

1. Could you give us a few details about your revenue model?

[GM]: We have 3 main revenue models currently, viz. Video Advertising, Social Media Marketing and Pay per view revenues (for New and English movies). Video Advertising typically has 4-5 times the CPM compared to static online advertising on the internet. Social Media Marketing is a new space, but we have an anchor client and couple of initial projects already. For the first time, we will release some independent movies on the first day on Pay per view along with Hollywood movies for the Indian audience on Pay per view, only on NyooTV.com

2. How well is the site equipped to deal with slow internet connectivity?

[GM]: Yes, we have partnered with a CDN company which has a POP in India as well and they are well known for fast page loading times. For our video player, we use adaptive streaming technology, which means we look at the customer's bandwidth and vary the bit rate of the video (hence the quality) to deliver the video quickly. We continuously monitor the customer's bandwidth and adjust the video bit rate to provide a buffer free experience (or with minimal buffering).

3. How do you take care of the picture resolution getting distorted on large screens?

[GM]: If the computer is connected to a good internet connection, then we stream the best quality video which is currently optimized for 20"-24" screens. Very soon we will be moving to HD quality adaptive streaming and will also have upscaled quality videos good for 40"-42" screens. These high quality videos will, however, require faster connections or more loading time.

4. In a mobile phone driven future, is the site workable on phones, esp. with slow connectivity which is to be expected?

[GM]: We are working on a mobile version of the website and it's scheduled to launch sometime in September (around the time 3G services would get launched). We also have custom mobile applications which have adaptive streaming technology, currently available for the iPhone and Nokia S60 phones. We would be launching Blackberry, Samsung, Android and other apps in the coming months.

5. Is the trailer and content developed in-house or provided to you by your vendors?

[GM]: We have an in-house team who records and produces the Bollywood event videos. Other than that, all the content is licensed from content owners or distributors.