



## Legal Aspects of Our Business

- The system is designed to comply with broadcast and copyright laws. Our associate, Half Minute Media in the UK has taken extensive legal advice in UK, South Africa, Australia and Norway to ensure that we are operating this disruptive technology in compliance with local legal frameworks.
- The local insertion of ads during ad breaks, or at any other time, is not an infringement of any broadcast or copyright legislation. The system does not alter, modify, copy or delay the TV broadcast. When an ad break is detected the system simply automatically changes the source that the TVs receive their signal from to EHM Media ads for the duration of each ad break.
- Venue operators have the right to decide what is displayed on screens in their establishments. The system automates what can quite legally be done manually by changing channels or starting a video with alternative content. Each system comes complete with a '**panic button**' that allows venue staff to instantly return to the live TV feed at any time during advertising.
- Operation must be within the terms of any venue TV license agreement or subscription contract. These are unlikely to be able to outlaw channel changing. All ad insertions must start and end with a venue branded disclaimer to avoid possible "**passing off**" claim such as giving viewers the impression that such material forms part of the broadcast and this is hard coded into the system.