

HOW TO BUILD A BETTER STREAMING MEDIA COMPANY (Part 3)

Distributing & Securing Your Place in the Streaming Universe

4 FACTORS & CONSIDERATIONS

1. **DRAMATIC CHANGE & STEADY GROWTH** ARE BUILT INTO THE OTT LANDSCAPE.

You have to be **nimble & flexible** to survive & thrive the streaming wars.

2. **MATCHING YOUR MESSAGE TO THE MEDIUM WINS DEVOTED FOLLOWERS.**

To keep **growing** you need to keep **innovating**.

3. **WEIGH THE COST OF EXPANSION AGAINST THE FINANCIAL REWARDS.**

Jumping from streaming to **linear** can be **rewarding**, but there's a **risk!**

4. **IF YOU HIT A GLASS CEILING IN NORTH AMERICA – WHERE DO YOU GO?**

You need to have **worldwide rights** to enjoy **worldwide growth**.

Looking for more capital, content, or other resources to help you make the right moves for your streaming media business?

Bill Sondheim and Stephen Kerr can assist.
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