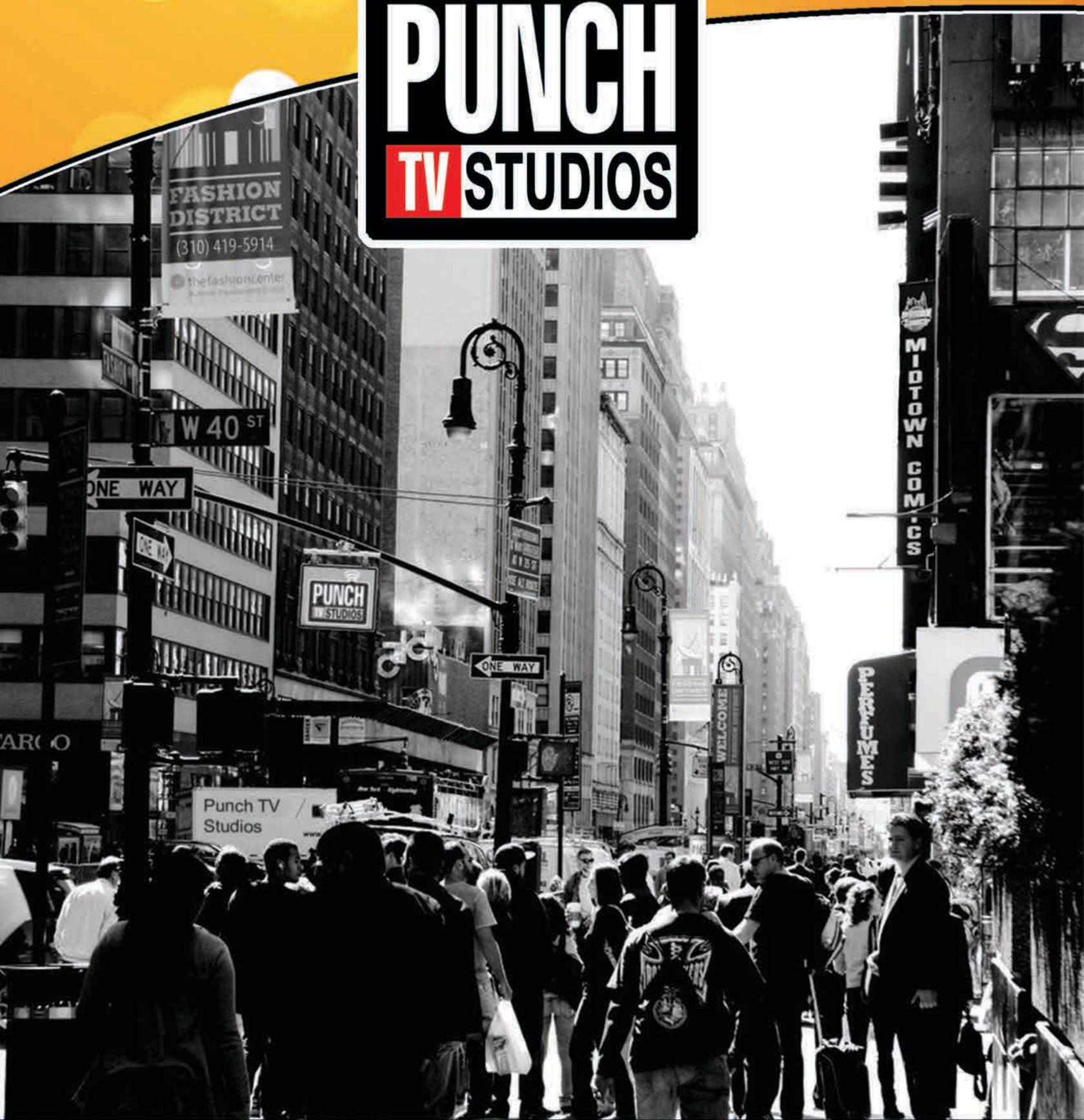




# PUNCH TV STUDIOS



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PUNCH  
TV STUDIOS

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Studios

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CALIFORNIA LEGISLATURE

# Assembly

CERTIFICATE OF RECOGNITION

## *Punch TV Studios*

*Joseph Collins - CEO*

*On behalf of myself and the Constituents of the 48<sup>th</sup> Assembly District, I congratulate Joseph Collins on your outstanding achievements, leadership and vision. I further commend Punch TV Studios on its growth and movement to propel families, religious/spiritual communities, businesses and media forward with enlightenment and information.*

*Best wishes on all future endeavors.*



*Mike Davis*

MEMBER OF THE ASSEMBLY  
48<sup>th</sup> ASSEMBLY DISTRICT  
CALIFORNIA STATE LEGISLATURE

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A MESSAGE FROM CEO, JOSEPH COLLINS



Thank you for considering an investment in Punch TV Studios, Inc.

As Chief Executive Officer of Punch TV Studios, I am very excited to offer you an amazing opportunity to invest with us – a dynamic and innovative media company that introduces a new era of entertainment integrated with the latest technology; a company that is highly committed to improving the overall entertainment quality of broadcast television, cable television and mobile device television; a company that is committed to providing wholesome, life-changing and educational entertainment.

This provides you with the opportunity to become a ground-floor shareholder in Punch TV Studios, a company with unlimited potential to become one of the premier content producers and broadcasters in the world.

Our core business is to develop unique programming that includes dramas, comedies, talk shows, reality shows, business, sports, and other genres of television and film that can be licensed and distributed around the world. By opening our doors to independent producers, directors, writers, actors, engineers, affiliates and dreamers, Punch TV Studios is creating the opportunity to make a significant impact and contribution to the entertainment industry by creating a melting pot of fresh, unique content and exclusive family-oriented shows.

In addition, as a multimedia company, we are expanding Punch TV Network, our broadcasting and distribution division established in 2008, to permit our content to be viewed across multiple platforms, including terrestrial, cable and satellite stations, as well as on-demand viewing on computers, smart televisions and mobile devices.

Fueled by visionary leadership, our promise is to deliver substantial returns for our investors and gain national and international market dominance in the entertainment sector. Our goal is to turn Punch TV Studios into a multi-billion dollar media company within 5 years.

I vow to improve our bottom line by remaining innovative at every turn and by pressing for technological advancements that will place Punch TV Studios ahead of our competitors, and at the top of the media industry. It is my expectation that everyone affiliated with Punch TV Studios gives their very best at all times. My pledge to you will always remain the same and never waver. I look forward to building a successful business relationship with you.

Thank you in advance for considering this amazing opportunity to invest in Punch TV Studios.

Sincerely,

Joseph Collins



**PUNCH**

**TV STUDIOS**

the**PEOPLE'S**company



# Meet The CEO JOSEPH COLLINS

Joseph Collins knows what it means to succeed in the face adversity and life's challenges. Perhaps it was this spirit that helped make him a successful innovator in the television industry, as well as a true entrepreneur.

He landed his first break in the television industry when he earned a coveted internship in the Research and Development Department at WVTM in Milwaukee, Wisconsin, now a Fox affiliate. Collins diligently participated in all aspects of the television station - from working behind the camera to being a show runner.

Recognizing his intense determination and dedication, his superiors granted Collins the opportunity to host *The Morning Business Report* show during his summer break. He became the youngest news reporter on television in the nation. Collins shined as he brought a fresh and exciting perspective to the business news.

Mr. Collins quickly became interested in tackling other challenges, so he moved on to music video production. Managing all aspects of production, he not only produced the videos, he also met with top executives, raised corporate funds, managed production staff, incorporated major celebrities, and created distribution outlets for his videos. He produced and directed more than 200 music videos and quickly became known throughout the industry for the excellence of his productions.

His success allowed Collins the opportunity to pilot an original video show. Video Force was a show unlike any other: the concept was to spotlight videos from both independent and major artists, in a way that allowed viewers to become exposed to all kinds of artists and their music. In order to secure the show's success, Collins became the liaison between the show and the music industry, coordinating with both independent and major music labels (such as Universal, Quality Records, and Ferocious Records) to obtain content.

As Mr. Collins' reputation in the industry grew, he was able to gain the attention, trust, and respect of music industry giant Cashbox - a weekly publication magazine that reported the popularity of chart ranking music. He was therefore able to gather statistical information about his videos, which gave him an enormous understanding of the market. This knowledge helped him begin forming business relationships with cable providers in order to reach the masses. His method was simple - he knocked on the door of every cable provider.

Mr. Collins' ambition took him beyond his music video show, and propelled him into the industry of commercial production. He rapidly became one of the most respected producers of television commercials in the industry. He worked with such brands as Karl Kani and Toyota, and produced numerous Public Service Announcements (PSAs) for various non-profit organizations.

He was now ready for his next challenge: his own production company, Collins Entertainment. The focus of this company was to develop artists, both new and existing. Mr. Collins' approach was to custom-tailor marketing strategies for each individual artist by analyzing their brand, pinpointing an area of opportunity, and applying the appropriate strategy to expand their targeted audience. As each marketing strategy included commercial packaging with sponsorship opportunities, it was unlike any other marketing campaign offered by his competitors.

By exploiting Mr. Collins' expertise in cross-marketing and re-branding, Collins Entertainment gained the ability to incorporate corporate sponsorships, thereby diversifying its client base to reach a wider audience. Mr. Collins soon realized the importance of diversity within the entertainment industry, and began expanding his clientele to include high caliber clients such as athletes, musicians, and public figures.

As a trailblazer in business and entertainment, Mr. Collins was named "Entrepreneur of the Year" by the California Legislative Assembly in 1996. He also won numerous other awards, including, most notably, a recognition by United States Senator Dianne Feinstein, who congratulated him on his "excellence in entrepreneurship, superior leadership, dedication, and perseverance."



After accomplishing many of his goals, Mr. Collins continued on the path to success by developing a show dedicated to martial arts news: Martial Arts TV. The show was a major success and was aired over 238 television stations across the country. Mr. Collins, learning the business of self-syndication, established the show as the nation's number one Martial Arts News show to date.

Then came Punch TV Network. After an extensive period of pre-planning, Punch TV Network was launched and became accessible to 4 million homes throughout the United States and in the Caribbean. By its first year anniversary, it entered into the world of broadcast television, and became accessible to approximately 55 million homes through its network of independent television affiliates. This represented a growth rate of 1900%! In addition, while the cost of launching a network can be \$100 million or more (as recently discovered by the Oprah Winfrey Network and Magic Johnson's Aspire network), Punch TV launched for less than \$10 million.

With the creation and production of hundreds of television commercials and countless television shows to his credit, Joseph Collins has received extensive praise and recognition for being a phenomenal leader and visionary. He is consistently proactive within the community, and prides himself on giving back by donating his time and resources.

Throughout his career, Mr. Collins, has developed and nurtured strong personal and business relationships, both in and out of the entertainment industry, providing a massive pool of resources from which to draw. These resources include screenwriters, performers, directors and producers of content, as well as advertisers, sponsors and promoters. These are the resources Punch TV Studios intends to use to reach our goals.

As founder and CEO of Punch TV Studios, Mr. Collins will now focus on creating original and creative programming and feature films that appeal to a diverse audience, as well as expanding our broadcasting capacity nationally and internationally.



PUNCH TV STUDIOS CEO JOSEPH COLLINS



# The Company

Punch TV Studios is an American production and broadcast company committed to producing unique high-quality films and television programs (our “Content”) through our state-of-the-art production studio. Our core business model is to license and distribute our content to broadcasters and distributors all over the world.

The Studio consists of:

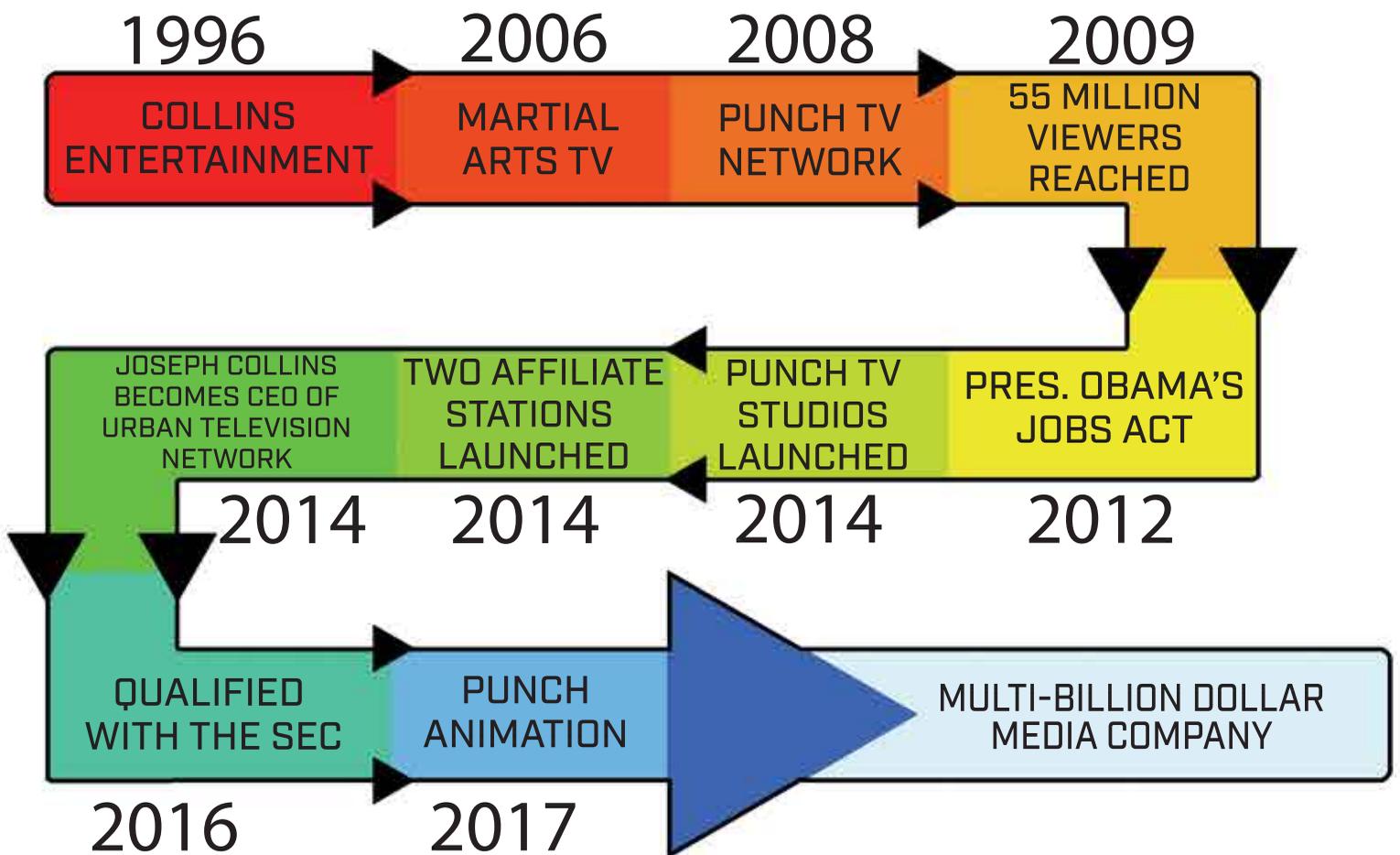
- ▶ Syndication
- ▶ Production
- ▶ Broadcasting and Network
- ▶ Merchandising
- ▶ Licensing
- ▶ Music

This fully integrated approach is ushering in a new era of how television networks deliver programming and advertising messages to consumers. Through this new approach, Punch TV Studios ensures that its partners will benefit from the intensity of advertising that is guaranteed to saturate viewers with the message of its sponsors.

THE PEOPLE'S COMPANY



# Landmarks of Success



**1996** - Collins Entertainment was established. Focusing on developing new and existing artists and later expanding to high caliber clients

**2006** - Martial Arts TV was a major success and was aired on over 238 television stations.

**2008** - Punch TV Network was launched and was accessible in 4 million homes throughout the United States and the Caribbean.

**2009** - Punch TV Network became accessible to approximately 55 million homes. This represented a growth rate of 1900%.

**2012** - President Obama Signs JOBS Act, opening doors for Punch TV Studios

**2014** - Punch TV Studios officially launched with a focus on production, licensing and distribution.

**2014** - Affiliate stations air in Mobile, AL and Pensacola, FL. Followed up in 2016 by launching stations in Houston TX, Beaumont TX, Columbus OH, Jacksonville FL. Joseph Collins became CEO of Urban Television Network.

**2016** - Punch TV Studios is qualified by the United States Securities and Exchange Commission (SEC), to sell \$50,000,000 of stock to the public through its Initial Public Offering (IPO) at \$1.00 per share.

**2017** - Urban Television Network is renamed Punch Animation and launches dedicated to creating family friendly content.

# Punch TV Studios' Strategy

The 51 million Hispanic Americans, 45 million Caucasian Americans, 39 million African Americans and 16 million Asian Americans (151 million total Americans) in the United States do not have new, original TV entertainment developed, programmed, and distributed specifically for them on their increasingly preferred cost effective viewing platforms and devices as we embrace the "TV Everywhere" concept. Punch TV Studios has developed the first digital broadcast and Internet streaming network specifically designed to meet the entertainment needs of this growing under served market.

Punch TV Studios' digital broadcast network reaches millions of households in 6 markets and is positioned to double the number of markets served while tripling the number of households reached generating exponential revenue, profit and shareholder value growth.

Punch TV Studios will digitally broadcast and stream online TV content to our end-user domestic target market of 151+ million viewers, reaching 80 million households. Essential to our plan is that 70% of our programming content will be new, original content developed and produced by Punch TV Studios.

To make viewers aware of this new entertainment source, Punch TV Studios will use targeted direct online and traditional marketing, radio, outdoor and social media to generate awareness to cost effectively, rapidly gain new viewers over an initial 3 year period. Simultaneously, Punch TV Studios will sell traditional TV and online advertising via a direct sales force while leveraging online and social buzz. Our plan will produce total revenues of \$811M and net profit of \$691M after 36 months of operations post funding, respectively. These results exponentially generate shareholder value in excess of \$1B after 3 years.

We are seeking \$50,000,000 of initial capital to develop our first 13 series of original TV programming and to build our initial infrastructure to support the launch of our programming into our existing 6 markets and extend that programming to an additional 27 markets to reach 80 million households in the growing domestic digital broadcast and Internet TV markets.

Investment proceeds will be used for marketing, developing and producing original TV programming and working capital to accomplish all aspects of this plan.

Use of Funding	(\$ millions)
TV Content Creation	\$20
Advertising and Marketing	\$20
Selling, General & Administrative Expenses	\$10
Total	\$50

We project results from operations will produce significant recurring revenues and sustainable, positive cash flows by the end of Q2 2020.



# Key Investment Considerations

Our network and programming provides new compelling entertainment meeting the needs of our targeted urban market and our business plan identifies and addresses a significant business opportunity based on the following key attributes:

**Large Underserved Market** There are currently 151 million Hispanic, Caucasian, African American and Asian urban Americans in the United States, yet there are few high quality TV programs produced specifically for their tastes and even fewer delivered via low cost digital broadcast and streaming media. Our strategy provides the opportunity to gain market share and become the premiere producer and distributor of over the air and digital urban entertainment.

**Management Team Brings Valuable Experience** The founder and key executives have senior management experience in all functional business areas. Our marketing, content programming, music publishing, management, business development, sales and management/leadership experience across all sectors of the entertainment industry and general business provides us with a thorough basis to profitably manage and grow our business to maximize shareholder value.

**Low Cost Targeted Original Programming** The founder and key executives have significant experience developing new, original, low cost content tailored to the viewing needs of the urban market. From sitcoms to reality to sports and education as well as music and talent discovery, we will cost effectively develop new original programming to satisfy the unique tastes of the urban market in cost effective methods with outstanding production value unique to the entertainment industry.

**Existing Digital Broadcast Network Is Advantageous** Our 6 existing, operating, digital broadcast local stations throughout the United States currently serving millions of households provides a unique, strong installed platform to enable rapid growth. From digital broadcast engineering to ad sales to video editing, to marketing, our existing team has a wealth of knowledge and data to be leveraged as we grow each existing market and launch and grow additional markets. Those operations, centrally supported from Los Angeles, will be utilized to not only rapidly launch our first new stations, but they will allow us to roll out additional stations in new, key underserved markets.

**Comprehensive, Detailed Financial Projections; Profitable Industry** All financial projections are based on a detailed, comprehensive financial model. All assumptions are conservative; marketing and advertising-to-revenue conversion rates are based on proven industry averages, yet leverage established, existing operations and audiences. Additionally, TV is a mature industry known to deliver high operating margins, profits and ROI.

**Multiple Opportunities For Value Creation Exist** Our plan to deliver entertainment to the unmet needs of the large urban market and take advantage of cost effective marketing and distribution opportunities while minimizing total costs will quickly generate significant free cash flow. We believe our strategy will position the company to be attractive to a wide range of potential acquirers who are interested in serving our large target market. Strong cash flow will ensure a high enterprise valuation and provide the opportunity for payback/return on investment through significant stock price appreciation or by being acquired and/or through dividends and management fees.



# Licensing

For years, the best kept secret in Hollywood is that LICENSING produces the most secure & profitable stream revenue.

Typically, licensing brings in between 60% and 80% of a company's total revenue.

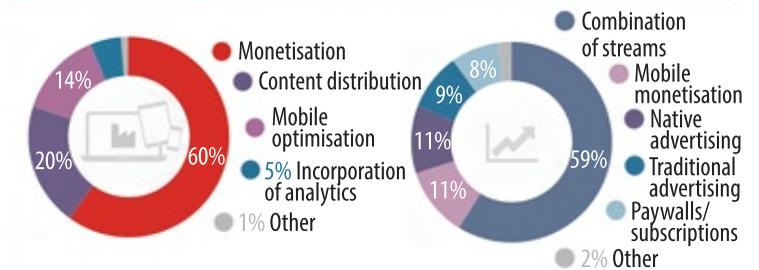
Punch TV Studios has incorporated this strategy into the core of its business plan to ensure the best possible return on investment.

The hugely successful STAR WARS series, produced financial success of epic proportion not simply because of the worldwide love for the films.

Disney, current owner of the Star Wars franchise and all associated products now and in the future made the STRATEGIC DECISION to license the rights to various areas of the STAR WARS empire. For example, in 2013 Hasbro paid \$225 Million to Disney simply for the rights to manufacture and sell STAR WARS-related products.

Continuing on this strategy, PUNCH TV STUDIOS will be able to produce and acquire an extensive marketable video library that we will license to broadcasters and distributors. Our goal is to amass a library of 300+ feature films and television programs within a 4-year period, and double our library every 2-3 years thereafter.

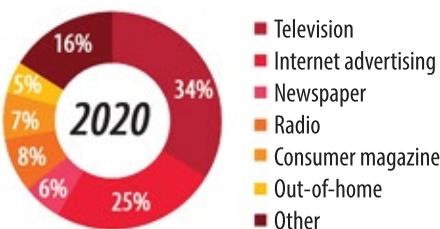
## Forecasted Streams of Revenue for Entertainment & Media Companies Wishing to Survive Changing Trends



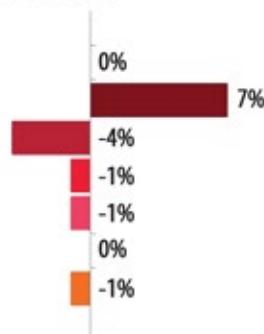
Punch TV Studios is responding to trends & changes within the Entertainment & Media sector. As part of this strategy Punch TV Studios will continue to expand our broadcasting capabilities to include terrestrial, satellite and cable broadcasting. This will aid in the consumers' thirst for multiple social media platforms and view content through multiple venues and devices.

## Projected Influence of Digital Marketing on Advertising

US advertising spend by ownership (share of total spend)

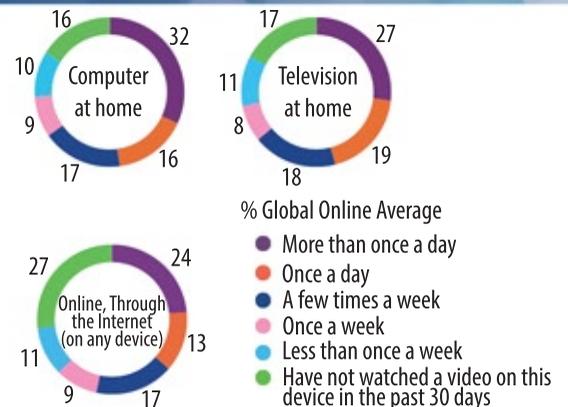


Change in share of spend (2016 - 2020)



Note: Segment data includes online/mobile advertising in the segments and excludes it in internet advertising

## Where is Content Being Viewed & How Much?



# Industry Trends

creating new challenges

## Past

Success in the Entertainment & Media Industry relied on checking off a clear list that led to success.

- ✓ multiple revenue streams
- ✓ scarce distribution outlets
- ✓ distinct exploitation opportunities without surprises

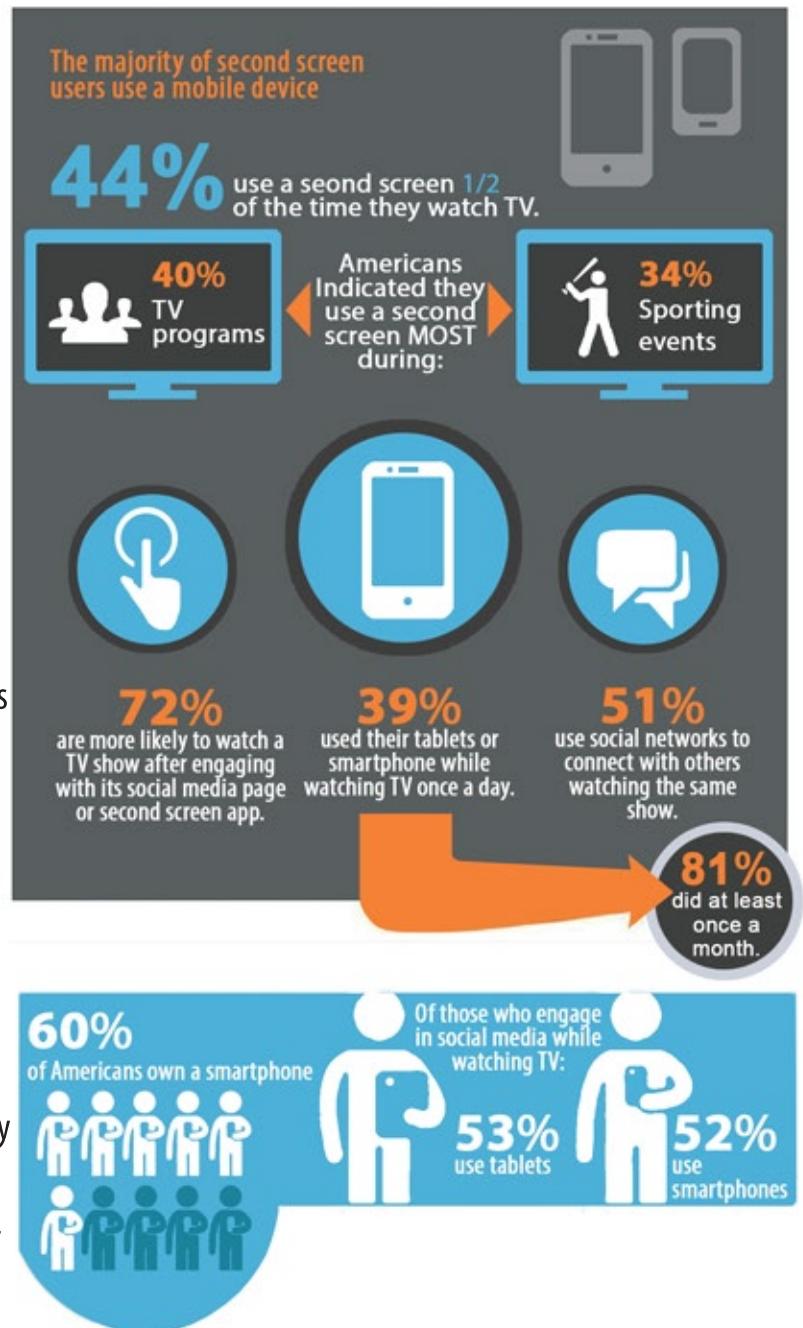
## Present & Future

Recently the industry has undergone a transition categorized by many factors, but overall, the expansion of digital technology, manifested in more ubiquitous platforms with fixed and wireless network connectivity, enables growing numbers of connected devices and new routes to the user, which is rapidly changing the industry's landscape and practices.

## Top Influential Trends

Consumers are calling the shots and their demands and desires are changing. Consumers are no longer controlled by limited access to content as they once were during the time when they were dependent on a mere three networks (ABC, CBS & NBC) to fulfill their thirst for entertaining content.

NOW that thirst has not only grown exponentially, but it can be satisfied through a proliferation of diverse providers that include television. Nonetheless, people are rapidly turning to digital platforms to get and view the specific content they want... and they know they do not have to settle for anything less.



# Our Content

## SCREENPLAYS & TELEVISION SCRIPTS

There is virtually an unlimited number of screenplays and television scripts – from the treatment stage to completed scripts – that tell a compelling story to a substantial target market; however, they may be too small for the major studios to consider. We intend to find the best of these scripts to produce in our studio.

## FAMILY-ORIENTED CONTENT

Our goal is to create a melting pot of fresh content and exclusive family-oriented shows, including dramas, comedies, talk shows, documentaries, reality shows, business, sports and other genres of television and film. Although the appeal of our content will be universal, it will have an urban slant, providing multi-ethnic programming to America's urban – as well as non-urban – dwellers.

## CREATIVE MINDS

Our content will be unique and fresh because we will be tapping in to the creative minds of the best independent producers, directors, writers, actors, engineers, affiliates and dreamers.



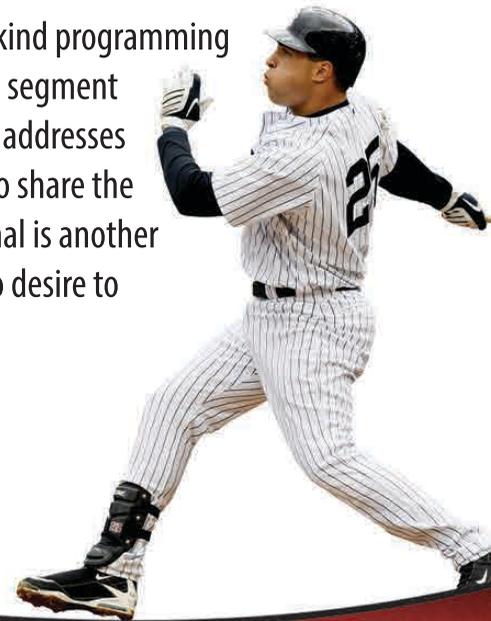
# Our Content

## FAITH BASED CONTENT

While 80 percent of Punch TV Studios programming will be secular in nature, approximately 20 percent will be faith-oriented. The rationale for the inclusion of faith-oriented themes is a sound one. Corresponding to the increase in interest in the benefits of faith has been an increase in interest in faith-oriented entertainment. Faith-oriented entertainment has created an unprecedented opportunity for business to directly access the faith-oriented community. Access is accomplished by marketing and advertising those goods and products that both believers and non-believers consume.

## SPORTS CONTENT

Punch TV Studios was established for those consumers who are intrigued by one-of-a-kind programming content. Many sports fans love the more traditional spectator sports. Yet, there is also a segment of viewers who are thirsty for different types of sports programming. Punch TV Studios addresses that thirst through Black Belt Boulevard, a weekly entertainment that allows viewers to share the trials and triumphs of athletes who excel in the world of martial arts. Sumo International is another Punch TV Studios program offering that will satisfy the tasters of sports enthusiast who desire to complement their more mainstream sports events with something different.



# Our Empire

## THREE OFFICES

We have opened three offices, one in Los Angeles, California, one in Houston, Texas and one in Jacksonville, Florida, to sell local advertising on our television stations. Our vision is to launch a television network that will air original programming suitable for the entire family on satellite television and cable streaming in national demographic market areas.

## SIX MARKETS

We have begun broadcasting in 6 markets in the United States.

- ▶ Houston, Texas
- ▶ Beaumont, Texas
- ▶ Pensacola, Florida
- ▶ Jacksonville, Florida
- ▶ Mobile, Alabama
- ▶ Columbus, Ohio

## MOVIES AND TELEVISION PROGRAMS

We have already obtained the rights to our first 14 movies and television programs, which we will begin producing once we have raised sufficient capital. We are producing movies and TV shows that tell stories of victory and triumph in the lives of ordinary people. These shows will touch the hearts of all people, in all walks of life. Viewers will be inspired, and our programs will give moral solutions to tough everyday problems. We also air short films and documentaries submitted by our viewers. This allows our consumers to be excited, creative and involved!



# Our Empire

## PUNCH ANIMATION, INC

Joseph Collins became CEO of Urban Television Network, a publicly traded company, (OTCMKTS: URBT) in November 2014. Urban Television Network was renamed Punch Animation, Inc., in January 2017, and will be a division of Punch TV Studios. Punch Animation focuses on the development of animated television series and movies for syndication.

## AWARD-WINNING ANIMATORS

Punch Animation has just hired highly acclaimed animator/producer Leo Sullivan as Chief Operating Officer (COO), and legendary Disney animator Floyd Norman as President of Creative Development. These animators bring to Punch Animation nearly a century of cumulative experience in animation and production. This dynamic duo is leading the charge to develop the next generation of animation.

Floyd Norman is known for his work on *Sleeping Beauty*, *101 Dalmatians*, *Mary Poppins*, *The Jungle Book*, *The Smurfs*, *Monsters, Inc.*, *Courage the Cowardly Dog*, and *Robot Chicken*.

Leo Sullivan is known for his works on *Hey, Hey, Hey, It's Fat Albert*, *Pac-Man*, *Scoby-Doo* and *Scrappy-Doo*, *Tiny Toons Adventures*, *Animaniacs*, *Toy Story*, *Iron Man*, and *The Incredible Hulk*.



Our Empire

# 氣 Nabukie.com

## Join the Community

Nabukie.com, the premier social media website, allows Punch TV Studios aficionados in the entertainment industry to network, connect and share information, projects, ideas, pictures, videos, upcoming events, and personal experiences with like-minded industry peers. Nabukie.com is a new platform that seeks to change the way industry elites communicate online.

Some of the most popular features of Nabukie include:

**Friend Suggestions** - the site makes suggestions of who you should connect with based on common social habits or traits

**Shops** - allows members to buy and sell goods

**Groups** - allows members who have common interests to connect and share

**Calendar** - allows you to post events

**Badges** - The badges function is what makes Nabukie.com unique. Members unlock badges and points based on the use of the site

Like other social media networks, you are also able to advertise your business. It is the ideal platform for any business to gain customer interaction.

## Do You Nabukie?

# Invest Now

Since its inception, the company has set its sights on growth, diversification and inclusive representation. Aligning with the principles that shaped the land of the free and the home of the brave, Punch TV Studios provides an all-encompassing platform that highlights the urban experience, playing an instrumental role in making the stories of independent filmmakers, underrepresented minorities and creative visionaries reach a broader audience.

And like every true visionary, Mr. Collins has been hard at work setting the stage for the realization of what can only be described as his life's calling.

Despite the fact that his company's success has reached unprecedented heights, Mr. Collins's keen business acumen and awe-inspiring entrepreneurial nature does not allow him to rest.

In his quest to share his vision and make his dream of rendering original, top-of-the-line content available to all come into fruition, Joseph Collins has always been on the lookout for similarly-minded partners that would strengthen the Punch TV Studios brand and broaden the scope of its operations.

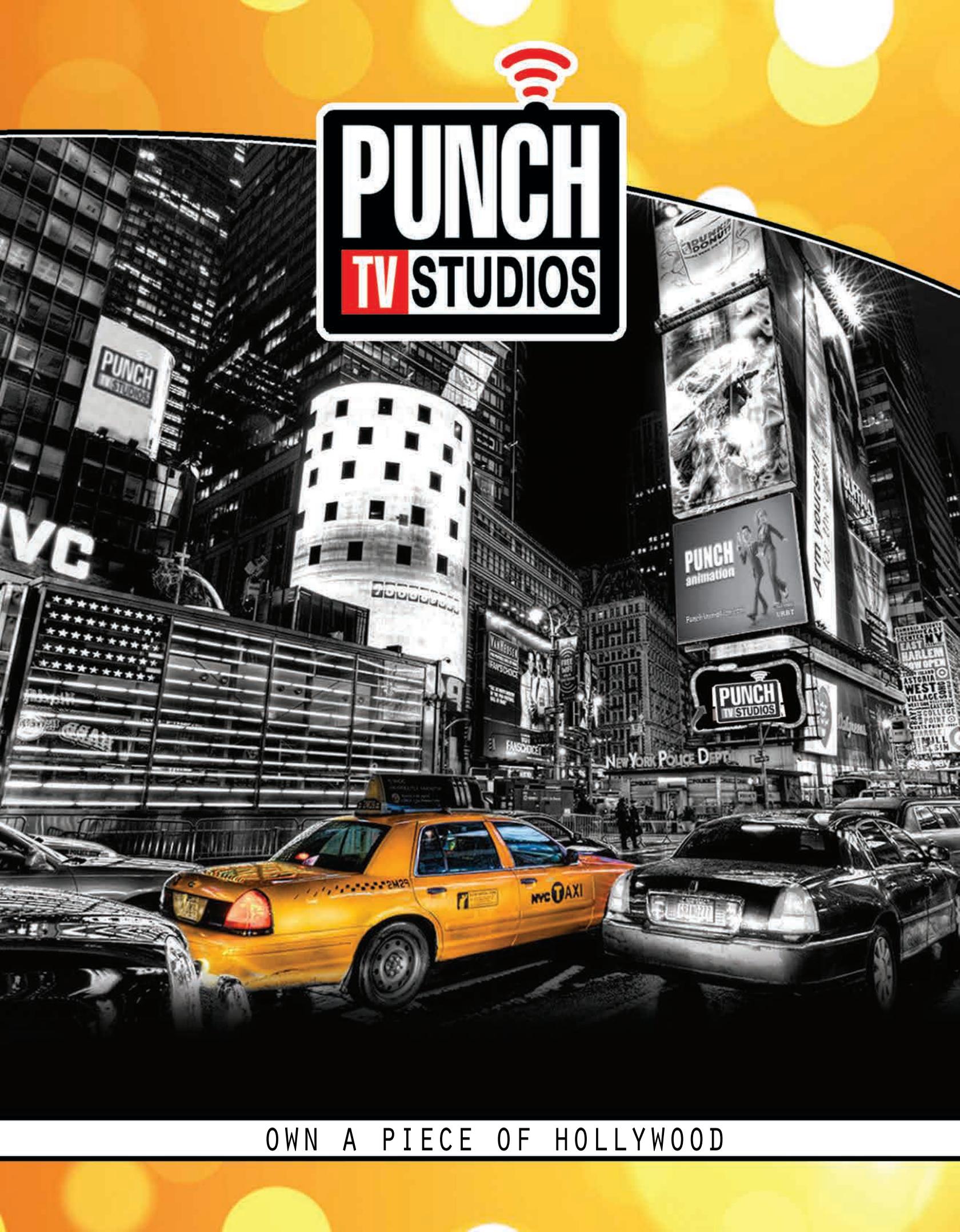
Collins affirmed the company's stance on inclusion in the boldest manner: he decided to price each share of stock at \$1 each, a move that makes investing in Punch TV affordable to all members of the public, regardless of their socioeconomic background.

Each stockholder can now benefit from promoting the broad, unbiased dissemination of information concerning issues that affect their daily lives and their social standing – and that includes you, dear reader.

Change waits for no man; it is happening right now; today, this very minute. All you have to do to embrace it is to remember the name: **Punch TV Studios**.

Just before the clock runs out, before the last of the fast-selling company stock is bought by the business-savvy investors who have had the insight to recognize Punch TV Studios' extraordinary potential, you can join in and purchase your own shares, reaping the benefits of the company's exponential growth and inevitable dominance in the field of TV production.





**PUNCH**  
**TV STUDIOS**

OWN A PIECE OF HOLLYWOOD