



**Nic van Zwanenberg**

**Director of Special Projects**

# What We Do

- **Content and Programming Syndication**
- **TV Channel Production & Distribution**
- **Asia-Pacific Media Consulting**
- **Format Sourcing and Distribution**
- **Content Acquisition Services**
- **Industry Events Organiser**

# Our Core Business

## Input of Content

CHANNEL  
REPRESENTATION

PROGRAMME CONTENT /  
FORMAT PARTNERS

LIGHTNING OWNED  
CHANNELS

CONSULTANCY, EVENTS  
& SPONSORSHIPS



## Output / Revenues

BROADCAST TV

PAY TV

OTT LINEAR

OTT VOD

OWN OTT  
PLATFORM

OWN OTT  
PLATFORMS

OTHER FUTURE  
PLATFORMS

**DIGITAL  
ECOSYSTEM:**  
Lightning will expand  
its channel business on  
OTT platforms.  
OTT platform/products  
may be available as  
"white label".

# Production Partners



# Some Our Channel Brands

**TRACE**®

mezzo  
liveHD



**LANDSCAPE**HD

**PULSE**TV





# THE NRL **ROOKIE**»

**10 x 60'**



**Ward Anderson:  
Kind of,  
Sort of Grown-Up**

**1 x 60'**





FUNNYIMALS

26 x 30'





Boats  
BIKES.

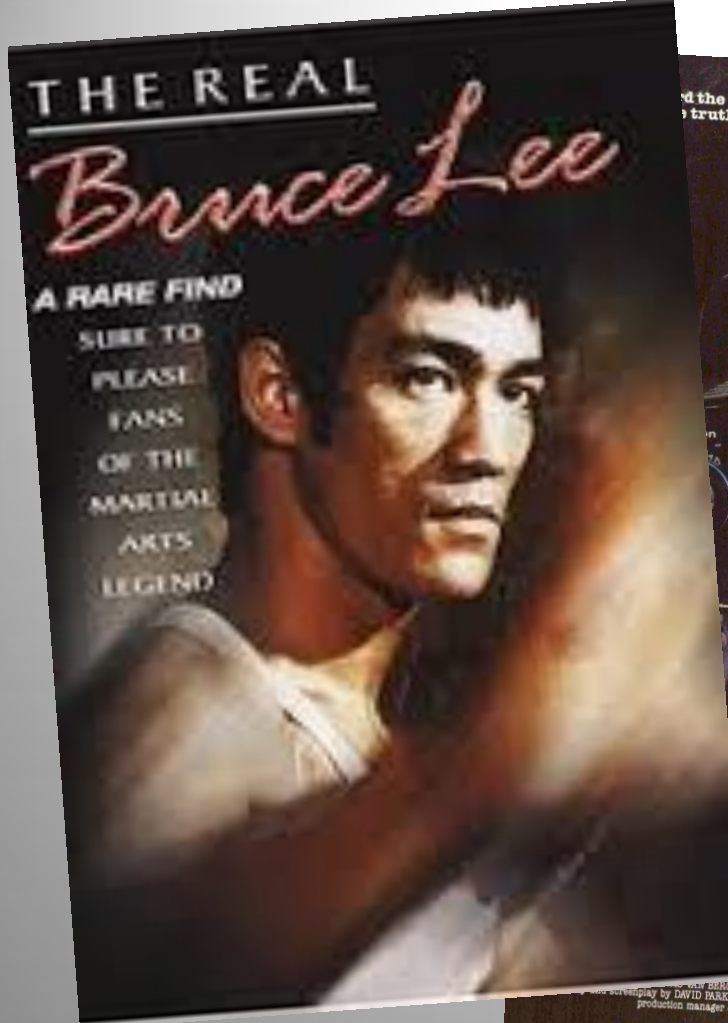
26 x 30'

4K  
ULTRA HD



**Ride With  
Mr. Wright**

**5 x 30'**



Action Moives





**1 x 60'**



# ESSENCE OF **INDIA** with SAMIRA

**10 x 30'**



# The Winemakers 13 x 30'

**4K**  
**HDR**



13 x 30'





# SINDBAD GALAXIES

26 x 15'



**Pet Central**

**78 x 30'**



SHACKLETON:  
**DEATH  
OR GLORY**

**4 x 60'**





**Parents & Kids**

**8 x 60'**



**Fit'n'Flexed**

**6 x 30'**



**British Summer  
Time –  
Stevie Wonder**

**(1 x 90')**

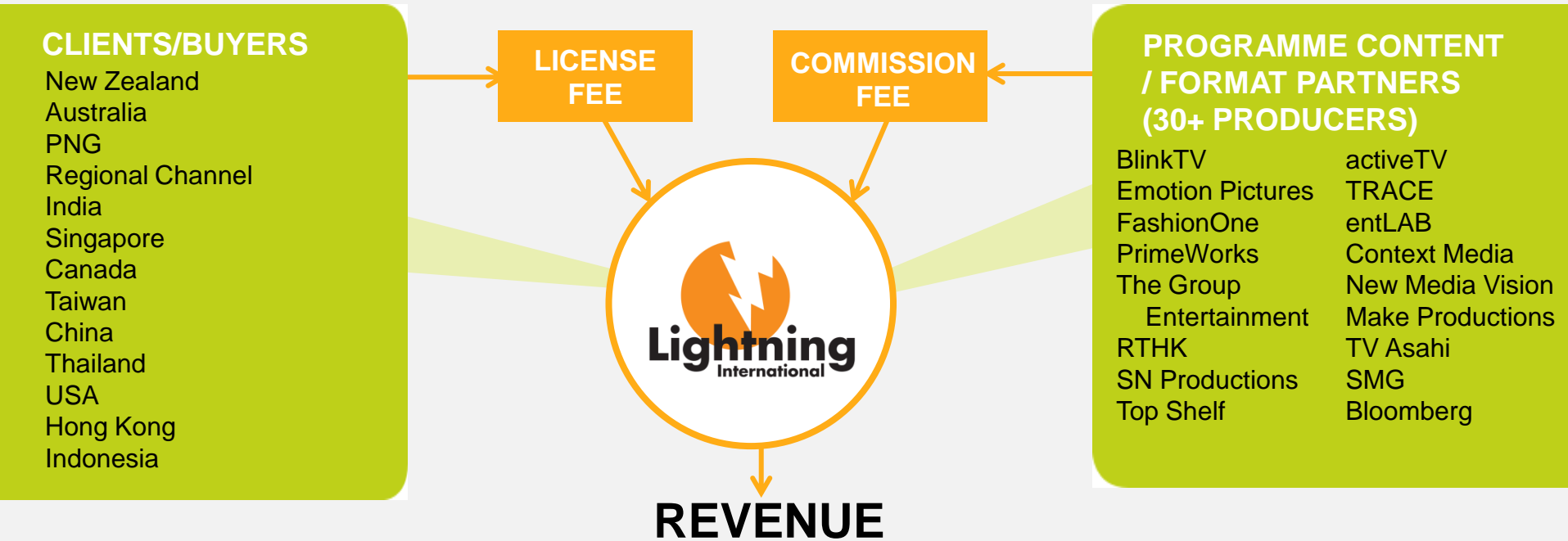


**Pharrell Williams**

**(1 x 30')**



# Programme Content/Format Partners



- Syndication deals on individual programmes, series or catalogue of programmes
- Exclusive representation contracts with well-known trade brands of content
- Licensing format deals with regional operators
- Multiple programming genre requirements
- License fees normally fixed for specified period (2-3 years), with revenue share with certain clients

# Consultancy + Services



Our expertise in content and channel sales, content acquisition in Asia helps us in knowing what the platforms' strategies are – are they taking channels, are they building their own channels so they are buying more content, etc.

We consult for platforms wanting to launch in Asia, channels coming in, companies requiring consultancy on satellite and technology advice, programmes and formats selling into Asia.

We are in the middle of the ecosystem because of our business.

- Media Consultancy: We offer consultancy on content of all kinds from TV to Online and beyond. From production and planning to Satellite and Technical allowing our partners to find the best ways to build their business
- Content Acquisition Services
- “White Label” Rep Office

# Leading Content Distributor in Asia

15+ Channels

3000+ Hours of Programming

30+ Production Partners

# Thank You

## Contacts:

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