
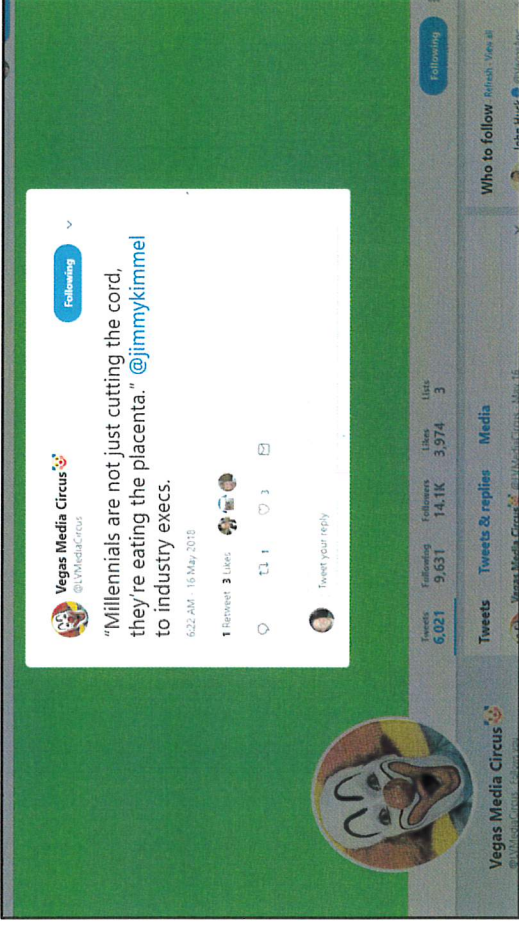


Welcome – thanks for joining me today! Sorry, it's just me today. I tried bringing my IT engineer (Craig Andrews) with me but he had a prior engagement. Craig was instrumental in making and keeping our entire program of Live streaming TV and content apps running. More from him later.

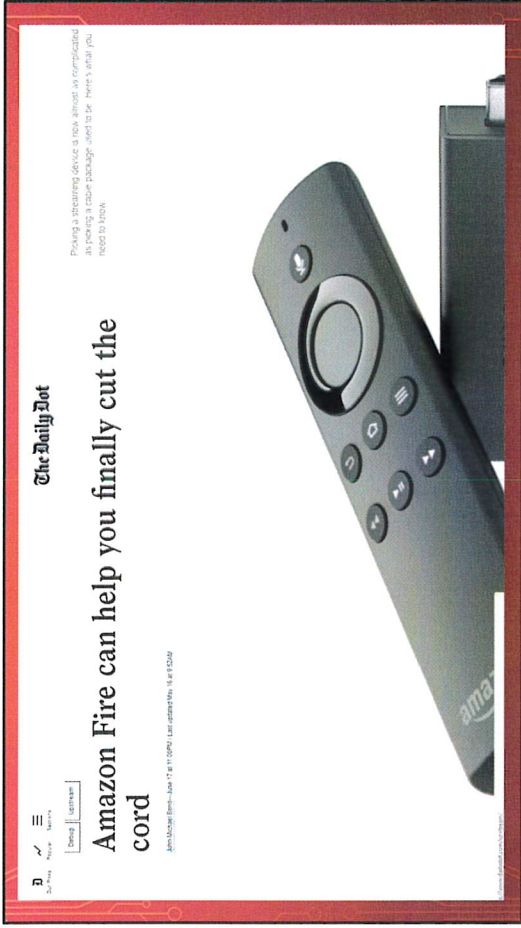
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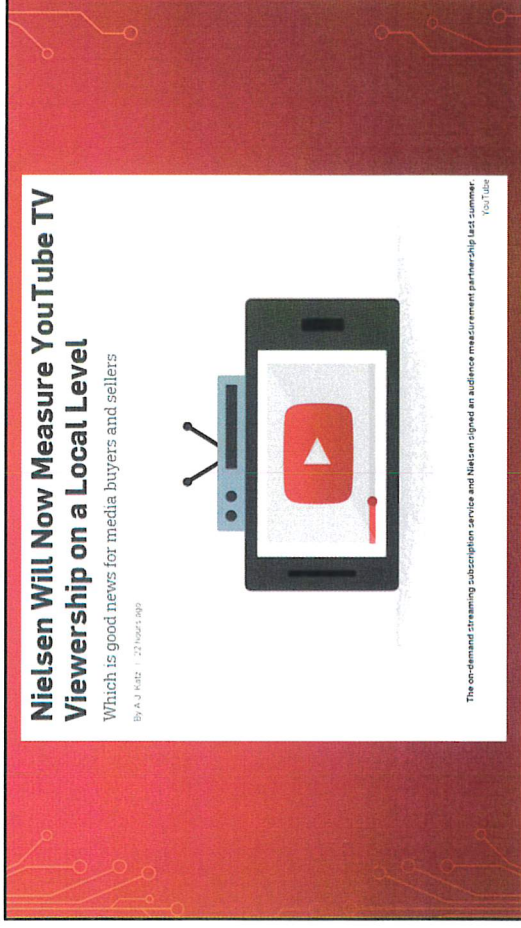
Here's how to get a hold of me --- email and phone numbers. I will provide our IT partners email and phone number and mine too again, at the end of my presentation. That's me giving a tour of my station and showing the folks our Roku app to SCAN & NATOA folks who attended NAB in April. If you are ever in Vegas I'd be happy to give you a tour of our little studio and chambers.



READ – yep, this is what I hear! I give tours of our station – at least 3 a month. And I always ask folks, young and old, who has cable (there are 2 systems in LV, COX and CenturyLink) who has satellite and who has apps. Can you guess which one is hands down winning – yes, apps! Roku, Apple TV, Hulu, Amazon Fire (Fire Stick) – 2nd place is satellite and 3rd is cable.

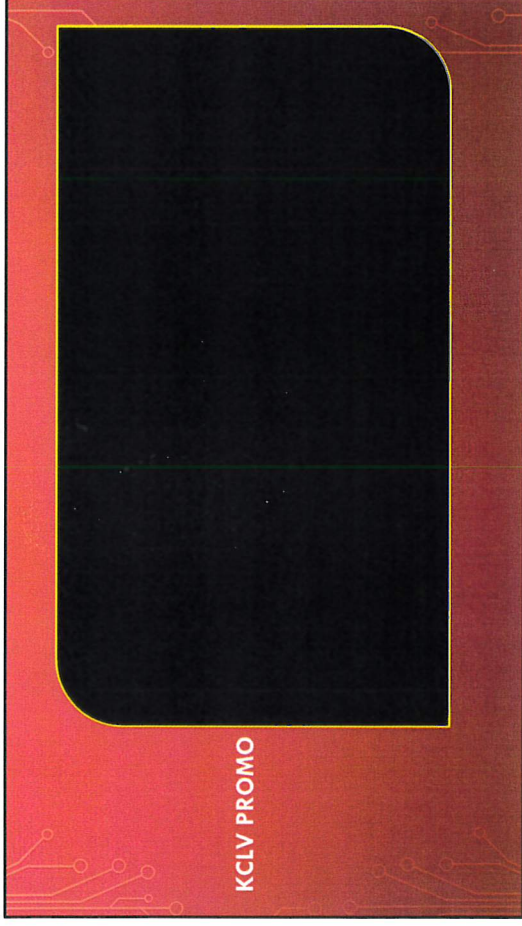


There you go...Amazon Fire will help you “FINALLY” cut the cord! Ouch. I found this article last week. This can hurt us and we don't have the budgets to advertise our channels, we don't have the staff to keep the promo's rolling off the shelves or promotions teams to get the word out that you can watch us on Channel Z100 with Dolly and Dino anchor team. Nope! It's up to us to take control of whatever content and livestreaming systems we can get our hands in.



I saw this article yesterday...the digital world is changing...did you ever think you'd see Nielsen rating an on-line channel like YouTube? We need to keep up with those changes. This might be the first time we (PEG) *could* be included in a viewership survey – I'm sure Hulu, Roku, Fire Stick and Apple TV are all next in line to get rated.

We started the Apple TV app preparation development in September of 2017 and then launched in January of this year...This is us...



We produced this PSA once we launched the 2 apps...Apple TV and Roku. We're working on Amazon's Fire Stick and eventually we believe we will be livestreaming on Hulu's Live TV app. I can't stress enough that that this would not have been remotely possible if it weren't for our amazing IT team! They got the ball rolling with Phunware...here's why we chose Phunware.

THE CITY ENGAGED PHUNWARE TO PROVIDE PROFESSIONAL SERVICES TO HELP THE CITY ESTABLISH ITS OWN CHANNEL ON APPLE TV...IT HAS PRODUCTS THAT ENCOMPASS THE ENTIRE MOBILE AND APPLICATION LIFECYCLE. IT WILL SHOW CITY STAFF HOW TO USE THEM TO DEVELOP AND MAINTAIN THE CITY'S CHANNEL. CITY STAFF ARE ABLE TO CONTINUALLY MODIFY THE VIEWER EXPERIENCE WITHOUT NEEDING TO INVOLVE PHUNWARE. EVERY PIECE OF THE CITY'S CONTENT IS CAPTURED IN A CONTENT MANAGEMENT SYSTEM TO BE AVAILABLE FOR USE IN ANY MOBILE VIEWING DEVICE.

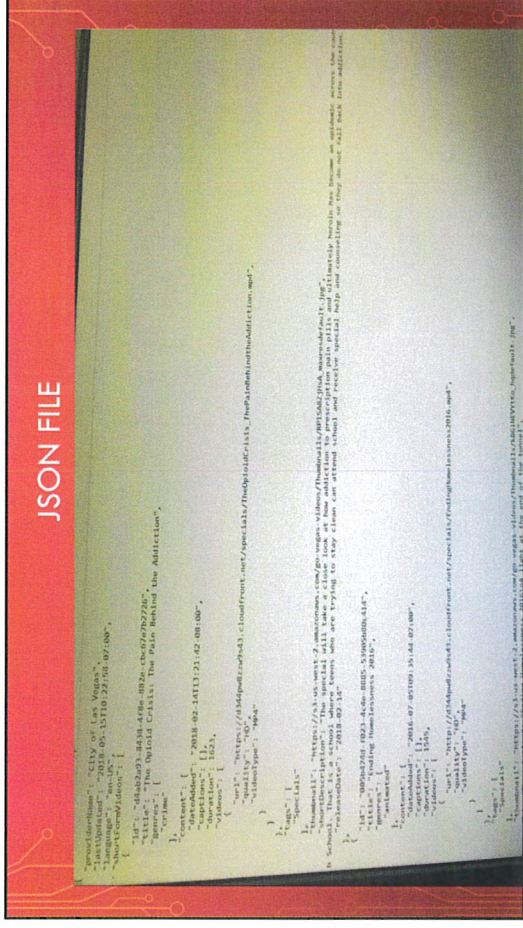
IN SHORT, THE MIX OF PRODUCTS AND SERVICES FROM PHUNWARE ENABLED THE CITY TO BUILD AND MAINTAIN ITS OWN APPLE TV CHANNEL, WHILE AVOIDING SIGNIFICANT COSTS ASSOCIATED WITH CREATING A CUSTOM SOLUTION.

WHY THE CITY OF LAS VEGAS CHOSE PHUNWARE

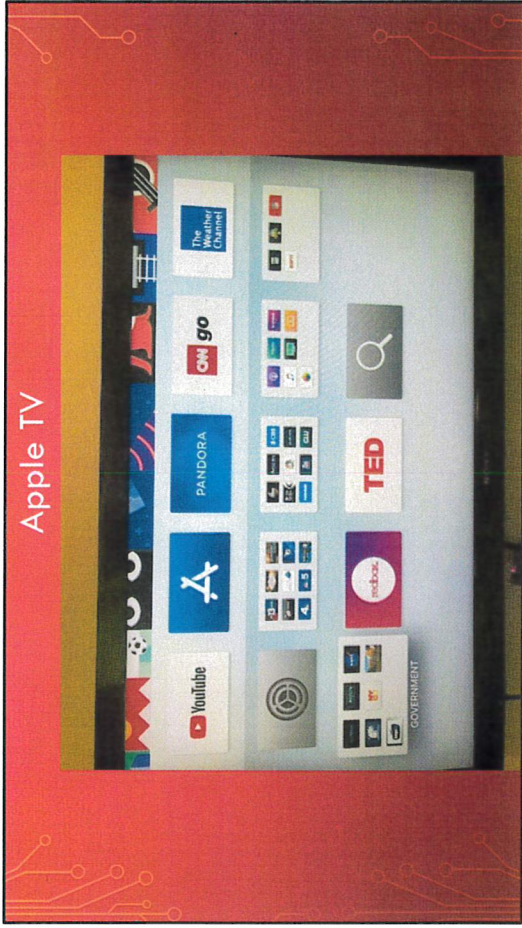
This is a great investment! *READ Statement* It cost \$80,000 for Phunware to completely design the Apple TV app, including 1 year of maintenance and support. Annual maintenance/support going forward is \$18,000. The idea was to learn the entire process of creating an app from Phunware and then design, on our own, all future apps (like Roku – which we did, Fire Stick and Hulu in the future).

The messages are the same and the idea that the live 24/7 television station can keep pumping out content, in spite of the future of cable TV.

The biggest challenge was getting the video content from our YouTube channel up to these apps. Our IT engineers worked tirelessly to create this thing...a JSON file.



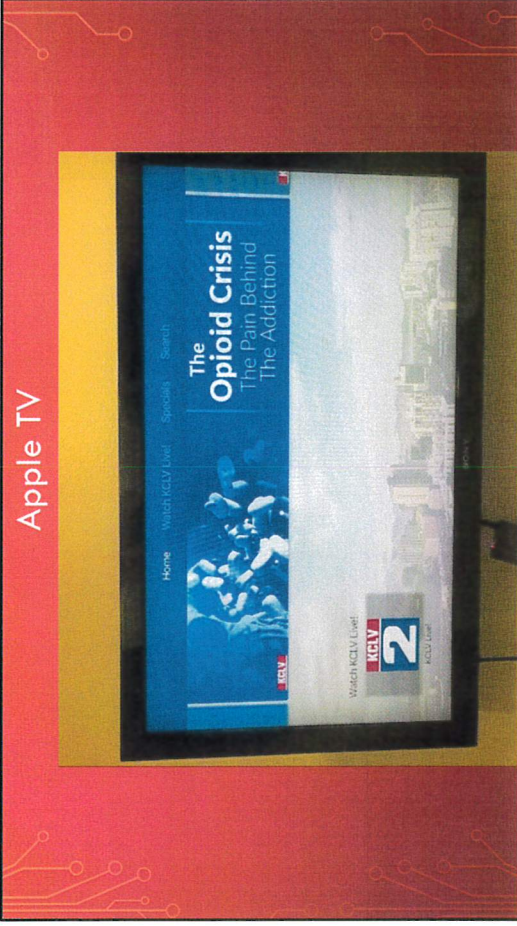
This is called a JSON file – I have absolutely no idea what it is. However, I was told it is extremely important in all of these apps. It controls all the metadata for all the content uploaded to the apps.; TV shows, promos, PSA's, meetings etc. to your apps. We have 3 different JSON files for all 3 apps. We're also using JAVA...which allows identity management. We house all our videos on YouTube and the JSON and JAVA work together to bring the individual clips onto the apps.



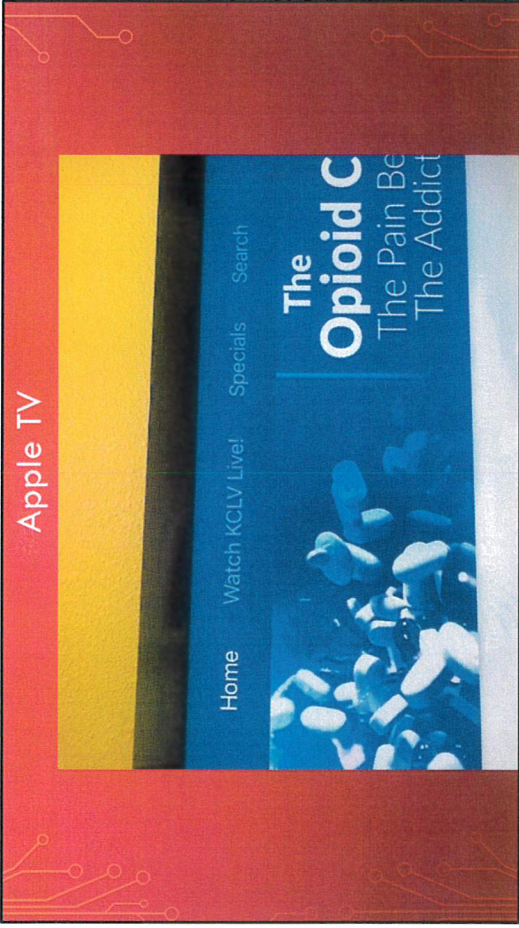
Let's take a look at Apple TV...this is our opening page. I created a "folder" to store some government apps...including ours called Go Vegas.



Go Vegas is branded throughout the City. You can find parking lots, contact the City, check the status of permits, free downtown loop bus routes...and we use that brand on our Apple TV and Roku apps.

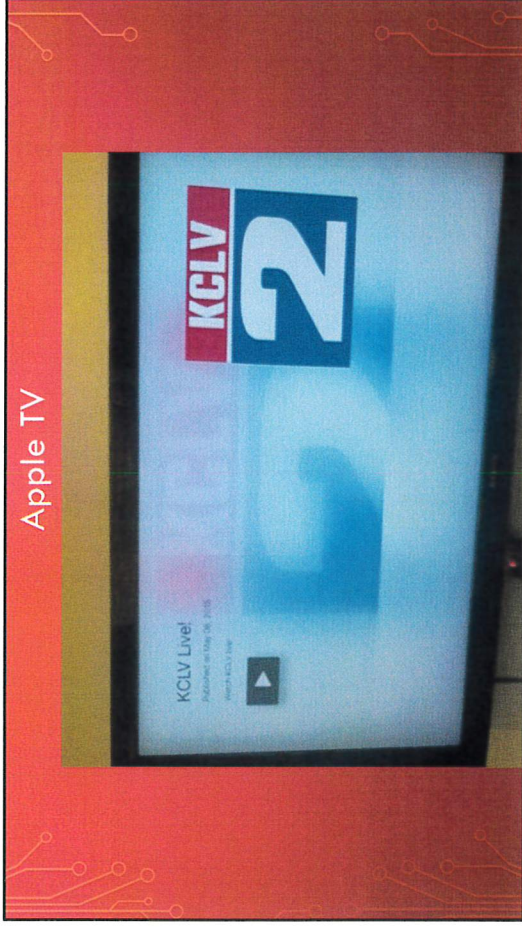


Home page with title bar at the top





We don't upload every single thing we produce for broadcast. Right now we only upload our regular half-hour shows, specials and short interstitials.



Here's a look at our livestreaming KCLV page...



Let's take a look at our Roku app...



Data is just starting to come in and what you are looking at are results from Roku. 3,200 downloads on Roku!

Our mobile app has had 15,000 downloads. (NOT TV related).

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Here's how to get a hold of me and our IT partner, Don Jacobson --- email and phone numbers.

Thanks for being in my session....any questions???