



Internet Business Systems



If you want to expand your business globally;

If you want to sell products and services to the World;

If you want to market film, video or digital content globally;

If you want to build a global business on the Internet;

If you're looking for a new business opportunity:

Come and Join Us

We're Building the Global Village

At a price that everyone can afford

PREMIUM CHANNEL OFFER

Dated: January 1, 2009

THE OFFER

A Premium Channel ⁽³⁾

Within Safe Worlds IPTV ⁽²⁾

What you get!

1. A Global IPTV Broadcasting Channel ^[3] within Safe Worlds IPTV.
2. A WebPresence ^[4] Community Newspaper template ^[5] to establish and promote your Safe Worlds IPTV Channel (your Business) on the Web; to the World. See: www.freedom.safeworlds.tv
3. FREE START-UP/ESTABLISHMENT PERIOD (to June 30, 2009)
 - *During this time, you can use our storage and global distribution network free of charge ^[6].*
 - *From July 1, 2009, you must pay for your usage of storage and broadband ^[7].*

PRICE: US\$50,000

Subject to acceptance ^[8] Until January 31 ⁽⁹⁾

“When you purchase a Premium Channel in Safe Worlds IPTV you are buying the structure for a global Internet-based television business.”

NOTES ON THE OFFER

1. **A Premium Channel** means an IPTV Channel established within Safe Worlds IPTV that enjoys the following benefits:
 - i) It is listed within the Premium Channel display area of the Safe Worlds IPTV Media Player that is common to all Safe Worlds users.
 - ii) It can sell its own products free of any fees other than the 1% Service Fee that is levied on all Safe Worlds transaction to maintain the system.
 - iii) It can link to other Safe Worlds IPTV channels for “promotion” purposes. Linked channels must pay a percentage of the sales to the Premium Channel to which they are linked. This income is automatically collected by the Safe Worlds system. This is one way that Premium Channels earn revenue. There is no limit on the number of IPTV channels that can be linked in this way.
 - iv) It participates in advertising revenues generated by Safe Worlds IPTV. This system is expected to be available by July 1, 2009.

2. **Safe Worlds IPTV** is the brand name of the parent IPTV channel network being developed for Safe Worlds. Safe Worlds IPTV is a global IPTV structure that comprises (1) 10 Headline Channels covering key vertical markets; (2) Premium Channels targeting specific markets; and (3) Ordinary IPTV channels. **Safe Worlds IPTV** owns and controls the 10 headline channels. We are selling Premium Channels in each of these vertical markets to (a) create our product; and (2) to provide funding to build-out Safe Worlds IPTV. We believe this strategy can create a major global media organization; if not the No 1 online media organization within 3-5 years.

Safe Worlds IPTV presents itself to the world through a common Media Player that can be set to any country in the world. This means that we are developing Headline Channels and Premium Channels in every country of the world. For an additional fee, your Premium Channel can be listed in every country of the world. Otherwise, it will be listed under the country of your choice.

NOTES ON THE OFFER

3. **A Global IPTV Broadcasting Channel** is another description of a Premium Channel. Every IPTV channel within Safe Worlds IPTV has the ability to deliver its content globally via the Internet. To provide this service, Safe Worlds IPTV contracts with Akamai (www.akamai.com).
4. **WebPresence** is a web building tool that allows Safe Worlds users to build and manage a Web site on the World Wide Web that connects into the User's Premium Channel within Safe Worlds IPTV. This capability allows Premium Channel owner/operators to access the vast resources of the World Wide Web to promote their Premium Channel and attract viewers.
5. **The Community Newspaper Template** is a template that we developed for the Missionaries News Service (www.missionariesnews.tv) that we are now making available to all Premium Channel owners. The template will allow you to create and manage your own "community" newspaper for your "community". News is the most sought after online commodity.
6. **Free Start up period** – because Safe Worlds IPTV is a startup business, we are offering you a free period until July 1, 2009, to help you organize your channel and get ready, before we start charging for storage and broadband. During this time, you can setup your channel and sell your own products, without charge. During this time, you can also connect as many other IPTV channels to your Premium Channel without charge, as you can; turn your Premium Channel into a vast online e-marketplace. This free period will help you attract other channels to create your marketplace where you earn a commission on every sale.
7. **Safe Worlds IPTV Charges will start on July 1, 2009** – from this date we will collect a 1% Service Fee on every financial transaction that occurs within Safe Worlds and Safe Worlds IPTV. We will also be collecting Promotion Fees for Premium Channel owners (you decide what you charge for linking to your channel. We go 50-50 with you in the revenue that we collect for you). From this date we will also be charging you for the storage and broadband that you use. **See the next page for details.**

NOTES ON THE OFFER

Storage, Broadband and Other Charges

Notes:

- A. It is not our desire to make a business out of providing storage and broadband to Safe Worlds Users. However, our storage and broadband providers will not deal with our Users on an individual basis therefore we have no option but to be in this business, to the extent that we are. We will use our best efforts to purchase storage and broadband on the best possible terms and pass on these benefits, where we can, to Users.
- B. Premium Channels operators need Safe Worlds (the system) to monitor sales and collect and distribute commissions on their behalf. We do this for a 50-50 share of promotion fees (commissions) earned on sales from linked channels.
- C. Once advertising begins in Safe Worlds IPTV (sometime in 2009) the system will manage the placement of ads and collect the advertising charges. It will also share ad revenue with Premium Channel owners on a performance basis. Terms and conditions are being finalized.

Operating Accounts & User Plans - For the above to be possible, we must establish and maintain an Operating Account within Safe Worlds for every Safe Worlds User (there could eventually be millions, including ordinary channel owners). Users must then put funds into that operating account to cover their charges. The way we will be doing this is by selling User Plans in US\$10 (ten US dollars) increments. Five dollars (US\$5.00) of each increment will cover the cost of 1000 megabytes of storage and 1000 megabytes of broadband. The remaining \$5.00 will be applied to other charges; and if not used in any month; will roll over into the next month for as long as the account is active. Users should purchase as many increments as they need – some will need more than others.

- 8. This offer is subject to final acceptance by the Board of Safe Worlds IPTV. The criteria for acceptance is largely based on the nature of content to be delivered by the channel.
- 9. This offering price for Premium Channels is reviewed monthly.

User Plan Information

Plan	Market	User Plan Storage Limit (MB)	User Plan Bandwidth Limit (MB)	Video per Month - Storage (Minutes)	Video per Month - Stream (Minutes)	User Plan Monthly Cost	One Year
SAFE WORLDS USER PLAN	Ordinary IPTV Broadcaster	1,000	1,000			\$10	\$120
	HIGH Video Quality: 545 kb/s			125	250		
	MED Video Quality: 300 kb/s			227	455		
	LOW Video Quality: 100 kb/s			682	1,365		

Cost per Month	\$10		Different Video Quality				
Plan	Video Duration (Mins)	Number High Quality 545 kb/s Plays /Month	Cost per Play/View	Number Medium Quality 300 kb/s Plays /Month	Cost per Play/View	Number Low Quality 100 kb/s Plays /Month	Cost per Play/View
BASIC SAFE WORLDS USER PLAN	30 seconds	501	\$0.02	910	\$0.01	2,730	\$0.00
	45 seconds	334	\$0.03	606	\$0.02	1,820	\$0.01
	1 minute	250	\$0.04	455	\$0.02	1,365	\$0.01
	2 minute	125	\$0.08	227	\$0.04	682	\$0.01
	3 minute	83	\$0.12	151	\$0.07	455	\$0.02
	4 minute	62	\$0.16	113	\$0.09	341	\$0.03
	5 minute	50	\$0.20	91	\$0.11	273	\$0.04
	6 minute	41	\$0.24	75	\$0.13	227	\$0.04
	7 minute	35	\$0.29	65	\$0.15	195	\$0.05
	8 minute	31	\$0.32	56	\$0.18	170	\$0.06
	9 minute	27	\$0.37	50	\$0.20	151	\$0.07
	10 minute	25	\$0.40	45	\$0.22	136	\$0.07
	15 minute	16	\$0.63	30	\$0.33	91	\$0.11

Note: The table above indicates that for each \$10 User Plan, there can be:

- 50 high quality views of a 5 minute video; or
- 91 medium quality views of a 5 minute video; or
- 273 low quality views of a 5 minute video; or
- A combination of all three.

For Comparison purposes:

Compare the cost of a 30 second TV commercial with the above table costs. For each \$10 User Plan, there can be:

- 501 high quality views of a 30 second video; or
- 910 medium quality views of a 5 minute video; or
- 2730 low quality views of a 5 minute video; or
- A combination of all three.

What's it all about?

Internet Television (IPTV) is the hottest phenomenon in cyberspace today.

YouTube broke the “glass ceiling” and demonstrated that people everywhere want to communicate in video. When sufficient broadband was available, YouTube simply provided a way for unregistered users to display a wide variety of video content, including movie clips, TV clips and music videos, video blogs and short original videos. As of July 2008, about 13 hours of new videos are uploaded to YouTube every minute. That month, five billion videos were viewed. In 2007 YouTube consumed as much bandwidth as the entire Internet used in 2000.

The amazing thing is that YouTube achieved all this in three (3) years. YouTube was officially launched in November 2005. A year later, YouTube was acquired by Google for \$1.65 Billion.

YouTube's Limitation

YouTube is an amazing success story.

However, **YouTube does not provide video and other content producers with a viable commercial model.** There is no way to make a viable business from posting your videos on YouTube.

Content Owners & Producers want to make money

YouTube and all the other Web-based video display systems are great – so long as you are happy to give your video and other content away for free. If however you want to make money from what you produce, then YouTube and these other sites really have nothing to offer and never will. Why? Because: business of any type is very difficult and very costly to do on the World Wide Web. The Web was never designed for business; it was created to be a public FREEWAY, where everything is FREE. This is why large scale e-business (B2B) is not happening on the World Wide Web.

Very few people really do serious business on the World Wide Web. Okay, some people sell stuff on eBay – that's true, but how many serious businesses use eBay? Not many! There is no B2B e-business happening. Why? Because, of the problems of establishing a serious business in the Web environment. It is too costly and too difficult.

This is why you need Safe Worlds

This is why anyone who wants to do serious online business needs Safe Worlds. If you have got \$5 million to invest, you can go to SAP or Oracle. If not, then you need Safe Worlds.

Unlike YouTube and all the other Web-based video display (IPTV) systems, Safe Worlds IPTV is (a) not Web-based; and (b) it is based on the world's only, fully integrated, fully interoperable e-business platform. When you get Safe Worlds IPTV therefore, you are getting much, much more than just a Web site that can display video.

Your Own Global IPTV Broadcasting Business

What you get when you get Safe Worlds IPTV is the system needed to create a global IPTV broadcasting business. All you need to do once you have the free software; and have created your channel structure (in about 10-15 minutes) is to provide the content.

Having your own Premium Channel within Safe Worlds IPTV is as simple as this. Everything else you need to broadcast globally is built into the Safe Worlds IPTV system.

How does it work?

Safe Worlds IPTV is an IPTV system that has been specifically designed to provide a commercially viable way to use IPTV to do business on the Internet. This was made possible by Alan Metcalfe's major breakthrough discovery of Universal Logic in 1999.

Prior to the discovery of Universal Logic, it was not possible to create a global e-business platform like the Safe Worlds platform that underlies Safe Worlds IPTV. The only online platform available was the World Wide Web, which was never designed for business.

What is Universal Logic – Why is it so important?

Every computer and every computer system works according to some form of logic. The logic of a system is how it works. However, what is not generally known is that there is no standard way in which computer systems work; there is no common computer system standard, apart from basic binary code (1s and 0s). Consequently, when people build computer systems today, all they can create are so-called "data silos". And, because these "data silos" have no common logic that they share, it is very difficult to network them into a fully integrated, fully interoperable world, as is required for e-business. Every business is

basically a network of suppliers and customers. Without Universal Logic however, you can't replicate this reality on line, with existing technology.

Universal Logic solves this problem.

Universal Logic provides the common computer system standard that allows fully integrated, fully interoperable systems to be created so that businesses can be replicated in cyberspace; no matter how big or small they may be.

Adding Safe Worlds IPTV

With Universal Logic we created Safe Worlds. Having Safe Worlds, we had the essential e-business platform needed to create Safe Worlds IPTV; which we believe is the world's only viable, commercial IPTV model.

What's the Business Opportunity?

Change Creates Opportunity

The World is going digital; this means that the World economy is moving into cyberspace. The Banks have already made the move and most of the world's big businesses; they have all gone "electronic". All that needs to happen now is for small to medium sized businesses (SMB) to be able to follow. To do this, they need a system like Safe Worlds that is affordable and easy to use; and that protects their business in cyberspace.

Because of our unique technological advantage (because we have Safe Worlds with Universal Logic) and no one else does, we have a major opportunity to capitalize on the quantum shift; the historical change of global proportions, that is happening. By being a Premium Channel owner/operator within Safe Worlds IPTV, you can share in this opportunity. IPTV is the hottest marketing phenomenon on the Internet. It is the first step you should take. Bill Gates, the Chairman of Microsoft has said that IPTV will replace traditional television within five years. He was unaware of Safe Worlds when he said this.

Beware of False Prophets

Because it is so popular, people and businesses are rushing to get into IPTV. The problem is that, just like in the dot.com era, when tens of thousands of businesses, including some of the world's biggest businesses, incurred very heavy losses, most people do not understand the technology and its limitations.

Most do not understand the strict limitation of all Web-based systems. There is a very good reason why large scale e-business (including large scale IPTV) is not happening on the World Wide Web – the technology is not available. None of the major TV networks or any of the major media organizations (Murdoch, Reuters, etc) are doing large scale IPTV on the World Wide Web; neither is Google, Yahoo, eBay, YouTube, Facebook, or anyone else.

A lot of people are streaming video onto the Web. A lot of people have video available on their sites. However, NONE of these can be considered to be viable commercial IPTV sites.

There are a number of specialist IPTV systems being developed to provide a commercial model for the Web, but these are very limited. They generally are designed for a local or national audience and not the international (Internet) market, and are almost always centrally owned and controlled systems that do not encourage private owner/operators.

Safe Worlds is the world's first and only, viable commercial IPTV system. It works where others do not because it incorporates Universal Logic and it is off-Web. No other system has Universal Logic.

Who should be interested in this Offer?

- Every business that wants to expand globally.
- Every digital content producer that wants to sell their product(s) online.
- Every university, college or school that wants to do e-business.
- Every Web Builder who is looking for another revenue stream.
- Every entertainer who wants their own global delivery system.
- Every publisher that wants to move onto the Internet.
- Every broadcaster that wants to move onto the Internet.
- Every business or organization with products to sell.

Procedure

If you are interested in purchasing a Premium Channel in Safe Worlds IPTV, this is what you need to do:

1. Understand that you will be purchasing the equivalent of a “broadcasting license” within Safe Worlds IPTV.
2. Register and download the free Safe Worlds software.
3. Advise the person who gave you this document of your interest.
4. Provide details of the type of Channel you propose to create.
5. Accept the terms and conditions that apply to Premium Channels within Safe Worlds IPTV. You will be given a copy of the Safe Worlds IPTV Premium Channel Agreement.
6. When you are accepted - deposit the purchase price as instructed.

Your Premium Channel will then be activated.