

World Media Empire, INC.

BUSINESS PLAN

WWW.TVBLT.COM

World Media Empire, Inc.
401 N. Michigan Ave
Chicago Illinois, 60611

Mission

To provide entertainment to all ages and demographics.

Vision

To become the number one provider of entertainment in the World.

INTRODUCTION

A. BUSINESS DESCRIPTION

*****We are building a world class entertainment complex near Disney World in Orlando Florida. *****

World Media Empire, Inc. [www.worldmediaempire.com] (general programming) and www.kworldtv.com (children's programming) is a producer and distributor of first run Syndicated television, Internet, Mobile platforms, Business TV, Celebrity TV, Children's programming, and Reality show programming for broadcast television and satellite stations. Our programming is cleared to air television stations including **FOX, CBS, ABC Family, WGN Superstations** (WGN America), **AT&T/Direct TV, Time Warner, Comcast, & Dish Network**. The Company produces a mixture of television, film, software, and media products targeted at the youth market and young professionals. **We have been offered our own 24-7 Satellite channel by DirecTV and Dish Network. We are responsible for a carriage fee for each station we air on.**

Our network of television shows features interviews, concerts and segments from some of the biggest stars in entertainment including **Beyonce, Taylor Swift, The Voice, American Idol, Tom Cruise**, and many more. We are content providers for television and media companies with a variety of programs including celebrity, children, teens, animation, business, health, beauty, news, sports, and film.

World Media Empire, Inc., provides viewers with news and information about entertainment, music, movies, and celebrity style. The company has over **100** different original television series available

and up and running for broadcasters. These stations include **Satellite TV Series, Films, Children’s Programming, Comedy Network, 24-Hour News Network, Business TV Network, ON Demand Network, Streaming Network,** and **IP TV**. We are also negotiating with a major mobile platform provider to have our content released in over **100 million** subscription mobile phone users.

Over the years, we have been building our brand, increasing our celebrity library, and presenting our show to various advertising companies and media buyers. We are currently gearing up for our 24-hour satellite network launches on DirecTV and Dish Network.

Products or Services

Celeb Entertainment Channel will be a 24-hour TV and mobile TV network airing original series and movie programming targeted at children, teens, young adults, and families. Shows developed and produced internally for exhibition on our channel will include live-action comedy series, business TV, kids entertainment, interviews, animated programming, cartoons, educational preschool series, movies for the original Movie franchises, as well as the live-action series.

Market & Competition

Competition for internet revenue and TV revenue is fragmented with direct competition coming from a few TV shows. Sites identified by Management as competitors do not have the depth of interviews contained in our Company’s network of shows. Other competitors such as “Entertainment Tonight” and “Access Hollywood” do not focus on in depth interviews and concerts and consequently do not have the quality of interviews that you get with an extended interview. Also, many of these programs do not have original programming as the core of their TV shows.

While there does exist some current competition, management believes that the Company’s product line is unique in nature and will set the Company apart from its competitors. There is the possibility that new competitors could seize upon the Company’s product ideas and business model and produce competing TV or internet shows with similar product matrixes. Likewise, these new competitors could be better capitalized than the Company, which could give them a significant advantage. In the rare case that all available timeslots were taken or unavailable the Company could place its content on the internet, social media and in various alternate media vehicles other than TV. In this event the product structure and matrix would change and may be reconfigured to adapt to market conditions.

B. Business Objectives & Scope

- C. Celeb Entertainment is expanding into the international markets by acquiring and building its own entertainment complexes for 24-hour satellite and network channels with feeds that will also be available to mobile phones platforms and websites. **We are seeking to acquire and in some cases are in current negotiations for our own 24-hour cable stations on such platforms as AT&T Direct TV, Dish, Comcast, and others.** Netflix, Hulu, Google’s **Chromecast, Roku** streaming, and **Apple** will also be additional outlets for our TV Shows and films. The Company will expand its TV library to include world leaders, dignitaries, and

consulates. These interviews will be broadcast on our own TV Networks and Channels and others.

- D. Our international outreach and expansion through our television network, offices, and multi-cultural hosts will include Asia, Japan, Singapore, Europe, South America, Japan, and South Africa. We will also license this content to networks around the world generating additional revenue. The Company has some of its television content available for viewing on-line at www.mworldtv.com and www.kworldtv.com. The most premium episodes are not online so as to give advertisers and cable providers first priority. This prevents our hottest shows from being hijacked and downloaded to various internet sites before an advertiser has paid for an exclusive. The shows that are online at www.mworldtv.com are a small sample of the thousands of episodes and segments that showcase our Company's television capabilities. The addition of software apps for the mobile market and for watching TV on various mobile devices is the next evolution and expansion of our Company along with our Entertainment complexes.

Market Description and Identification

- 1.) World Media Empire is poised and primed to be one of the largest global television media conglomerates in the world. We are positioned to be on par with and even exceed in certain areas companies such as Disney/ABC, Viacom, FOX TV, NBC Universal, CBS and numerous others. www.worldmediaempire.com
- 2.) We will be only the 10th Media Company ever to be considered for multiple 8 or more stations/channels based on original content.
- 3.) Every conglomerate that owns multiple satellite channels is making multiple billions of dollars.
- 4.) FOX TV, AMC Network, AT&T, DISH, Time Warner and Comcast and other networks and stations will air our programming around the world. We are currently setting up distribution.
- 5.) We are also in acquisition talks with one of the top 10 companies in the world (AT&T Entertainment) (NDA Signed). Also, Dish Network and other stations have agreed to give us several satellite channels which we will be launching worldwide in the coming months pending negotiations and agreed to terms. Dish is one of the largest satellite platforms in the world. All of these channels are worth billions to content providers such as ourselves.
- 6.) There are only 9 television and satellite/cable daily original content providers in the world with multiple (3 or more) stations/channels for different demographics in the world. **World Media Empire will be the 10th.**
- 7.) All of these company's multi-channel/stations make multiple billions of dollars with the average being 15 billion dollars per year and the most being **AT&T/Direct TV with 146 Billion dollars** in revenue made last year alone. AT&T is far bigger than Google. WE EXPECT TO BE JOINING **AT&T, COMCAST, TIME WARNER, CHARTER COMMUNICATION, AND OTHER STATIONS AS A UNIQUE MULTI-STATION CONTENT PROVIDER WITH THE POTENTIAL TO MAKE BILLIONS.**

8.) Disney's television media networks (most of which is children's entertainment) earned about **22 billion dollars** last year. Total revenue including resorts and theme parks was **55 billion** dollars. We are poised to compete directly with Disney's Satellite/Cable and mobile media platforms with our children's programming **Kidz World TV, Kidz World JR TV, and Kidz World Animation (pending capita raise)**. www.kworldtv.com

9.) **Kids influence over 1.2 Trillion dollars of spending peach year.** Our Kidz World TV networks and advertising programs www.kworldtv.com targets children, teens, and their parents.

Trend and Target Market

Trend in Market is toward adding more social media components to TV Broadcasts to offer more interaction with viewers.

Competition identification

Our competition are Entertainment shows and companies such as Disney, and FOX, CNBC and others.

Products and Services.

World Media mobile software apps will reflect, mirror, and expand on our interviews, concerts, and media highlights. Every aspect of our TV shows and websites will be mirrored in our apps enhancing the experience for TV mobile viewers. Celeb Entertainment could potentially make millions by making all our shows available to every iPhone, iPad, Android phone, and other portable media devices. We are partnering with companies that have been responsible for creating apps in the top ten rankings for the iPhone platform.

This will allow millions to access our content on demand, making them downloadable and accessible through streaming. Advertisers will place ads, banners, links, and advertising place holders in every app to generate revenue for our company. Revenue can also be generated on a per click basis through Google and other search engines. Block advertising campaigns will be created for major companies seeking brand awareness. Mobile app games will also be an earmark of our company.

Comparison to Competition (Quality, price, delivery, etc.)

Our commercials sell **for 1/10 of the cost of our competitors** at a price of \$10,000 per 30 second spot. While our competitors Entertainment Tonight have a cost of \$100,000 per 30 second spot.

Starcom and OMD (Two of the largest ad agencies in the world); which garner some of the largest media brands in the world including **McDonalds, Casio, U.S. Army, Petsmart, Disney, Warner Bros, Nickelodeon, Rolex, Miller, Lego Toys, Spinmaster, numerous auto manufactures** and many more are interested our national network.

Creation and Development

An important step of the production process involves a treatment. In a treatment, the script writer uses story boards to collaborate with the host and talent to draw out how different scenes might look to the producer, director, and set designer. The next step involves designing the set, supervising its

construction, and installing props. On-location shooting must then be scouted out to produce the most effective scene that provides a backdrop for the interview or segment.

The scene is then prepared for lighting, backdrops, and sound. The lighting director (LD) then designs the lighting plan, arranges for the lighting equipment, and sets up the lighting. Most lighting setups include examining the reflective characteristics of furniture, calibrating the day-night characteristics of the cameras, and examining how the light changes against the talent and set background. This is a specialized field that is usually done by union personnel. The video operator then arranges video recording equipment, performs recording checks, and monitors video quality.

The audio director then arranges the audio recording equipment and sets up and checks the mikes (microphones). Audio quality is then recorded with specialized equipment, which can pick up every nuance of an interviewer's tonal characteristics. The microphone boom/grip operator watches rehearsals and decides on the proper mikes and their placement for each scene. Careful positioning of multiple microphones, such as lavalieres and shotgun mikes, makes the transference to film utterly transparent to the viewer.

Celeb Entertainment will hire additional production staff which includes, but is not limited to, technical directors, gaffers, electricians, wardrobe and makeup personnel, segment directors, and producers. Researchers are also needed to plan for future segments months before production begins. In many cases, specialized remote recording equipment, lighting equipment, and extra crew must be procured to facilitate a large production. Certain aspects of production are subcontracted.

Post Production Operation

After shooting is completed the producer, director, and video recording editor review the footage and make editing decisions. This next critical component entails taking the raw unedited footage to the editing suite and transferring the tape and data into a format where it can be massaged, adjusted, sweetened, and edited to meet broadcast television specifications. Advanced mechanical and electrical equipment is then used to decipher and transfer raw tape and data to hard drives. This is done using software that can interpret, extrapolate, and regurgitate data into a final tape that can be delivered to the television stations for broadcast.

Engineers then edit and adjust every aspect of the sound, lighting, coloring, and background to meet the specific broadcast standards for major television networks like ABC, NBC, FOX, or WGN. An hour of raw footage can take days to edit. A few hours of taping usually require weeks of editing. After the editing process is finished it must be sent to the distribution department who then oversees duplicating, recording, archiving, close captioning, and licensing footage for distribution to major television outlets.

Marketing Strategy

A. Source & Profile of Customers

Celeb Entertainment and K World TV is a producer and distributor of first run syndicated adult and kid's television programming for broadcast television stations such as Comcast, FOX TV, CBS, WGN America, Asian TV as well as our own TV Network. Our Network features

interviews, highlights, and concerts from some of the biggest stars in entertainment and sports. Celeb Entertainment has various programming in development ranging from kid's entertainment, Celebrity life, Dramas, reality TV, to Comedies

B. Sales Methodology (include Sales Order Entry)

Advertisers place 30 to 90 second commercial spots or banners in between our celebrity interviews and highlights. Concerts, and media highlights, along with banners from advertisers, will be placed on the **iPhone, Android**, all social media platforms. **Ticket sales will also provide additional revenue to the Company.**

C. Advertising

***Streaming** coverage of all our television shows from our Entertainment complexes, including highlights from the MTV Music awards, **CES, The Grammy Awards**, and **The Oscars, Disney**, and our **Celebrity Entertainment sites** will be downloadable. Streaming footage of dramatic highlights from our comedies, and reality shows will be an earmark of our apps. Our television shows will also promote our mobile apps for independent viewing on cell phones or mobile devices. We have also developed many TV series including a Christmas TV Series for kids and parents.

D. Price in Criteria, Cost, & Gross Profit per Unit

TELEVISION REVENUE **PER SHOW**

Our commercials sell for \$10,000 with 40 commercials per 1 Hour TV show that equates to **\$400,000 per Saturday**. The station fee or cost of the 1-hour TV show is \$20,000.

Sales Revenue Per show	\$400,000
Cost Per TV Show	<u>-20,000</u>
	\$380,000 (Profit)

TICKET REVENUE

2000 SEATS

2000 (ATTENDEES) PER DAY

FRIDAY, SATURDAY, SUNDAY. (Highest Volume Days)

\$100 PER TICKET

2000 X \$100=\$200,000 PER DAY

3 DAYS (WEEKEND) TICKETS SALES = \$600,000.

\$600,000 PER WEEK END

\$600,000 X 4 Weekends =\$2,400,000

Monthly SALES =\$2,400,000

DISTRIBUTION

*** DISH/DIRECTV 24-HOUR SATELLITE:**

Celebrity Entertainment, Business TV, LIVE TV Children's TV, Entrepreneur TV, Start up TV, Luxury Travel TV, Health & Wellness living, Health Food, Beauty and Lifestyles, Movies, and Animation.

*** FOX BROADCAST TV TOP 15 TV MARKETS**

***CNBC: BUSINESS TV, ENTREPENUER TV, AND START UP TV.**

Management

A. Form of Business Organization

Corporation

B. Legal Compliance

DNA

Visit WWW.TVBLT.COM for additional building information.

C. Strategy/Plan for next 3 years:

WWW.TVBLT.COM

Capital Expenditures

See excel file for cash flow details.

Financial

Projection for 3 Years (See Excel file).

Property Option # 1

See PDF a www.foxtvshow.com

Vineland Ave Orlando Florida
Regency Village Hotel **Lot B & C**

The most profitable property that has come to our attention is located approximately a mile from **Disney World** in Orlando, Florida. In Florida our entertainment complex would be a unique customized entertainment complex. **We just obtained this week preliminary permission from the Orlando Florida City Council planning and zoning commission to custom build our entertainment complex on the lots in question.** Much of the children's celebrities are supplied to us from Disney and they would co-partner with us in putting together cross promotions and events.

Florida Disney Site (Most Profitable Site)

LOT 1B - 3 acres	\$3,000,000
LOT 1C - 3 acres	\$3,000,000
Building infrastructure	\$2,000,000
Working capital	<u>\$2,000,000</u>
Carriage fees, working capital & Entertainment Complex	\$10,000,000

MANAGEMENT TEAM



Anne Hoffer

Branding, Management, Product Marketing, Sales Strategy and Management, Marketing Strategy, Social Media Marketing, Monetization, Advertising, Sales and Marketing, Innovation & Growth, Digital Marketing, Revenue Growth, Brand Design and Strategy, Revenue Management, Brand Development, Growth Strategy and Execution, Marketing Management, Sales Strategy. Anne grew partnerships at three different companies to over \$10MM each, one of them to \$22MM in advertising revenue. She also hired 28 people in 3 months. In her marketing background she has worked with large brands and small brands from NICKELODEON, ESPN W, APPLE, and SNAPCHAT to build amazing communities of people, monetize products and companies and grow existing brands into multi-million dollar entities. Anne is resourceful and creative in her approach to growing companies and brands. Building sales and sales teams from the ground up. Taking a company from \$0 to \$40MM in year 1 (snapchat). Her contacts throughout the country in advertising and marketing sales are top notch and a invaluable asset to World Media Empire.



Aaron Price

CEO and Founder of World Media Empire.



Asia McGee

President, TV Host and Executive Producer, and advertising procurement.



Brian Tong

TV Host and Executive Producer he also appears as host of CBS's multi-million dollar conglomerate CNET.



Mark Payton

Vice President of New Business Development, and Host of World Media Empire.



Linda Mensch

Television Agent
Strategic alliances, NFL, NBA, BBC, U.S. and the Asia continent.



Torrey Price

Vice President
Digital Management, Strategic management, Brand Management.

- **CEO/President Aaron Price: The founder of World Media Empire, Inc.** He has a Bachelor's Degree in Economics from Northwestern, University College Northwestern's downtown campus. 15 years executive management experience in film and television. Aaron Price is responsible for securing the regional network clearances deals with FOX, E! FOX Business, WE TV, Superstation WGN (WGN America), AT&T, Dish and Comcast. His television experience includes procuring new stations, producing show concepts and ideas, creating contracts for advertisers, managing show personnel, budgeting, and financing operations. His responsibilities also include designing sets, filming, and taping of shows, talent screening, overseeing corporate direction, field directing, reviewing website creation, and securing of the show's guests and celebrities.
- **PRESIDENT: Host/Executive Producer: Asia McGee** She is one of the original producers of Celeb Entertainment and has a degree in Associates in Liberal Arts and Sciences from Richard J. Daley College, and TV Video and Editing Production Education and Certification. Asia has over 15 years' experience in the television industry. Asia has interviewed many of the top celebrities in Hollywood.
- **Vice President of New Business Development: Mark Payton** brings with him a very impressive background in several areas. He graduated from the University of Illinois, in Champaign-Urbana. Upon completing his B.S he obtained his M.B.A. at Saint Xavier University in Chicago Illinois. He managed to pursue his passion of acting during his conventional corporate career.

- **Vice President: Torrey Christopher** - Education: Vanderbilt University, Nashville, TN. Double major Economics, and Engineering Science. He has over 10 years' experience in the Television business. His tasks include the production of show concepts, idea implementation, contract creation, negotiating with advertisers, budgeting and financing, advertising procurement, field and studio directing for programming that has aired on FOX TV, Comcast and other affiliates, Torrey Price was Key in the marketing of World Media Empire, Inc. Torrey Price is one of the original financiers and founders of World Media Empire, Inc.
- **Executive Producer: Eric Almond** - has over 10 years' experience and Producer and filmmaker for hundreds of the most prestigious films a TV Productions from Walt Disney, Warner Brothers Pictures, Sony Pictures, FOX Entertainment and many more commercial productions. Eric Almond has also helped developed dramas, documentaries, and series for World Media Empire.
- **Loraine Render Executive Producer/Writer/Senior Station Manager** - Emmy Award Winning Senior Producer with 25 years' experience. Responsible to create and produce original content for media broadcast and Cable outlets. Write scripts. Oversee all aspects of preproduction, production, and post production. Project management, create and manage budgets. Develop distribution strategies for original content. Supervise production crews. Executive Producer – WCFC TV 38/Total Living Network (TLN), Produced internationally & nationally syndicated 1 hour live music entertainment program. Managed staff and crew of 30 people. Supervised pre-production, show development, and field produce feature segments. Syndicated series and generated 2.6 million dollars in profit for station. Won 3 Emmy nominations for Outstanding Entertainment Program. Managed \$1,750,000 annual production budget and supervised a staff and crew of 30 people for TV38/Total Living Network. Syndicated series and generated 2.6 million dollars in profit for station for Total Living Network.
- **Linda Mensch: Television Agent** - Ms. Mensch is an entertainment lawyer with vast experience and contacts in the music industry, where she has directed her law practice for over 25 years. She has directed the business of a Chicago-based media-internet company's entertainment division. With this division, Ms. Mensch developed a television, internet, digital and radio distribution network in China while acquiring the highest quality content for the company's television business in China. Ms. Mensch put together strategic alliances for this division with international content owners such as the Financial Times, the BBC, Bertelsmann, China Educational Television, China Central Television (CCTV), Shanghai Television, Good Parent TV, the NFL, the NBA, and many other independent content owners in various media.