

## DIRECT-TO-CONSUMER COMMERCE & PERSONALIZATION



### THE PROBLEM

Consumers will continue to ignore interruptive advertising, rapidly eroding broad legacy media businesses, resulting in unrepairable declines in audience and an exodus of advertisers. Seeking alternatives, audiences will fragment, which coupled with the death of brick and mortar retail will exacerbate the situation, affecting the century old codependency of media and advertising.

Consumers' insatiable demand for home delivery, on demand media, streaming devices and personalization will blur the lines between commerce, entertainment and social media.

### THE SOLUTION

NBTV's streaming channels are 'see-now-buy-now' entertainment environments available on every device. They provide enthusiast consumers a personalized luxury experience within niche categories where they can: Discover, Buy With Instant Delivery, Subscribe and Share at home and on the go.

NBTV's premium original programming celebrates the lifestyle of each category, featuring tastemakers and celebrities, and is curated around consumers' tastes and consumption behavior to provide 'white glove' data driven product recommendations, memberships, loyalty rewards and access to events.

NBTV is 'Amazon Prime meets Masterclass', serving highly engaged enthusiasts who are high net spend, underserved, connected and who want to discover, buy and earn loyalty points.

### NBTV CHANNELS

Nbtvinc.com

Based in New York, NY

**NBTV Channels:** Direct-To-Consumer  
Commerce & Personalization

### The NBTV value

Provides consumers personalized media experiences on every device (TV, Mobile, etc) that enables them to quickly discover, curate, transact, share and build communities.

### Technology & Data

Our algorithms and data technology use AI and are designed to personalize each users' experience, making smart recommendations about what products and services to try, buy and share. This data is highly valuable to advertisers, and our users OPT-IN.

### Broader Synergies

Brands with loyalty scheme programs will want to partner with our channels to allow their customers to easily redeem their rewards/points and remove the liability from their balance sheets.