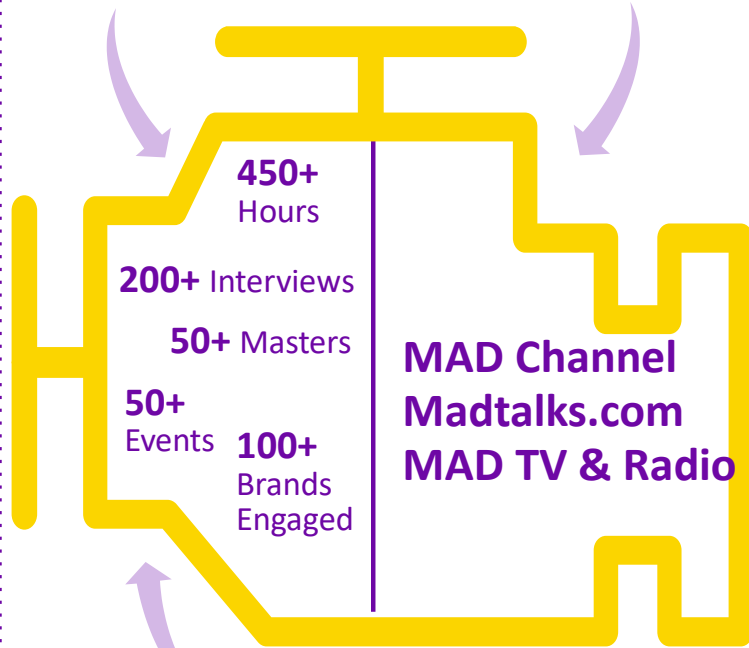


# HOW IT ALL WORKS - Integrated Digital Media & Content Platform

## MAD ENGINE

Content Our Platforms



Cool Venues

Cool Partners

Events



Competitions



Partner initiatives



Crowd-based activities



Direct interviews



Government, Educational Institutions, Networking Groups  
Large Corporations & SMEs

Sponsored/Subscription

MAD Channel  
MAD Partnership  
MAD Events  
MAD Speakers

Subscription/Content Licensing

MAD-Bayt Series  
Bespoke

MAD Webinars  
Training

Public Outreach



Content Licensing & Rev. Share



Mobile TV  
OTT Live stream



Production & Rev. Share & Licensing



PRODUCTS

DISTRIBUTION

Content input

Process

Output