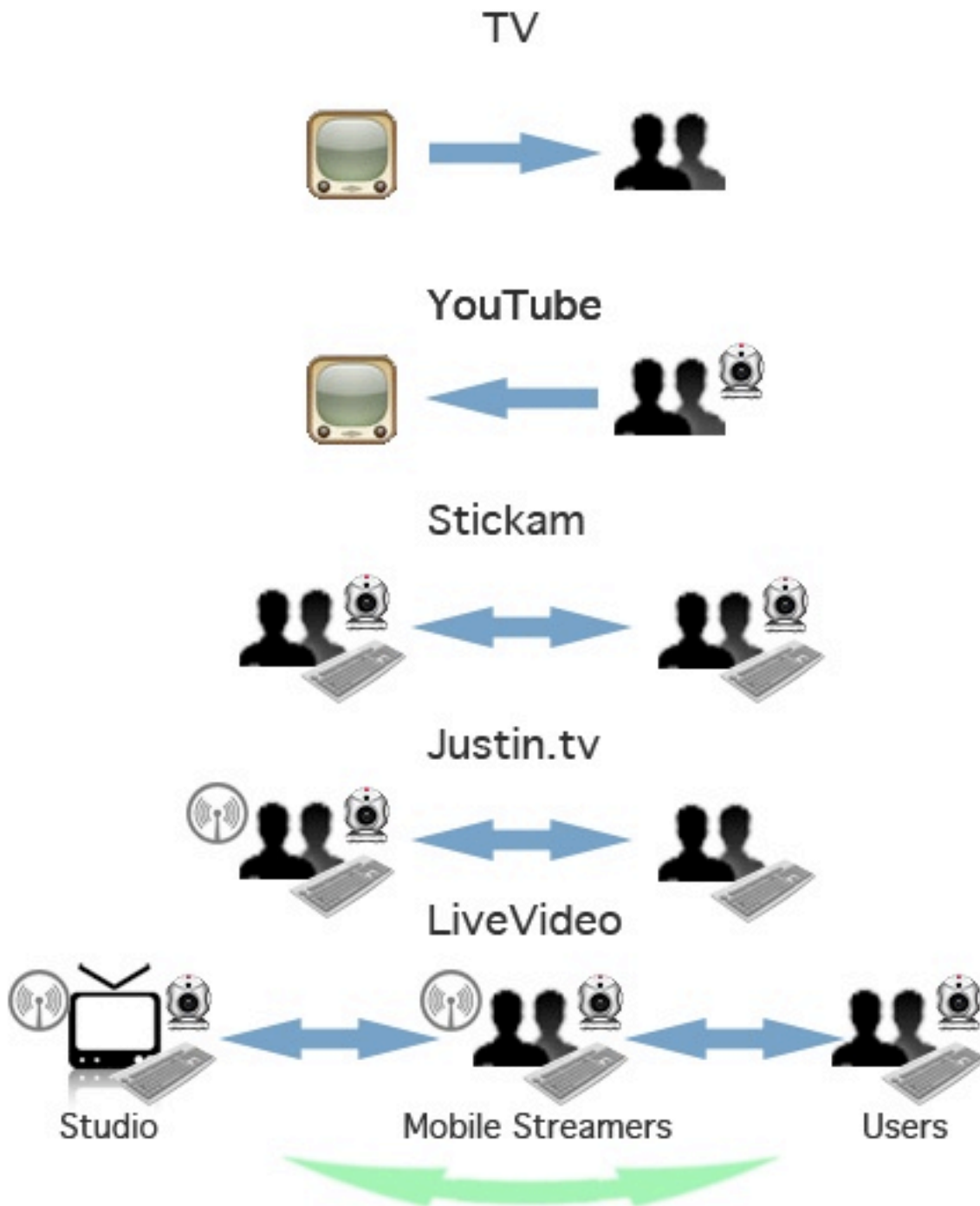


# Trent Lapinski's Content Model

The Web is Not A Channel - We are an Aggregator, Not a Broadcaster.



## **Backgrounds**

We are embarking on a content model that has never before been attempted, we are launching a studio, mobile streamers, and empowering users to provide content to LiveVideo.com.

## **The Users**

**Facts:** By far the most important part of our content model needs to be user generated content. We already have the technology to enable our users, now we must promote them, work with them, recruit them, and give them the power to control the direction of the site. They are our customers, and we are their service provider (and the customer comes first). Any and all content produced by us needs to be for our audience, with our audience. We cannot attempt to compete with user generated content, and we cannot promote our content over theirs, otherwise we are no different than TV (actually worse because we cannot beat TV production quality). The key is to guide the direction, tone, and scope of content on the site towards favorable conditions for both our studio, streamers, and users.

**Assessment:** Everything we do needs to be a compliment to our user base so that we can enable them to develop loyalty towards us, and proliferate the site for us for free. We must aggregate user content, and in-house produced content in a way that enables both to succeed. It is going to be both an art and a science to accomplish this, and it is going to take time and a dedicated unified team to accomplish this.

**Suggested Deployment:** Launch the site, market it aggressively, heavily, major PR campaign. Hire and work with guerilla marketing companies as well.

## **Risks and Concerns:**

- If we market to the wrong audience, or do not capture enough of the right audience, we will attract users that are not going to provide quality content, or that can attract other users.
- If we promote the studio over users they will feel they cannot compete, become discouraged from producing their own programming, and leave.
- If we do not cultivate our more popular users they will use their popularity to get positions with other companies and not stay on LiveVideo.

## The Studio

**Facts:** The studio is enabled by four major components: the physical studio itself, webcams, chat, and Studio Mobile Streaming. The Studio works as a conduit between the Studio Mobile Streamers and the Users through webcams and chat features. Unlike traditional media, the Studio can only set the tone and direction of the content, for the users are also an interactive part of the content and program itself. Studio Mobile Streamers are simply an extension of the studio and should provide content related to the show that is directed by a producer in the field with talent.

There should be a wide variety of programming with varying degrees of interaction:

- Studio Mobile Streamer based content (70%+ mobile streaming in an hour)
- Webcam/chat based content (50%+ of content in an hour)
- Studio based content (70%+ of content in an hour)

The percentages will vary from show to show, but the interactive key to all three models is truly the webcams, the streamers, then the studio.

- 1/2 of content produced in a day from the studio should be Webcam/chat based.
- 1/4 should be studio based.
- 1/4 should be Studio Mobile Streamer based.

If we break the Studio down to a 6-hour period, 12PM-6PM, using the following model above we come up with:

- 3 hours of content that uses 50% webcams/chat integration.
- 1 1/2 hours that uses the studio as the primary source of content.
- 1 1/2 hours that uses Studio Mobile Streamers as the primary source of content.

Production of these shows should be handled by the production staff as approved by our executives. We must allow our writers and creative staff members creative freedom to inspire quality content.

**Assessment:** The content department must be a single unit, work with the other departments of the company on many levels, follow all policies, and operate to serve the users quality content.

### Risks and Concerns:

- If the studio is segmented politically counter productivity is inevitable.
- The current studio staff is not well versed on LiveVideo.com, marketing, or the internet.
- The hardware at the studio is barely operational.
- More editing resources are required, both tech and people. (Outsourcing or purchasing a small production company will most likely be a lot less expensive.)
- If the site is a success, the studio has very little potential for recouping the losses of its overhead (salaries, equipment, rent, maintenance, etc), and there is no foreseeable advertising model that can supplement the cost for potentially several years (traditional advertising will discourage users from watching).
- Way too much emphasis on Hollywood. E!, TLC, TMZ, Bravo, and MTV already exist.

## The Mobile Streamers

**Facts:** Dedicated Mobile Streamers are the show. Mobile Streaming is about freedom. It is the ability to present one's life and events in real-time in a way that has never been possible before. Mobile Streaming is also about lifecasting, it enables one to present their life to the world uncensored, in reality, and raw. It is its own form of media, and the key to making Mobile Streaming interactive is by allowing the Mobile Streamers to communicate with the users.

There are a variety of models to explore ranging from paid celebrity streamers, volunteer streamers, covering events (redcarpets, concerts, sporting events, clubs), etc. The legalities of mobile streaming are seemingly unclear at the moment, and the paid model is currently not proven. The success of Justin.TV for example relies on the users, and they do not pay their streamers. Dedicated persons tend to be required to fill this position, and they should be working on the premise of popularity they might receive, not short term financial goals.

**Assessment:** The Justin.TV model works. We should launch with Justin.TV's model, then once we get a better grasp on the programming explore and develop other models.

### Concerns:

- The wireless broadband infrastructure is not in place in the LA/Hollywood areas, we should also be launching in cities with better wireless broadband infrastructure such as Orange County, San Francisco, Las Vegas, Chicago, New York, London, Paris, etc. San Diego may be another good city to try as well.
- Our streaming unit development is severely under funded, and simply not staffed. There is pretty much no chance we're going to be able to support these units once we go live unless we hire more dedicated mobile streaming IT people. The construction of these units is also completely misunderstood, we literally have just Truc who can build these things, and they take hours a unit.
- There are major misconceptions about the priority of the project.
- There are even more misconceptions about the technology itself, and how it can be deployed.
- Sony laptops, ToughBooks, and other commercial computers with already built-in wireless modems are incredibly inferior to our mobile streaming unit technology despite it being under funded.
- Legalities. From my understanding (correct me if I'm wrong Kristin), it is illegal to take these units into pretty much any retail store, while driving, bar, nightclub, concert, sporting event, casino, airport, etc. There are privacy law issues as well.
- Hiring actors to perform the job of a high tech camera person is going to result in significant turn around.
- Not matter what we buy, units are going to break and require support.
- We do not have to pay anyone to be a mobile streamer, if we provide current Justin.TV users with our mobile units and get them to sign exclusivity contracts we don't have to pay them a penny, and when or if they lose popularity we get our unit back from them and find someone new.
- Content staff is not motivated or interested in mobile streaming technology.

