

## From TV Shows to Fight Shows



We are working to get Martial Arts into **every home around the world** with our unique broadcasting platform. We are also making it available to **every mobile device** so fans can get the action anytime or place.

It is now possible to **Broadcast Events LIVE through the internet** (fight shows/tournaments/seminars) to **35,000+ sporting websites around the globe** and you get paid for each and every view. This broadcasting arena will dramatically grow over the next few months creating further opportunities. In addition video footage can get extra air play by being broadcast on **Free To Air** and **Pay TV** to reach a further **3.5 million households**. We can also re-master achieved footage to give it another life and you another income stream.

**iMartial Arts TV** (division of Martial Arts Australia) was created specifically to promote and increase the popularity of martial arts through all forms of media including '*Free To Air TV*', '*Pay TV*', '*Internet TV*', '*Mobile TV*' and on *DVD*.

**Our new TV Portal** is already syndicated to 35,000 sporting websites and can connect you to your own TV Channel inserted into your website. You will be paid whenever your footage is watched on any of these sites and a higher percentage when it is watched on your own site.

**Broadcasting Live** means more people will get excited about your event (viewing the action as it happens) and can be accessed from around the world. We cut from four cameras to produce one high octane action stream simultaneously creating a DVD product at the end of the night. We can also cut more shows from all the original footage for other broadcasts. Now you don't have to risk missing a second of the action from any angle as your turn amateur/professional show into a state of the art production with the highest production value.

### More Exposure

Martial artists around the world can now get the media exposure they have dreamed of as we produce high quality professional video footage and have it globally syndicated.

There are three ways to have your events broadcasted around the globe.

1. Promoters can commission our production team to film their next fight show and broadcast it live.
2. Promoters can film their own event and we just link up the cameras through our mobile broadcast unit.
3. Promoters can buy a broadcast unit and do it all themselves

### Extra Sponsorship Revenue

With far greater exposure to an especially targeted audience through our network means you can ask your sponsors for more money because they will get a better return on their investment.

### Free Advertising

We give every event maximum exposure through our entire network of over 2000 martial arts schools and thousands of visitors to our websites for free.

**Let us help you grow your next event - Call 03 9897 3213**



# Flow Chart for Promoters



## Aurora Channel

includes: Foxtel, Austar & Optus Digital into 2.3 million households

We can include highlights in our 30 min show. We pay for air time to guarantee air time



**Promoters** offer your sponsors the opportunity to reach a massive audience in this especially targeted market for an extended period of time.

**Melbourne Community Channel**  
1.2 million households

We can include highlights in our 30 min show. We pay for air time to guarantee air time



**Promoters** your event could play on Pay TV, then C31 whilst already playing online around the world as well as being available on DVD for years. That is a great advertising package for sponsors!

**Produced on DVD** and marketed / distributed through the entire MAA network of 2300 schools and the retail sector

We can W/S & Retail DVDs around the world



**Promoters** have you thought about increasing your revenue by broadcasting your event live around the world online under a Pay Per View system. We have the hardware / software and infrastructure to make it happen.

**MAA website** 150,000+ P.M. plus syndicated to **35,000 Sporting TV websites**

Our websites network can offer enormous exposure to Promoters and their events every month



You can ask for more sponsorship money because you can guarantee extensive exposure to **3.5 million households around Australia** via Pay TV and Free To Air TV, a live audience on the night and now you can even

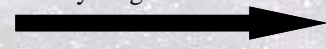
**broadcast live around the world** to an uncapped global audience.

We can either just broadcast the event or film and broadcast it all, the choice is yours.

**Call 03 9897 3213**

Broadcasting to all **mobile devices** Coming Soon!

Mobile casting is growing at an amazing pace with the opportunity to reach a much younger audience.



# Promoters get your Fight Show / Tournament uncapped exposure and your competitors and sponsors will love you!

## BROADCAST YOUR EVENT LIVE AROUND THE GLOBE TO AN UNCAPPED AUDIENCE

We all know everyone wants to get on TV and now you can tell competitors they will be seen on a number of channels for years to come.

Sponsors will pay more for wider exposure especially when it spans over a long period of time giving them more bang for their buck.

Not only do your sponsors get their brand in front of a live audience at your event they also get on going exposure through every medium available scheduled over a 12 month period. We can provide the statistics to show your sponsors how far your event and their brand will travel.

With new technology there are so many ways to reach vast internationally markets efficiently and cost effectively. We are currently syndicating our video content to 35,000 sporting TV portals around the world.

### What do we do?

We can either film your event for a fee or you can do it yourself and we can broadcast the footage throughout all the various mediums. If we film it we can broadcast the event live around the world to an unlimited audience on TV, DVD and via a 'Pay per View' programs so you can create extra revenue.

### Interested in knowing more?



**Martial Arts Australia - Production Division**  
Email: [MartialArtsTV@gmail.com](mailto:MartialArtsTV@gmail.com) or Call: 03 9897 3213  
Website: [www.iMartialArts.TV](http://www.iMartialArts.TV)

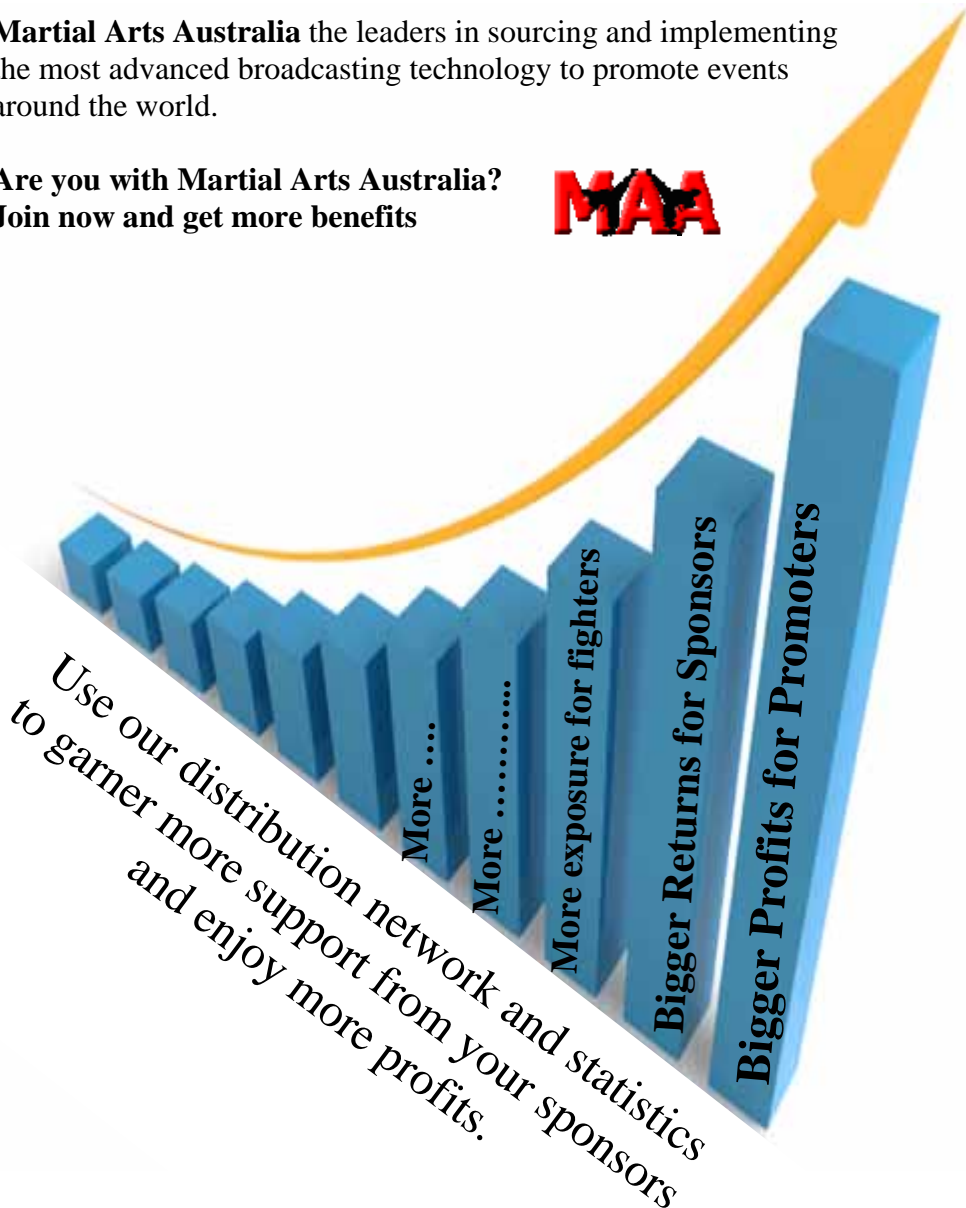
# Fight Shows / Tournament Sponsors get more Bang for your Buck!

This event will be covered by the Martial Arts Australia production crew so this guarantees maximum exposure to your especially targeted audience.

Working with **Martial Arts Australia** will help you get maximum exposure of your event and the greatest return on your investment.

**Martial Arts Australia** the leaders in sourcing and implementing the most advanced broadcasting technology to promote events around the world.

**Are you with Martial Arts Australia?  
Join now and get more benefits**



## **Traditional Sponsorship benefits:**

- \*Logos/Banners around the venue
- \*Logos/name on tickets / programs
- \*Logos/name on posters / flyers
- \*Logos/Banners on website - other online advertising
- \*Announcements / acknowledgements at the event
- \*Free VIP tickets to the event
- \*Sponsor can give out prizes / trophies to winners
- \*Logos/name to go on DVD cover slick
- \*Logo/name inserted with the DVD as video footage

## **Other high impact mediums to reach a greater audience**

Broadcast through Aurora (Pay TV) hitting Foxtel, Austar and Optus Digital making it available to over 2.3 mil households Australia-wide.

It is also available to 3,100 schools across Australia which equates to:

Monthly reach 1,287,982

Average daily reach 116,287

*Statistical data sourced from OzTAM*

Broadcast through C31 Melbourne available to over 1 mil+ households.

Broadcast online through the Martial Arts Channel for free or under a Pay per View / Download program to an unlimited audience world-wide. Footage is available as a HD download or via streaming and to mobile phones.

Current website visitors 150,000+ per month

Current membership 2300 schools (250,000+ martial artists)

Your footage can be syndicated world-wide under a special Pay per View / Download program live and or by using achieved material under a profit share Arrangement to 35,000 sporting websites.

Our USA partners also have 20,000+ martial artists tuning into their TV and Radio network.



# Live Mobile Broadcast

Camera 1



Monitor 2

Output Screen  
Shows what is being  
Broadcast Live

Broadcast Box  
Streaming Video

rivusTV  
421



Video mix from up  
to four cameras

Mobile Monitor 1

Input up to 4  
cameras at once  
switched and  
converted in real  
time

The **Live Broadcast Unit** allows promoters to feed in up to four cameras into it at once. The operator can switch between each camera angles selecting the right subject matter to maintain the best possible action.

The whole unit packs away in a small carry case and is set up in minutes ready to broadcast around the world.

Our **Pay Per View** system allows the operator to set their own ticket price on the live stream and collect revenue from everyone that watches their clips.

After the live stream the footage can still continue to earn revenue from multiple views over many years to come.

Broadcast Fight Shows, Tournaments and Special Seminars live or pre recorded the choice is yours as it is only limited by your imagination.

For more info or a demo  
Call: 03 9897 3213



Instantly  
syndicated to  
35,000  
TV Portals  
around the world

# Broadcast Desk