

Hurdles in the Way

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1. Hard to switch between media on certain devices

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2. Transitions from different media may be slow

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3. Some media may not allow you to switch platforms

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Regulatory issues

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1. Licensing restriction could violate user agreements

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2. Ad industry regulations

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3. Different platform could argue that allowing users to change platforms during ads affects there revenue

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4. Data privacy laws, since they system would collect data on the users preferences of media

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5. Copyright issues

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Basic Features

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1. media transitioning

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2. user friendly interface, easy for anyone to use

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3. Customizable playlists for media

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4. Ad detection

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5. Ability to return to original content when ads are over

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6. Allow for interactive content instead of just shows

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Feedback from users

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1. Surveys for what media people would prefer to switch too

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2. ratings on how the app is working for people

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Future growth for the business

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1. Partner with different media services

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2. Subscription tiers

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3. Promote the service using content creators

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4. Adding different types of content from different regions

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