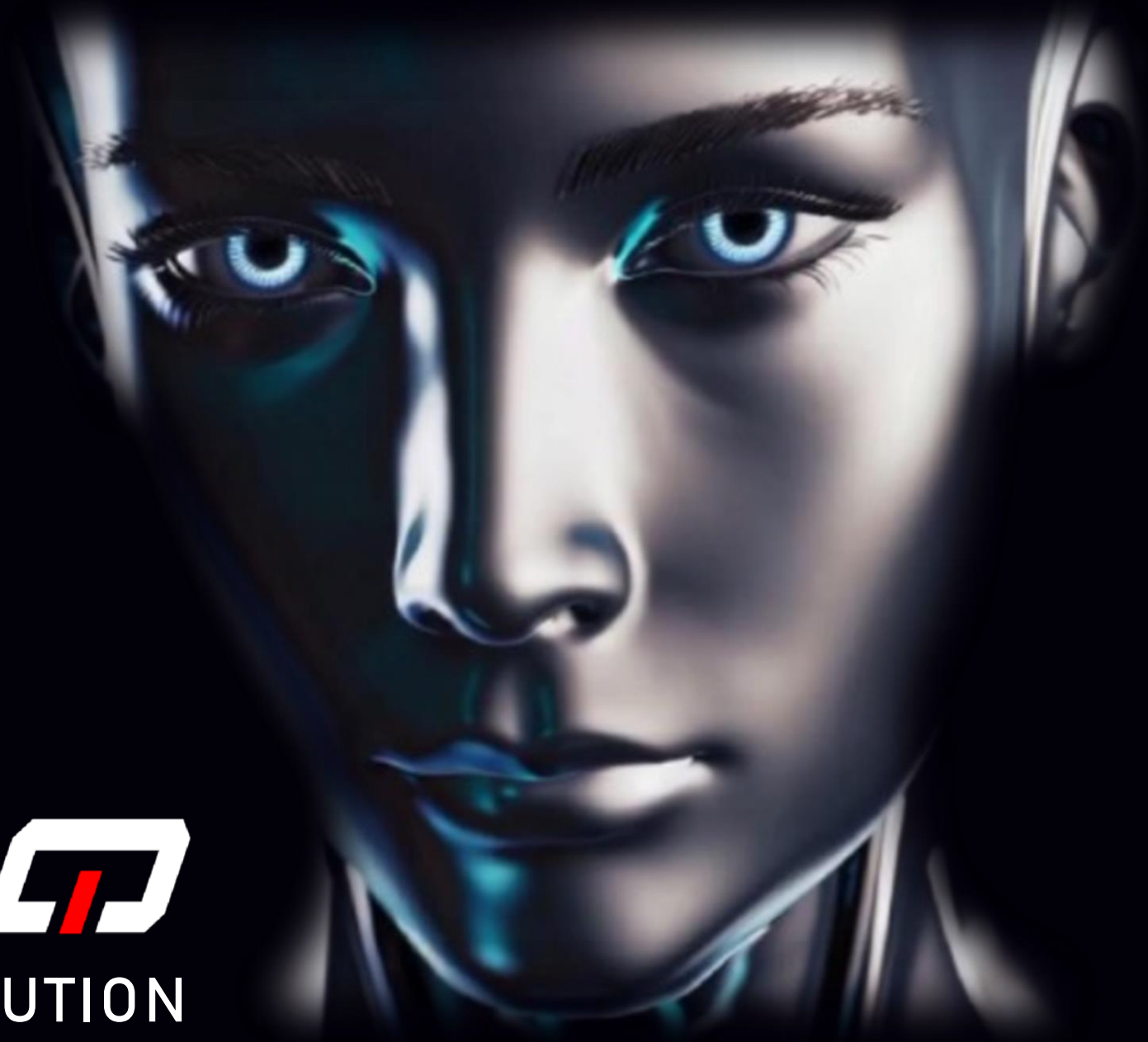


Step into the future of  
Entertainment & TV  
Commerce!

**RAPID**

AI ENTERTAINMENT REVOLUTION



# INTRODUCTION

- Rapido delivers cutting-edge technology and a premium content strategy powered by the proven Perception TVCDN™. Experience the ultimate in advanced TV user experience through our private cloud service.
- Rapido redefines entertainment as a next-gen OTT unified superapp. A multi-play marketplace combining Live TV, VOD, Egaming, and Social Media — think of it as the future's answer to YouTube!
- Rapido is set to revolutionize global entertainment with direct-to-consumer services and a B2B2C model, distributed through top-tier partners, including broadband providers, telco operators, international hotel chains, and retail brands.



THE MOST COMPLETE UNIFIED TV CDN MEDIA DELIVERY TV COMMERCE PLATFORM\*

A MULTICHANNEL SUBSCRIPTION  
OTT TV TO COMPETE WITH  
CABLE & DTH

FREE TO VIEW OTT TV  
TO COMPETE WITH  
YOUTUBE, PLUTO, TWITCH..

SVOD & PPV SERVICE  
TO COMPETE WITH  
NETFLIX, PRIME, YOUTUBE TV..

DELIVERING ANY TYPE OF LIVE AND VOD CONTENT INCLUDING USER GENERATED

ADVANCED AD SERVING INTEGRATED WITH HEADER BIDDING AD NETWORKS  
INCLUDING WITH SUPPORT FOR CLICK TO ACTION TV COMMERCE

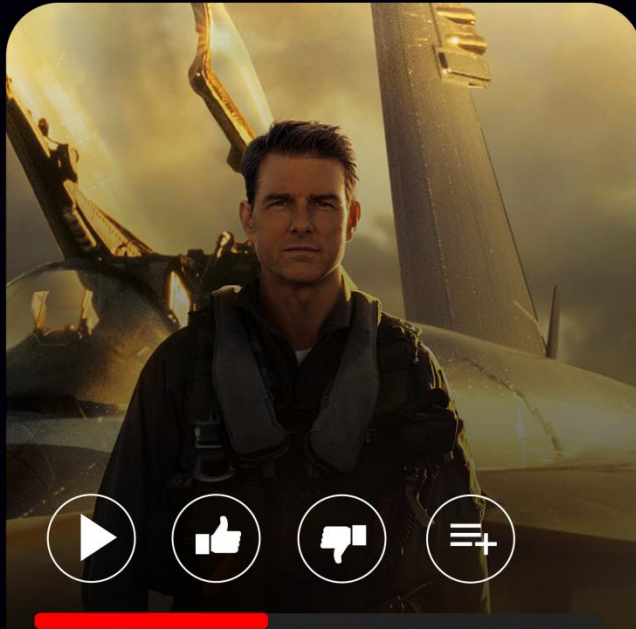
SUBSCRIPTION REVENUES

ADVERTISING REVENUES

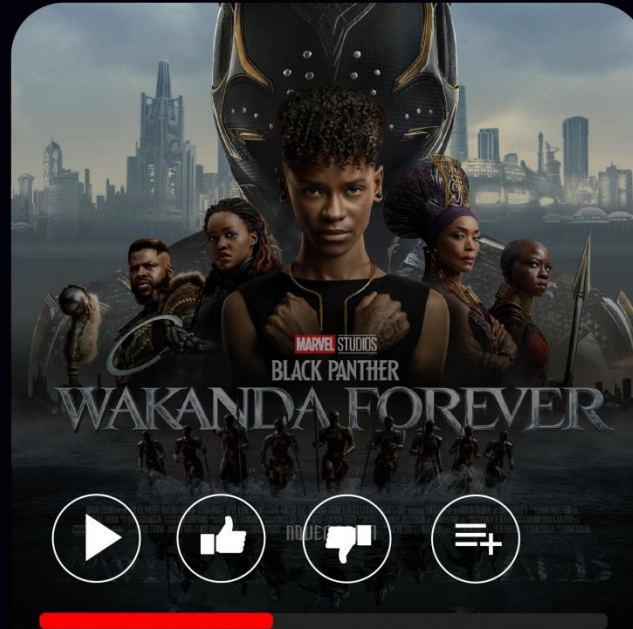
TV COMMERCE REVENUES

*\*To see full tech stack info about Perception TVCDN solution please visit [Perception.tv](https://Perception.tv) website.*

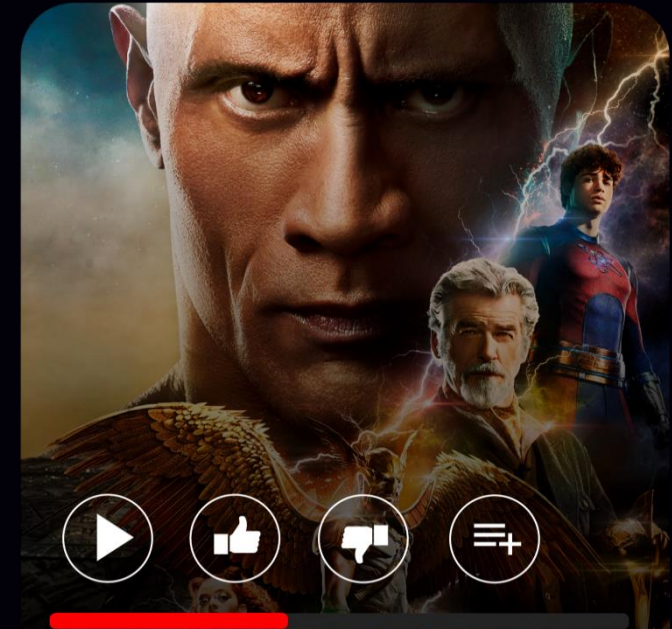
# OVERVIEW



Rapido is a new internet TV service tailored for telco broadband and mobile data customers as well as hospitality sector seeking high quality affordable TV on their smart phones and connected TVs, including free to view and low-cost subscription models.



Designed ground-up for MNO integration with private CDN delivery and API integration to operator OSS/BSS platform for subscriber management, billing and bundling.



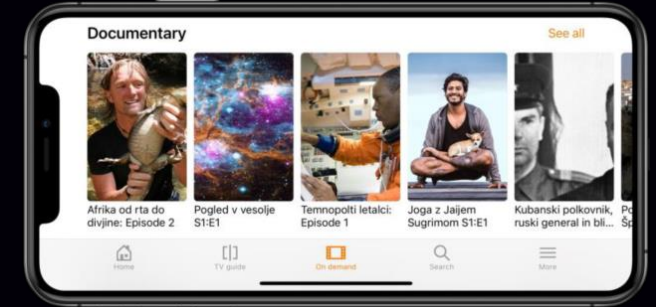
Unrivalled user experience for linear TV with live rewind catch-up TV, curated FAST channels, fully interactive EPG, video on demand and cloud PVR built in.

# ADVANCED USER EXPERIENCE



Rapido is available across 12 native apps, covering all major mobile and connected smart TV ecosystems: Web browser; Android, iOS, Huawei and Xiaomi mobile with Chromecast support; Fire TV, Apple TV, Samsung TV, LG TV, Android TV, Google TV, Hisense TV and Roku.

Check out the service at [Rapido.TV](https://Rapido.TV)



Watch Live or from any point in the show using time-shift 7-day rewind



Full 14-day interactive EPG



Rewind live TV with visual scrubbing

Video on demand, podcast, radio, music and games

Rapido is introducing an exciting new benefit: Rapido Token – a unique reward system where users earn tokens simply by watching TV, videos, or playing games. Discover more and explore our innovation roadmap at [RapidoToken.com](https://RapidoToken.com) – where entertainment meets opportunity.

# AI AGENTS EDGE

The AI agents market is projected to grow from USD 7.84 billion in 2025 to USD 52.62 billion by 2030 at a CAGR of 46.3% during the forecast period. This rapid expansion is driven by the growing adoption of AI agents across nearly every industry and consumer segment.

<https://www.marketsandmarkets.com/Market-Reports/ai-agents-market-15761548.html>

- AI-generated video is set to transform the entertainment industry even more profoundly than the invention of the film camera.
- Rapido is closely tracking the AI video revolution and plans to introduce a suite of AI agents to help users effortlessly generate professional-looking content.
- These AI agents will be powered by Perception Group, Rapido's founding parent company, which is expanding its in-house AI infrastructure alongside operating the world's most advanced global TV CDN cloud.



A beautiful desert sky late in the evening.



## AI AGENTS POWERED BY OWN AI INFRASTRUCTURE CLOUD

- User Support
- Multilingual Subtitling
- Multilingual Audio Dubbing
- Contextual Ad Break Insertion
- AI Generated Video Content
- AI Generated TV Channels (Linear Video Stream with EPG Metadata)



**RAPIDO**

# CONTENT PROPOSITION



## Launch with limited startup content

Selection of popular family-orientated regional and international linear channels and VOD content from leading broadcasters and studios – 2000+ hours of movies and serials localized and utilized to produce thematic FAST channels.

NOTE: Limited content at start helps to fast-track the app stores approval process, after app is published we top up the content monthly.

## Hypermedia Content Growth

Diversify and increase the content monthly:

- Create partnerships with local YouTube content producers and local production houses to create new interactive FAST channels for vertical markets.
- Increase linear TV, radio channels and podcast
- Expand VOD libraries with TVOD and PVOD
- Add third party premium SVOD packages
- Add games and education courseware

# MARKETING BENEFITS



Automated customer engagement platform to drive push notifications to active and new target users based on defined marketing criteria, promoting new content, new episodes of previously watched shows, interesting highlights etc. via targeted marketing campaigns.



AI driven enhanced content recommendations based on user viewing history and other relevant external user's metadata factors.



App integration with telco's customer engagement solutions delivers maximum uptake and usage.



Telco partner is in full control of marketing campaigns online, social media, agent point of sales and offline marketing activity.



Extensive campaigns using programmable channels (SMS, WhatsApp, email, etc.) to drive download of the app and its usage engagement.

# REVENUE MODEL

- Advanced VAST 4.2 programmatic targeted ad serving with ad skip, no-skip and CTA capabilities on mobile and TV screen
- Pre-roll, mid-roll and post-roll VoD ad insertion
- Live TV and VOD ad replacement with support for SCTE-35 triggers or with auto created ad breaks
- Header-bidding gateway enabling us to expose inventory to multiple global ad exchange platforms to maximize sell through CPM

## AD FUNDED FREE SERVICE

- Bluetooth gaming keyboard is engagement enabler facilitating game play and chat on smart TV
- HDMI stick updates legacy TV into the latest tech smart TV



## CORE REVENUE STREAMS

## SUBSCRIPTION & PAY PER VIEW

- Premium content and AI video generation packages
- In-built payment gateway for subscription and pay-per view
- Easy API integration accommodate flexible operator billing
- Micro payment models like day or week viewing passes
- Free TV bundling with data
- Reduced ads low-cost subscription and premium no ads subscription bundles
- Additional tech bundles like PVR storage and extra concurrent streams

## E-COMMERCE TV SHOP RETAIL

- Rapido branded OTT player devices and accessories
- Third party products like TV sets, tablets, phone sets, etc..

# GROWTH OPPORTUNITY



Industry stats show that ad revenues, especially in developing markets, can easily outperform subscription sales.

Most telco operators are behind the curve in adoption of advertising sales and AI bots.

Great opportunity is introduction of agentic driven operation assisted by productivity AI agents:

- Customer Support
- Multilingual Subtitling
- Multilingual Audio Dubbing
- Contextual Ad Break Insertion
- Video Generation



Connected TV advertising rates are now substantially higher than linear television impressions. The median Cost-Per-Thousand (CPM) for DVB broadcast/cable TV is on average 50% lower compared to OTT programmatic CTV CPM rates, with this margin of difference being consistent across both developed and developing markets.

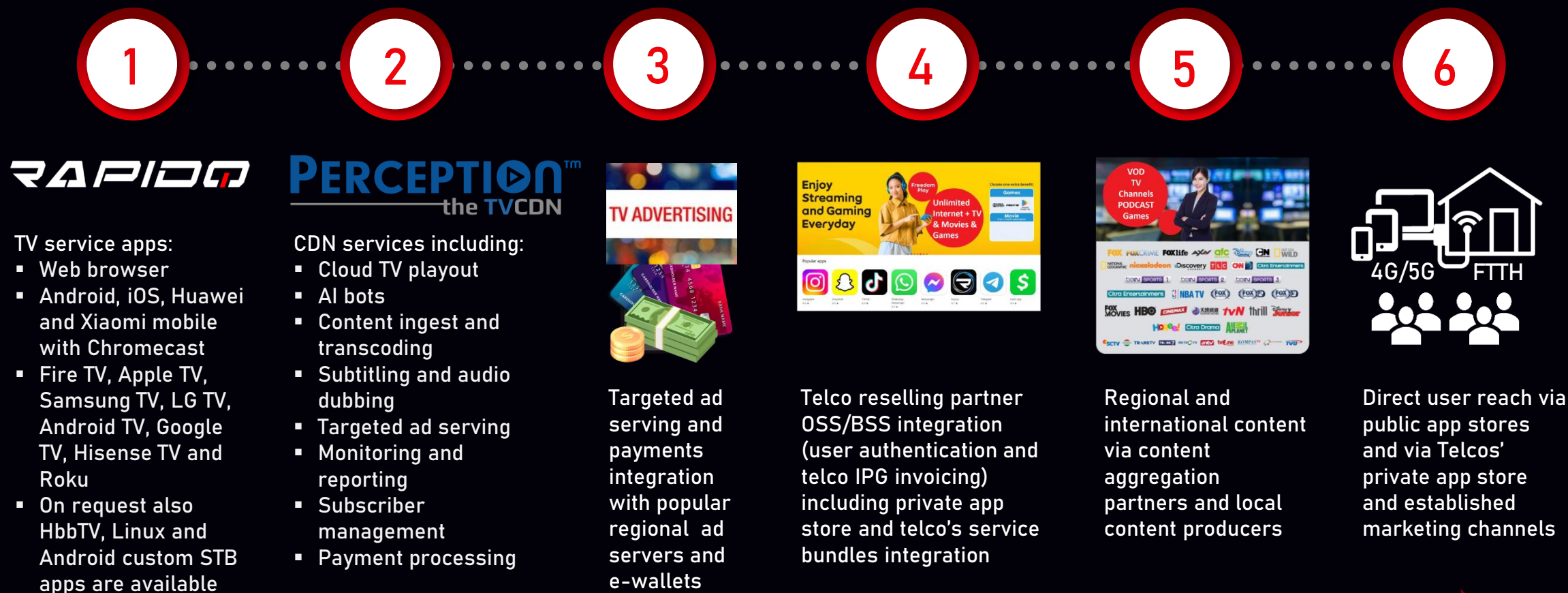


Low cost no-ads OTT subscription is increasing year on year while DVB linear TV subscription rates are pro rata decreasing.



The justification for the much higher CTV ad cost is the value of the targeting that produces better cost performance, which results in a less-expensive Cost-Per-Completed-View (CPCV). Consumer engagement is up to 95% of the CTV ads served.

# END TO END SERVICE DELIVERY



International multi-country service delivery with support for branded service sub-instances and CDN POP colocation in telco's WAN, enabling cost effective last-mile delivery for hospitality applications, such as hotels and remote communities.

# TELCO PARTNER BENEFITS



## Customer Acquisition

- Free video streaming service (FAST & AVOD) is proven rapid growth model
- Attracts tech-savvy subscribers looking for cutting – edge streaming service



## Customer Retention

- Exclusive and regionalized content reduces churn rate
- Personalized user experience increase customer loyalty



## Increase Revenue Growth

- Capex cost of STB's can be totally eliminated, instead telco operator can retail HDMI TV player sticks and OTT set-top-boxes and smart TV sets to generated addition revenues
- Increased ad revenues from targeted ads via AI header bidding adtech
- Increased subscription fees upsell of premium packages



## Market Differentiation

- Regional influencers high-quality content offers competitive advantage
- Unique innovative features like instant rewind playback with live preview



## Network Utilization

- Optimized for mobile networks and budget handsets widens user reach
- Drives network data usage to support enhanced streaming quality

## MNO / MVNO / ISP OPERATOR BENEFITS

- Core benefit for MNO/MVNO telco reselling partner is that he can add to his product portfolio an extra TV service totally capex free and sweat out its existing user base to which he will promote this new service, utilizing his existing marketing channels and its private app store.
- Rapido provides CDN servers cost free to be co-located within telco's network, this zeroes the last mile delivery cost and increases QoS.

# PARTNERSHIPS WITH AIRLINES, HOTELS AND RETAIL

## AIRLINE OPERATORS



- Transform In-Flight Entertainment - provide access to content across passengers' devices via on-board Wi-Fi.
- Improve passenger satisfaction by allowing them to pick up where they left off pre-flight or post-flight.
- Lightweight, Cost-Efficient Setup - reduce reliance on costly embedded seat-back screens.
- Leverage passengers' own devices to deliver entertainment, reducing aircraft weight and maintenance costs.
- Boost Ancillary Revenue - offer premium access to OTT content as part of tiered ticket classes or loyalty programmes.
- Cross-sell travel upgrades with exclusive entertainment bundles.
- Stay Competitive & Innovative - stand out in a competitive travel market with high-demand, recognisable content experiences.

## HOTEL CHAIN OPERATORS



- Deliver a Home-Like Experience & Increase Guest Satisfaction
- Offer guests access to content in-room and on their personal devices during their stay.
- Meet the expectations of modern travellers with on-demand entertainment anytime, anywhere.
- Boost Loyalty & Revenue - increase positive reviews and repeat bookings by providing a premium digital experience.
- Bundle OTT access into premium room packages or loyalty programmes.
- Reduce Costs & Modernise - replace outdated TV systems and minimise hardware investment with cloud-based solutions.
- Seamless integration with existing smart TVs and Wi-Fi infrastructure.
- Build Brand Value - position your hotel as forward-thinking and tech-enabled.

## RETAIL CHAIN OPERATORS



- Enhance In-Store Experience - entertain and engage customers in waiting areas or lounges with curated content.
- Drive Customer Loyalty & Dwell Time - create immersive brand environments with storytelling and promotional tie-ins.
- Offer free access to OTT content via store Wi-Fi to increase time spent in-store.
- Link OTT engagement with loyalty programmes or digital receipts.
- Innovative Marketing & Co-Branding - use branded content or co-promotions for in-store events or campaigns.
- Strengthen brand identity through exclusive content partnerships.
- Create New Revenue Streams - use data-driven insights to personalise offers or upsell products based on consumer engagement.
- Monetise footfall with sponsored content or integrated contextual advertising.

# BUSINESS POTENTIAL



The OTT market continues to grow and remains the largest industry vertical, with 5.5 billion people worldwide regularly consuming streaming video. OTT video revenue is projected to reach US\$344 billion in 2025.



Rapido's business model for user and earnings growth is leveraging existing broadband and mobile user bases among regional telco resellers through app syndication agreements.



Rapido's earnings will be driven by free ad-funded services, ad-free premium subscriptions, and additional revenue from pay-per-view and TV shopping e-commerce.



Rapido's service is powered by the Perception TVCDN platform, the industry's market leader in cost-efficient OTT delivery, ensuring overall profitable operation.



Cost-effective operations ensure solid net revenues, 50% of which are shared with content partners, in aggregate from ad serving, pay-per-view, subscription, and e-commerce generated by their content.



# ADDITIONAL INFO

**RAPIDO MISSION:** Rapido redefines entertainment as a nextgen OTT unified superapp global platform. A multi-play marketplace combining Live TV, VOD, E-gaming, Social Media and E-commerce into a single engaging ecosystem — think of it as the future's answer to YouTube!

To learn more about the Rapido project and Rapido token investment opportunity, please explore the following links:

- [Rapido.tv](#) – Our newly launched B2B2C entertainment platform. Users earn Rapido Tokens — used as loyalty store points — by watching videos.
- [RapidoToken.com](#) – The official website of the Rapido token issuer. Watch the homepage videos for a quick overview of the project.
- [Perception.tv](#) – The tech infrastructure provider behind Rapido, offering CDN, AI, and Blockchain cloud services. Scroll to the bottom of the homepage to view videos explaining the core technology. Perception Group Inc. is the group holding company and seed investor behind the Rapido project.

Strictly Confidential & Subject to Standard NDA Terms and Conditions.

©2025 Rapido AI Ltd. All rights reserved. All trademarks and service marks referenced herein are the property of their respective owners.

# CONTACT

## Join Us in Shaping the Future of Media and Entertainment with Rapido

We are thrilled to invite visionary content and reselling partners to explore opportunities with Rapido - the next-generation platform. Together, we can create unparalleled value in the industry.

For more information or to arrange a meeting, please don't hesitate to contact [info@rapido.tv](mailto:info@rapido.tv). Let's connect and explore the possibilities!



**RAPIDO**