



Company Overview

IWTV will be the only 24/7 English global channel to broadcast about Israel from Israel. Its global audience will be the 1 billion English speakers. The initial target market will be North America and Europe including over 150 million Evangelical Christians.

Content will include history, documentaries, archaeology, biographies, news, culture, entertainment, technology, medical and green energy innovations. IWTV will launch nine months after funding and expects to achieve a cash flow positive business by year 3.

The Need

Global Fixation with Israel, its people and history has always commanded extraordinary media coverage.

Media Coverage of Israel is often skewed and misrepresents current events in Israel and about the Jewish people. Global networks present images and views of Israel that have led many to question the legitimacy of the Jewish State. These misconceptions portray Israel as the cause of instability and violence in the region. The flourishing and creative aspects of Israeli society are hidden from view.

Global interest in Israel is out of proportion to the size of the country and its population. Moreover, despite efforts by private and government entities, international media often projects distorted and negative images of Israel.

IWTV will attempt to profit from the enormous global appetite for Israel related content and at the same time expose the world to a more comprehensive and thoughtful view of Israel, its culture, its history, its triumphs, and its challenges.

The Opportunity

Create a global brand that will broadcast 24/7 via cable, satellite, and internet initially to the U.S. & Europe (with a footprint encompassing the entire Middle East), and eventually to Latin America, Asia, and Africa.

Satisfy the global interest in Israel with the only English language channel broadcasting worldwide about Israel from Israel.

Provide complete coverage about Israel and the Middle East. Comprehensive reporting straight from Israel will present the public with an entirely different picture than what it sees today.

Launch requires an investment of \$20M, in exchange for a significant equity stake of the business

Financial Projections:

- Multiple revenue sources including advertising, subscription service, sponsorships, paid programming, infomercials, syndication, and website advertising
- IWTv projects that it will be broadcasted on major MSOs reaching many households, including a majority of the US Evangelical Christians

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Achieved Milestones

- Strong management team with experience in both the media markets and start up enterprises.
- Identified high level decision-makers for access to major US & European cable and satellite companies.
- Confirmed third party content availability/true cooperation from (i) government, Jewish Agency and other public entities, (ii) Israel TV channels, and (iii) universities, think tanks, and private research and development organizations.
- Contractual agreement ready to be executed with RRSat Global Communications Network Ltd. (NASDAQ: RRSAT) a major international satellite service provider.
- Established ties with US Christian Evangelical community leaders and broadcasters
- Responses to RFP's for offices, studio, editing and post production requirements.
- Identified media resources and procedures necessary to launch High Definition TV channel (HDTV)
- Established relationships with industry professionals who have successfully placed multiple national channels in the basic packages of MSO's serving major US metropolitan areas and Bible Belt states
- Identified major networks and channels that are prepared to purchase syndicated content from IWTv
- Identified advertising agencies that understand IWTv viewer demographics and are prepared to place advertisements for their clients
- Identified Israeli vendors interested in advertising on IWTv
- Examined the feasibility of establishing call centers in Israel to solicit advertisers and sponsors for IWTv
- Identified entities and products that are prepared to purchase IWTv paid programming

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