



SOUTH RUSSIAN AGENCY OF INFORMATION

SRAI

REGISTERED MEDIA series Эл № ФС77-75408

INVEST START-UP

IT-PROJECT

2019

Mobile App creation for multi
language off-line broadcasting

1. Review of existing media doing Mainstream broadcasting



Usually media, broadcasting news, uses block of news which lasts particular time and is repeated over and over again. Advertising and breaking news can be inset in the main block of news.

The broadcasting is carried out in record, that's why it can be done in the one language only being used by the target audience.

Multilanguage broadcasting is possible if to use several radio frequencies what needs much expenses.

News blocks also can be inset in the broadcasting of the entertainment radio station depending on target audience. Special news broadcasting can be added by the special news like economic r business news, news of showbiz and so on.

2. Receiving



Not long ago the news were received by people by looking though or listening to special programs which were broadcast in particular time.



Now days the situation has been changed. People receive news in the time being free from work or other activity, trying to combine listening to the news with other activity like being on the way to the office or to home, or doing sport.

Interrupted receiving of the information can not be gone on from the place where it has been interrupted. In changing of territories the information has to be received in the language which is used in the territory of stay.



3. SOLUTION

3.1. MAIN IDEA

Arranging of mobile app with function of mainstream broadcasting, broadcasting of special news in accordance with the request of the customer and in the language of the customer.



3.2. MOBILE APP

The news block is filled with the special rubrics in the settings of the mobile app and loaded to the device in customer's requirements. The time of uploading of the information block, time of its keeping in the device, language of broadcasting are set by the customer. Broadcasting is carried out in the off-line mode in the customer's language. Receiving of the information is similar as listening of the audio book.



4. ADVANTAGES

- Small investments. Recording studios have to be arranged and equipped without any location requirements, translators and speakers have to be employed.
- Possibility of multi language broadcasting with registration in any domicile.



- Possibility for the customer to set the rubrics of news.



- Possibility to receive the information permanently, using pause and going on the listening though.
- Possibility to receive the information independently whether the customer's device on-line or not at any place like subway or airplane and so on.



5. OPERATOR

South Russian Agency of Information LLC
(SRAI)

Main reg Nr 1159102011320, tax Nr 9107005872

The founder of the official media, registered
on 05/04/2019 series серия Эл № ФС77-75408



6. Team



Umar Sapraliev,

Director of SRAI

The member of the union of
journalists of Russia



Igor Radostev,

creator

Lawyer,
Specialist of PR and international
relation

7. INVESTMENTS

The main purposes of investments:

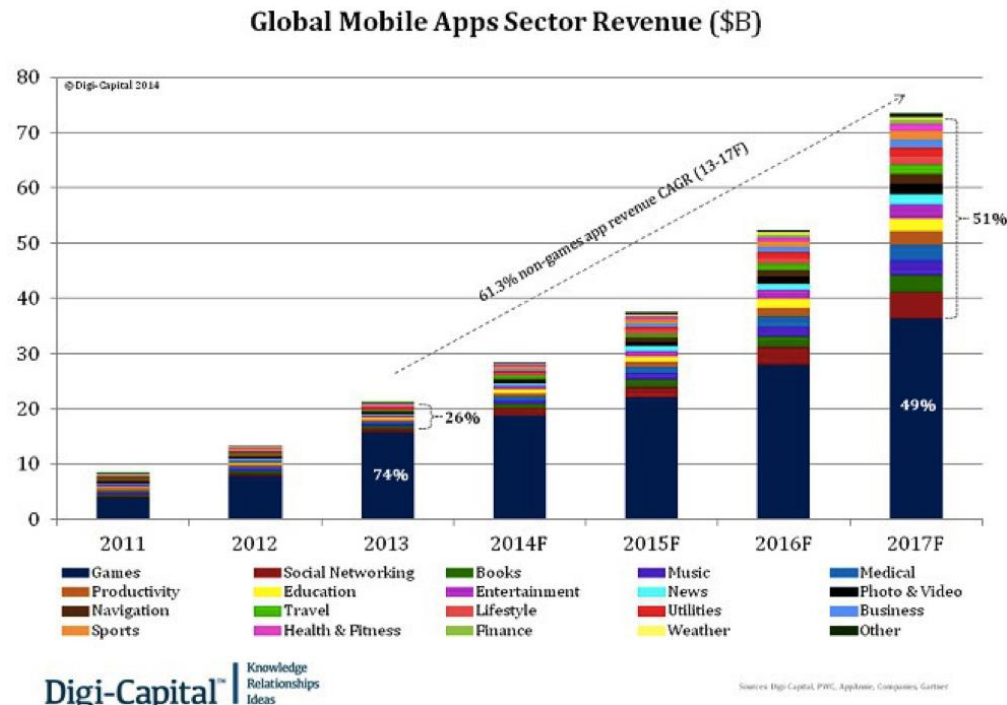
- Mobile app creation, design, server reservation;
- Arrangement of recording studios;
- Arrangement of the laboratory of the records processing;
- Public advertising;
- On-line advertising and optimization.

Mostly the expenses are spent for the advertising.

Approximate value of investment is 500 000 USD

8. Research

Following to the chart it is clear that the market of news mobile app is not much. Nevertheless, the real turnover of the news mobile apps was about one billion US dollars in 2017. The turnover go on raising



Research

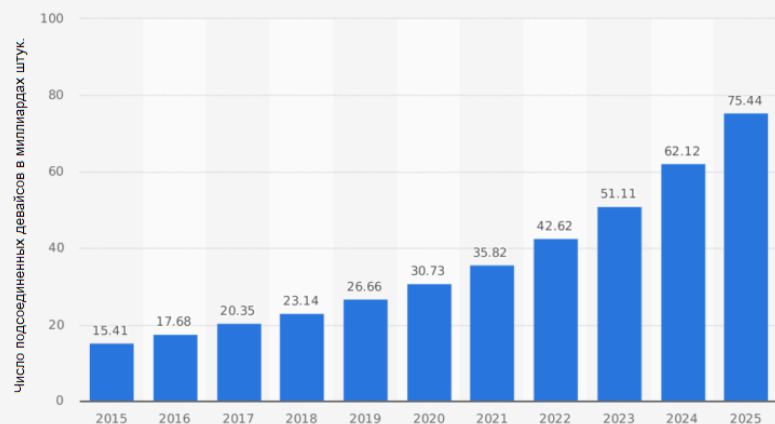
Downloads of Top 5 Food Delivery Apps



The largest quantity of downloads are carried out in India, China and USA.

Following to the market research, it is clear, that the quantity of devices functioning on the base of internet go on raising as the market of mobile apps raises

Прогноз по количеству подсоединенных по принципам интернета вещей девайсов во всем мире с 2015 по 2025



Source:
IHS
© Statista 2018

Additional Information:
Worldwide; IHS; 2015 to 2016

Прогноз динамики рынка мобильных приложений —
годовой валовой доход
Весь мир, в млрд \$



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9. UNIT ECONOMY AND INVESTMENT REFUND

Basic data

Connection cost (on-time) - 0,8 USD

Subscription fee (monthly) - 0,15 USD

Descriptions	Indexes
Connection cost, USD	0,8
Subscription fee, USD	0,15
Quantity of downloads (passive advertising)	500 000
Quantity of downloads (active advertising)	2 500 000
Connection proceeds, USD (passive advertising)	400000
Connection proceeds, USD (active advertising)	2000000
Subscription fee, monthly (passive advertising), USD	75000
Subscription fee, monthly (active advertising), USD	375000
Average expenses (montly), USD	68253,97
Min capitalization per year (without connection cost)	80952,38

10. CONTACTS

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