

Who: SSTC (Shy Shy and the C.R.I.M.E)

What: SSTC16 World Tour

When: March 2016

Co-Feature: 3x Grammy Nominated Kief Brown

Reunited after 25 years, SSTC is gearing up for a major international tour! The late 80's, early 90's dance band has re-released its single "I Can Make you Dance" to tremendous success; holding the NUMBER ONE spot on the VTYO EDM Dance Chart for four weeks and counting and one week at the NUMBER ONE overall Artist selection. The band have been featured on Yahoo Music News twice, MSN Music USA, Canada, Puerto Rico, France, Mexico and Australia, over 150,000 combined Youtube views, approaching 90,000 Vevo views...all in less than two months!

Recently, SSTC Management set down with Mr. Arne Lefalk, President/CEO of Ryoulive Streaming Production Company based out of Sweden. Ryoulive provides live, HD streaming to viewers around the world, and has partnered with major corporations to sponsor these feeds. The parties agreed to partner on SSTC16 World Tour. SSTC will be joined by prominent DJ's in each market, in addition to some of today's BIGGEST names in the music & film business for the first 20 shows via Ryoulive Stream.

Viewers can get up-close and personal with the band members, as they correspond via the live stream throughout their day and during their live performances...IT WILL BE EPIC!!!

TOUR DATES TO BE ANNOUCED SOON...



LOOK US UP ON:



SSTC16 WORLD TOUR



STREAMING LIVE PERFORMANCES FROM AROUND
THE WORLD FEATURING SOME OF TODAY'S BIGGEST
ARTIST.

PRESENTED BY:
RYOULIVE

Photo by Jamshid Goshtasbipour

Current list of Artist to Stream live with SSTC:

► DMC (Hall of Fame Run DMC)



► DJ Hurricane (Beastie Boys)



► Faith Evans



► Angie Stone



► Phife Dawg (Tribe called Quest)



► Flavor Flav (Public Enemy)



► Trina



► The Jacksons



► Jeezy



► Jadakiss





The world's first multi-platform real-time entertainment network.

BROUGHT TO YOU BY THE PROGRAMMERS OF
THE WORLD'S BIGGEST DIGITAL BRANDS

* Images used herein are for presentation purposes only



THE FIRST-EVER MOBILE AND
VIDEO FOCUSED PLATFORM
DELIVERED TO FANS IN REAL-
TIME FROM THE FIRST-PERSON
VOICE OF THE WORLD'S TOP
TALENT IN SPORTS, FASHION,
MUSIC & ENTERTAINMENT,
BUSINESS & POLITICS.

4.8

BILLION MILLENNIAL USERS
AROUND THE GLOBE TO ACCESS
WITH DYNAMIC, CUTTING-EDGE
TECHNOLOGY & DISTRIBUTION
PLATFORMS CONSISTING OF:

- INCREDIBLE USER INTERFACE
- PREMIUM CONTENT FROM TOP
TALENT WITH REAL-TIME FAN
ENGAGEMENT
- A SEAMLESS COMBINATION OF
HD-QUALITY ODN AND PEER-TO-
PEER STREAMING OF CHANNELS
- SUPERIOR BANDWIDTH AT
APPROX. 80% COST REDUCTION
- A NEW AUTHENTICATION
SOLUTION FOR IN-STREAM
COMMERCE THAT CAN HANDLE
OVER 50,000 TRANSACTIONS
PER SECOND
- VIRTUAL REALITY RENDERING



BRINGING FANS AROUND
THE WORLD TOGETHER,
AND EVEN CLOSER TO
THE STARS THEY LOVE
VIA A SOCIAL NETWORK
THAT IS PROGRAMMED
WITH CROSS-PROMOTED
CELEBRITY LIVE STREAMS.

about RYOULIVE

MULTI-PLATFORM NETWORK FOR TOMORROW

RYOULIVE is the first global
content network focused on
sports, music, fashion, culture +
travel for socially connected,
savvy young viewers around the
world from the voice of the stars.



MEDIA PARTNER & CURATED CELEB CROSS-POLLENIZATION

RYOULIVE mixes media-sourced
content and features a host of
ambassadors + celebrities delivering
and cross-promoting each others
video, news and social media
content around the globe. Programs
include sports + style shows, music,
as well as behind the scenes follows
with celebs, and scripted series that
premiere simultaneously through
online and mobile media.

TALENT LED CONTENT FOR SOCIAL & DIGITAL NATIVES

RYOULIVE talent distributes to an
audience of the most dynamic social
media viewers & creators; a digitally
savvy generation that participates
in media and rabidly consumes it.



\$1

TRILLION CONSUMER
SPENDING POWER
AROUND THE WORLD





SPORTS

GLOBAL
ICONS

RYOULIVE is a highly-curated network of global sports & entertainment influencers...

PREMIER TASTEMAKERS + TALENT-DRIVEN CONTENT

RYOULIVE has no competition when it comes to unfiltered celebrity access across all genres.

We deliver LIVE, adrenalin-laced activities, exclusive moments for fans, BEFORE, DURING and AFTER our Talent-driven events.



BUSINESS & POLITICS



YOUTUBE

MONDAY
MAKEUP
ROUTINE

SOCIAL



RYOULIVE

...that will create and promote content to their quantifiable online and social followings of over 8 Billion fans both in **real-time** and via a **slate of filmed programming**

ART + CULTURE



By leveraging the power of our official celebrity & talent network, RYOULIVE brings direct opportunities to top-tier superstars and brands with super-engaging content for an audience that can't get enough.

RYOULIVE AUDIENCE + USER PROFILE THE NEW MILLENNIAL VOICE.

RYOULIVE fills the gap for young, hip Millennials who live online and are in a relentless search for any and all things creative, inspirational + connective with their favorite stars and activities through one social and content hub.



THE RYOULIVE USER IS AHEAD OF THE TRENDS



The people in their online and IRL ("in real life") networks see them as an influencer. Everything they undertake is an expression of who they are.

Naturally curious, they are constantly discovering and seeking avenues/people that introduce them to new things - including content.

IRL adventures are a chance to create content for their own lives. They want on-demand experience, new places & events to see, and friends that look great (with them) on instagram and in videos on youtube and vine.



RYOULIVE



RYOULIVE also provides a unique full-service marketing agency focused on branding social media syndication, audience engagement, event production, music supervision, promotions and talent booking.

RYOULIVE TEAM

RYOULIVE is backed by an experienced team of strategic advisors in **TALENT**, **PRODUCTION**, **DISTRIBUTION** and **FAN ENGAGEMENT**, as well as content creators with millions of followers and subscribers as built-in audiences.

RYOULIVE is poised to become the definitive marketing arm to forward-thinking talent, athletes, brands, live music & nightlife venues and social media influencers seeking to not only to leverage their audience reach effectively, but also to ensure their day-to-day social media strategy is being managed properly.

CONTENT is a key multi-faceted strategy for our real-time and curated networks. **RYOULIVE** takes an editorial and narrative approach to content + messaging that enhances and gives depth to marketing programs while aligning with brand partner goals and deliverables.

From CURATED VIDEOS to VIRTUAL REALITY and now INFLUENCER PARTNERSHIPS and SOCIAL STRATEGY, RYOULIVE delivers custom + exclusive content that maximizes reach.

We become your company within the company - servicing and managing all your social media marketing needs.



RYOULIVE
the agency



RYOULIVE

THE REVOLUTIONARY INTERFACE

RYOULIVE's CONSTANTLY EVOLVING USER INTERFACE allows for a new level of interactivity, communication and access for fans. RYOULIVE talent never have to leave their followers behind - EVER!

Facebook, Instagram, Twitter, Snapchat, Whats App...they're all part of the live stream IN PROGRESS and INSIDE THE APP wherever our talent goes!

RYOULIVE designs custom IN-APP promotional content and BRAND-ID creative for integrated promotions and on-demand viewing of exclusive commercials within the stream.

FOR THE FIRST TIME, TALENT CAN TALK TO THEIR FANS IN REAL-TIME VIA ANY PREFERRED SOCIAL CHANNELS + VIEWERS NEVER HAVE TO BE TAKEN AWAY FROM WATCHING THEIR FAVORITE STAR WALK THE RED CARPET OR KILL IT ONSTAGE.

RYOULIVE will continue to add new features and functionality to the app that keep bringing our roster of stars and their fans closer together.

Artists are engaging in RYOULIVE because:

1. We can deliver exactly what your fans and sponsors want more of:
☐ **YOU**, closer than before, **LIVE**, with HD quality when they want it! **NOW!** BEFORE, DURING and AFTER the live stream
2. New, untapped revenue streams from their events with sponsors, click-thru views, in-stream "bubble commerce" and advertising, merchandising, and fan games
3. Monetizing behind-the-scenes material
4. Increased fan engagement with live chats & Twitter feeds
5. New fans through cross-promotions with other RYOULIVE ambassadors. Their fans are now your fans during live streams on the RYOULIVE app

IF YOU WANT TO HANG WITH STEVE IN THE VIP AFTER THE SHOW...
[CLICK HERE](#) JUST \$9.99

STEVE ANGELLO

RYOULIVE
 MONETIZES THE 360° DEGREE WORLD OF YOUR FAN BASE IN REAL-TIME!

PHARRELL RECOMMENDS:
 "WASTED LOVE"
 BUY IT ON APPLE MUSIC NOW
[CLICK HERE!](#) JUST \$1.99

BUY THE LIMITED EDITION LAS VEGAS T-SHIRTS
 B4 THEY'RE SOLD OUT!
[CLICK HERE](#) JUST \$19.99

amazon Prime

STEVE: @JAMJAM HERE CHECKING IN. YOU'RE KILLING IT ON THE DECKS!!

SAMPLE RYOULIVE CHANNEL.

Dwight Howard
Tao Group Marquee Las Vegas

YOU ARE NOW ROCKING OUT WITH THE TAO GROUP CHANNEL. MARQUEE...TAO...AVENUE...YOU GET IT ALL HERE IN REAL-TIME. FROM SYDNEY TO SUNDANCE. CONSIDER YOURSELF PART OF THE WORLD'S MOST EXCITING NETWORK IN NIGHTLIFE! TUNE IN EVERY WEEK TO SEE YOUR FAVORITE STARS STREAMED LIVE FROM THE RED CARPET, BEHIND THE SCENES, ON STAGE & IN VIP AT THE HOTTEST CLUBS WORLDWIDE. THIS IS ACCESS ONLY RYOULIVE GETS YOU!

LIVE MUSIC SERIES IN SYDNEY
MARQUEE
 MARQUEESYDNEY

TAO
 HALLLOWEEN NIGHT
 FRIDAY, OCTOBER 31
 RED CARPET PREMIERE FOR LAS VEGAS RESIDENCY

TAO FOR-UP @ SUNDANCE

AVENUE NIGHTCLUB

MIGUEL @ MARQUEE

To Be Announced
 PENDING

RYOULIVE

LIVE



SAMPLE FAN SHARING CAMPAIGN

LUKA MODRIC
SOCCER STAR- REAL MADRID

STATS:
4.8 MILLION LIKES
5.7 MILLION FOLLOWERS

EXAMPLE #1: CANDICE brings Luka and Dwight on-set at a photo shoot for her new swimsuit line with ESPN Magazine. Fans of hers, Luka's and Dwight's watch the stream on the RYOULIVE app and are exposed to Candice's new swimsuit line.

CANDICE SWANEPOEL
SUPERMODEL

STATS:
6.1 MILLION FOLLOWERS
1.1 MILLION FOLLOWERS

Soccer Star **LUKA MODRIC** visits Rio de Janeiro, during a summer match in 2015. RYOULIVE invites fellow ambassadors **CANDICE SWANEPOEL**, **STEVE ANGELLO** and **DWIGHT HOWARD** - also visiting Brazil to promote projects.

The result is a never-seen before **GROSS POLLINIZATION** of social media followers via live stream on the RYOULIVE app.

EXAMPLE #2: STEVE puts on a concert in Brazil, RYOULIVE broadcasts the VIP after party attended by Luka Modric and Dwight Howard. Steve's fans get introduced to Luka and Dwight, and their fans get introduced to Steve.

STEVE ANGELLO
WORLD FAMOUS DJ

STATS:
8 MILLION LIKES
1.1 MILLION FOLLOWERS


DWIGHT HOWARD
NBA SUPERSTAR

STATS:
6.1 MILLION FOLLOWERS
4.9 MILLION LIKES

RYOULIVE

RYOULIVE brings together these celebrities in real-time; creating opportunities for them to help each other gain more followers and monetize their new audiences - all without competing for fans. **EVERYONE WINS!**


SAMPLE SUBSCRIBER CAMPAIGN



To coincide with the start of International Play in September, RYOULIVE launches soccer star **LUKA MODRIC's** channel for monthly subscribers. The VIP invitation goes out to **LUKA's** 8 million fans worldwide between Facebook and Instagram. At \$9.99 / Per Month, if only 10% of **LUKA's** fan base signs up, the revenue stream potential is outlined below over a 4-month case study:

September 2015	October 2015	November 2015	December 2015
800,000 x \$9.99	800,000 x \$9.99	800,000 x \$9.99	800,000 x \$9.99
Revenues/Month: \$7.9 M (USD)	Revenues/Month: \$7.9 M (USD)	Revenues/Month: \$7.9 M (USD)	Revenues/Month: \$7.9 M (USD)

4 MONTH REVENUE SUBTOTAL: APPROXIMATELY \$62 M (USD)




Luka Modric

Twitter Facebook Email SMS FAN

To Be Announced
PENDING

LIVE

FEATURED RYOULIVE CHANNEL



CANDICE SWANEPOEL'S AFRIQUEST

CANDICE SWANEPOEL'S


CONQUEST TRAVELER SERIES

GO SUPERMODEL BEACH SPECIAL '16

BRAZIL - SUMMER 2016 CANDICE SWANEPOEL/AFRICA

CS VS THE BACKSTAGE

VIRTUAL ROULETTE NETWORK FOR CHARITY



Candice Swanepoel

CANDICE SWANEPOEL IS A SUPERMODEL/DESIGNER/PRODUCER AND THE UNMISTAKABLE FACE OF THE VENERABLE VICTORIA'S SECRET BRAND. WELCOME TO HER RYOULIVE CHANNEL. HERE YOU WILL SEE EXCITING CONTENT FROM CANDICE'S POINT OF VIEW CURATED BY CANDICE FOR YOU. ENJOY! WE KNOW: #YOUAREVERYWELCOME!

Twitter Facebook Email SMS FAN

To Be Announced
PENDING

LIVE

RYOULIVE'S CANDICE SWANPOHL-CURATED CHANNEL:

1. Serves as a video subscription catalog in real-time for both Candice-owned and curated lines that fans can order and have shipped directly
2. Allows fans, no matter where Candice travels, to access the RYOULIVE merchandise. Once streamed, it is archived for later viewing and purchases in the "Bubble Store"
3. Monetizes behind-the-scenes content, advertising, click-thru views, and fan games
4. Increases fan engagement with live chats & Twitter feeds
5. Creates opportunities for top designers and recording artists to collaborate with Candice to create cool, never seen before presentations that stream live at mutually advantageous times. Fans continue to dialogue through cross-promotions with other RYOULIVE ambassadors
6. Synchs "cells" for other RYOULIVE talent with Candice to cross-pollenate fans and drive more eyeballs to content on respective channels



TOM HANKS, MIKE TYSON & NBA STAR DWIGHT HOWARD CONNECT WITH CANDICE ON RYOULIVE BACKSTAGE AT FASHION WEEK.



RYOULIVE GIVES BACK



RYOULIVE will differentiate itself from other live streaming apps in its continued philanthropy and support of charitable efforts close to the hearts of its celebrities. Fans and followers from around the world will be able to tune in to see their favorite stars raise money for worthwhile causes - and for the first time - even get in on the action of helping them raise money in real-time.

RYOULIVE



When it comes to live media distribution, today's CDN technology is limited by a severe bottleneck in bandwidth at the central entry points for the clients. This causes it to scale poorly, which leads to high bandwidth costs and effectively caps the maximum number of simultaneous views and transactions per second. Bottom line: CDN is obsolete.

RYOULIVE's hybrid tech solution offers a cutting-edge combination of the positives from CDN and the proprietary "SwarmEngine" developed for RYOULIVE, which uses groundbreaking patent-pending Peer-to-Peer (P2P) algorithms for live streaming; nullifying all scalability issues. Period.

Content distribution now bypasses interference via most home network firewalls; vastly improving the overall P2P efficiency over HTTP-based solutions. RYOULIVE's patent-pending hybrid architecture dynamically adjusts the CDN contribution to the system to account for network conditions, audience fluctuations and other external factors on the fly. So now RYOULIVE can get content to fans faster and easier!



RYOULIVE

THE GAME-CHANGING TECHNOLOGY

CDN...SEE YA LATER!

- Poor user experience
- Limited payment capabilities
- Limited authentication capabilities
- High cost due to server bandwidth
- Very Poor scalability



THE RYOULIVE REVOLUTION...

- Far superior user experience
- Higher resolution than a traditional CDN at same or lower bandwidth
- Seamless Live Authentication, Payments and Transcoding
- 80,000 transactions per second capabilities
- 80% cost reduction when compared to any other app and Akamai/Amazon, while enhancing audio/visual quality
- Simple transitions between P2P and CDN when needed

EXAMPLE: RYOULIVE streams 5 hours of LADY GAGA worldwide in HD to 8million fans...

NORMAL AKAMAI/AMAZON CDN Cost: \$648,000

RYOULIVE P2P/CDN Cost: LESS THAN \$100,000



RYOULIVE	US	THEM	YOU NOW	PERISCOPE	MEERKAT	YOUTUBE	FACEBOOK	HANG W/	YAHOO! LIVE NATION
TALENT-CUSTOMIZED APP	<input checked="" type="checkbox"/>								
HD CONTENT PRODUCTION	<input checked="" type="checkbox"/>								<input checked="" type="checkbox"/>
REAL-TIME FAN INTERACTION	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FAN BASE SHARING	<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	
REAL-TIME EDITING DURING LIVE EVENT	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>						
LIVE BROADCAST	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
IN-APP USE OF OTHER SOCIAL MEDIA DURING LIVE STREAMS	<input checked="" type="checkbox"/>								
ARCHIVED CONTENT + LONGER THAN 24HRS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
IN-STREAM COMMERCE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>							

STREAMING FACTS THAT FACTOR INTO FUTURE REVENUE OPPS

- 4 Billion hours of online streaming per month was watched in 2013, which increased to 6 billion in 2014
- 8 Million people watched the RedBull Stratos event worldwide
- 1 hour and 30 minutes is the average mobile use live stream watch per month in 2014
- 1 hour was the average view time for a live event stream online in 2012, and increased to 1 hour 30 minutes in 2014

Brand Recognition:

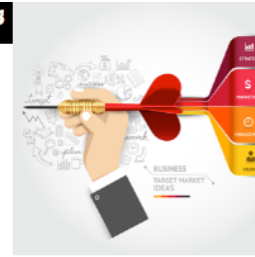
- The American Express "Unstaged" program generated 22 million views in 2012 alone, with an average viewing time of 25 minutes per person, creating massive brand recognition for AMEX

Social Media:

- In a crowd of 100 concertgoers, 32% will be posting Facebook or Twitter updates during the show
- In a crowd of 100 concertgoers, 47% will be texting or emailing others during the show

Advertising Opportunity:

- Digital advertising now represents % of all ad spending
- Digital advertising will grow 18.1 % this year
- Digital is growing at three times (3x) the rate of the next two fastest-growing advertising mediums
- Each RYOULIVE event, piece of content or video will contain branded integration opportunities
- Brands more frequently pay a fixed rate for each person that views a digital event
 - For example, if an event contains 10 sponsoring brands each paying \$.05 per viewer - that event will generate \$.50 for each viewer who watches, or \$50,000, assuming 100,000 viewers tune in
- Revenue potential can scale very rapidly



SAMPLE REVENUE MODELS

	Example 1	Example 2	Example 3	Example 4	Example 5	Example 6
Number of viewers per event	200,000	500,000	1,000,000	5,000,000	10,000,000	20,000,000
Number of paid product placements per event	10	10	10	10	10	10
Number of events performed	5	5	5	5	5	5
Total revenue generated assuming brands pay:						
\$0.01 USD per viewer	\$100,000	\$250,000	\$500,000	\$2,500,000	\$5,000,000	\$10,000,000
\$0.05 USD per viewer	\$500,000	\$1,250,000	\$2,500,000	\$12,500,000	\$25,000,000	\$50,000,000
\$0.10 USD per viewer	\$1,000,000	\$2,500,000	\$5,000,000	\$25,000,000	\$50,000,000	\$100,000,000
\$0.30 USD per viewer	\$3,000,000	\$7,500,000	\$15,000,000	\$75,000,000	\$150,000,000	\$300,000,000



Tour destinations:

UK: England	Europe: Germany	Australia: Sydney	Japan: Tokyo
	↳ Frankfurt		
Scotland	Stuttgart	Melbourne	Yokohama
Wales	Belgium	Brisbane	Osaka
Ireland	Estonia	Canberra	
	France	Perth	
	Netherland	Adelaide	
	Austria	Darwin	
	Denmark	Newcastle	
	Italy		
	Greece		
United Arab Emirates: Dubai	Canada: TBA	USA: TBA	South America: TBA

SSTC16 WORLD TOUR

In The Numbers: Statistical Data for Potential Streaming Output.

SSTC (Lead Vocalist Marlon Campbell)

- └ Total: Fanbase 11.4 million (Music, Film, Philanthropist Based).
- └ SSTC: Twitter Followers 205,000
- └ SSTC: Combined Vevo, Youtube and General Online Site Views – 564,000 views (in 6 weeks)
- └ SSTC: Featured: Yahoo 3x in 6 weeks, MSN Music US, Canada, Puerto Rico, France, Mexico and Australia (in 6 weeks)
- └ Number One, 5 Weeks in a row EDM & Number One, 2 Weeks in a row Overall



Week One



Week Two



Week Three



Week Four



Week Five

- ▶ Estimated total views Google Clicks/Views for “SSTC” Worldwide in last six weeks – 13,430,000
- ▶ iReach Press Exposure Market Size – 88,166,484
- ▶ Total Collective Potential Click/View Power of Streaming Artist
 - └ Twitter – 6,474,882, Video Collective Views – 1.43 Billion+

Streaming numbers advertised properly through social media platforms alone, at a probability factor of only twenty percent (20%) will generate via Twitter 1,340,000 clicks/views, ten percent via video 163,000,000 clicks/views; using conservative numbers.

Total: 164,340,000