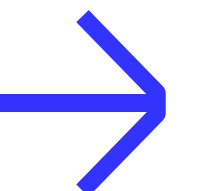




Vendor Toolkit

Make the most of your
media with Recast.



Contents

How to embed your content	3
Using Affiliates to increase your reach and revenue	5
Tips for promoting your content	10
Social media guidance	13
Suggested Promotional Posts	12
Suggested Explainer Messaging	15
Responses to FAQs	17

How to embed your content



Embed your content

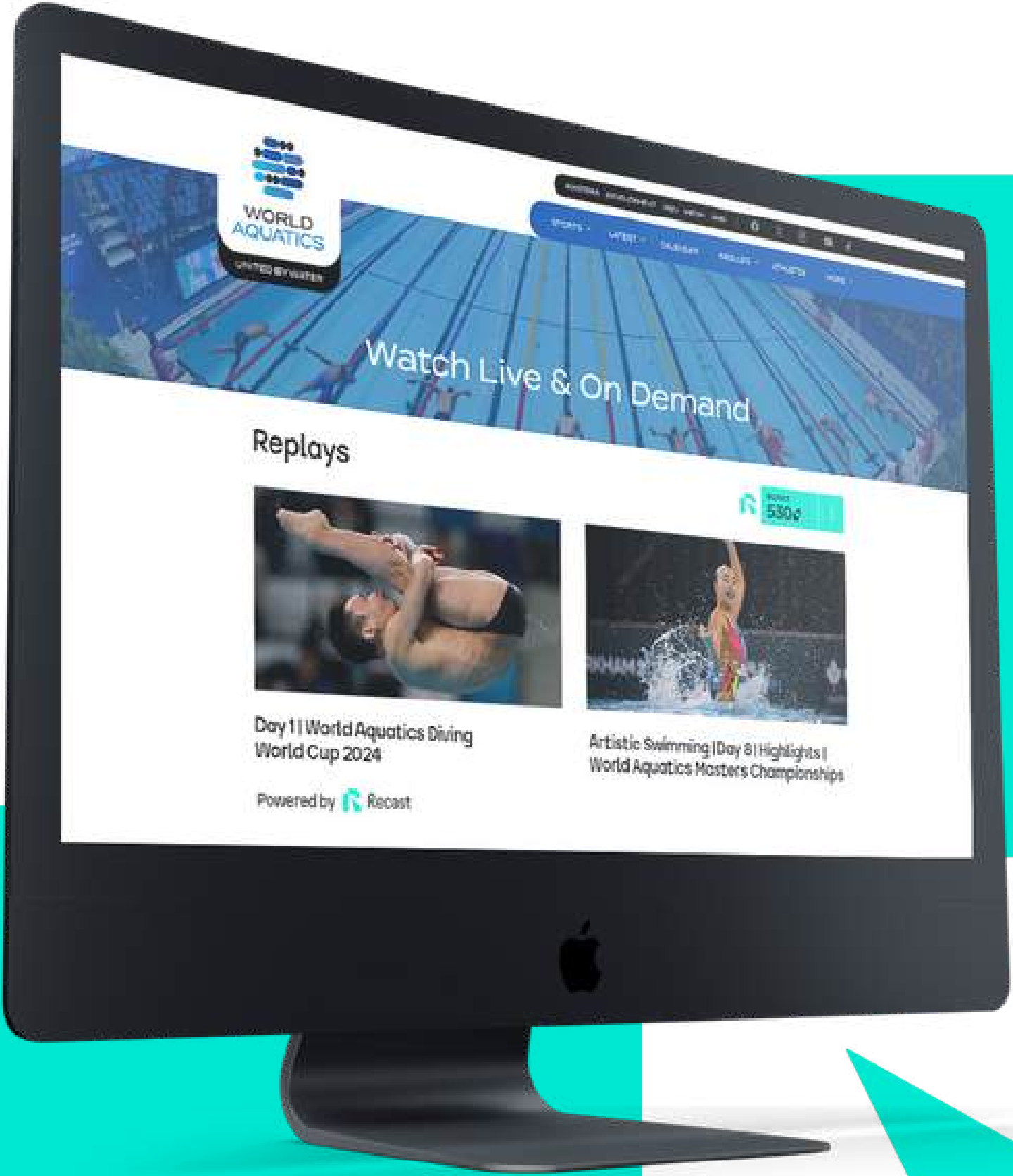
When embedding content on your website you can choose from two types of widget:

A select number of videos

You can create Embed Widgets to display a specific category or type of videos per widget. Choose between live and on demand or select specific pieces of content. And then decide how you want them to be ordered.

A full channel Widget

Embed your full Recast channel onto a page of your website and show all your live and on demand content plus your header image, Channel Trailer and Access Passes.



World Aquatics example

Use Affiliates to
grow your reach
and revenue

Some of our Affiliate Partners:



The Sporting News



speed**cafe.**



Use Affiliates to grow your reach and revenue

Using Affiliates

Affiliates offer an opportunity for you to amplify your reach and revenue by incentivising athletes, influencers, news sites, brands and other Affiliates to host or share your content, whilst you earn for every view generated. You will retain complete control of your content, setting the:



Price



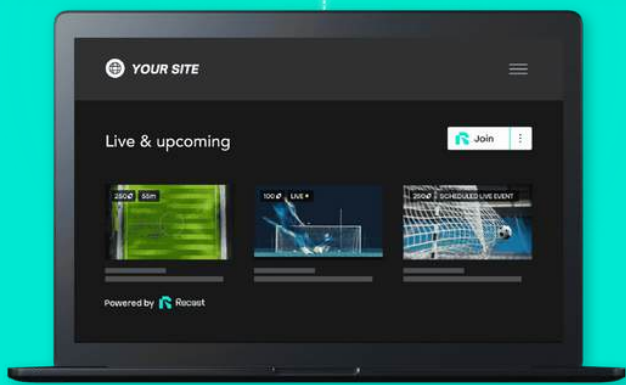
Geographic availability



Affiliate earning percentage

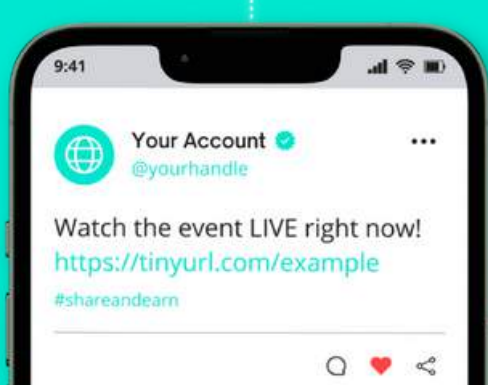
You control who can host your content, whitelisting every affiliate before they can host your content.

Two ways an affiliate can promote your content:



1.Host & Earn Widgets

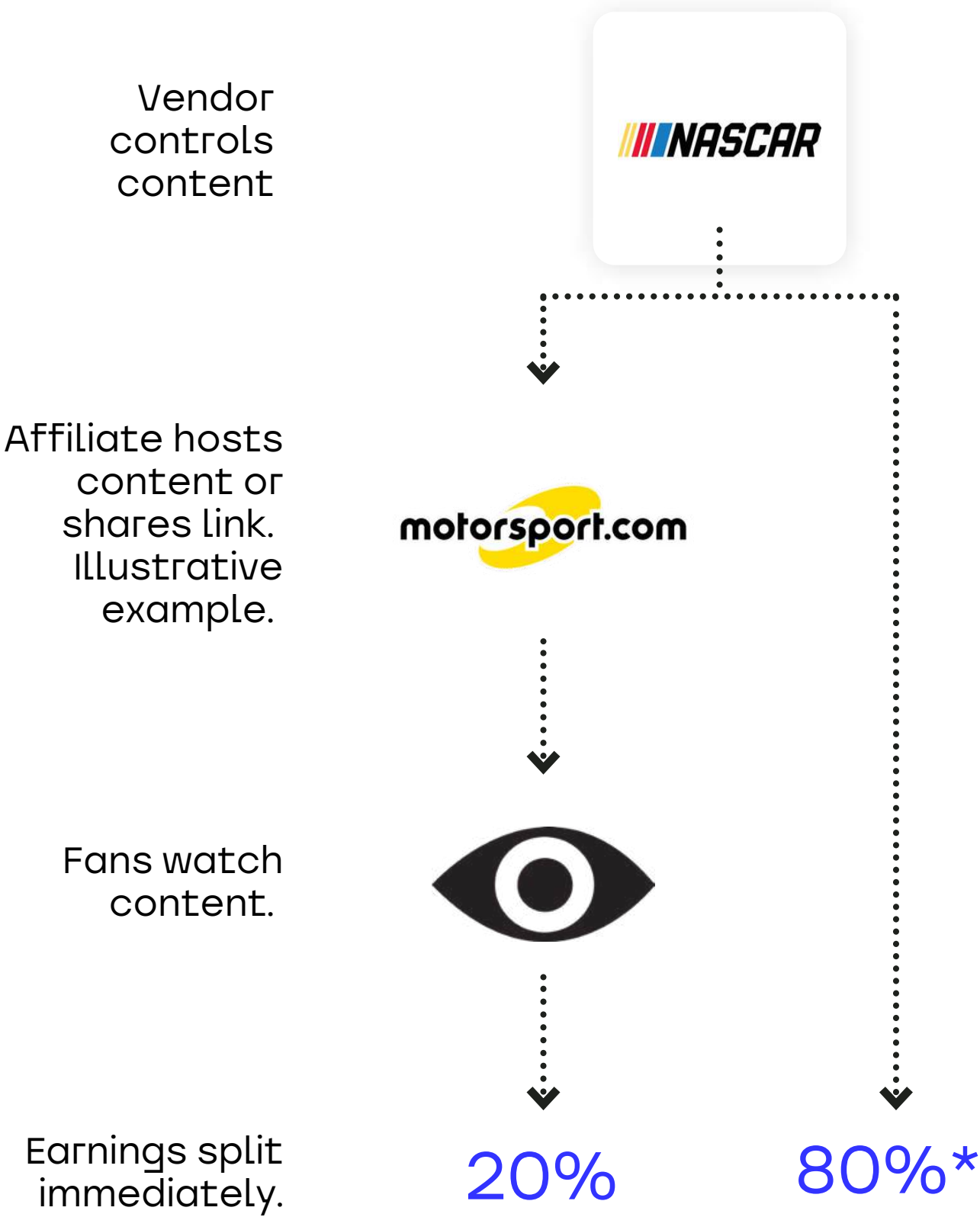
Incentivise affiliates to host and promote your matches using Host & Earn Widgets, in exchange for share of any revenue generated.



2.Share & Earn links

Empower athletes, players, brands or influencers to promote your streams to their followers using unique Share & Earn Links.

Example:



*Illustrative example: Revenue share percentage applies to net revenues (after VAT/Sales tax and Recast commission deducted).

How it works

1**You:**

Upload / schedule the content to Recast for Business.
Set the price, affiliate % and geographic availability.

2 Affiliates:For websites

- Affiliates create an [Affiliate account](#).
- Creates a customisable widget.
- Embeds the widget on their website.
- Promotes content to their fans.

For athletes

- Creates an [Affiliate account](#).
- Goes to the vendor website.
- Logs in to RecastPay.
- Copies their Share & Earn link.

OR

Send us their email address(es) and we'll provide links.

3**Fans:**

Watch content on either the vendor or the affiliate's site.

4**Earnings:**

Affiliates earn immediately from every view.
Revenue is distributed to both you and the Affiliate immediately.

Promoting to Affiliates

To Media Sites: Example draft email copy

New Message

Recipients

Host live [YOUR BRAND NAME] races on your site, and earn 20% per view

Hello [Affiliate Name],

We'd like to invite [WEBSITE NAME] to become a [YOUR BRAND NAME] Affiliate.

You will earn **20% (£0.70) per view generated** from hosting our upcoming races and promoting them to your audience. **At no cost to you.**

You host the streams using an embed widget created in minutes via [Recast](#) - our content distribution solution. More info attached.

Earnings Example - UK website visitors









We can see that you had approx 550,000 unique website visitors from the UK alone last month.


We're offering you unique coverage of [YOUR EVENT NAME], available to your users via pay-per-view, directly from your site. Whilst you earn [INSERT AFFILIATE FEE] for every view generated.

Even if you only converted 1% of these monthly visitors, you'd earn **£XXXX GBP per event.**

It costs you nothing, and you can be set up in less than an hour.

Send





To Athletes: Example draft email copy

New Message

Recipients

Share links to [YOUR BRAND NAME] races to your followers, and earn 20% per view

Hello [Athlete Name],

We'd like to invite you to become a [YOUR BRAND NAME] Affiliate.

You will earn **20% (£0.70) of the revenue per view** from sharing our upcoming races to your audience on social media. **At no cost to you.**

You create a unique Share & Earn link in minutes via [Recast](#) - our content distribution solution. More info attached.









Earnings Example - Instagram


We can see that you have approx 1,00,000 followers on Instagram.

We're offering your followers unique coverage of [YOUR EVENT NAME], available via pay-per-view, directly from your link. Whilst you earn [INSERT AFFILIATE FEE] for every view generated.

Even if you only converted 0.5% of these followers, you'd earn **£XXX GBP per event.**

Send





Affiliate promo asset suggestions

Suggested assets to create and provide to affiliates

Sample article - media sites


World Superbike Latest News x +

motorsport.com/wsbk/

motorsport

FORMULA 1MOTOGPNASCAR CUPWECINDYCARWRCIMSAFIA F2

WATCH THE [YOUR EVENT NAME], LIVE



How to watch the [EVENT NAME], live

We're excited to bring you live, exclusive coverage of the [EVENT NAME], directly from [AFFILIATE NAME] and available on PPV!

How can I watch?

The live stream will be available below. To watch, you simply:

Click on the event below

Register (for free) for a RecastPay Wallet.


Purchase the event for £X.XX

No subscriptions, just fair and affordable access to world-class [CONTENT TYPE]

The replay will be available shortly after the live stream has ended.

[BRAND NAME]

<



SALANCE


00

⋮

Live & Upcoming

Watch now

Social Post - Media Sites or Riders




Watch live, extended and exclusive coverage of the [EVENT NAME]!


No subscription, just PPV race access.

Watch here: [Insert unique Share & Earn link or Host & Earn page link]

[YOUR EVENT NAME], LIVE

[DATE]

Powered by  RecastPay



Tips for **promoting your** content



Promoting your channel

Add a link to your navigation and social media bio

Signpost your widget link with a prominent position in your website navigation. And add link in your bio tool (e.g. linktree) and any other social media channel or platform that you are active on.

Create a content schedule

Create a content schedule so that you can plan social media posts alongside it and make sure that you are telling your fans about every new piece of content on your social channels. A steady drumbeat of clear and consistent content and promotion is key!

Use our explainer assets

Your users might be new to RecastPay. If you want to help them understand how it works, use our free, [downloadable fan explainer assets](#).

Access to data

Enhance your customer engagement with direct access to opted-in email addresses, sales statistics and demographic data.

- > Real-Time insights: Recast gives you sales and demographic data in real-time all directly from your Recast for Business dashboard
- > Data download: Take your CRM to the next level by downloading your opted in consumer data.

Promoting your channel

Use Affiliates

With Recast, anyone with a website or a healthy followership can become an affiliate and earn for you. Contact member orgs, athletes, agents, media outlets - they can all help to boost your revenue.

Optimise your web pages for Search Engines

Think about what your users will be searching for when looking for your content and use these keywords for your page titles and headings to help you get found online.

Consider your pricing

You can change the price of a piece of media at any time, so you could make it cheaper for the first 24 hours to encourage early sales i.e. buy in the next 24 hours and save or reduce pricing after the event for replays.

Consider top-of-the-funnel promotion

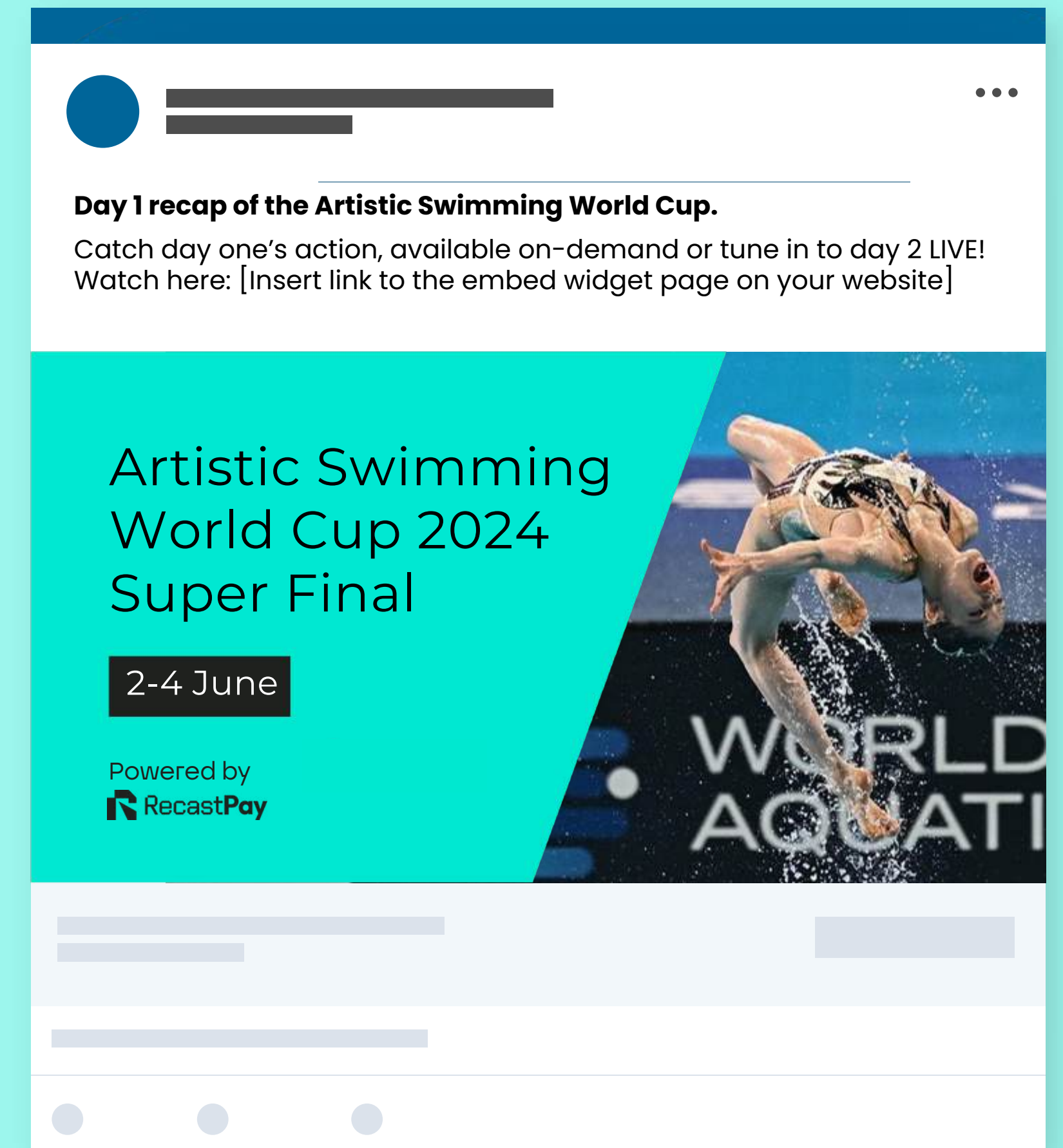
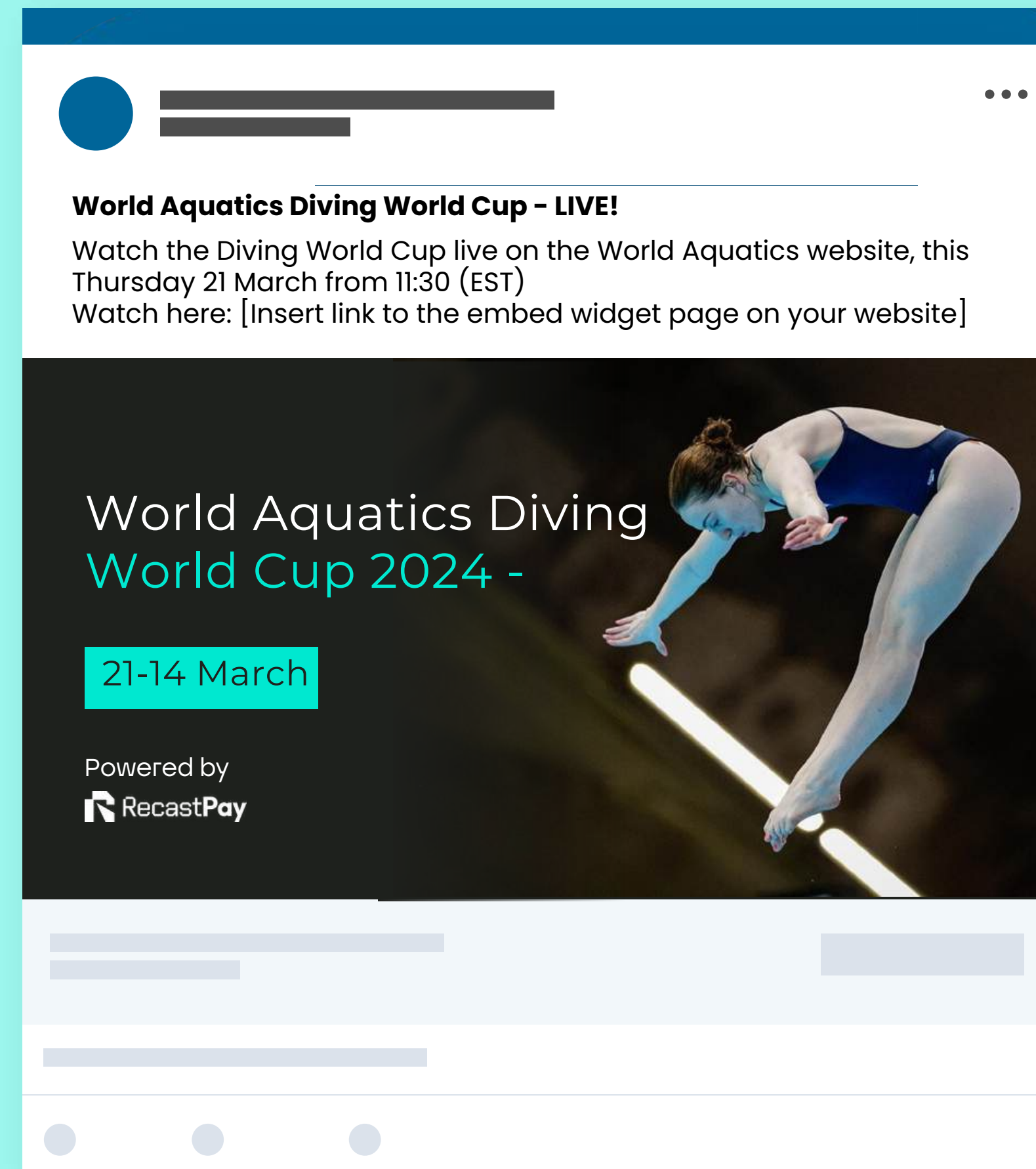
Think about using free-to-air platforms like YouTube or IG reels to publish promo trailers for your content, including the link to your Recast widget.

Social Media Guidance



Suggested Promotional Posts

Examples:



Suggested Explainer Messaging

Ultimately, you know your users, how to talk to them and how to promote your content. The purpose of this guide is to provide you with a steer on the Recast basics, so you can incorporate your own tone when explaining how to watch content via Recast.

What is RecastPay?

For fans, RecastPay is a univesal media wallet, offering seamless, subscription-free access to any form of content. It gives fans affordable access to the content they love and pays Media Owners (rights holders and content creators) for every purchase. On Recast, up to 85% of the income goes directly to your favourite media owners, providing a fairer split for media owners and fairer value for fans.

How does RecastPay work?

With RecastPay, content is priced from just as little as 1p using a unique payment system called 'Recast Credits'. Credits can either be purchased or earned in-platform. RecastPay's unique microtransaction model makes content accessible and affordable for all.



Suggested Explainer Messaging

What are the benefits for media owners?

For media owners, Recast pays in a fairer way and is packed with features to support you. Recast gives you easy access to earnings and performance data, the ability to set your own price-per-view, restrict content by geographical location, and share earnings with partners, brands, athletes and media outlets through Recast's Affiliate network. All this is controlled via Recast for Business. Giving the power back to media owners.

What about the fans?

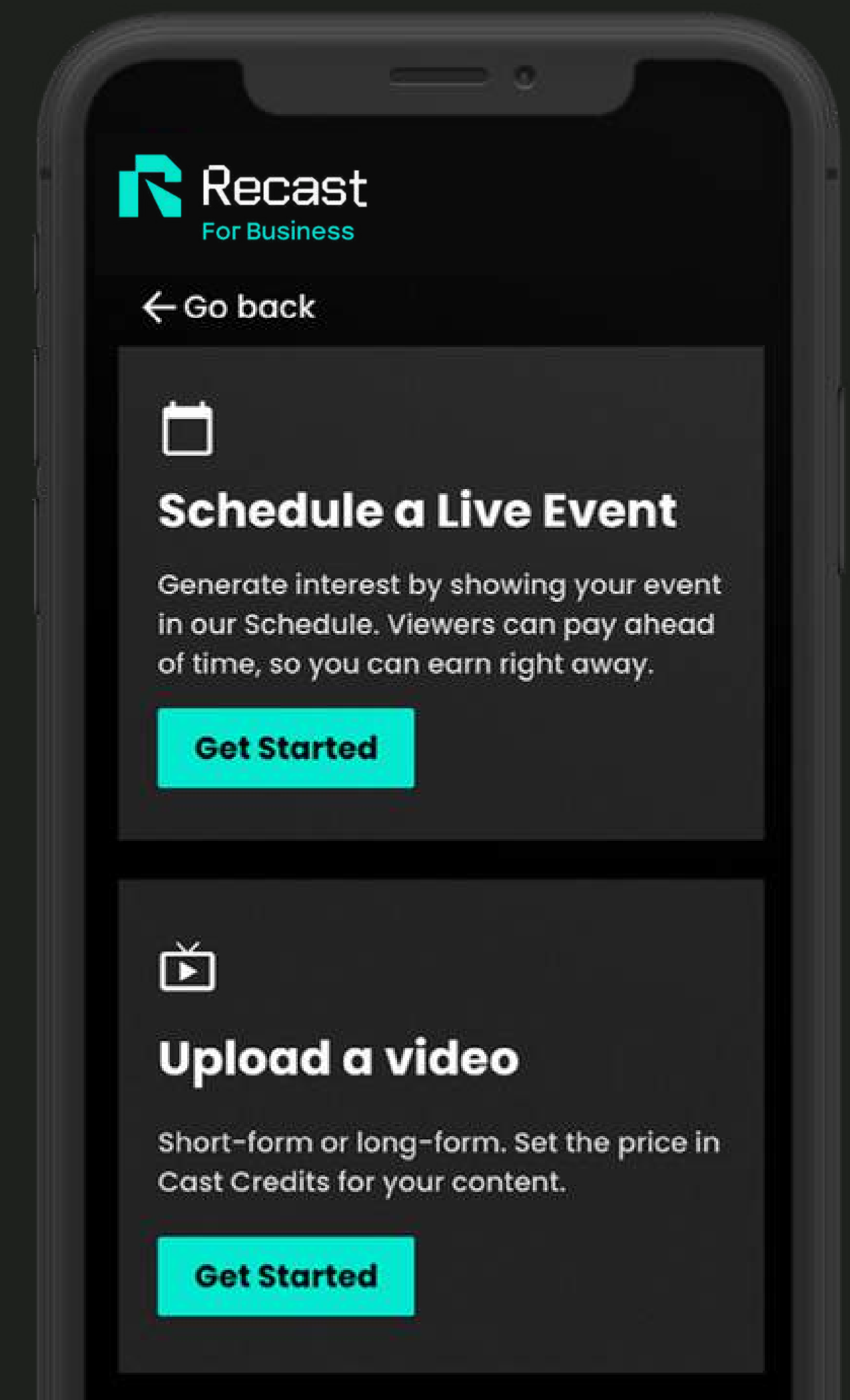
For fans, RecastPay is free to join, easy to use, and accessible - content is hosted on the website of the media owner. Recast is a great way to access the content you want, when you want, without having to pay a costly subscription fee. Most of the money you spend will go directly to the media owner that is providing the content, enabling you to show your support for the sports/club/ website that matters to you.

Suggested general messaging when launching and promoting Recast to your fans

Recast enables businesses to sell their media on a PPV basis, directly to consumers, anywhere online.

It's subscription-free, giving fans easy and affordable access to what they want, and ensures media owners get paid for every view. And it allows them to place their content directly on their own website.

A RecastPay Wallet makes access fairer, rewards media owner better, and builds connections through content. Up to 85% of the income generated goes directly to the media owner, offering a fairer split for rights holders and more choice for users.



Responses to FAQs

The FAQs below are written from Recast's perspective but please feel free to use as guidance for any questions or issues you may receive directly from your fans. If you have any questions which are not answered below, please visit our FAQs section.

Q.Where can I watch (brand name)'s content?

You can watch (brand name) here: (insert link to your website)

Q.Why is your content now available via RecastPay and not Patreon, YouTube or Facebook?

As opposed to other platforms, using Recast means that the vast majority of the revenue generated goes directly to the creator/rights holder, enabling them to reinvest earnings back into producing more and better quality content.

Q.Why is your content behind a paywall?

In using Recast, money goes to the publisher (rights holder) for every single view. There is no subscription fee, it's totally free to join and Cast Credits can be earned in-platform. The difference is that the majority of the revenue goes to the content producer and no one else!

Q.I am having trouble joining or signing in to my RecastPay Wallet

First, make sure that Recast is available in your country. If it is and you haven't received a verification email, check your spam folder. If you're having any other issues don't hesitate to reach out to our team by emailing helpme@recast.tv

Note: List of countries Recast is currently available [here](#).

Q.I can't top up in XX currency - does this mean I can't top up?

Hi [name], You can currently buy Credits in British Pounds, Euros, US and Australian Dollars – we're adding new currencies all the time.

Q.Can I watch content on my TV?

Hi [name], there are currently three ways you can watch content via Recast on TV. Connect your laptop via a cable to your TV, use Google Chromecast, or use Apple Airplay.

Q.I bought Recast Credits but they aren't showing up in my wallet.

It can take 30 seconds or so for the Credits to appear in your wallet. If they're not showing, try logging out and back in, if they're still not there then email us at helpme@recast.tv.

