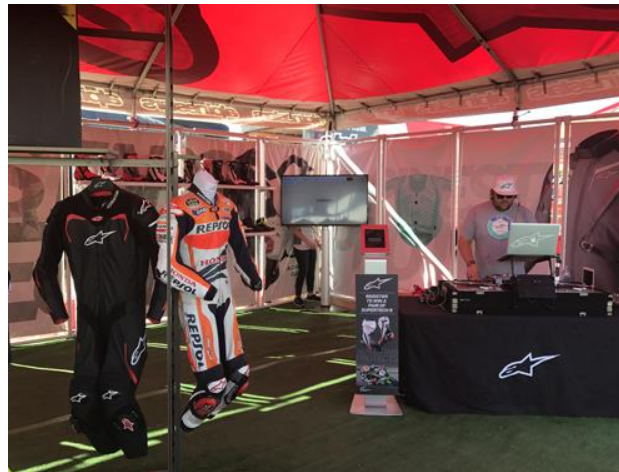


By authentically integrating your message into a retail environment, you enhance your customers experience and connect with them at every step. We do what no other media company can with multiple media and marketing touch-points, interactive through their purchase experience.

Retail



Events



Displays



Team



Brent Davis

15+ years of running his own agency, managing major sponsorship programs for Nike, Toyota, NASCAR, Jordan Brand, Yamaha, plus producing different race series and TV programming.

Chad Alderson

Chad is a veteran software product manager, interaction designer and technologist. Prior to founding AMP.build, he worked at several startups and eBay, Inc.

Laz Stribik

Experienced App developer and designer, built apps for Verizon, NFL, MLB, FIFA, and others. Expert in user experience and functionality

The company has an diverse advisory group built of executives in management, high profile athletes, commercial producers, actors and others.

Next Steps with RASH

- Build your brand by utilizing functions of the Channel
- Gather assets needed for launch

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contact@rashnetworks.com