The home of *AI-made cinema.*

FilmyAI is a curated streaming platform for films made with AI: shorts, features, music films and bold experiments from a new generation of filmmakers. Built by Sound Matrix.

Launching Oct 2026 | Free to watch · ad-supported | India + global

WHAT IS FILMYAI

- **Curated, not open upload.** Editors review every title before it goes live, with metadata standards and content-policy checks.
- **Free to watch at launch**, funded by advertising and sponsorship.
- **Our own ad stack:** pre-, mid- and post-roll, skip controls, per-film ad settings and campaign stats.
- **Built by Sound Matrix**, a music and media technology company.

AUDIENCE POSITIONING

MAKERS
AI filmmakers & studios
Here to publish, get discovered and study the craft.

CREATORS
Creators & prompt artists
Video, image, music and voice creators using generative tools.

FANS
Tech-forward film fans
Early adopters curious about where cinema is heading.

INDUSTRY
Agencies, post & media teams
Professionals tracking AI video and new storytelling tools.

Geography: India first, with a global audience. English-language UI and catalogue.

> **Metrics:** Launching Oct 2026, audience data available after first 60 days. We do not publish projected traffic. Partners get measured data first.

A NATURAL FIT FOR

AI & creative software | GPUs & hardware | Cloud & dev tools | Cameras & audio gear | Film schools & courses | Festivals & events | Telecom & devices | Innovation-led brands

AD FORMATS

FORMAT	WHAT IT IS	SPECS (GUIDE)
Pre-roll video	Plays before the film starts	MP4 H.264, 1920×1080, 6–30s, skippable after 5s
Mid-roll video	Inserted at a set timestamp in longer titles	As pre-roll; max one break per title at launch
Post-roll video	Plays after the credits	As pre-roll
Sponsored row / homepage banner	Branded "Presented by..." row or banner on the home screen	Banner 1920×400 & 1200×400 (JPG/PNG/WebP), logo, click URL
Film / premiere sponsorship	Exclusive sponsor of a title or premiere: "presented by" card, exclusive pre-roll, social mentions	Logo, 6–15s bumper, brand copy

Every ad passes FilmyAI brand-safety review. Ads can be switched off on chosen titles. Third-party VAST tags (e.g. Google Ad Manager) will be supported once we move to our custom domain.

SUGGESTED PRICING · PROPOSED LAUNCH RATES

MODEL	PROPOSED LAUNCH RATE (INR)	PROPOSED LAUNCH RATE (USD)
Pre-roll video, CPM	₹150 – ₹300	$3 – $6
Mid-roll video, CPM	₹200 – ₹400	$4 – $8
Post-roll video, CPM	₹80 – ₹150	$1.5 – $3
Sponsored row / homepage banner, flat monthly	₹25,000 – ₹75,000 / mo	$300 – $900 / mo
Film / premiere sponsorship, per title	₹15,000 – ₹50,000	$180 – $600
Launch-partner package · 90 days, limited slots	₹1,00,000 – ₹2,50,000	$1,200 – $3,000

> **Launch-partner package (proposed):** "Launch Partner" credit on the homepage, one sponsored row for 90 days, exclusive pre-roll on featured titles, one premiere sponsorship, and the 60-day audience report shared first. Rates are locked for renewal.

All rates are **proposed launch rates pending approval by Anthony Terish, CEO**. They are not a binding offer. CPM = cost per 1,000 ad impressions. Prices exclude GST/taxes. Final rates will be confirmed in writing.

MEASUREMENT & REPORTING

- Impressions, starts, completions, skips and clicks from the FilmyAI ad stack
- Campaign report at the end of every flight
- **Audience metrics:** launching Oct 2026, audience data available after first 60 days

Advertising & partnerships

ads@<domain>

Placeholder address. Goes live with our custom domain · Sound Matrix