



HOLLYWOOD NORTH ANNEX

HNA Broadcast

www.hnabroadcast.com | (916) 940-9050

A MESSAGE TO OUR CREATORS

Dear Fellow Creator,

Thank you for considering HNA Broadcast as a home for your work. We are an independent streaming network built by a creator, for creators. This letter is our introduction to you.

This is not just a streaming network. This is a platform with a commitment you will not find elsewhere. You share in what we earn together.

About HNA Broadcast and Hollywood North Annex

HNA Broadcast is a streaming network owned and operated by Hollywood North Annex, a Sacramento-based independent production and media company. Hollywood North Annex is the legal entity behind HNA Broadcast and the party that enters into all creator agreements on the network's behalf. When this letter and the accompanying Creator Agreement reference Hollywood North Annex, they are referring to the same organization that operates and grows HNA Broadcast.

We publish this relationship openly because we believe creators deserve to know exactly who they are working with and why the network is structured the way it is.

What We Are Building

HNA Broadcast exists because independent creators — filmmakers, musicians, performers, content creators, and local artists — deserve a real home. Not a feed. Not an algorithm. A network with intention, curation, and community behind it.

We currently stream on YouTube at youtube.com/@hnabroadcast for broad reach and discoverability. Patreon serves as a production fund to improve equipment, quality, and programming so that everyone's content looks and sounds its best on our network. Patreon income is not distributed as creator revenue — it is reinvested into the network infrastructure that benefits all creators.

The Problem We Are Solving

You have built something. You have poured time, money, and creative energy into your work. The major platforms offer you two options: fight the algorithm alone, or disappear.

HNA Broadcast is a third option.

We curate. We promote. We build an audience that is specifically here to discover independent creators like you. Unlike platforms that keep all the ad revenue your content generates, we share it back with you. Your work has value. It deserves to be treated that way.

How You Benefit: Revenue Share

When your content generates ad revenue on our network, you get a cut. Not a vague promise. A structured, documented percentage that you can count on.

Revenue Share Structure

Creator Tier	YouTube Ad Revenue Share
Core Creator (Tier 1)	50% of video ad revenue
General Roster (Tier 2)	20% of video ad revenue

All creators begin at the General Roster tier. Core Creator status is extended privately by invitation to creators building deep, ongoing partnerships with the platform. It is not something you apply for or negotiate up to. It develops naturally through the relationship.

Payments are issued monthly with a minimum \$25 payout threshold. Revenue is tracked per video using YouTube Studio analytics. Transparent reporting is provided every cycle. You will always see the full calculation: gross revenue, YouTube's retained share, HNA Broadcast's net receipts, and your applicable percentage.

A Note on When Revenue Begins

HNA Broadcast will not earn YouTube ad revenue until the network meets the YouTube Partner Program eligibility requirements. We are disclosing this openly because you deserve to know exactly where we are in that process.

YouTube's current eligibility requirements are publicly published at youtube.com/howyoutubeworks/policies/monetization/ and may be updated by YouTube at any time.

Current network metrics are publicly visible at youtube.com/@hnabroadcast at all times. HNA Broadcast will notify all active Creators in writing immediately upon acceptance into the YouTube Partner Program. Until that threshold is reached, HNA Broadcast will focus on growing audience and pursuing direct sponsorships, and you will always know where we stand.

How We Protect the Numbers

One thing we are strict on. We pay based on real engagement. Artificial view inflation through bots, paid traffic, or click farms violates both our Creator Agreement and YouTube's terms of service, and we audit for it. Organic promotion through your own channels, social media, email lists, and community is not just allowed, it is encouraged. Real audiences build real revenue.

Will this make you rich overnight? Probably not. Early-stage channels build audience first and revenue follows. But this is a real, documented commitment that grows with us. The bigger HNA Broadcast gets, the more meaningful your share becomes.

What HNA Broadcast Does With Its Share

HNA Broadcast retains a portion of ad revenue to fund network operations and planned infrastructure growth. We are transparent about this because we want creators to understand that our retained share is not profit extraction. It is the operational capital that funds the improvements that benefit you.

Specifically, our retained share is building toward the network's planned migration to a dedicated OTT platform with branded television and mobile applications. That migration expands your content's reach beyond YouTube to TV and mobile audiences. HNA Broadcast will not make that move until the network's revenue is sufficient to cover those costs without reducing your payouts.

Where HNA Broadcast Is Going: The Platform Roadmap

We publish our growth roadmap openly so creators know where the network stands today and where it is headed.

Phase One — Current: YouTube

HNA Broadcast operates on YouTube at youtube.com/@hnabroadcast. YouTube provides per-video analytics, ad revenue tracking, and audience growth tools. Ad revenue begins when the network meets the current YouTube Partner Program eligibility requirements, as published at youtube.com/howyoutubeworks/policies/monetization/.

Phase Two — Growth Target: Branded OTT Platform

When HNA Broadcast reaches consistent viewership and ad revenue sufficient to cover the cost of a dedicated OTT platform, the network will migrate to a branded streaming platform with applications for television, iOS, and Android. This directly expands Creator content distribution to television and mobile audiences. All active Creators will be notified before migration occurs.

Phase Three — Network Vision: Full Platform Ecosystem

The long-term vision for HNA Broadcast is a fully independent streaming network with multiple content categories, branded TV and mobile apps, and subscription and sponsorship revenue alongside ad revenue. Creator agreements will be updated to reflect new revenue streams as they become available, with Creator benefit and transparency maintained throughout.

Your Content, Your Rights

Let me be direct about something important. You own your work. Full stop.

By joining HNA Broadcast, you grant us a license to stream and promote your content. That is it. You can publish your work anywhere else — YouTube, Vimeo, your own website, other channels — without any restriction from us. We are not asking for exclusivity. We are asking for the opportunity to help your work reach more people, and to pay you for that privilege.

You can also leave at any time. With 30 days written notice, your content is removed from active programming. It may remain in our channel archives for up to 12 months afterward, during which you continue to earn your full revenue share, and you can request earlier removal at any time. Any earnings through the final removal date are paid in the following cycle.

Who We Are Looking For

HNA Broadcast is built for creators who have a story to tell and are ready to tell it:

- Filmmakers and directors: short films, features, documentaries, experimental work
- Musicians and performing artists: music videos, live performances, studio sessions, artist profiles
- Content creators and YouTubers: original series, interviews, commentary, creative projects
- Independent artists: anything authentic, community-rooted, and genuinely made

If you have finished work ready to share, a project in development, or an idea you want to build with us, we want to hear from you.

Next Steps

Getting your work on HNA Broadcast is straightforward.

1. Reach out. Contact us at hello@hnabroadcast.com or (916) 940-9050
2. Submit your content. Share your work for review and programming
3. Sign the Creator Agreement. Outlines your tier, revenue share, and rights
4. Go live. Your content is published, promoted, and earning

The Creator Agreement that accompanies this letter covers all the details: your revenue percentage, payment terms, content ownership, platform growth roadmap, view authenticity requirements, content standards, and your right to walk away at any time. Read it carefully. Ask questions. We want you to feel confident in what you are signing.

A Final Word

I started HNA Broadcast because I believe independent creators deserve better than what the major platforms offer. I believe your work has value and that the people who help build this channel should share in what it earns.

We are early. We are growing. And we are doing this the right way — with transparency, respect for your ownership, and a genuine commitment to your success alongside ours.

Thank you for considering HNA Broadcast. Let us build something worth watching.

With respect and appreciation,

Hollywood North Annex / HNA Broadcast

Sacramento, California

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