

*FROM THE MOST FORMIDABLE PROVIDER IN THE ADULT BUSINESS*

*TRANS DIGITAL MEDIA*

*presents*

**CHERI**  
**INTERNATIONAL**  
*The First International Adult VOD Service*



*A perfect complement to the established TDM programming.*

*OFFERING MORE UNIQUE ADULT ON DEMAND SHOWS FROM:*

**PLAYGIRL TV**



*TRANS DIGITAL MEDIA HAS SOMETHING FOR EVERYONE...*



- *Changing the adult Video On Demand landscape by distributing the finest content from around the world since its debut in December 2006.*
- *International Adult content focused on appealing to ethnically diverse audiences.*
- *Providing Video On Demand Subscribers a connection to:*
  - *International Locations*
  - *International Performers*
  - *International Languages*
- *Delivering differentiated product offering a departure from existing content.*
- *Expanding the adult Video On Demand audience by attracting new Video On Demand users.*
- *Retaining existing users and supplementing their purchasing habits with a fresh, voyeuristic view of international content.*

***Launch Month Results:***

***Buy Rates above 2.5%\****



**DEFINED:**

- Foreign Language adult titles.
- Complementary programming for international linear channels/tiers.
- Featuring select content from:
  - Eastern and Western Europe
  - Scandinavia
  - Asia
  - Latin America
- Metadata including:
  - Language spoken
  - Provocative description
  - Exotic locations

**THE DEAL:**

- VOD Platform-
  - XX and XXX formats available
- 90/10 split
- Suggested Retail Price: \$11.99 to \$14.99
- 20 titles available per month
- 50% monthly refresh
- 70-90 minutes per title
- 30 second taggable promotional spot
- Title 18 U.S.C. 2257 Compliant



### ***THE CONCEPT***

The Adult category dominates Video On Demand and currently generates more than 50% of the VOD revenue pie. With cable operators looking to find new and original ways to retain and grow subscribers, Trans Digital Media, (home also to Wicked On Demand and Playgirl TV), has created **CHERI INTERNATIONAL**.

**CHERI INTERNATIONAL** is the first true foreign language Adult Video On Demand service. **CHERI INTERNATIONAL** connects to original content from all over Europe, Asia, and Latin America. These titles have **never before been seen** in the U.S.

### ***WHY INTERNATIONAL CONTENT?***

International content is dynamically different from American content in ways beyond geographical location and exotic looks. Many International producers continue with the more stylized look of eras past, use large budgets, and many prefer to shoot on film as opposed to video, often with the final product premiering in theaters. This difference, coupled with the quality of the **CHERI INTERNATIONAL** content, gives this service a strong, voyeuristic appeal which broadens the spectrum of content in adult Video On Demand. **CHERI INTERNATIONAL** attracts subscribers of new ethnic groups, those who prefer foreign content, as well as those with a proclivity for a specific ethnicity.

### ***HOW IS CHERI INTERNATIONAL PERFORMING?***

Our excitement regarding the **CHERI INTERNATIONAL** content is contagious!

We believe Trans Digital Media affiliates should always have the most cutting edge programming options available, and 4 of the top 10 MSO's already agree. Subscribers are clamoring for their Cheri International! Buy rates from our December 2006 launch indicate that Cheri International has already carved out a niche for itself and is a significant contributor to increasing revenue and cash flow on the Adult VOD platform.

Let Cheri International not only satisfy your existing customers but increase your revenue in the adult category without cannibalizing your existing program offerings.