

# PROBLEM:

- Broadcasting Industry is evolving

- Local News Stations make 360 video, but cannot deliver it

- Only current platforms:

  - Youtube

  - FB

# VURU NEWSROOM

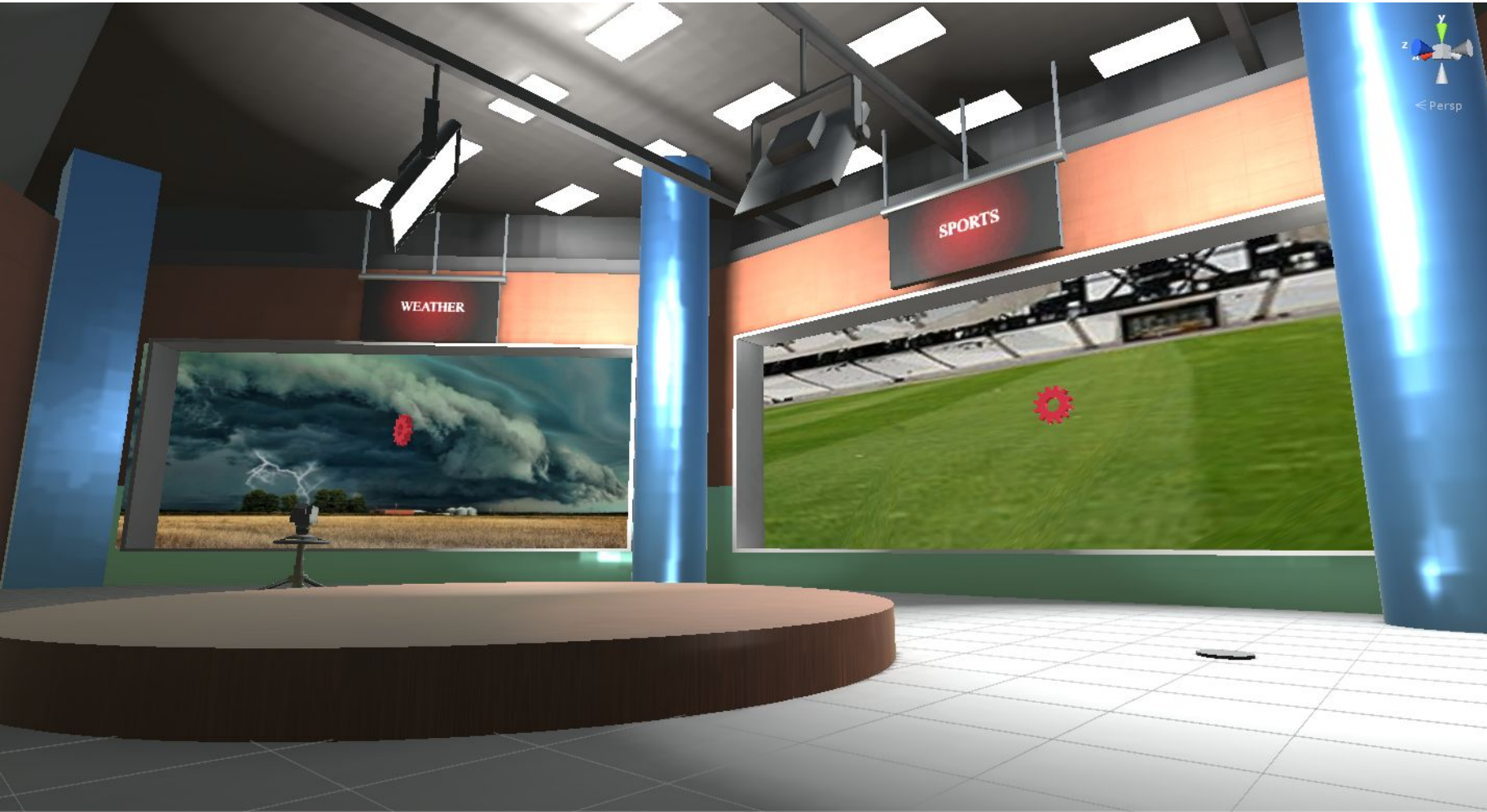
**A new platform for watching 360° news content.**

# WHAT IT IS:

A virtual newsroom app...

- Show 360° videos, VR
- Cross-platform
- Hands free immersion
- Customizable

*Streamline the experience*



# OUR AUDIENCE:

-Existing app users

-16 million VR headsets this year

-9 million mobile

# REVENUE

- Revenue Share Model

  - Initial Buy in - \$1,500

  - Advertisement based

  - 70% - 30% share model

# COSTS

-\$10,000 start-up costs

-\$50,000 a year - new client customized newsroom

-\$6,000 a year - maintenance

# CONCLUSION



in TV viewership



in mobile use



increase in 3D content



Any  
Questions?