## Problem Identification

### Problem statement formation:

XYZ Studios is a leader in original TV and radio content and wants to launch a streaming platform for an ad revenue of $7M over the next year. They have a new ad-based subscription model at $5.99 a month and they need a forecast of how that will perform when compared with competitors.

### Context:

XYZ has a huge list of original programming in TV and radio formats. They also have a big customer base in these two fronts along with a long line of advertisers. There has been a delay in entering the digital space and there are now at least 7 big competitors who completely own the online streaming platform, Amazon being the biggest since they have a footing in Radio, TV, retail and original content. XYZ would like to attract digital customers with their new subscription model. It is a rewards based model for both customers and advertisers. Customers accumulate points for ads watched and they can redeem these points either to reduce next month’s subscription price or to purchase a product from the advertiser (instore or online).

### Criteria for success:

Feasibility of owning a 20% market share in the streaming space by the end of one year of launch while generating the forecasted ad revenue.

### Scope of solution space:

Establishing a footprint in digital space without draining resources from other well established media streams.

### Constraints:

* Investment in manpower to support the launch of digital space.
* Lack of data that supports the new model’s performance.
* Time constraints as competitors are catching up in original content space.

### Stakeholders:

XYZ company executives

### Data sources:

Kaggle datasets, other private datasets if available.