

Revision3

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A new network for a new audience.

Jay Adelson, Chairman, CEO
David Prager, COO, VP Programming

Confidential: Embargoed until September 26, 2006

Kill your television.

- The first media company that gets it, born from the Internet, on-demand generation.
 - The first Internet TV network that produces and distributes its own original entertainment/content.
 - The new, on-demand audience wants edgy, niche and in-depth content that is entertaining and informative
 - Revision3 captures this with personality, experience, and community
 - Over 1.5M downloads/month



Television, revised.

- Once, there was the limited broadcast programming of traditional television...
- **Revision 1:** Cable, adding general interest channels, catering to "most common denominator."
- **Revision 2:** PC-based Internet video, indy films, no business model, no loyalty, no audience
- **Revision 3:** *TV and Internet converge.* iPods, Tivo, mobile, broadband enable mass, loyal audience to shift to on-demand, niche content. Advertising follows them.

The planet wants new content.

- Hundreds of millions of people are looking for specialty, on-demand entertainment and information.
 - Mobile phones
 - Tivo / Set top boxes
 - Distribution markets: iTunes, YouTube, BitTorrent, etc.
 - PCs as “media centers”
 - Content for the long-tail, not diluted



Familiar faces, existing fans.

- TechTV is no longer with us, but the millions of fans still are, *and they want more than tech.*
- Revision3 delivers technology, comedy, music, cooking, games and more
- A single Revision3 show, Dignation, has over 250k viewers a week, more than typical cable shows achieve.
- Notable rock-star talent with huge fan bases:

- Kevin Rose, Alex Albrecht, Dan Huard, Heather Stewart, Martin Sargent, Wil Wheaton (*Star Trek, TNG*), Joey Rabier, Jay Speiden, Hahn Choi, Jessica Corbin (*The View*), Stewart Essenger, Bert Monroy, Tom Rowles, Jonathan London, Dan Trachtenberg...



Experience counts.

- **Jay Adelson**, Founder, Chairman and CEO
 - *Founder of Equinix (EQIX), Chairman, CEO of Digg*
- **David Prager**, Founder, COO and VP of Programming
 - *G4/Comcast, TechTV*
- **Kevin Rose**, Founder, Producer, Talent
 - *G4/Comcast, TechTV, Founder and Chief Architect of Digg*

An all-star cast of investors.

- Revision3 has just closed a round of funding close to one million dollars from star investors.
 - Greylock Partners (Digg, Facebook, LinkedIn)
 - Marc Andreessen (Netscape, Opsware, Ning)
 - Don Hutchison (Goodmail, Exite@Home)
 - Michael Tanne (Wink, Cloudmark, XDegrees)
 - Mike Maples, Jr. (Motive, Tivoli, SGI)
 - Ron Conway (SV Angel, Google)
 - ...and a few others.

Everywhere and anywhere.

- Revision3 is neutral to distribution platform
- A more effective, lucrative and trackable model for advertisers
- A growing list of distribution partners

- *iTunes / Apple relationship / Custom iTunes storefront*
- *YouTube*
- *BitTorrent*
- *Google Video*
- *Portal partners*
- *Palm*
- *DIVX*
- *...New partners each month!*



The fall lineup is hot.

- **Diggnation**

- Casual conversation with Kevin Rose and Alex Albrecht about their favorite stories from Digg. Over 250k viewers and growing.



- **System**

- In-depth geek how-to show. Partnership with O'Reilly and MAKE, Kevin, Dan and expert guests take you farther than television ever could.



- **TheBroken**

- Hacker-culture show, many fan sites, over three million viewers of last episode!



- **Ctrl Alt Chicken**

- Alex Albrecht and Heather Stewart prove that geeks can't cook.



The fall lineup is hot.

- **Mysteries of Science Explained!**
 - You'll have to see it to believe it. Irreverent comedy.
- **Infected with Martin Sargent**
 - Unforgiving comedy, Internet's Martin Sargent makes fun of everything.
- **PixelPerfect with Bert Monroy**
 - The world's most well known Photoshop expert shows us how it's done.
- **Geekdrome**
 - Geeks love games, comics and movies...and especially talking about them.



The fall lineup is hot.

- **InDigital: Your Life in Gear**
 - Cool hosts Wil Wheaton (*Star Trek, TNG*), Jessica Corbin (*The View*) and Hahn Choi play with gadgets and give honest reviews.
- **Not Mainstream Typical Videos**
 - Tom Rowles has unfettered access to the backstage of the raw, new indy music world
- New projects include: **XLR8R, Sony/BMG,** and much more...



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