



BRICS TELEVISION

AN INTERNATIONAL PLATFORM & CHANNEL FOR THE WORLD

A Brazilian and Latin American Initiative

The BRICS TELEVISION channel intends to become a closed and Pay-TV digital channel. It aims to better disseminate commercial, political and cultural initiatives within the BRICS member countries and other interested nations (currently more than 30 candidates), as the importance of the BRICS alliance has been growing steadily in the last two years.

This initiative plans to advance the visibility and popularity of the institution and its attributions on a step by step basis.

1 First, among the Brazilian and Portuguese-speaking population and then in Spanish language throughout all Latin America. At the same time, offering an added international English version which signal and platform will also encompass the African continent and the Middle East. This version will also be subtitled in Arab and Mandarin languages. The English and worldwide available contents subtitled in Arab and Mandarin will also be readily accessible through an adequate platform.

2 Ensuingly, on a second move, the English version will interact with other BRICS member countries in Asia (China, India), Middle East/North Africa (UAE, Saudi Arabia, Iran, Egypt) and Europe (Russia and Western countries), integrating its content and programming from the Latin American and African channels, via local platforms, broadcasters and cable operators.

The Portuguese, Spanish and English versions and their corresponding subtitles will be produced in Brazil. The program schedule shall integrate all available exhibition rights from other countries of the BRICS group through cooperation and License Agreements and/or strategical program acquisition policies covering existing operational satellite capabilities in Latin America, Africa/Middle East, Asia/Europe.

Our intention is to gradually reach a substantially large audience with quality programming, offering news, information, documentaries, classical movies and series, music, sports and variegated content.

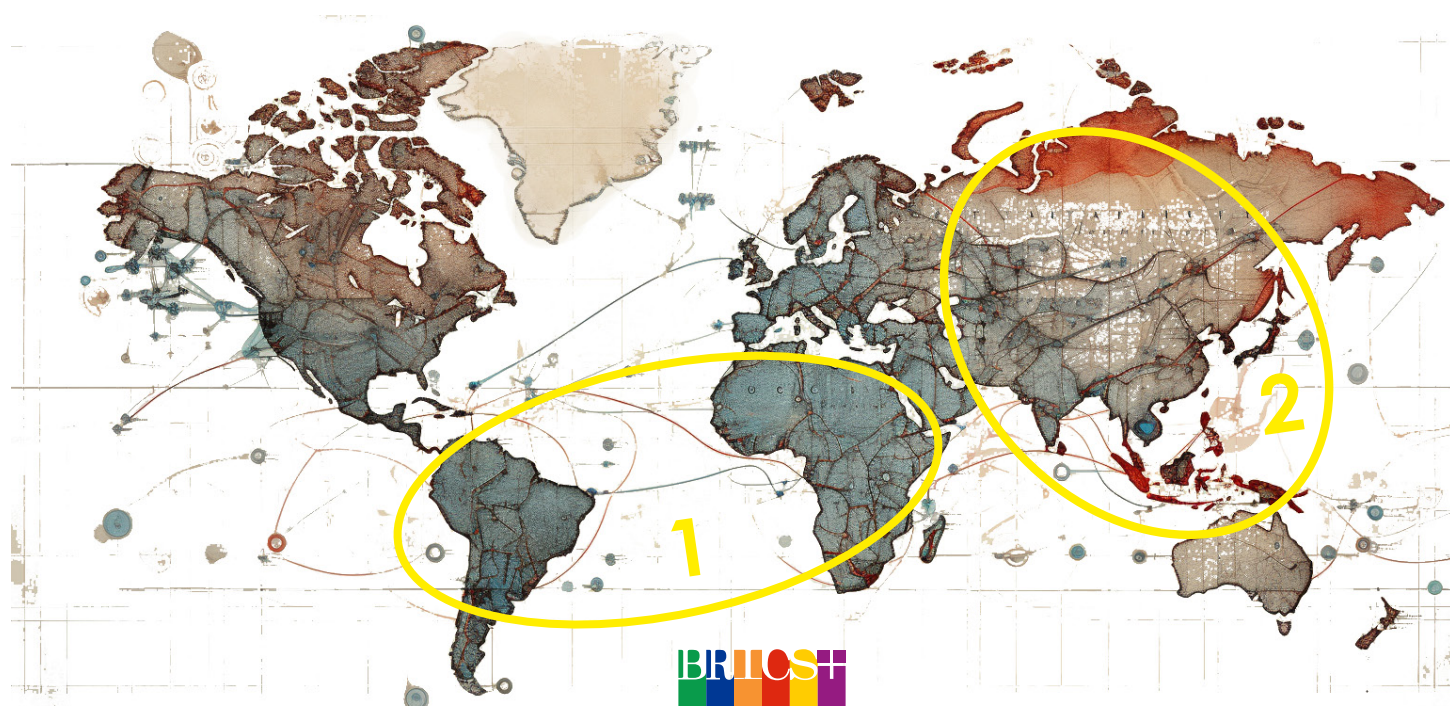
The channel will be available immediately through a never before seen digital platform integrating all relevant news related to the BRICS organization that may be of interest to Brazil, Latin America, the Middle East and Africa.

Its signal will then be relayed either via pay and/or free TV (depending on time slots content acquired) ready to be aired inside all territories the channel foresees to serve. The BRICS Television exhibition rights will first be distributed to all cable operators in Latin America (in Portuguese and Spanish versions).

On demand, certain program rights might be released or transferred to interested broadcasters over Latin America and the rest of the world. The English version will be distributed in Africa, Middle East and later in targeted Asian and European territories.

The BRICS Television channel will highlight and integrate, when feasible, programming from Southern independent collaborating countries or BRICS sympathizer nations, taking advantage of the recent expansion that already includes five new countries (Egypt, Saudi Arabia, United Arab Emirates, Iran and Ethiopia) with several more manifesting interest to join.

At the same time, the BRICS Television channel will be distributed in most English speaking countries through non-exclusive agreements with local operators able to exhibit all or part of the programming.



Forecast Audience

Through distribution agreements with various Latin American cable and satellite operators, the BRICS Television channel aims to reach an estimated audience of up to 20 to 30 million households in Latin America in the first two years through existing domestic digital TV platforms.

In Brazil, through partnership with local broadcasters, we plan to achieve access to a free-air channel. Domestic satellite capacity and footprint will definitively boost our audience in that country.

The channel will then reach other Latin American countries such as Mexico, Argentina, Colombia, Chile, Peru, Ecuador, which constitute the main television markets of the continent.

The content exhibition strategy also calls for agreements aimed at exchanging programs by current and future BRICS member countries. Distribution agreements will also allow content exposure in other countries with limited resources such as Cuba, Venezuela, Paraguay, Bolivia, Guyana and Africa.

The full English version of The BRICS Television Channel will be offered to other BRICS members such as India, South Africa, China, Russia but also Egypt, Saudi Arabia, Iran, Ethiopia and UAE members.

The eventual free release of some exhibition rights may take place according to the principle of reciprocity or an appropriate pricing policy corresponding to specific audiovisual markets.



Development Plan By Geographical Zones

1) To reach Brazil and Portuguese speaking countries (Brazil, Portugal, Angola, Mozambique, Cape Verde, Guinea-Bissau, Equatorial Guinea, Timor East, São Tomé and Príncipe) and through its Spanish version, all Latin America;

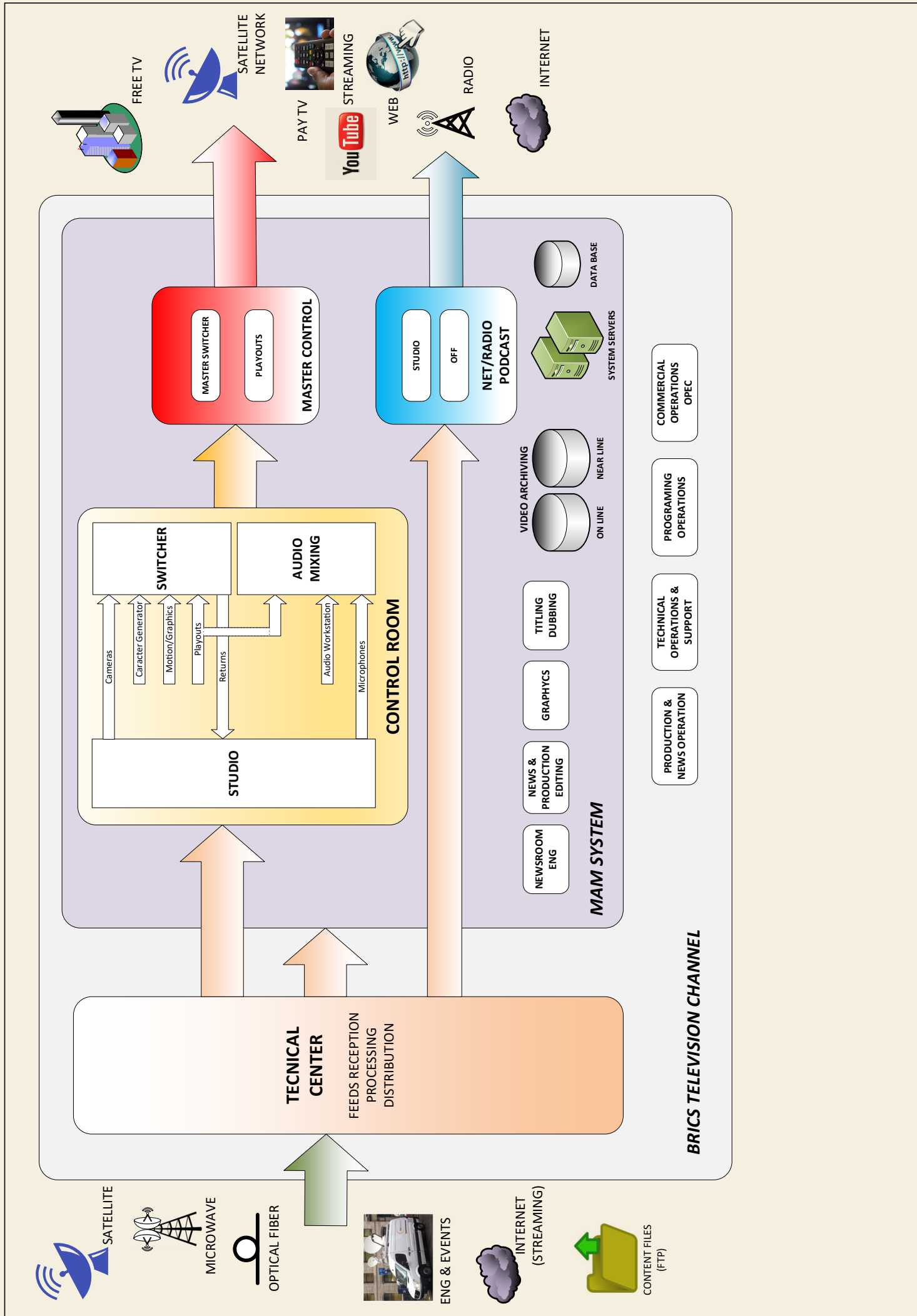
2) Adding our English version with the Arabian and Mandarin subtitled options, the channel will reach all Africa (not only Egypt and Ethiopia) and other BRICS' countries (India, China, UAE, Iran, Saudi Arabia, Egypt) and candidate nations. The same English version will also be offered to European TV operators;

3) During these 2 phases, program exchanges and acquisition policies with media partners in each BRICS countries will be implemented;

4) The geopolitical situation and particularly the boycott by Western countries of most channels originated in the Russian federation should make the Russian programming available in those countries through our new platform;

5) Exhibition rights of part of our programming will also be granted, case by case, to open TV stations in emerging or non-aligned countries.





Context And Content Of The Future Channel

The BRICS Television will assume a protagonist role and highlight the BRICS culture and insights about crucial matters.

BRICS Television intends to reach a wide audience through its initial digital platform but moreover according to the future quality of its several international signal offers. This will allow important broadcasters and cable networks to relay to and use the qualified programming to be aired.

To reach this objective, the channel intends to include popular programming (sports, fiction, soap operas etc.) in order to reach a popular audience, allowing several institutional and commercial partners to optimize their support.

Agreements are already in motion in order to warranty the availability of these exhibition rights for Latin America, Africa and Middle East first and then for further territories.

The focus of the channel will be the dissemination of news of international interest, entertainment programs, fiction, sporting events (football, volleyball, etc.) of good quality and produced by partner broadcasters in each country. On a second purpose, said content will be provided free of charge or purchased, depending on legal arrangements in each territory.

Initially 10% (ten-percent) of BRICS Channel's programming will constitute "in house productions", mostly news and journalistic programs.

In sequence, an original 30-minute tele-diary is foreseen in the future schedule, to be produced by journalistic teams and press correspondents working exclusively in each capital of BRICS member countries.

Then, gradually, other programs will be originally produced "in house", including thematic shows and sports highlight programs, for which technical works and other facilities can be allocated outside Brazil, coordinated by company executives.

10 to 15% of the programming will include content from each active BRICS country, representing some 150 to 250 hours of annual and original programming from China, India, South Africa, Russia and other member countries, to be chosen by the channel's production team.

The BRICS Television will integrate those original programs, subtitled in Arab, Mandarin or double them in Portuguese, Spanish and English when necessary. These will be assembled in the annual programming schedule (with a minimum daily repetition of 3 x generally).

Depending on the extent of domestic and international distribution, 05% to 10% of the air space may be employed for advertising, commercial and institutional sponsorships negotiated by the São Paulo-based commercial department.



Who's who

BRICS Television is an original project developed by "Equinox do Brasil" and "Equinox Asia", two private entities linked to Brazilian institutions, private investors and interested future sponsors. The financial capital of the new company remains still open to international investors.

Together with professional promoters and partners, the company will also produce and offer a wide exposure to future BRICS events (regional and international ones from all fields). The "BRICS Games" is a feature to be organized in the future, where even Russian athletes might participate.

Budget And Financial Aspects



An investment of USD 10 to 12 million is planned and already underway to set up the complete startup operation in the first 12 months.

After that period, an annual operating cost of between US\$ 9 M to 10 M is forecast. That budget includes the use of existing airing capacity through Brazilian TV licenses in São Paulo and Brasília.

This budget may be altered according to content and airing rights to be acquired and/or produced.

Definitive numbers will depend on the final costs of the future production operation center in São Paulo, the cost of equipment and personnel and future exhibition rights acquisitions to sustain an attractive and popular programming. Argentina appears the best territorial option to start-up immediately (see below).

A comprehensive Business Plan is being finalized for financial partners/investors interested in participating in this audiovisual venture.

The provisional timetable for the necessary investments intends to cover all initial pre-production expenses for the channel, including the set up of the digital platform, legal expenses, marketing and international travel to draw up agreements and enrollment in worldwide television fairs in 2024/2025/2026 such as NAPTE, MIP TV, MIPCOM, etc.

During this period, pre-sales costs and technical costs for the production of bumpers, demo-trailers, websites, various translation and subtitling services, etc. will also be covered.

Domestic And International Distribution

Equinox has considerable experience in creating and distributing thematic channels. The company will oversee the final Business Plan of the BRICS Television and take care of pre-sales of its content within the 10 participating countries and future members/candidates from the rest of the world. "Offshore" companies might also be created for tax purposes, according to legal advice.



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CONTATO

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