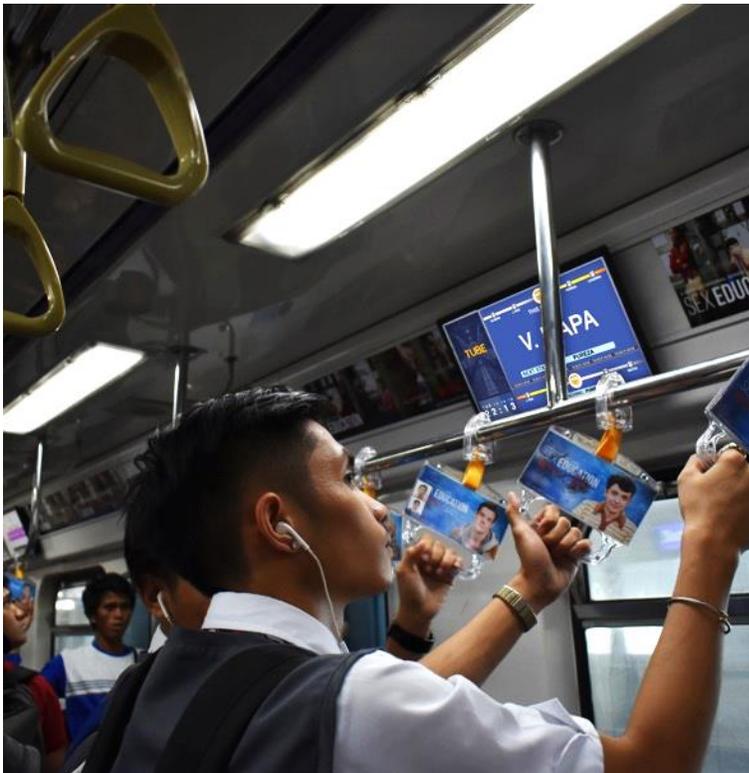


TUBE

What is the product?

In-train TV Network

LRT-1, LRT-2, and MRT-3



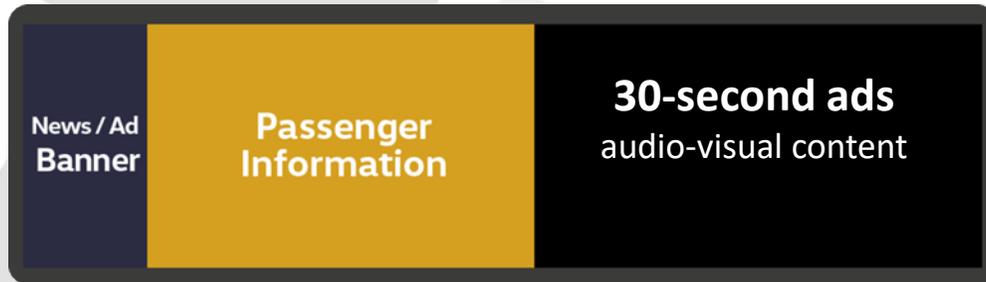
- Screens installed across the network (all 3 lines)
- 15 or 30 second advertising slots
- Max. of 12 advertisers in a 10 minute loop
- Audio & Video capability
- Targeting options available:
 - GPS
 - Time of day
- Daily Reach = 1.3m passengers
- Opportunity-to-See = 4 to 6 times per day



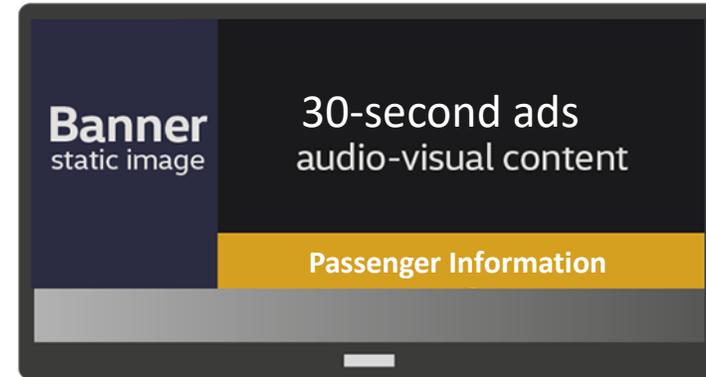
Broadcast Design

The actual trains differ from each other, and so we have installed different size screens to accommodate each line

For LRT-1 & MRT-3

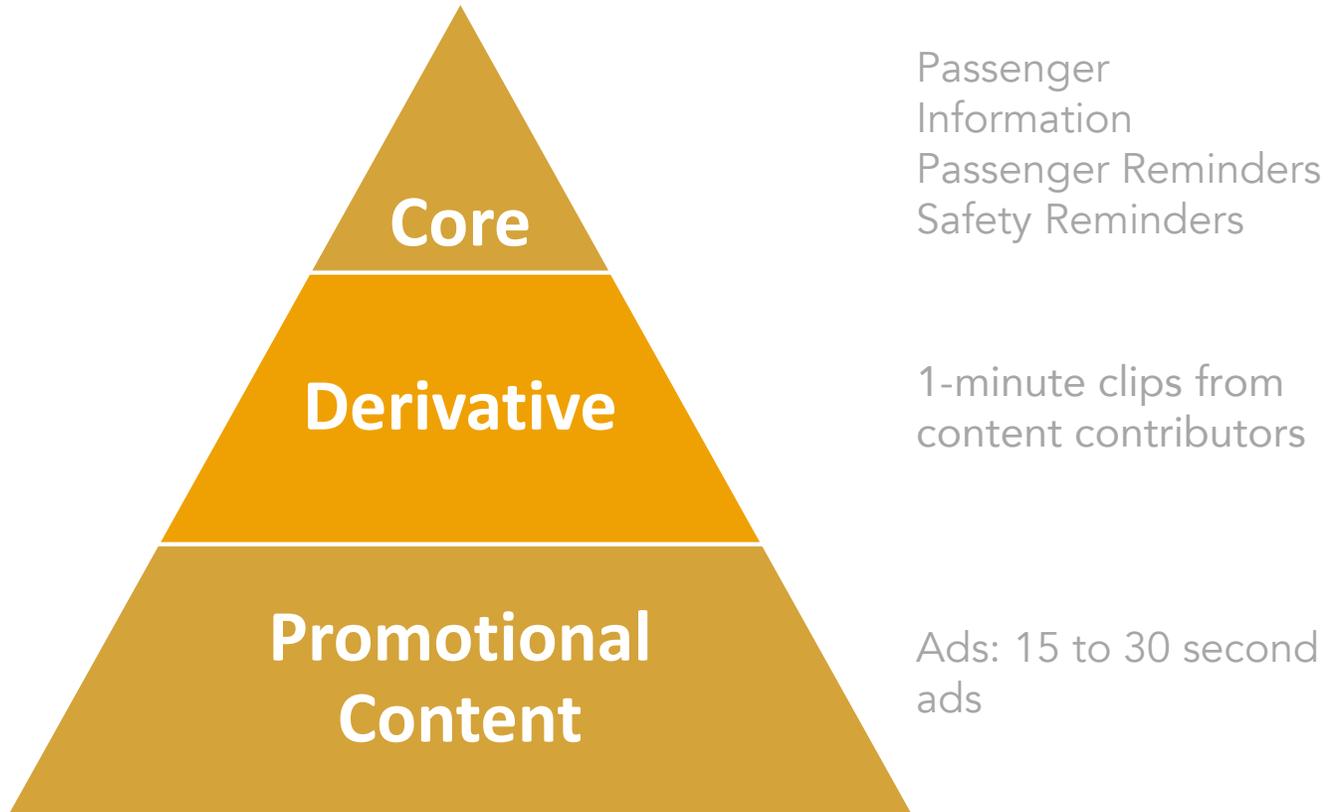


For LRT-2

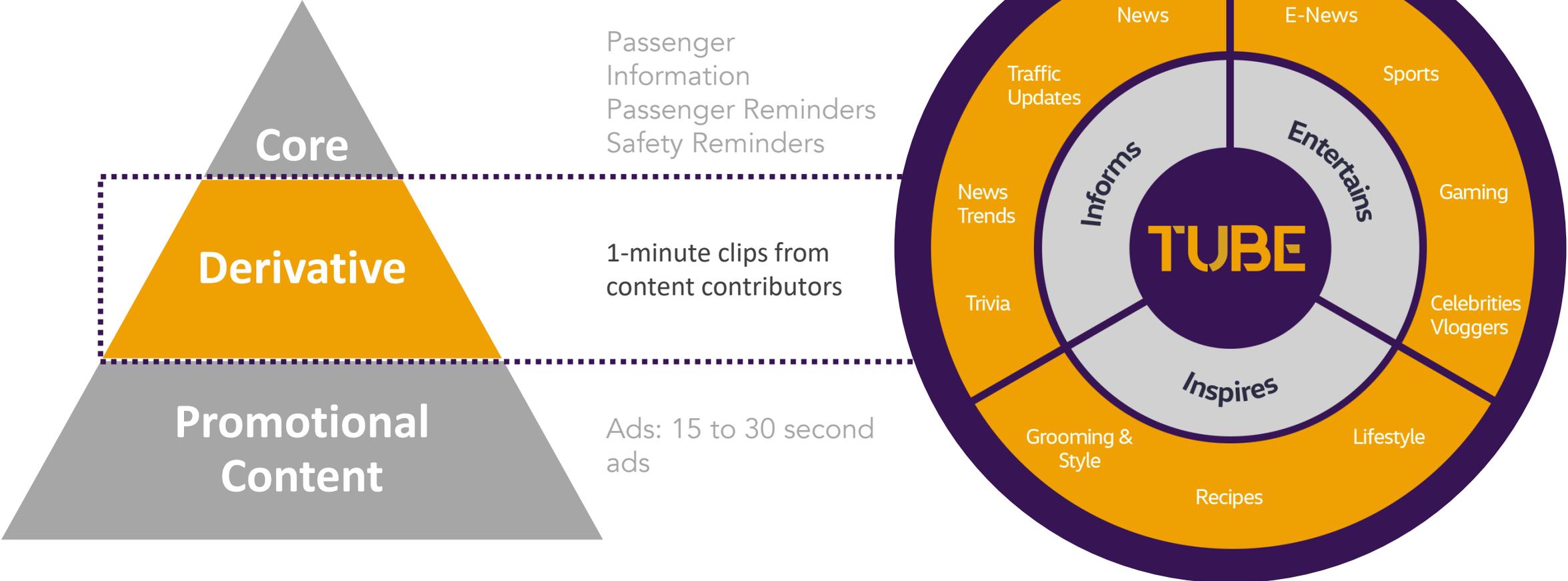


Content Overview

Content Overview



Content Wheel



Current Programming Loop

1 st 5 minutes									
Content		Ads				Content		Ads	
1 minute		30 secs	30 secs	30 secs	30 secs	1 minute		30 secs	30 secs

2 nd 5 minutes									
Ads		Content		Ads				Content	
30 secs	30 secs	1 minute		30 secs	30 secs	30 secs	30 secs	1 minute	

Phase 1:
Influencer Content



TUBE Influencer Lineup



Michelle Dy

 2,110,680
 158,521
 901K



Carlo Ople

 296,055
 16,038
 86.2K



Prince de Guzman

 226,023
 11,522
 14K



Micah Louise

 48,696
 3,203
 6,747



Kring Kim

 29,772
 75,519
 20.1K



David Guison

 15,6621
 127,867
 333K



Lost in the Philippines

 2,322
 102,170
 23.4K

TUBE Influencer Subscriber Growth

Influencer	Pre-TUBE	As of June 7	% Growth
Michelle Dy	1,766,777	2,110,680	16.29%
Prince De Guzman	202,221	226,023	10.53%
Carlo Ople	170,845	296,055	42.29%
Micah Louisse	34,907	48,696	28.32%
Air Lajada	13,161	13,493	2.46%
Jeremy Krus	8,310	9,213	9.80%
Julz Savard	1,461	1,719	15.01%
The Pickiest Eater	891	1,312	32.09%
Flying Kell	43,105	54,880	21.46%
Kring Kim	12,150	29,772	59.19%
Lost in the Philippines	2,034	2,322	12.40%

As of June 7, 2019

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TUBE Influencer Feedback



"When my videos started to air on TUBE, I noticed a big growth on my social media accounts and also my engagements. I get *kilig* also when they tell me "*Nakita kita sa MRT!*" Thanks to TUBE.

Michelle Dy

"Literally within a day or so of being up on TUBE Network, I got an influx of followers on my YouTube Channel and Instagram account! This re-affirmed my belief that being a TUBEfluencer would help me reach a much wider audience that was previously untapped"



The Pickiest Eater



"TUBE allowed me to reach a new and untapped audience! They definitely helped me grow my channel and my brand"

Carlo Ople

Phase 2:
Using Influencers to Engage with Audiences
via contests / promotions

Mechanics and Duration



Posted on: 12:28PM, May 25th 2019

Spiel Mechanics:

"#TUBEMNL and I will be giving away TUBE bamboo speakers to the Top 2 contributor posts for:

#OverheardByTUBEMNL #SpottedByTUBEMNL

Don't forget to follow the IG, FB, and Twitter Accounts of TUBEMNL, and don't forget the hashtags:

#OverheardByTUBEMNL

Funny or clever conversations overheard inside the trains

#SpottedByTUBEMNL

Passenger appreciation posts for good looking commuters in the trains

Results Overview

#OverheardbyTUBEMNL

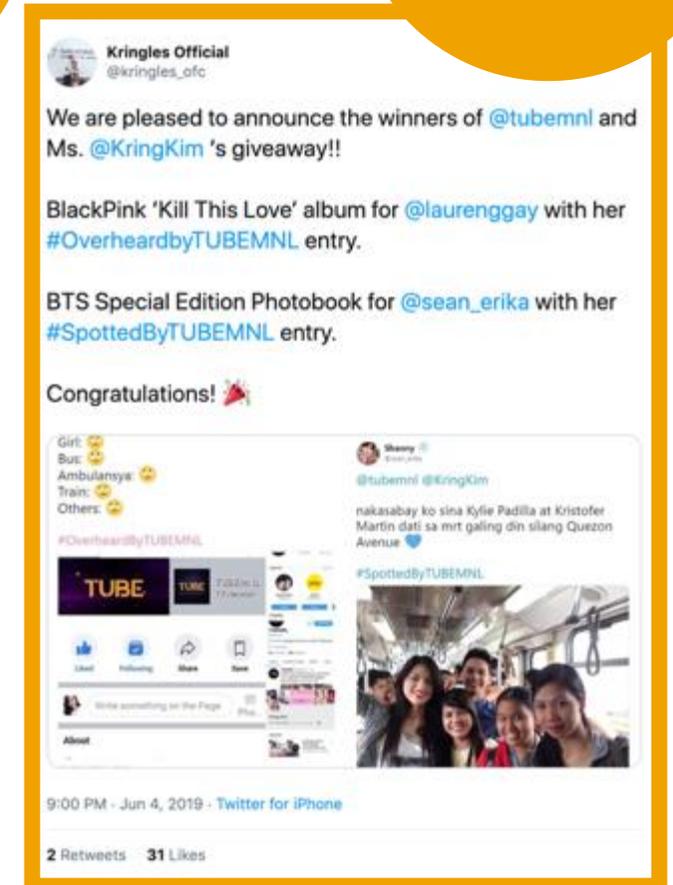
105+
Entries

Mentions Earned
286
Engagements

Mentions Earned
1,705
Engagements



Contest Announcement Post



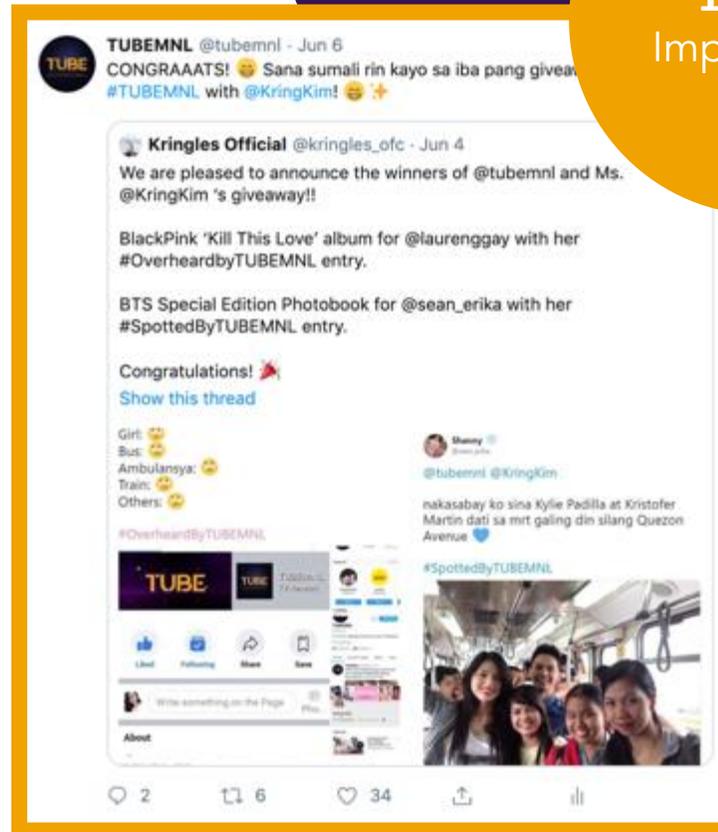
Winners Announcement Post

Results Overview

109
Engagements

13,631
Impressions

0.88%
Engagement
Rate



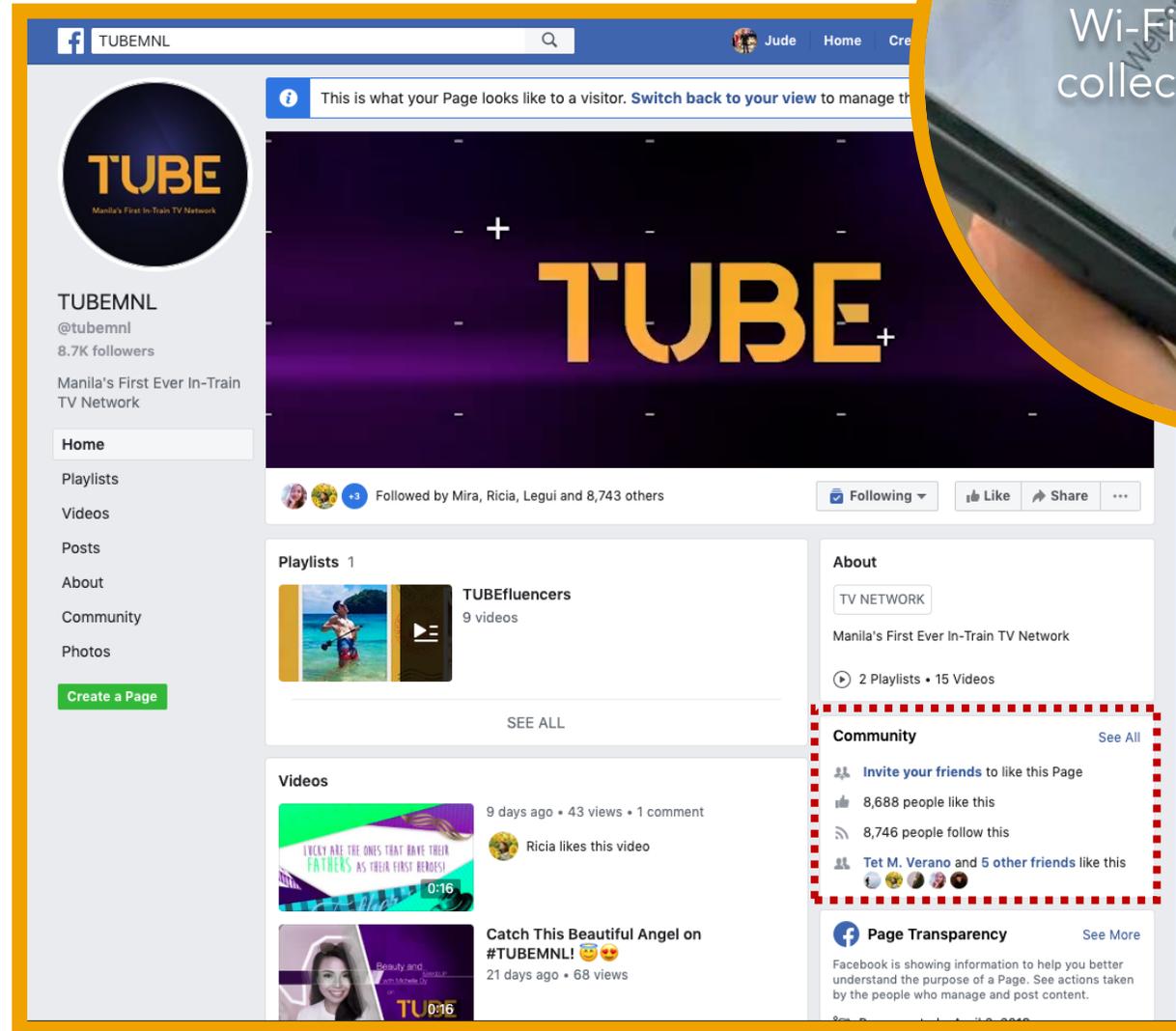
Winners Announcement Post

With zero (0) budget, the contest earned:

- ✓ **2,100+** Total Engagements earned
- ✓ **129** New Fans on Facebook
- ✓ **200** New Followers on Twitter
- ✓ **108** New Followers on Instagram

Phase 3:
Marrying TUBE with mobile using First-Party Data

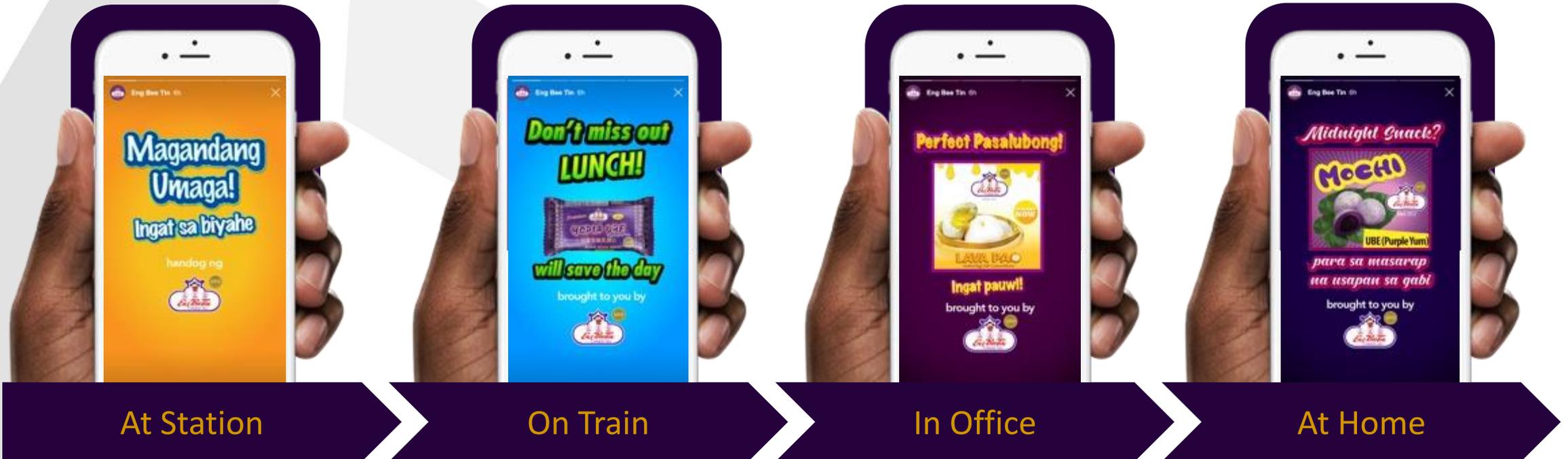
Within 4 weeks
of launching TUBEMNL
social media



Wi-Fi data has been
collected over last 12
months

Tell a story to commuters throughout the day:

Drive brand engagement, increase consideration & drive acquisition



Target commuters at the train station & throughout their daily commute



Train Station Wi-Fi



PHAR controls the Wi-Fi Portal at LRT 1– we collect data on users & can target them



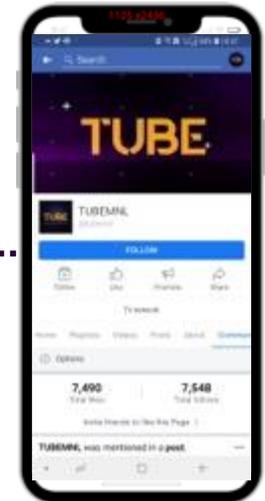
In-Train TV



Target commuters on TUBE – Manila’s first In-train TV Network. Across LRT 1, LRT 2, & MRT3.



Social Media

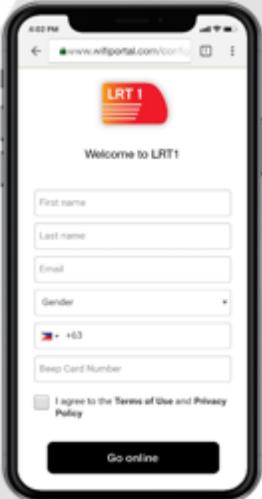


Leverage on TUBE's FB followers to target users across social media.

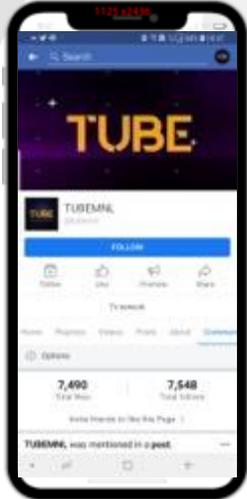
How do we do it?

First Party Data + Geo Fencing

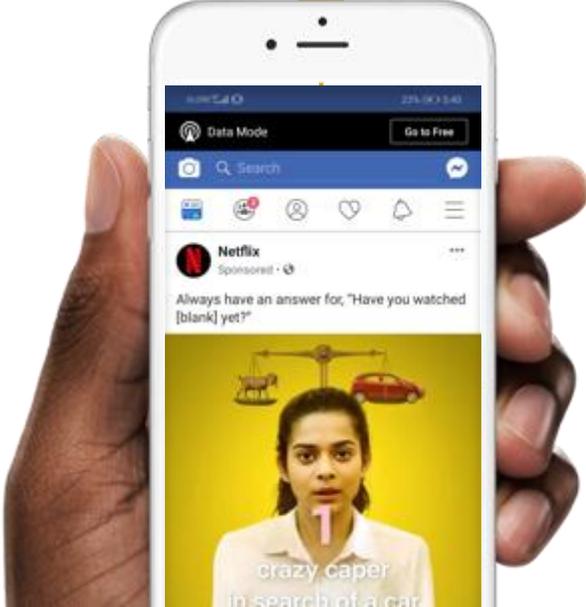
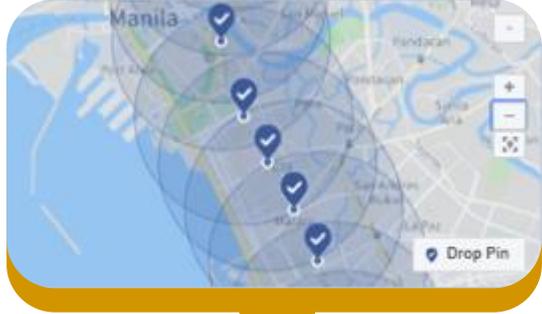
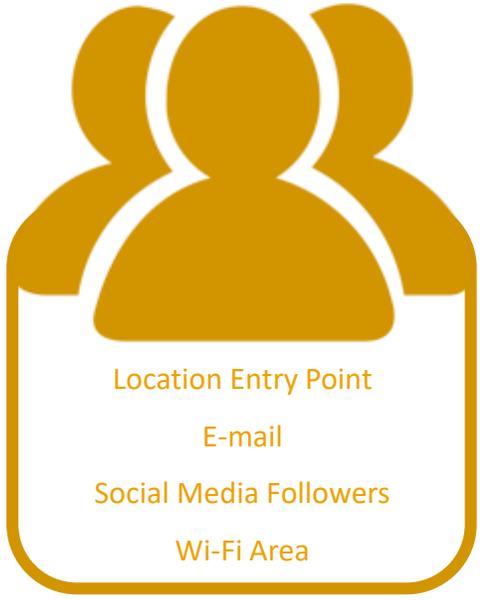
Wi-Fi Data Capture



Facebook Followers

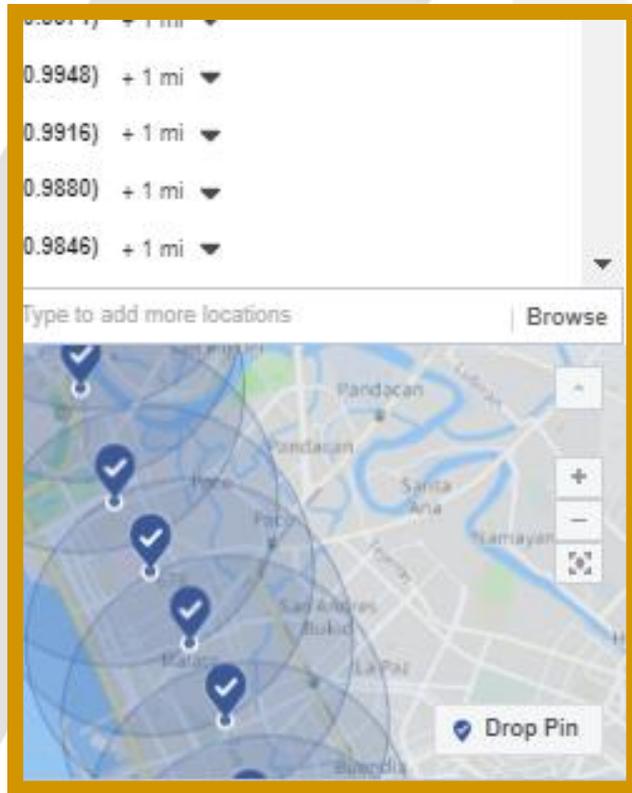


Audience Match

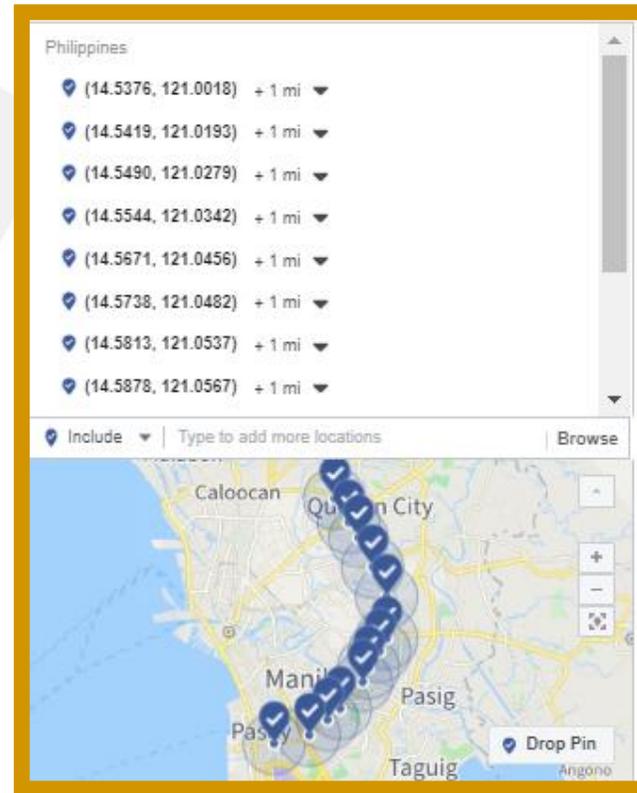


Customized Targeting around the 3 Lines

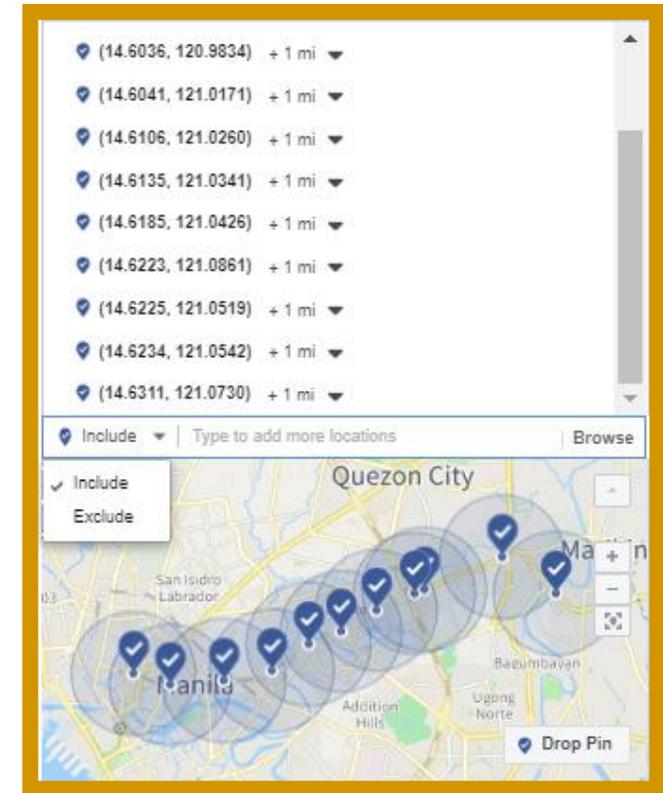
LRT-1 Facebook



MRT-3 Facebook



LRT-2 Facebook





TUBE

SEABISCUIT TECHNOLOGIES, INC.

A  PHAR PHILIPPINES, INC. COMPANY