
DVDBox FlexLabel

Business Proposal

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PRESENTATION OF THE PROJECT

The quest for more and more content

As we all see the market evolving, no doubt that the membership based model will be under a lot of stress. Consumers are getting more and pickier about content.

If it's true that back in 2000, they were ready to join and stay with a site with only a couple of new picture sets every week, today it's just plain hard (and costly) for the average site to keep them hooked with a video update every day. Therefore, filling the needs of these customers require content, a lot of it!

Over the last few years, new breeds of sites emerge: the DVD download site.

DVDbox, VideoZ and Videobox are just few of those highly successful sites.

In fact, for these sites, the sales pitch is pretty simple, for the same price as the average membership site, customer get access to an enormous quantity of adult DVDs content with several new updates every day, all available for download.

At Gamma, we were among the very first to venture into this kind of site. Already back in 2005, we launch DVDbox.com. Back then, we were already offering the customers over 1000 DVDs to download or stream, without any DRM. Almost 4 years later, DVDbox.com is now offering over 2600+ DVDs, with 2 new updates every day in 31 different niches.

It's getting harder to jump in the game

For newcomers who want to get into the market of the DVDdownload sites, the hurdles are getting bigger and bigger. Of course, the content is probably one of the biggest one. Let's be honest, knowing the state of the competition, someone can hardly start a new DVD download site, with less than 2000 DVDs available at launch. Just the cost of acquisition of those DVDs, the encoding, video editing, screenshots extraction, photo edition, storage and hosting is a major financial risk itself that made more than one backup on such a project.

A partnership to maximize your potential at no risk

Over the years, we acquire a lot of experience and know-how at Gamma with such kind of site. Therefore, we are ready to offer to some partners, the opportunity to add to their sites portfolio a DVD download site of top tier quality by helping them jump start few of the most important hurdles. In fact, what we can offer is a solution where our partner could just tap into our full database of content and use it to build the DVD download site they always wanted. In other words, we offer you a RISK FREE approach that we are sure you will appreciate.

In this presentation you will be able to oversee key element to the new FlexLabel. The idea of the FlexLabel is to give you the possibility to have your own DVD download site with the minimal risk and effort on your side. To do so, we offer you access to our 13 years of experience in developing and managing an adult website and his related affiliate program. Therefore, this will let you skip most of the trials and errors path, eliminate the costly step of acquiring content and encoding it and reduce you cost of opportunity by reducing the time needed to launch the project.

Such a proposal comes only a few times over years. That is why you probably have a lot of questions on your mind about how it works. Therefore we assembled for you in the following pages, all the relevant information about the concept and his most important aspects. Design of the site, the management of the affiliate system, the payouts, the billing and processing, the promo tools and the all content issues, you will find to-the-point answers to your questions .

Note that the FlexLabel is actually a new business model that we have worked out over the last months in order to be able to draw a new breed of relationships with very few and selected potential partners. Today, we are now proud to offer this partnership opportunity to you. We hope that you will see this unique proposal as a real turnkey solution for you and your company and the starting point of a long and profitable partnership.

Respectfully,

Jean-Sebastien "*Stinger*" Poirier Fournier
Gamma Entertainment

1- *THE SITES:*

It's a key point in YOUR business. That is why we want you to get as much flexibility as possible in such a strategic element. Once you will find and buy your URL the domain name and the **traffic related** to it will be **all yours**. You will also have the complete freedom to create the look you want for the design it's **your site**. In any case, you will always have the option to use a design we will already have in place for you. All we will do is the Hosting. Ultimately it will always be your call, your ideas and your brand on the table.

Key points:

- You own the URL.
- You own YOUR TRAFFIC
- We do the Hosting.
- You do the design.
- You can use the DVDBox design already in place.

2- ***AFFILIATES MANAGEMENT:***

The Stats

All the affiliate management related to YOUR site will be provide by Gammae. Over the years, we have acquired the knowledge and structure to give you a jump start with this part of **your** business. That is why we are offering our partner an easy and efficient way to track hits, hits to join, all the memberships to the site as well as renewals and the webmasters referrals. You will also be able to export the common stats via an XML feed.

The Payout

Payment will be done by us to you on a bi-monthly period as we have all the payment methods available like: Epassporte, Wire transfer and Check.

Rev Share of 50% or PPS mode will be offered and we will adjust the payout accordingly to your selling price point. We will give you the flexibility you need for the business model YOU will choose since it's **you** who **decide** the **price point** of **your** membership. You will have the complete control on your exits traffic.

All this is at NO COST FEE for you or your webmasters.

Key points:

- We do the tracking for:
 - a) Hits
 - b) Hits to join.
 - c) Membership sales and
 - d) Webmaster Referral to the site.
 - e) Referral URLs
- Stats are exported via XML.
- Exit traffic is controlled by you.
- Payment sent to you on a bi-monthly basis
- RevShare of 50% or PPS
- You decide of your selling price point membership.
- NO fees for you

3- BILLING and PROCESSING:

This is another important part of the infrastructure when you start your own site. At Gammae we have developed a simple and efficient way to make it **easy** for **you**. We have our own Merchant account for over then 3 years now, this will gives you **security and flexibility** as we will provide all the billing and processing services. The only thing that is required from our partners on this is part is the join process **must** be on our SECURE.url

Of course when you think of the billing and processing you have to think customer service. This part required a lot of time and investments in human resources and the infrastructure related to it. It is a **constant investment** for your company in time, labour and money. That is why we will provide you a **24 hrs worldwide customer service** where your surfers can have access to answer their questions or problems.

We are taking the firm engagement to never have any contact with your affiliates as they are **yours** and we will not have any information on them as well.

Key points:

- We will provide billing and processing services through our merchant account.
- A 24hrs Customers service will be provide by us.
- We have no information or contact with your affiliates they remains yours only.

4- PROMO MATERIAL:

We can easily say that this part of the business can become costly rapidly in time and money, research and development like: encoding, video, editing, screenshots, extraction, photo edition, storage and hosting.

As a partner you will benefit from all the work we have done over the last 4 years for DVDBox. We have created tools that will suit perfectly the DVDdownloadable sites market. With a large selection of clips in WMV and FLV format, you can answer the demands for all the platforms including the new bread that are the Tube Sites. All this will be done in one of those 3 options:

1-We host the movies only, you make your HTML and hotlink the movies on our servers.

2-We host both the HTML and movies with the design you will have done and we generate the galleries from there for you.

3-You host the movies and HTML on your servers witch allow you a maximum of freedom but you will have to cover the cost of the band with.

We will offer our partners an access to an ftp where all the clips available in FLV format will be ready to use so you can push **your** site on all platforms, XML feed is also available. Basically, you can do pretty much what ever you want and host them on your servers.

Key points:

- Access to and FTP for FLV clips.
- WMV and FLV clips available.
- XML feed.
- We host the movie, you host your FHG template and hotlink the movies to our servers.
- We host BOTH the FHG templates and movies and generate the galleries.
- You host the movies and FHG templates on your servers
- No cost in research and development.

5- CONTENT:

Now this is one of the most important elements in terms of investment and it's a part where you will **always have to spend**. It is crucial that you offer quality and quantity to your client and webmasters. Think about the time and investment you will have to make just to get started as you will have to invest **constantly in you dvd's catalogue**. By being a partner with us you can have that huge selection of titles available. And the best part is that your catalogue will **always grow without any investment on your part**.

With the Flex Label you will benefit what we at Gammae took more then 4 years to build with the DVDBox download site, where we are now offering more then 2600+ DVDs, titles, we add **15 new titles** on a **weekly** basis all this in 31 different niches. We got top quality studios like: Matrix, Platinum X, Pink Visual, Lethal Hardcore, Anarchy, Sunset Media.

Key points:

- You get access to more then 2,600 + Titles
- 15 new Titles EVERY week
- Top Studios
- NO INVESTMENT to build up and maintain your titles selection

→THE PROS AND COUNTS:

As you were able to see in this proposal, starting a site requires a lot of resources, investment and time. Hurdles are multiples and it can either easily slow you down in your project or even discourage you to have your site period. Using the knowledge and resources we have at Gammae on all those aspects from the creation of your site to the affiliate management, payout, billing, content and promo material can give you the opportunity you always wanted, having your own paysite in one of the most grooming markets today the DVD downloadable site. It will be a great market for many years to come. Starting to be in the game right now will give you an edge on the competition, with a minimum of risk and investment.

Let's have a final quick review of what you will get by teaming up with Gammae

Pros Doing it with Gammae	CONS Doing it on your own
<ul style="list-style-type: none">-You own the URL and the traffic related to it at all time.-Flexibility to get the price point you want.-Flexibility in the creation of your design.-Access to tons of content and promo tools at NO COST.-Knowledge and support by Gammae-24 hrs Customer support for your client.-Risk Free.	<ul style="list-style-type: none">-They will get the main URL and Traffic.-Constant investment in the buying of the content.-Hiring people to support the site and the affiliate program.-Support all the different aspects:<ul style="list-style-type: none">a) Hosting.b) Billingc) Encoding.d) Customer Support.-Time and cost of opportunity

The choice seems obvious, with this business proposal it's all the advantages of getting the support and knowledge with **no risk and a minimum of investment** on your part

In this proposal, you have seen all the key elements and the pros and counts of creating your own pay site. It is an opportunity for you to get your share of this market and generate a new source of incomes for you and your company.

The entire Gamma Entertainment team and all its resources are more than pleased to have the opportunity to offer you this deal and is ready to work with you.

We think this is a perfect fit for both parts to grow and be innovative in this competitive and evolving market that is the Adult industry.

The time is now if we want to be in the top front of the industry and get the edge that this business opportunity is offering.

If you have any questions or comments I will be pleased to get the answers you need.

In the hope to make further business with you,

Respectfully,

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Thank you for your time as we hope to be part of your team.