Stylized model of content development modalities

LEADING PLATFORMS





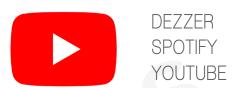












SUBSCRIPTIONS AND MICRO-DONATIONS

IN-SITU EVENTS

GOODS AND SERVICES MARKETPLACE

SPONSORED CONTENT

ADVERTISEMENT INCOME

MONETIZATION SCHEMES

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CONTENT TEMPORALITY

SYNCHRONOUS

RECENT

SEASONAL

EVERGREEN

SYNCHRONOUS

CONTENT FORMATS Streaming with emerging and IP value and high associativism

(e.g., let's chat, live gameplay)

Rather short and disruptive content that is optimized through serialization

(e.g., challenges, lipsync or choreographies)

Serialized content due to events by calendar order, with variable IP

(e.g., holidays, Christmas or gaming tournament)

Rather long content with high and durable IP

(humor series, animation, documentary, music single with choreography and video)

Streaming of products with high IP value

(e.g., music festival or e-sport tournament)

BRAND AND AUDIENCE DEVELOPMENT STRATEGIES

FOCUS ON PERSONALITY

Intensive use of personal image of the main creator of the channel, and associativism with other creators with a similar focus on their personal brands.

FOCUS ON PRODUCT

Intensive knowledge applied to design or authorship of products with high intellectual property value or a multi-channel and multi-creator brand identity.