

Las Vegas Entertainment & Sports Television LVES-TV

A New TV Network of Original and Live Entertainment
and
Sports Programming from Las Vegas

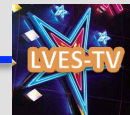


Presented by: Jon Astor-White, Pres./CEO
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Introducing Las Vegas Entertainment & Sports Television: LVES-TV

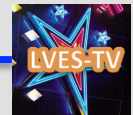
- Las Vegas Entertainment & Sports Television: LVES-TV is a "OTA" & Cable TV network, that provides viewers, with everything Las Vegas entertainment and sports and special events, Las Vegas has to offer to the world
- LVES-TV is a general entertainment network that features original and live "Entertainment and Sports" programming 24/7, 365 days a year
- This 24 hour network will broadcast from Las Vegas and feature: Live Entertainment & Sports, news, variety, comedy, music, concerts, lounge acts, sports & entertainment news, special live events and celebrity talk
- LVES-TV will offer a television home base for the over 49,000,000 consumers that visit Las Vegas each year and for the millions of fans who enjoy Las Vegas entertainment & sports shows and events worldwide





LVES-TV Mission Statement

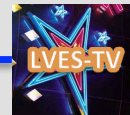
- What happens in Vegas no longer stays in Vegas with the launch of LVES-TV, the world's TV eyes tune into inside Vegas
- Drawing from unmatched resources and the rich entertainment that is Las Vegas, LVES-TV celebrates everything that is "Entertainment & Sports" in and from Las Vegas
- Brings the world's capital of "Entertainment & Sports" to a worldwide TV stage for viewers to enjoy Vegas "Entertainment and Sports" wherever they are; by satellite, streaming platforms and other social media devices, etc.





Founder, President and CEO Jon Astor-White

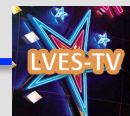
- Over 50 years experience in the entertainment and television production business
- Consultant to Maurice White, to launch the great, musical group "Earth, Wind & Fire"
- Co Creator of The "People's Choice Awards"; Exec. Prod. @ "White Star Entertainment"
- Actor in movies "Myra Breckinridge" and legendary TV series, "The FBI", "Barnaby Jones" and "Room 222" television shows; Host of his TV Talk Show "The White House"
- Writer/producer of trailblazing entertainment for stage, television and film, such as; "That Championship Season", Exec. Prod. the 1st. televised NAACP's "Image Awards"
- Local leader, serving over 12 years on the local NAACP Exec. Comm. and Legal Redress
- Founder of the National/Las Vegas Entertainment and Sports Hall of Fame that honors and pays tribute to the entertainers and sports personalities, known around the world
- who helped, establish Las Vegas as the "Entertainment & Sports Capital of the World"
- Continues to create, develop, produce & broadcast, notable shows and special events including "Boxing" in Las Vegas and other live "Entertainment & Sports" programming
- Jon's respect and success in the entertainment industry as a leader, creator, visionary and trailblazer will lead LVES-TV dba "White Star Entertainment" to great acclaim





Producer, Director and Head of Project Development

- Will be named at a later date
-
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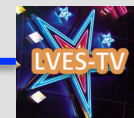


Launch and Sales Consultant

- Over 30 years of agency, network, cable and online sales, research, marketing, network launch and branding experience
- Expertise among all audiences: kids, young women and men, African American, Hispanic, sports and entertainment



- Successful at launching and re launching brands, building sales departments, achieving profitability by maximizing value of inventory and building multi platform partnerships
- Awarding winning executive Cablefax Best Sales Team 2013, Ad Age's Woman To Watch 2012, Cablefax Most Creative Sales Presentation 2012, Inducted into the Cablefax Sales Hall of Fame 2011
- LVES-TV responsibilities include:
 - Create revenue plan, mission statement, value proposition, client partnerships, affiliate partnerships
 - Build research, sales, marketing and public relation departments and platforms

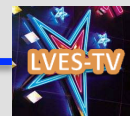




Las Vegas Visitors Are Valuable Consumers

42million people visit Las Vegas Annually

- Equal skew of male and female (51%/49%)
- 75% married
- 69% employed
- 80% attended college
- 52% college graduate
- 64% aged 18-49
- 31% Retired
- 26% \$100K+ income
- 62% \$60K+ income
- 44.8 average age versus 50.2 five years ago

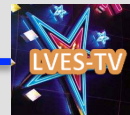




Las Vegas Visitors Are Valuable Consumers

LVES-TV is an opportunity to reach young male and female consumers that are educated, upscale and enjoy live entertainment

- Equal skew of male and female (51%/49%)
- Married, employed, college graduate, upscale 44.8 years old
- 65% of visitors attend shows

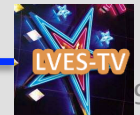




Casino Visitors Love Entertainment

- 25 million consumers attended Las Vegas Entertainment Shows and Revues
 - Visitors enjoy a variety of Vegas shows
 - 78% attend headliners
 - 32% Broadway productions
 - 14% comedy revues
 - 11% Lounge Acts
- 62% of the national casino visitors attend an entertainment show

LVES-TV will provide this valuable consumer with a home base for Vegas Entertainment and Sports on-air, on-line, mobile and streaming devices





Network Operations and Commercial Breakdown

Master Control/ Network Payout: Intelsat Satellite Services and PSSI/Strategic provides uplinks

Home Base: Lease a local Las Vegas channel to be the home base for LVES-TV

Remote Taping: Utilize TV mobile units to tape events, shows and concerts from the over 25 major hotel sound stages and the Thomas and Mack Center, T-Mobile and the MGM Grand Garden Arena & TV/Film studios in and around the Las Vegas area

On-Air Traffic: Wide Orbit

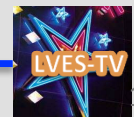
HD 1080-59i

Program Scheduling: SIMS

Ad Sales Planning: Deal Maker

Commercial Minutes: 11 national, 3 or 4 local

Programming Day: Monday-Saturday, 6a-3a, Sunday, 8a-3a





LVES-TV Signature Programming Event Launch Weekend

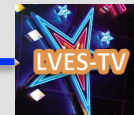
Hall of Fame Weekend: Celebrates the "Hall of Fame" with a star studded weekend honoring legendary stars from the past and the present being inducted into the Hall of Fame, featuring the Vegas Star Awards; establishing LVES-TV's annual events.

The Saturday Launch continuance with Las Vegas sports honorees and awards to the likes of Muhammad Ali (P), Andre Agassi, Greg Maddux, The Busch Brothers, etc.

Culminating Sunday night with the star studded Vegas Star Awards honoring major stars and production shows, Etc.

Friday- Sunday, 8-11pm

Throughout the "Hall of Fame Weekend", LVES-TV will provide viewers with "Behind the Scenes" interstitials that showcases LVES-TV programming. Using Las Vegas as a backdrop, LVES-TV will feature Vegas hot spots and celebrities and introduce viewers to LVES-TV's on air celebrities and our present and future shows.





LVES-TV Signature Weekly Originals

Toasted: Dean Martin made roasts a national favorite. Join Vegas' top comedians and other stars as they roast one of their own. Tuesday, 8-9pm

Vegas Talent Showcase: LVES-TV joins television's highest rated genre, to find America's next major "Singing Star". Thursday, 8-9pm

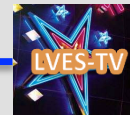
Old School Soul Concerts: Provides viewers with the best in soul and Motown concerts, like

"Earth, Wind & Fire", Friday 8pm

Vegas Variety Show: The Ed Sullivan Show introduced us to the Beatles 50 years ago. Vegas Variety will carry on the Ed Sullivan style, featuring stars and future stars. Sunday, 7-8pm

Vegas Rap: A look into the latest in hip hop and rap, with concerts featuring today's biggest rap and hip hop stars and an introduction to tomorrow' stars. Saturday, 9:30-10:30pm.

Jazz on the Rocks: Weekly showcase of Jazz greats and the next generation of stars. Sunday, 8-9pm

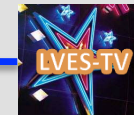




Over 8 Hours of Live Sporting Events and Concerts Weekly

Vegas in Concert: Live telecasts of the top star-studded concert tours. Sat, 7:30-9:30pm

Live Boxing/MMA/Tennis: LVES-TV brings you ring and court side to view Vegas' exciting sporting events. Sat-Sun 10am-12pm, 10pm-12am



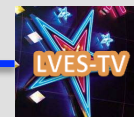


Over 85 hours Each Week of Regularly Scheduled Original Programming

AM Las Vegas: Wake up to the latest Las Vegas and world entertainment and sports news. M-Sa 6-9am

Las Vegas Live: Morning talk show hosted by two Vegas celebrities. Features discussion of the latest Las Vegas news, behind the scene look at the top Vegas shows, pop culture fun and celebrity interviews. The Vegas take on “Live with Kelly and Mark”. M-F, 9-10am, M- Sat, 2-3pm, M-Th, 8-9pm

The Morning Line: Vegas is the center of sporting news, so get the sport line on The Morning Line, Las Vegas’ very own Sportscenter, hosted by two sportscasters. M-Sa, 10-11am, 3-4pm





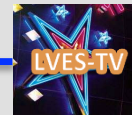
Over 85 hours Each Week of Regularly Scheduled Original Programming

Las Vegas Superstars: The world leader in game playing, Las Vegas Superstars is reminiscent of “Hollywood Squares”, a fun celebrity full game show where you play to win! M-Sa, 12-1pm. M-Th 8-9pm

Vegas Justice Court: Television’s favorite genre, brings the Vegas court front and center with one of a kind cases with a well know Vegas judge presiding. M-S, 1-2pm

What’s For Dinner?!: Get the inside dish on Las Vegas’ hottest restaurants, recipes and cooking tips from Las Vegas’ hottest chefs. M-F, 4-5pm

PM News Las Vegas: Features the latest Las Vegas and world entertainment and sports news. M-F, 4-6pm





Over 85 hours Each Week of Regularly Scheduled Original Programming

Inside Vegas: Join two celebrity hosts as they give viewers a VIP peak behind the curtains of Las Vegas' hottest shows. Features guest appearances of headliner stars. M-Th, 6-7pm

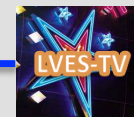
Vegas Comedy Showcase: Laugh out loud with Las Vegas' comedy stars in this stand up comedy showcase. M-Th, 7-8pm

Vegas Night Clubs: Night Clubs are the hottest Clubs in Vegas these days. Take a peak into what happens late night at the hottest Vegas Night Clubs. M-Sa, 10-11pm

Las Vegas "Tonight": Late-night talk show, including guest interviews, comedy and musical performances, featuring a Host and guest Host. M-Sa, 11pm-12am

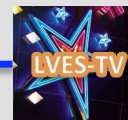
Live Concert Series: Features the hottest touring bands and singer concerts. Sat, 7:30-9:30pm

Live Boxing/MMA/Soccer/Football and or Tennis, etc. : LVES-TV takes you ring and court side to view Vegas' exciting sports offerings. Sat-Sun 10am-12pm, 10pm-12am





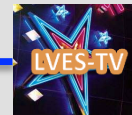
LVES-TV Will Showcase the Many Feature Films and Series That Called Las Vegas Home





LVES-TV Five Year Plan

<u>(in millions)</u>	<u>2026</u>	<u>2027</u>	<u>2028</u>	<u>2029</u>	<u>2030</u>
Subscribers	9.9	16.6	26.9	32.0	40.0
Affiliate Revenue/per sub	1.9	3.3	5.4	6.4	8.0
Gross Ad Sales Revenue	25.3	48.1	53.5	70.2	98.5
Programming/Expenses	15.5	24.5	37.2	49.1	60.1

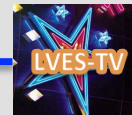




LVES-TV Partnerships

- Secure Basic Carriage Agreements @ \$0.20 or a la carte
- As a provider of original, live entertainment and sports programming, LVES-TV values each subscriber at 20 cents

Partner with other TV Networks and "Streaming Services"



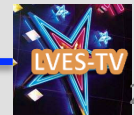


LVES-TV Online Platforms Development and Strategy

Launch Digital Platform Objectives

- Launch Date: Target is two weeks prior to network launch
- Develop a strong online and mobile platform for branding of the channel and key original programming, which can only be created/produced in Las Vegas.
- Provide an easy to use and always up to date resource for schedule information
- Showcase the network's focus on Las Vegas entertainment and celebrities by having bios and imagery for Vegas stars fully integrated into all content elements
- Will utilize Drupal 7, to be shown on most forms and devices

- Launch site with a limited selection of carefully chosen and relevant editorial content
- Have our talent tweet about the network launch and their respective programs
- Build a Facebook page that focuses on our celebrities hosts, programs and signature events and specials





LVES-TV Online and Social Platforms Development and Strategy

Launch Site Key Elements

- Large graphically rich home page with promotional elements for key programs, on air talent and events
- Photos, video, cast and descriptive copy for launch programming
- Easily accessible schedule information
- Selection of short-form original videos drawn from on-air interstitial elements
- Links to twitter/X, Facebook, YouTube, etc. feeds at top of page

