

HOW TO BUILD A BETTER
STREAMING MEDIA COMPANY (Part 2)
Licensing And / Or Buying Streaming Media Content

STREAMER'S FIVE STRATEGIES

1

**BRAND
BUILDING**

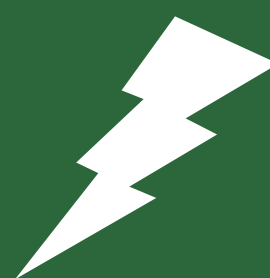


**SOCIAL
MEDIA
MARKETING**



2

**FOCUSED
AUDIENCE
BUILDING**



3

**CONTENT
MAKE IT
BUY IT
RENT IT**



4

**CONTENT
REFRESH
REST
REITERATE**



5

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.
SONDHEIM 203-292-6773 & KERR 310-666-6474

Greenfield Media

Bel Age Medias