





WE ARE

The Nation's Leading
Music + Action Sports
Multi-Platform
Network





WE ARE

Television
Everywhere



VIDEO ON DEMAND



LINEAR BROADCAST



ONLINE NETWORK



OTT NETWORK



THE FACTS

The Most Targeted Outlet on TV For Millennials



#1 M18-34

1	Havoc	41%
2	Adult Swim	39%
3	G4	36%
4	MTV2	31%
5	MTV	29%
6	Comedy	26%
7	Spike	25%
8	Fuse	24%
9	VH1	23%
10	FX	20%
11	GSN	11%

#3 A18-34

1	MTV	67%
2t	Adult Swim	64%
2t	MTV	64%
3	Havoc	61%
4	Vh1	59%
5	G4	54%
6	Fuse	49%
7	Comedy	44%
8	FX	37%
9	Spike	36%
10	GSN	28%

#1 M18-49

1	Havoc	64%
2	Adult Swim	54%
3	G4	51%
4	Spike	45%
5	Comedy	43%
6	MTV2	42%
7	MTV	40%
8	Fuse	24%
9	FX	23%
10	VH1	20%
11	GSN	11%

#1 A18-49

1	Havoc	82%
2t	MTV	54%
3	MTV2	51%
4	Adult Swim	45%
5	VH1	43%
6	G4	42%
7	Fuse	40%
8	Comedy	24%
9	FX	23%
10	Spike	20%
11	GSN	11%



AFFILIATES



Over 125 Affiliates and 55 Million US TV Homes



GREATER VIEWER INTEREST :30 PROMO RESULTS



- Q4 2014 Cross Channel :30 Campaign
- Viewers Able To Click Remote and See Havoc
- Havoc Generated 2x the Normal Click Through Rate Vs. Similarly Sized Campaigns for Other Channels



COMEDY CENTRAL



PLATFORMS

LINEAR BROADCAST



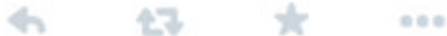
- World's First Interactive TV Network
- Viewers Interact Via Twitter, Facebook or Patented Havoc Companion App
- Chat Live On Screen
- Viewer Votes Control Playlist in Real Time



SOCIAL MEDIA BUZZ



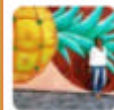
Steve Mitchell @smitch124 · 20h
#havoctv Love this channel. It's about time.



Nicholas Null @nullify12 · Nov 1
0685 #havoctv is blowing my mind!



Lee TROP Johnson @TropicDiamond · Nov 2
#havoctv Shoutout to My City NEW ORLEANS, LA This is the channel to watch!!!!



princess belle @Isabella_katia ·
I love #havoctv



Alex Lopez @Jay_Lay18 · 18h
Havoc is better #havoctv



Chuck D follows



Bro Can't Get Right @MikeGrierJr · Oct 20
Yooooooooo y'all heard of #havoctv ? Interactive network that lets the viewers vote for what airs. This is genius



PLATFORMS

2nd SCREEN APP



- In Sync With What's On TV Screen Now
(Connected to Channel's Back End)
- See Twitter, Facebook, Instagram, Wikipedia, Tour Dates etc for Current Artist or Athlete on TV
- Buy the Song or Merchandise Related to What's on TV Now
- Enhanced Voting and Chat



PLATFORMS



FREE VOD

- Hundreds Of Short-form Videos
- HD and SD
- Promoting Transactional Movies on Havoc is Proven to Increase Buy Rates (Rentrak)



VOD PERFORMANCE

#1 RATED

VOD SPORTS NETWORK

#2 RATED

VOD MUSIC NETWORK

#16 OVERALL Out of 500+ VOD Networks



havoc

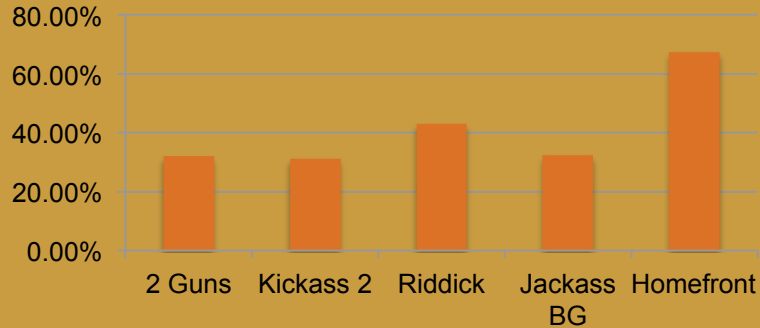
Outperforms





INCREASED BUY RATES MOVIES ON DEMAND

% Increase in Movie On Demand Buy Rate for STBs Exposed to Ads *(Rentrak)*



- Viewers Exposed to Ads on Havoc for Movies on Demand Have Buy Rates 31%
 - 68% Higher Than Unexposed Viewers
- Havoc Has Many Movie Studio Sponsors
 - Helps Increase Your MOD Buy Rates With No Effort



PLATFORMS

WEB



- Havoc Can Promote Your Platforms
- Can Include Affiliate Pages and Original Affiliate Presented Videos
- Video Ads + Banners + Page Skins
- Homepage Takeovers



PLATFORMS



OVER THE TOP

- 70 Million TV Homes + Tablets



- Rolling Out To 100 Million TV Homes + Tablets And Phones In 2015

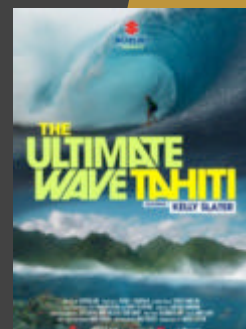
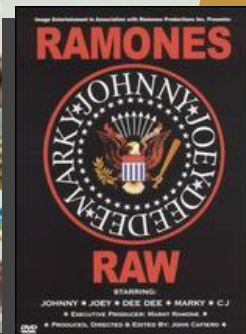
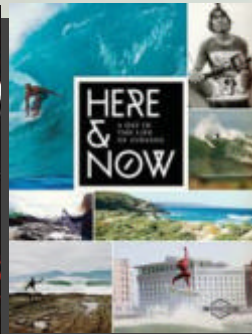


- Affiliate Promotion and Authentication



PLATFORMS

TRANSACTIONAL VOD



- Full-Length Concerts and Movies
- Special Free Promo Airings Possible on Affiliate Marketing Channels



CONTENT PARTNERS



Hundreds of the Most Respected Partners in Music and Action Sports



SPONSORS



Over 90% Repeat Rate



AFFILIATE PROMOTION

HAVOC TUNE IN



- Havoc.TV and Havoc OTT
- Video Pre-rolls
- Banner Ads
- Custom original content and promos



AFFILIATE PROMOTION ON CAMPUS PROMO



- Reaching 25% of All US College Students – 400 College Bookstores – 39 States
- 27% of 18-24 Year Olds Acted on Last Piece of Digital Signage They Saw
- 76% of Students Will Stick to Brands They Like Once Discovered
- :15 Video Ads in Conjunction with Havoc Videos – Full Screen or With Call To Action



AFFILIATE PROMOTION CUSTOM CONTENT



- Havoc Can Integrate Affiliates Into Custom Original Clips
- Proven to Help Sponsors Facilitate Connection With Millennials
- Havoc Incorporates Top Athletes and Artists in Credible Ways
- Terrence Mann, Army:
*“Today Our Director Watched The Entire Clip. Twice. That’s A Record Audience Of His Time. They **Loved** It. Thank You For This Film !!!”*



CONTENT OFFERING FOOTAGE



- Havoc Can Provide Footage for Use in Affiliate Promo Spots
- Action Sports + Music Clips
- Can Include Custom Shout Outs from Music and Action Sports Personalities

