

REVENUE PROJECTIONS
'LIVE' PAY-PER-VIEW (ONLY)
"ROCKET BIKE" JUMP TELECAST

Total (combined) Pay-Per-View Universe = *40,000,000 homes
 *(in the U.S. alone) - 1% = 400,000 homes

.25 % "Buy Rate" = \$2,247.750. Net Profit		
.5% "Buy Rate"	200,000 x \$49.95	Buys P.P.V. buy price (event purchase price per home)
	\$9,990,000. - 4,995,000.	50% cable operators
	\$4,995,000 -499,500.	10% P.P.V. Net
	\$4,495,500.	Net to the Producers
1.0% "Buy Rate"	400,000 x \$49.95	Buys P.P.V. buy price (event purchase price per home)
	\$19,980,000. -9,990,000.	50% cable operators
	\$9,990,000. - 990,000.	10% P.P.V. Net
	\$8,991,000	Profit to the Producers
2.0% "Buy Rate"	800,000 x \$49.95	Buys P.P.V. buy price (event purchase price per home)
	\$39,960,000. -19,980,000.	50% cable operators
	\$19,980,000. -1,998,000.	10% P.P.V. Net
	\$17,982,000	Profit to the Producers
3.0% "Buy Rate"	1,200,000 x \$49.95	Buys P.P.V. buy price (event purchase price per home)
	\$59,940,000. -29,970,000.	50% cable operators
	\$29,997,000. -2,998,000.	10% P.P.V. Net
	\$26,973,000	Profit to the Producers
* "Our" projected "Buy Rate" For Rocket Bike Jump #1 (1 of 7 events)	1,600,000 x \$49.95	Buys P.P.V. buy price (event purchase price per home)
	\$79,920,000. -39,960,000.	50% cable operators
	\$39,960,000 -3,996,000.	10% P.P.V. Net
	\$35,964,00.	Profit to the Producers
4.0% "Buy Rate"	2,000,000 x \$49.95	Buys P.P.V. buy price (event purchase price per home)
	\$99,900,000. -49,950,000.	50% cable operators
	\$49,950,000. - 4,995,000.	10% P.P.V. Net
	\$44,955,000	Profit to the Producers