



FreecN
Company Introduction

Contents creator platform,
that fills your life with **Audio**
And connects worlds with **Video**

Introduction of FreecN

FreecN which is a subsidiary of AfreecaTV finds
and develops professional creators in various fields,
produce and broadcast colourful contents.

It develops and provides contents platform services including
Podfreeca (live audio platform), **PODTY** (audio contents platform),
Freecat (short video platform) etc.





Formation of professional creator market

Networking with the most intellectual professionals

FreecN directly finds and develops

Education/economy/beauty/fashion/health/hobby/kids etc.,
planning, produces and broadcasts media and brand contents.

100 professional creators (07.2019)

Number of new contents production 100 & 10 Types of Original Planning Contents
Unity, Hostelworld, Naenae chicken, Goodrich etc collaborations,
planning and producing with various corporations

Administration of **multiplatform**

Platform service fitted for user's contents consumption

Podfreeca

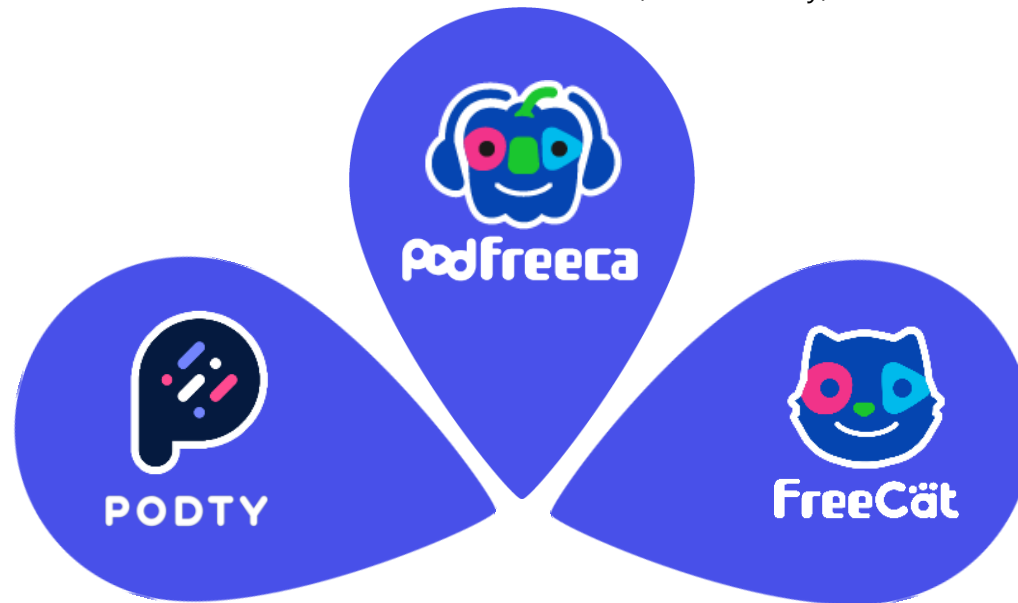
New type of audio platform whoever becomes
AJ(Audio Jockey) and broadcasts

Podty

New media podcast platform
based on voice and video.

Freecat

Individual platform which connects 3 minutes short video
through recommendation / search based on AI

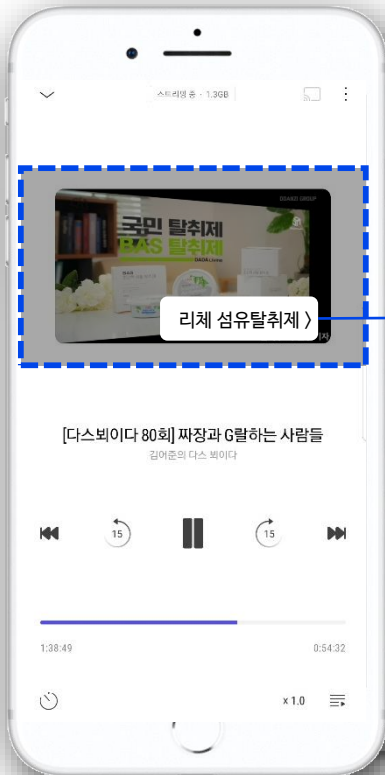


About Advertisements for Each Platform

Videos Ads

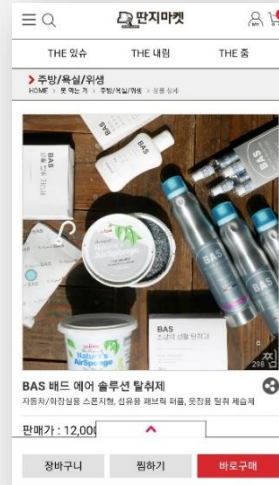
Videos Ads

PODTY Platform



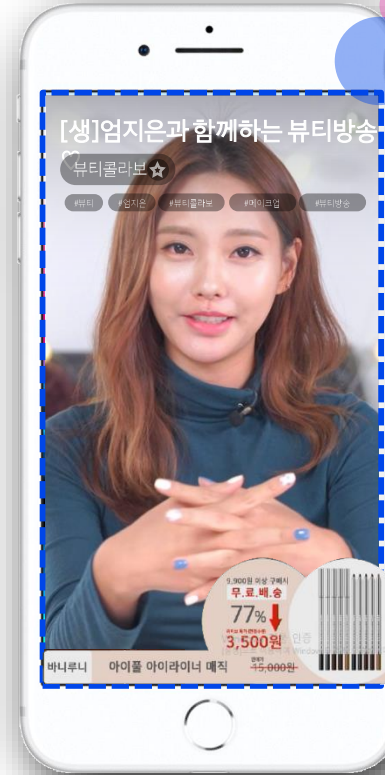
Ads that are put **before** an episode starts and in the **middle** during when on air.
Related URL page comes up when a user clicks the ad

CLICK



PPL(Behind talks)

FREECAT Platform



Popular BJ (Broadcast Jockey) tries out a product and explains what the product is, and it allows the product to be exposed to users naturally.

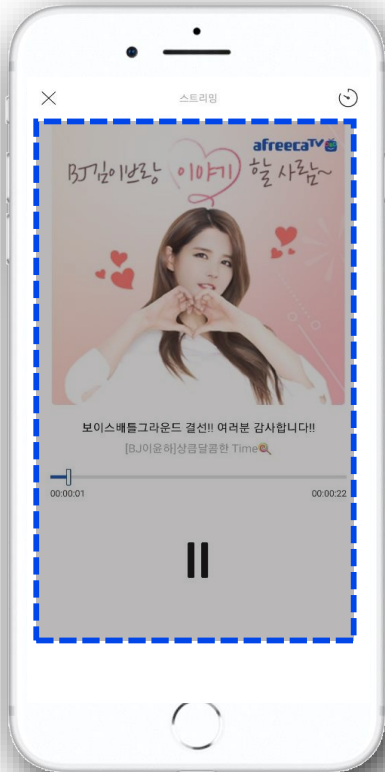
Available to run **collaboration ads with companies** or **custom advertising**.

About Advertisements for Each Platform

Audio/Editable CM Ads

Pre-roll video Ad

PODTY/PODFREECA Platform



Audio & Image ads with basic pre-roll (exporting simple CM) and image pre-roll (exporting the image banner same as CM song)

The cost depends on the length of the material (Ads).

Ad Type	Legnth of the material	Cost	Etc.
A Type	1~5S	10₩	Forced Listening (SKIP function is not available)
B Type	6~10S	20₩	
C Type	11~20S	30₩	
D Type	21~40S	40₩	SKIP Available (SKIP available: after 10 seconds, Billed after: 15 seconds)"

Editable CM Ads

PODTY Platform



Audio Ads that are played before Podcast.

If the episode is not deleted after the end of the advertisement period, about 40 seconds of CM ads remain semi-permanently.

About Advertisements for Each Platform

Image Ads

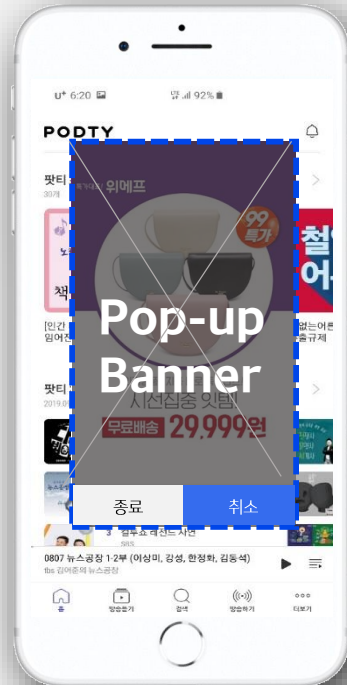
Start Banner

PODTY/PODFREECA/FREECAT



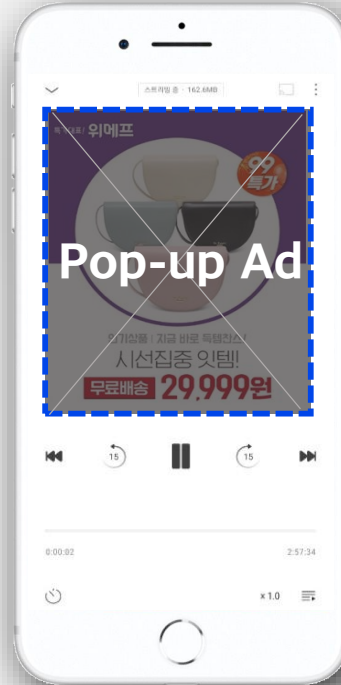
Ending Banner

PODFREECA/FREECAT



Play Banner

PODTY/PODFREECA



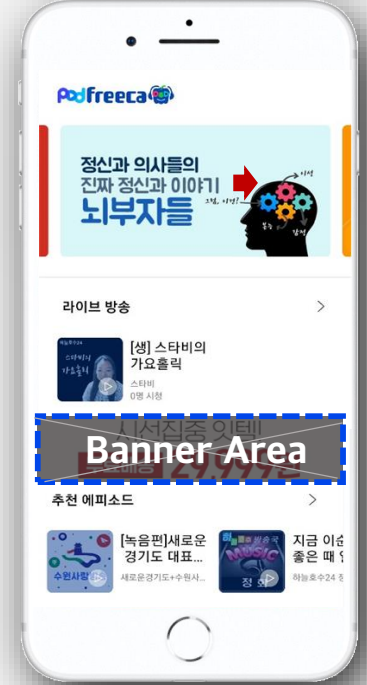
Mainband Banner

PODTY



Mainband Banner

PODFREECA



PODTY

PODCAST PLATFORM

2017. 02 Launching

1 Million Downloads for the App (As of Sep 2019)

Currently running approximately about **110,000 broadcasting station** (2019. 08 standard)

Approximately about **4 million** episodes regarding **15 categories** in possession.

Running different contents partnership such as **Kim ujune's DARTHVADAR**,
Lee jinwoo's economy in your had, With god etc.

100M
Download



Podfreeca

Afreeca TV's audio contents platform

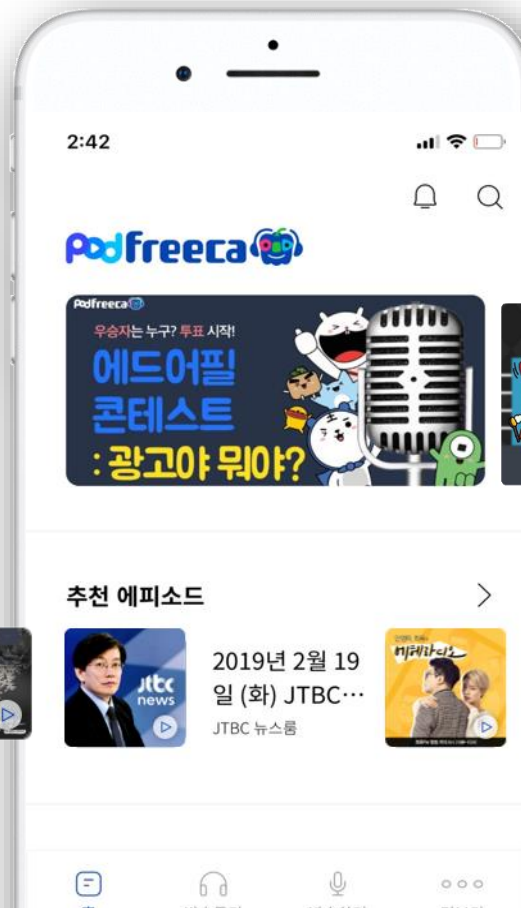
10. 2018 launching.

Currently 2,500 broadcast is administrated. (06. 2018)

150,000 episodes over 14 categories.

Expected to launch Podfreeca in Vietnam, Thailand (2020)

Podfreeca is a space **where professional / regular AJ (Audio Jockey)**
from various fields including music, ASMR, sports, learning,
reading a book, culture, arts, travel, hobby, economy, investment etc.



Freecat

Curation short video platform based on big data and AI

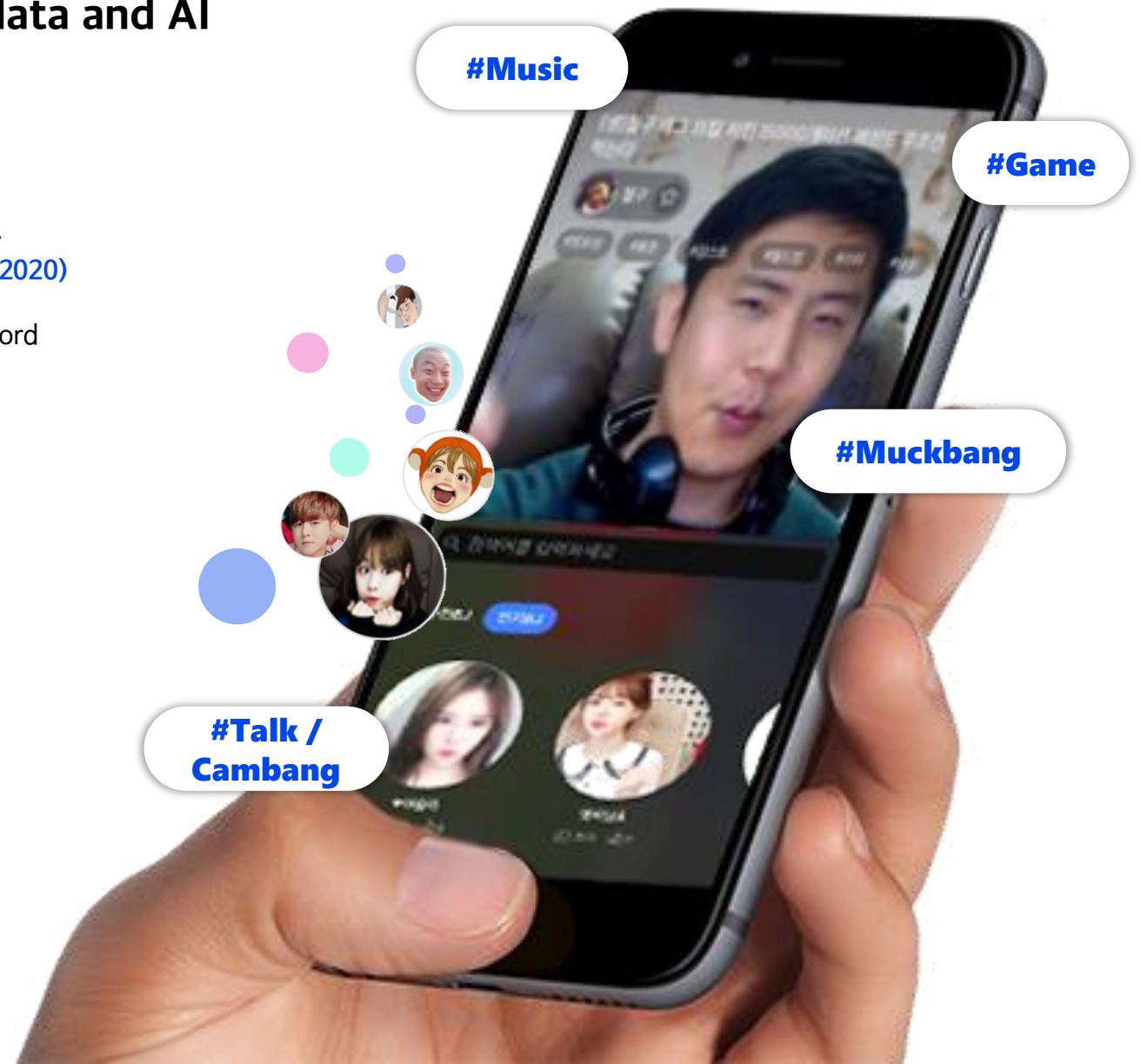
Launching on 25 March in Korea.

Having nearly 8,000,000 Africa TV VOD contents.

Video commerce, AD available based on AI/recommendation/search/tag.

Launched in Vietnam / Preparing to launch in Thailand (in the first half of 2020)

Freecat provides the services tailored to individuals based on the user record of app usage. User experience and satisfaction gets maximised based on particular target customer's preference or video consumption pattern.



Multi Media Lab

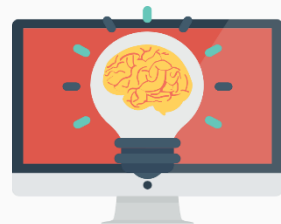
Technology research is proceeded based on search / recommendation / individualisation

MML is FreecN's contents technology/research organization and it is preparing contents technology based on search, recommendation, individualisation etc. Forming partnership in contents field with **LAB Seoul National University Mathematical science** (video recognition/recommendation based on learning), **Unio**(blockchain), **Neoconversions**(STT) and **V flap** (V commerce) etc.



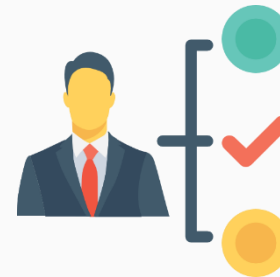
Video analysis technology

VOD is automatically analysed through AI, logical categorization is available through meta-tagging, categorizing.



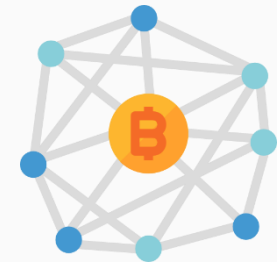
BJ/AJ, user usage type learning

It learns many users' who use the service platform behaviour pattern.



Individualised recommendation service

Contents are extracted and provided fitted for individual based on the data.



Formation of blockchain and coin

Copyright of contents produced at platform, the value is confirmed based on blockchain technology. Rewards for using the service are provided with coin which make the service more effective.

Brand collaboration

Special brand experience which FreecN makes



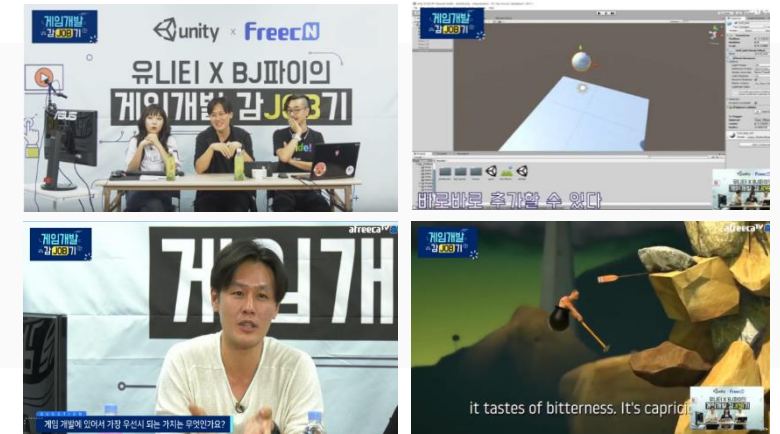
AIA vitality : Making vitality juice for BJ Shugi's health

This show was made for AIA Group 100th anniversary ceremony 'Runderful festival'. Korea famous Chef Oh and Yoo were gathered for making vitality juice for Shugi Muckbang BJ. They made special juice for shugi's health and about 1 thousand people watched this show on live.



Goodrich : Choi's cool financial planning

How does well-earned BJs manage their assets? BJ Choikoon and guest BJ have financial counseling by expert. They make public one's assets and consumption habits. This show is making more than 2,000 number of views each time.



Unity Korea : "Game development Kam JOB Ki"

Met Game BJ Pai, unity Korea's evangelists! Introducing game development related tasks to unity engine etc. used for various game. Professionals related to game industry is hosted on the show as special guests and communicates with viewers by explaining their tasks.

Brand collaboration

Special brand experience which FreecN makes



Naenae chicken : foodfighter competition

Foodfighter competition which uses the BJ.
250 participates including Hyungwook, BJ Aebong,
Yonghwan ryu, BJ Yashik etc. on the show.



Hostel world : travel seminar

200 viewers participate in the open broadcast
which shares the travel experience and meaning of
travel with travel BJ, creator youth yeorak,
BJ continent man, chaemin.



Kookmin University : 4th Industrial Revolution Festival

Ph.D Seo attended Kookmin university 4th Industrial
Revolution Festival as BJ. This live show is about the
latest Technology Trends and how those technology
change our future.

Brand collaboration

Special brand experience which FreecN makes

- Afreecollege collabo class



- Chungang University creator



- Kukmin University "CON program"

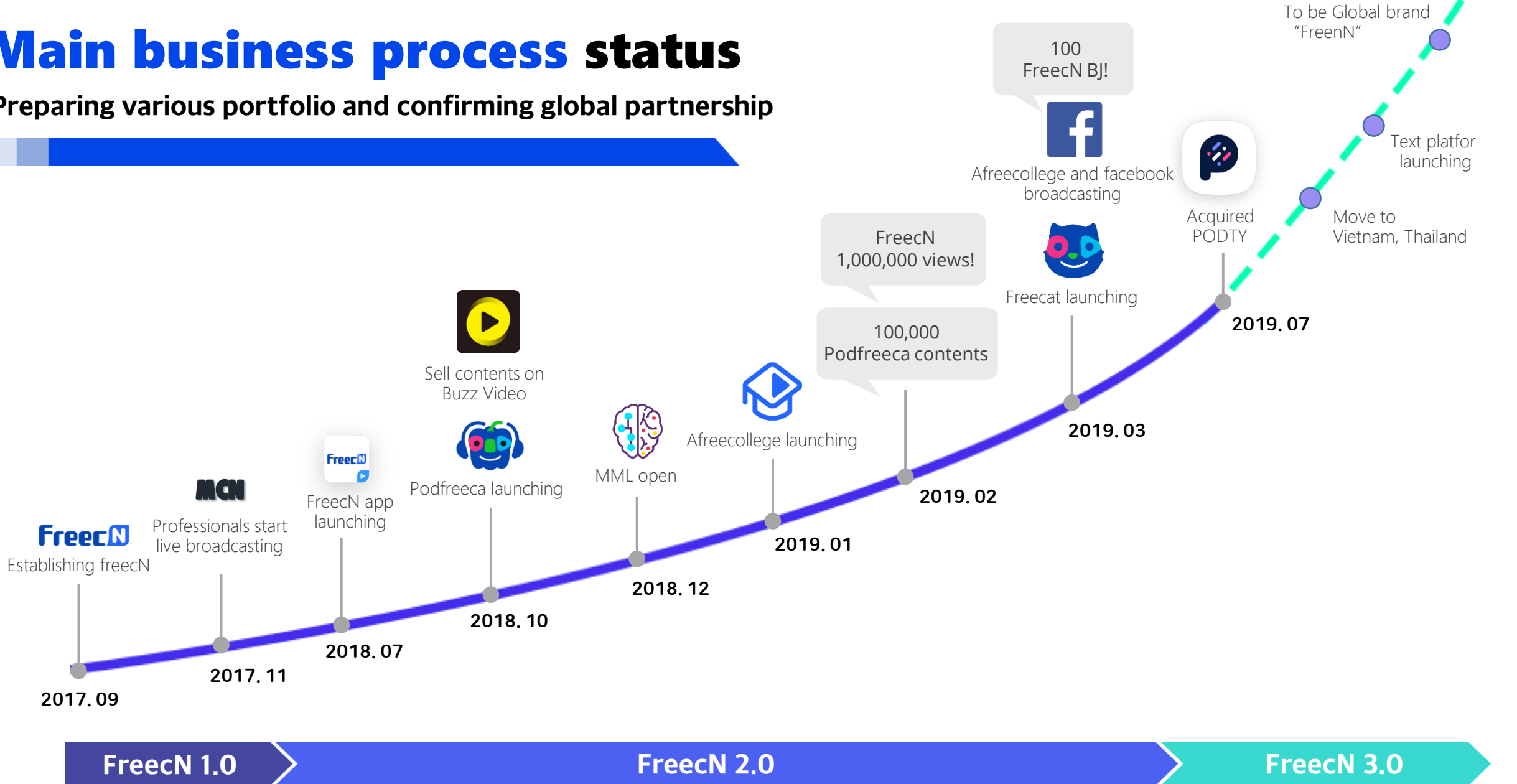


- FreecNX (The mentoring)



Main business process status

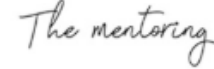
Preparing various portfolio and confirming global partnership



FreecN partners

Each field's professional group / partnership with corporation

FreecN does not only have partnership with technology revolution developing companies such as Gbike/KonanTechnology/Salin/i-Bricks/O.Ben, but with Media companies and leading start-up suchs as Hanhwa DreamPlus/Hankook Economy/KBS/ZDNet etc. and also Samsung Multi Campus/Hunet/Seoul University, etc. education specialized companies and VK Entertainment(Vietam) etc. thirty different specialist groups.



Thank You!

FreeeN

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