

HOW TO BUILD A BETTER STREAMING MEDIA COMPANY

Advice for Companies Doing Business in the Streaming Media Industry

Streaming media's pervasiveness is no longer hypothetical or speculative — its dominance is now reality and a matter of fact... for all of us

STREAMER'S FOUR PRINCIPAL ASSETS

CONTENT

The consumer appetite for content is enormous and must be used to create the momentum needed for strong placement and operational excellence

DISTRIBUTION

Companies that have strong established deals in place with platforms can greatly accelerate their revenue growth

SUBSCRIBERS/VIEWERS

If a streaming media company is adding and retaining SVOD subs or AVOD viewers at a fast clip, this can be a huge attraction to any investor or suitor

INFRASTRUCTURE /MANAGEMENT

Proprietary technology / infrastructure can also be perceived as major assets to a suitor if it will save that company money or make them more efficient

How well these FOUR assets have been managed, and how fast they have grown and evolved, are what create and sustain strong streaming media businesses

Content

Content is King... if it is supported by strong distribution, reinvestment, and marketing

Distribution

Distribution has always been about alliances

Subscribers/Viewers

Building subscribers and viewers is a lot like dating. At first you need to get them interested. Then you need them to go out with you. And then you need to get them to come back

Infrastructure/Management

Infrastructure – like bridges, roads, power, and sewers – is something that we do not think much about, until it breaks down. The same with our technology – it's all great, until it stops working

Profitable Streaming Media Company

Content, distribution relationships, audience and infrastructure constantly change and evolve right in front of our eyes.

The more we share our experiences and our knowledge with each other - the better we, and our industry, will become

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

**Bill Sondheim and Stephen Kerr can assist.
Sondheim 203-292-6773 & Kerr 310-666-6474**

Greenfield Media

Bel Age Medias