

T.F.L.

TRUTH



FAITH



LOVE



E



About the Owner

Thea Fielding-Lowe is a small business owner of T.Fielding-Lowe Media Company, LLC in Pascoag, Rhode Island. Her company provides services in the form of book publishing, television streaming and media production. She graduated from Johnson and Wales University College of Business with a bachelors degree in marketing with a concentration in marketing communications.

Thea has spent approximately 20 years working in the non-profit sector before starting her own business. She has worked as a community organizer, program director, and teacher among other titles serving low-income and at-risk children and families. Thea has a heart for serving the people, which led her to develop a number of community programs outside of her positions, such as “Power up your Imagination, Santa’s Bake & Book Workshop, Little Free Book Library, food and school supply giveaways.

Underneath the entrepreneurship title, Thea has published 3 children books; “Hey Auntie, What Color is God?”, “The Birthday Story”, and “A Place for You”. These stories teach children about a relationship with God, having purpose for their life, and knowing that their families love them no matter if they make mistakes. Thea believes in writing stories that answers children’s questions and gives them encouragement. In 2018, Hulafrog awarded Thea the 2018 Most Loved Award for her books.

In addition to being an author, Thea is the host of the podcast called “The Inside Out Show”. This podcast targets women teaching them how to apply the word of God to their everyday lives. The Inside Out Show hosts guests, highlights women-owned businesses, and engages listeners through social media and community events.



A b o u t T F L . t v

T r u t h . F a i t h . L o v e .

TFL.tv is a faith-based and inspirational network. Our content is carefully chosen to ensure that unwanted language, sex or violence are not streamed.



Our mission is to provide content that is inspirational, educational, and entertaining to our audience. The network focuses on three characteristics; sharing truth, growing in faith, and showing love for one another.



TFL.tv (Truth.Faith.Love.tv) is a subscription-based streaming service. We offer video-on-demand in the form of documentaries, movies, and tv series. This downloadable app is available through the Roku platform and will be available on IOS devices.



Who Will be Watching?



Roku has 51.2 million active accounts with estimated 17 billion hours in the fourth quarter for a total of 58.7 billion hours in 2020



Based on data published in 2020, there are 1.8 billion active IOS devices



People seeking family-friendly content for every age group.



Viewers looking for faith-based and inspirational tv



Lifestyle

TFL.tv is a lifestyle. We wake up and go to sleep with our viewers providing them the inspiration they need to get through the day. Our network setup is broken into morning, afternoon and evening. Our viewers can click on the time of day and watch content. Content will also be listed in the genre categories.

We work with our producers and content creators to schedule their show to meet our viewers lifestyle.

Can your show fit in this catalog?

Morning Schedule

health/wellness/exercise
DIYs
talkshows
kid shows
devotions
Church Services
morning motivations

Afternoon Schedule

health/wellness/exercise
cooking
DIYs
talkshows
afternoon motivations
kid shows

Evening Schedule

DIY
talkshows
evening motivation
family focus

TFL.tv's structure is compared to Netflix. Streaming on viewers demand. Content creators can provide all material at once or send material every week to be uploaded.

TFL.tv does offer a "live" component.

Documentaries

Church Ministries

Education

Specials

Movies

TV Shows

Kids

<https://www.tfltv.online/>



Let's Partner Together

Put your Content on Our Network



On-Demand memory to upload your content. If you have a tv show, you can upload as many shows monthly as you want.



Author Page



Your content becomes part of our marketing strategy



Gain access to new customers: Roku viewers and IOS users.

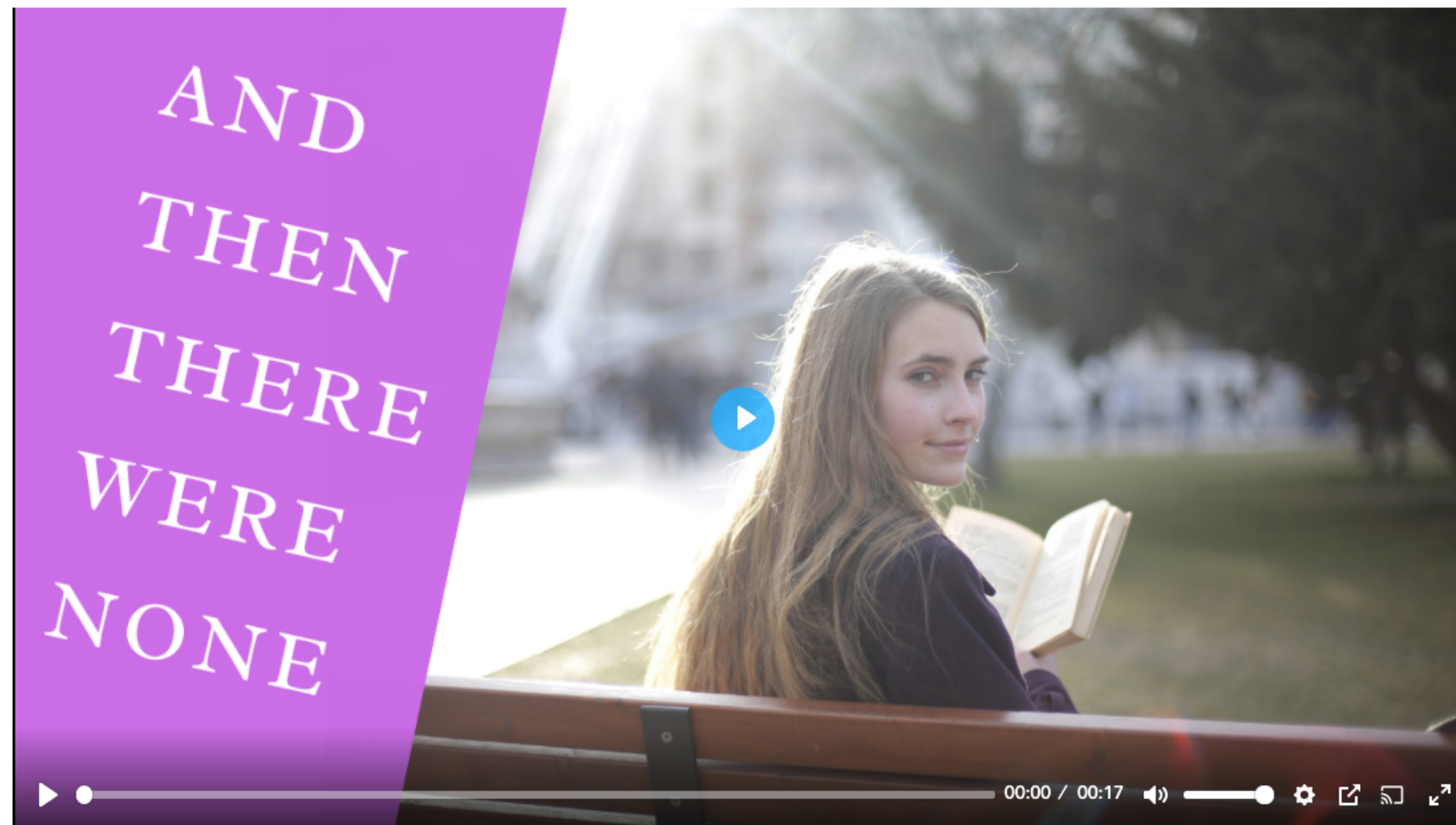


Gain access to the network investment plan to grow your brand after a year with being on the network.



Gain additional income from network tools.

Reading in the Garden

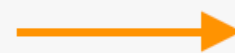


About Resources Comments

Resources

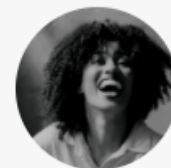
Mystery Clues.pdf

1010 KB



Download

Author



Jane, The Writer

View Profile

Categories

Wander On My Virtual Garden

Each content creator/producer will have an author page that shows...

- the show trailer
- show description (about)
- viewer's comments
- category
- author profile (picture and bio)
- extra resources



Marketing Plan

Social Media

Purchase ads on all platform; use the app-install click through method
Create postings advertising movies, shows, talent; include app install
Identify social media influencer to post ads on their platform

Sales Promotion

Offer free trials

Advertising

Send out press release to radio and newspaper introducing network
Create and develop content info packet
Create brochure directly for customers
Advertise on content that lines up with our company's mission

Email Distribution

newsletter highlighting shows/movies
refer a friend promotion

Content Creators and Producers

\$50/month (12 month contracts)

30-60 minute series

daily/weekly/monthly

Pay-per-View-

\$100 base fee with a 80/20 royalty split per view

or

\$200 without royalty split

"only available for movies, documentaries, or specials"

Pay-per-View (bundle: up to 4)-

\$350 base fee with a 80/20 royalty split per view

or

\$450 without royalty split

"only available for movies, documentaries, or specials"

Live

\$75/hr

Additions

Extra Resources-\$15 per

eCommerce Player Overlay-\$25

What is an extra resource? An extra is an additional resource that you can add to your author/creator page. For example, if your show is focused on health and wellness. An extra would be a nutrition guides, educational slideshows, printable instructions, etc.

eCommerce Player Overlay-Sell products on the web right from your video. We add a link that leads to an external checkout.

Contracts can be canceled anytime with 30 day notice.

Timeline

May to September 2022

Producer and Content Creator Recruitment

September 2022

Soft Opening: Website

October 2022

App Development

November 2022

Subscriber Marketing begins

January 1

TFL.tv app on Roku and IOS goes Live!



Available on
Roku Players
& TVs



For more information, contact T.Fielding-Lowe Media Company, LLC at 401-484-0893
or by email network@tfieldinglowecompany.com.