

[with]tv Business Plan

Executive Summary



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Our Company

[with]tv, Inc. (www.with-tv.com) is an early stage start-up producer and distributor of television and Internet programming targeting the community of people with disabilities.

Our Mission

[with]tv will provide accessible programming from the perspective of people with disabilities that, while appealing to broader markets, is focused on providing high quality, vital news and entertainment programs that meet the needs and interests of people with disabilities, and those committed to them personally, professionally and commercially, with three purposes:

- [with]tv will create the platform advertisers need in order to access the disability market
- [with]tv will provide the premier media platform for the 54 million Americans and 700 million people with disabilities worldwide
- [with]tv will offer viewers without disabilities a mainstream media platform where they can access the world of people with disabilities, their lives and stories

Our Market

Our core market consists of the 54 million people with a disability in the United States. Their aggregate income is measured at \$1 trillion per year and they possess \$220 billion in discretionary income. The disability market includes all socioeconomic, ethnic and age demographic groups. The disability community is a minority group that anyone can join at any time, as disabilities can be acquired at any point from conception to old age. Due to the passage of laws such as the ADA, people with disabilities have better access to education, employment and goods and services than they did in the past and are an increasingly attractive group for marketers.

With over 20.3 million families in the US having a member with a disability, a disability-specific marketing campaign reaches at least four out of every ten consumers nationwide. Also, family members with a disability have a significant influence on spending preferences and patterns of the family as most purchases go through a “disability filter” to assure that the family member with a disability can enjoy the family’s purchase. This impact goes beyond the nuclear family and affects the spending of extended family members and friends as well. While the market of people with disabilities is enormous in size and scope, marketers find that people with disabilities are hard to target. [with]tv will create a large-scale national media platform that marketers long for in order to effectively advertise to our market. Additionally, [with]tv will create a mass media platform allowing the leaders/opinion setters in the community a place to establish their voices and presences.

Market Segmentation

Our target market is primarily segmented by disability type: physical, sensory, developmental, mental illness, and mixed. The market is further broken up into subcategories based on age, location and ethnic background. While each segment has unique needs that must be satisfied, there is a common need for inclusion in and access to society across disability. [with]tv will be the platform for inclusion.

Industry Analysis

According to the Cable Television Advertising Bureau, 84% of households have cable TV and we assume that the number of people with disabilities who have access to cable is proportionate to that of the general population. While the traditional cable network growth is flat, technological developments in digital technologies, such as Internet Protocol Television, will change the way television is delivered. [with]tv's programming will be developed with an eye for new technologies while still making sure that it is accessible through existing channels.

Competitive Analysis

As a television channel that is fully integrated with a multimedia website, [with]tv will enjoy a first mover advantage since there are currently no similar ventures targeting people with disabilities.

It is true that others are developing information web portals, such as for the aging and certain disability-specific segments of the population. However, these efforts do not offer entertainment programming.

[with]tv intends to secure a dominant position in the marketplace by rapidly establishing our brand as a distributor and producer of programming of the highest quality and building it out across distribution channels.

Our position will be enhanced by the brand loyalty that results from our strong roots in the disability community, our commitment to include people with disabilities in the mainstream mass media using fully accessible and varied distribution platforms, our commitment to the aggressive hiring of people with disabilities at all levels and in all divisions of the company, as well as the strong partnerships that we have formed and are forming with national and international disability advocacy organizations and the myriad businesses and service organizations that address the interests and needs of the community of people with disabilities.

There is a risk that mainstream channels will try to emulate the success of our shows with their own disability-themed programming. However, this risk is mitigated by the fact that most mainstream channels do not have the expertise needed to create authentic programming for our market and may find it less expensive and more desirable to buy

syndication rights to programming that we've already created or to draw on [with]tv as a co-production partner.

Mainstream non-disability themed shows that may be of interest to our viewers will be our secondary source of competition in the linear broadcasting space. We do not fear this competition as our shows will be of such quality that they will compete well in their categories.

Our secondary competitors are web portals that target people with disabilities. The history of web portals targeted at the disability market has been spotty at best, as many of the previous offerings in this area have failed. The leadership of [with]tv is highly aware of those noble yet failed efforts that have preceded us. We feel their failures were the result of a lack of a successful vision, basic business principles, and poor timing.

Conversely, [with]tv enjoys benefits due to a time in history when:

- Society is converging on the need to favorably impact the quality of life for people with disabilities and to move them from charity to capitalism and independence.
- Advances in technology allow us to provide a unique service that meets our target market's needs and to distribute our product across platforms.
- A clear and growing majority of people with disabilities, 56%, feel themselves to be part of a single, unified community based upon their having a disability.

Our Operations

[with]tv will begin as a media rich VoD website. Original content will include short-format programs developed by staff, quality video footage sent in by viewers, and organizer provided footage of events that are of interest to [with]tv's viewers. The web channel will also provide original editorials, newsletters, and annotated excerpts from with-tv.com message boards, blogs, and other areas where member contributions are accepted.

By year three, [with]tv will distribute quality acquired programming as well as original news, information and entertainment programs including:

- Our one-hour nightly news magazine show, *A Different Perspective*, covering national and world news from the perspective of people with disabilities while reporting on the culture of people with disabilities in entertainment, politics, sports and popular culture.
- A two-hour time slot of archival programming cleared for broadcast over the Internet and cable and satellite systems.
- A one-hour home shopping segment featuring general and disability-specific consumer products.

As we grow, we will acquire syndicated television series, award winning documentaries and original programming. All content will be closed-captioned and narrated for the

visually impaired and will be supported by web pages that enrich the broadcast experience and build viewer communities around our shows.

[with]tv will work with cable television multiple system operators (MSOs) to secure carriage on cable systems and placement of the IPTV channel on next generation cable box channel listings. [with]tv will also work with distributors to sell program materials and through licensed merchandising.

With the addition of original program production, [with]tv will be syndicated into foreign markets.

Our Personnel

[with]tv will always fill each position with the most qualified candidate available while endeavoring to fill a significant number of positions with qualified individuals with disabilities on and off camera at all levels of the company.

Strategy and Implementation

The key to success is a highly focused and synchronized multidimensional programming and marketing plan designed to build a loyal audience and advertising base quickly. Our strategy is based on serving a clearly defined niche market well. Quality programming and valuable information focused on our market will drive audiences to the channel and web site.

Advertising

[with]tv will utilize an experienced, trained sales force to sell advertising directly, where possible, and in coordination with national media buying firms, MSOs, and—as that sales venue matures—on the web via the e-media exchange and other similar enterprises. High priority advertisers include companies with disability specific products of all kinds, typical consumer products for people with disabilities and their friends and relatives, and marginal products for people who may not have a disability but are “feeling their age,” and home shopping infomercials.

Promotion Strategy

In addition to advertising, direct mail, and media events, public relations exposure will benefit audience figures significantly. A strong cross-media and live event promotional campaign will create awareness of [with]tv, generate interest in the channel, develop understanding about the dedication to quality programming and the advertising marketplace the channel creates, thus enticing people to visit the channel. Targeted mass mailings, radio, television, web-based commercials, partnerships with disability organizations, and appearances at local events featuring local and national celebrities will lead the campaign.

Our Financials

Successful execution of [with]tv's plan will produce continually increasing sales revenues as we grow over the long-term by expanding our programming and by distributing our content internationally. Year 5 marks the company's achievement of full profitability.