



WATCH MOVIES HOWEVER THE BLEEP YOU WANT

Facts Concerning VidAngel's New Filtering Technology

- **The Idea for the new technology:** VidAngel has wanted to offer filtering on top of popular streaming platforms since the very beginning, but developing it was a challenge. The business hiatus imposed on us by the preliminary injunction allowed us to concentrate all our efforts on finishing it.
- **Will Netflix, Amazon, HBO, or others sue VidAngel?** We hope not. After all, we are driving new customers and new business to them.
- **Does VidAngel's new system decrypt movies?** No.
- **Will anyone watch movies with filters now that it no longer costs \$1 per night with sellback?** Yes. Tens of thousands of VidAngel customers proved that by donating to our legal defense and investing in our company. A study showed that the majority of VidAngel customers would not have watched the majority of movies at all without filtering. A typical VidAngel customer selects numerous filters, showing that they are attracted by filtering rather than by the opportunity to watch a minimally filtered movie at low cost.
- **Can I watch more screens on my Netflix account if I sign into Netflix with VidAngel?** No
- **Renewed Efforts to Filter:** When VidAngel was shut down by a court-ordered preliminary injunction, the company decided to take another look at its long-preferred method of filtering. Disney had suggested in court that filtering content ordered from a licensed streaming service would satisfy the studios' various legal concerns. VidAngel has always believed that such a system would be the best path forward for many, many reasons--no "out-of-stock" notices, no confusing buy-sellback model, no need to try to purchase thousands and thousands of discs at retail, no need to worry about how to provide filtering when the studios stop selling discs, no need to store and inventory thousands of discs, etc. It took VidAngel's engineers six months to complete the technology that had been years in development. At many points in the process, the project seemed technologically impossible. Through incredible persistence, they overcame the challenges to create the program.

- **How the Technology Works:**

1. We have built a crowd sourced tagging tool that allows people throughout the country to tag motion pictures. We have also developed some machine learning algorithms for filtering. Our filtering service is patented, with multiple patents pending.

2. After the content is tagged, users install the VidAngel app on their iPhone, Android or Roku and provide their Netflix credentials to VidAngel.

3. Then they select a title they would like to filter, choose their filter settings, and click Watch.

4. At that point, our virtual user in the cloud signs into the users' Netflix, Amazon or HBO service, asks for the appropriate title, and directs that it be streamed to VidAngel's virtual user.

5. Finally, we send a filtered version of the title to the user on his or her device.

That's how the system works.

- **Legal Position:** VidAngel's new technology solves *ALL* the studios' purported economic concerns. Specifically, it:

Takes all issues related to the Digital Millennium Copyright Act (DMCA) off the table by creating a way to filter without having to decrypt content.

Eliminates the buy-sellback model concerns that allowed the studios to argue that buy-sellback might cut into the profits they make from streaming.

Addresses the studios' concern that VidAngel could make content available before authorized streaming services do.

Ensures that if a particular streaming service pays for the right to stream a given movie before other streaming services are authorized to stream it, only that particular streaming service's customers can watch it filtered.

- **Availability:** It's available now! VidAngel doesn't have to wait for Disney or Congress to decide what they want to do because the preliminary injunction applies only to movies copyrighted by four companies. VidAngel is already free to start filtering all other studios' movies.

- **What about the plaintiffs' content:** As recommended by Disney's attorney, we are filing a motion with the District Court to asking whether the injunction applies to the new technology. If granted, VidAngel will immediately begin filtering the plaintiffs' content with the new system.