

CEN207 Creative Enterprises

Assessment 2 - Business Concept

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The OneStop Streaming Business Concept

One of the potential market gaps explored in the previous OneStop case study involved entering the digital streaming service domain.

Built using microservice microservice architecture with C++ as its core language(A fast, precompiled, general programming language with a bias towards systems programming(Stroustrup, 2013)), OneStop's streaming service will create competitive advantage via providing a wider variety of media types(a bonus being the company is already called OneStop!), implementing an free-to-watch or subscription business model, and utilising new technologies like Artificial Intelligence and Virtual Reality to enhance user experiences.

Addressing Potential Market Gaps & Competitive Analysis

In the first Assessment brief, OneStop was considering entering into the digital media streaming domain. The following is an investigation of the current media streaming market with a focus on user numbers of the biggest companies in the domain, their media offerings and payment models, and their aforementioned accessibility and disability features.

Business	Active Users (2022)	Media Offerings	Payment Models

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YouTube	Over 2.5 Billion	Video(Creator Content, Live Streaming, Music)	Free with advertisements, subscription
Spotify	Over 365 Million	Music, Podcasts, Soon Audiobooks	Free with ads, subscription, Soon audiobook purchases
Netflix	Over 195 Million	Video(TV & Movies), Games	Subscription
Disney Plus	Over 152 Million	Video(TV & Movies)	Subscription
Amazon Prime	Over 136 Million	Video(TV & Movies)	Subscription(with ads), premium purchases
Twitch	Over 100 Million	Video(Live Streaming, Mostly Gaming)	Free with ads, subscription to individual channels

(Iqbal, 2022), (Statistica, 2022), (Yuqub, 2022), (Curry, 2022, Amazon), (Curry, 2022, Streaming Statistics), (Ruby, 2022).

Furthermore, the brief indicated surveys were conducted and that there is a variety of accessibility and disability issues in current digital streaming services. In reference to the Web Accessibility Initiative(WAI) - which provides strategies, standards and resources to make the web accessible to people with disabilities, the following accessibility and disability features were investigated:

A&D Feature	YouTube	Spotify	Netflix	Disney Plus	Amazon Prime	Twitch
Text Alternatives	Yes	No	Yes	Yes	Yes	No

A&D Feature	YouTube	Spotify	Netflix	Disney Plus	Amazon Prime	Twitch
Captions	Yes	Yes	Yes	Yes	Yes	Yes
Assistive Presentation	Yes	No	Yes	Yes	Yes	Yes
Visual and Audial Ease	Yes	Yes	Yes	Yes	Yes	Yes
Control Functionality	Yes	Yes	Yes	Yes	Yes	Yes
Adequate time to Act	Yes	Yes	Yes	Yes	Yes	Yes
Disuse of seizure causing media	Warnings	Warnings	Warnings	Warnings	Warnings	No
Helpful Navigation	Hard to Search	Yes	Yes	Yes	Complicated	Yes, needs video search
Alternative controls	Yes	No	Yes	Yes	Yes	No

(W3, 2022)

We can see that big digital streaming platforms do fairly well at providing accessibility for disability options, contrary to the OneStop Brief. There is a potential market gap here though, live streaming video voice to text is not used on any service, which can be accomplished using machine learning(natural language processing).

These competitors are some of the wealthiest companies in the world, and although OneStop is a successful online retail store, gaining traction in one of the weaker areas of service(live streaming and audiobooks for example), before entering the more competitive services would be ideal.

Objectives of OneStop Streaming

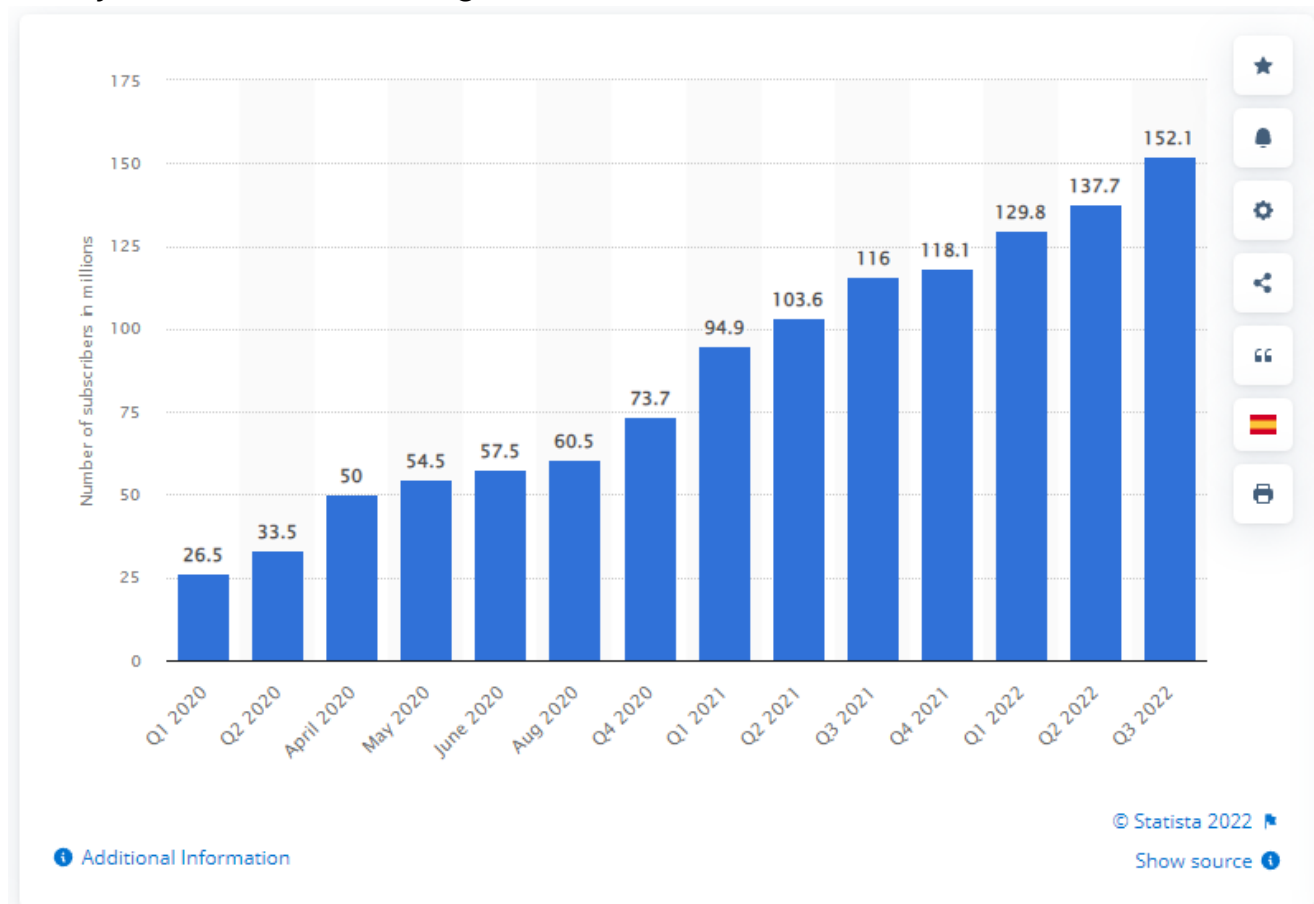
Now that we have identified potential market gaps, the Objectives of OneStop Streaming are to:

- Provide a wider variety of services than other businesses in the domain, including TV, Movies, Music, Podcasts, Live Streaming and Audiobooks.
- Offer a free-to-play and optional subscription based business model, in which a subscription allows access to all of the previously mentioned services.
- Provide all accessibility for disability features mentioned, and develop a strong AI based live voice to text application using natural language processing.
- Build on an internationally scalable and secure microservice architecture.

Market & SWOT Analysis

The Target Market is the digital media streaming domain. Revenue for the video streaming app industry reached \$72.2 billion in 2021, and is projected to reach \$115 billion by 2026(Curry, 2022, Streaming Statistics), Global music subscribers surged 26.4% to 523.9 million during the Covid pandemic(Musical Pursuits 2022). This is a huge market.

Disney Plus subscriber histogram(in million) (Statistica, 2022)

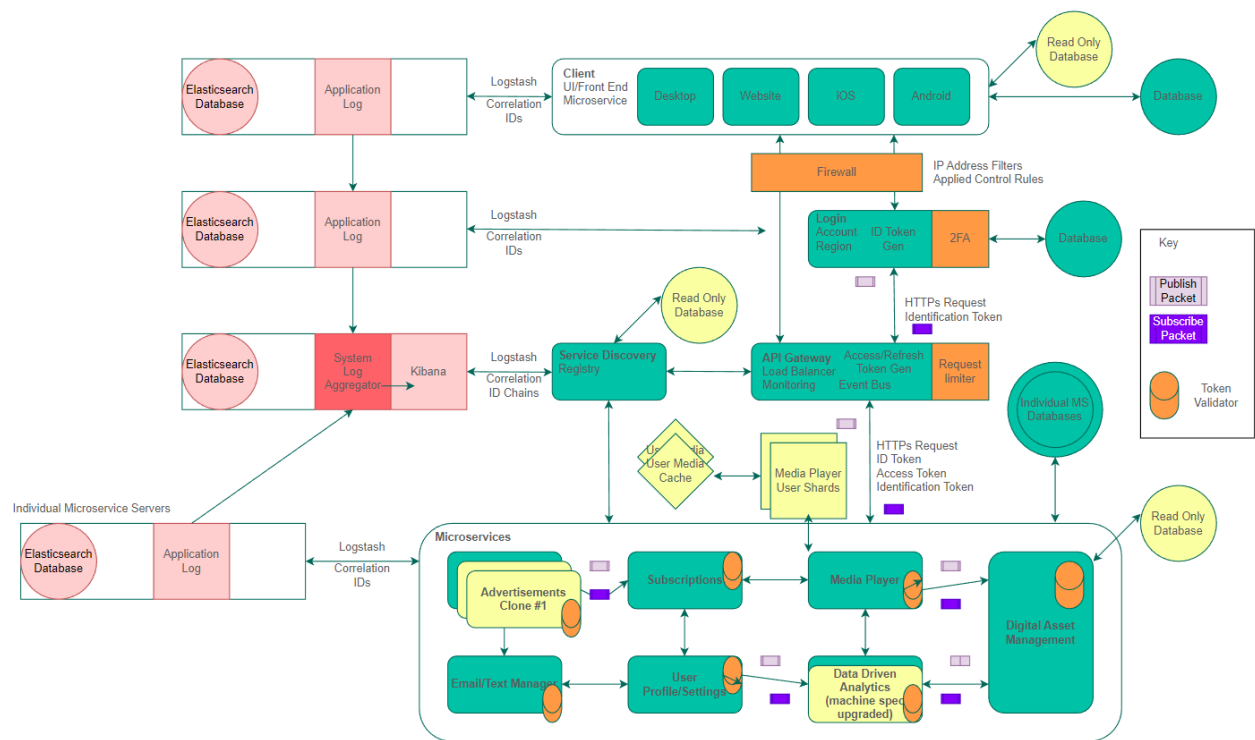


SWOT Analysis	
Strengths	Profitable business with existing online customers, existing software development team, capital, modular software architecture that can be cost efficient and scale as required
Weaknesses	Entering new domain, competitive market, large project size
Opportunities	Market doesn't completely cater for the disabled demographic, cross service and industry marketing opportunities, growth industry
Threats	Extremely wealthy and established competition, potential capital and time sink

Technical Software Overview & Results

Considering that the project does not have to be implemented in code, I have designed a complete back end microservice architecture, as well as a front end application prototype. Both are explained in detail in the recording.

Software Architecture



Website Application



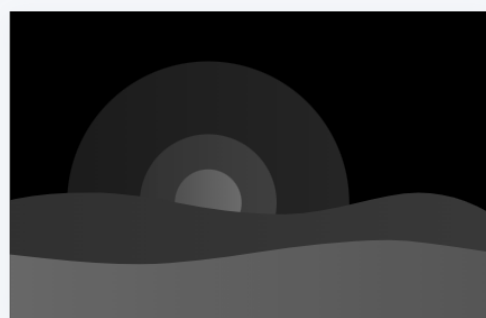
Video Streaming Music Podcasts Audiobooks Account

GET STARTED

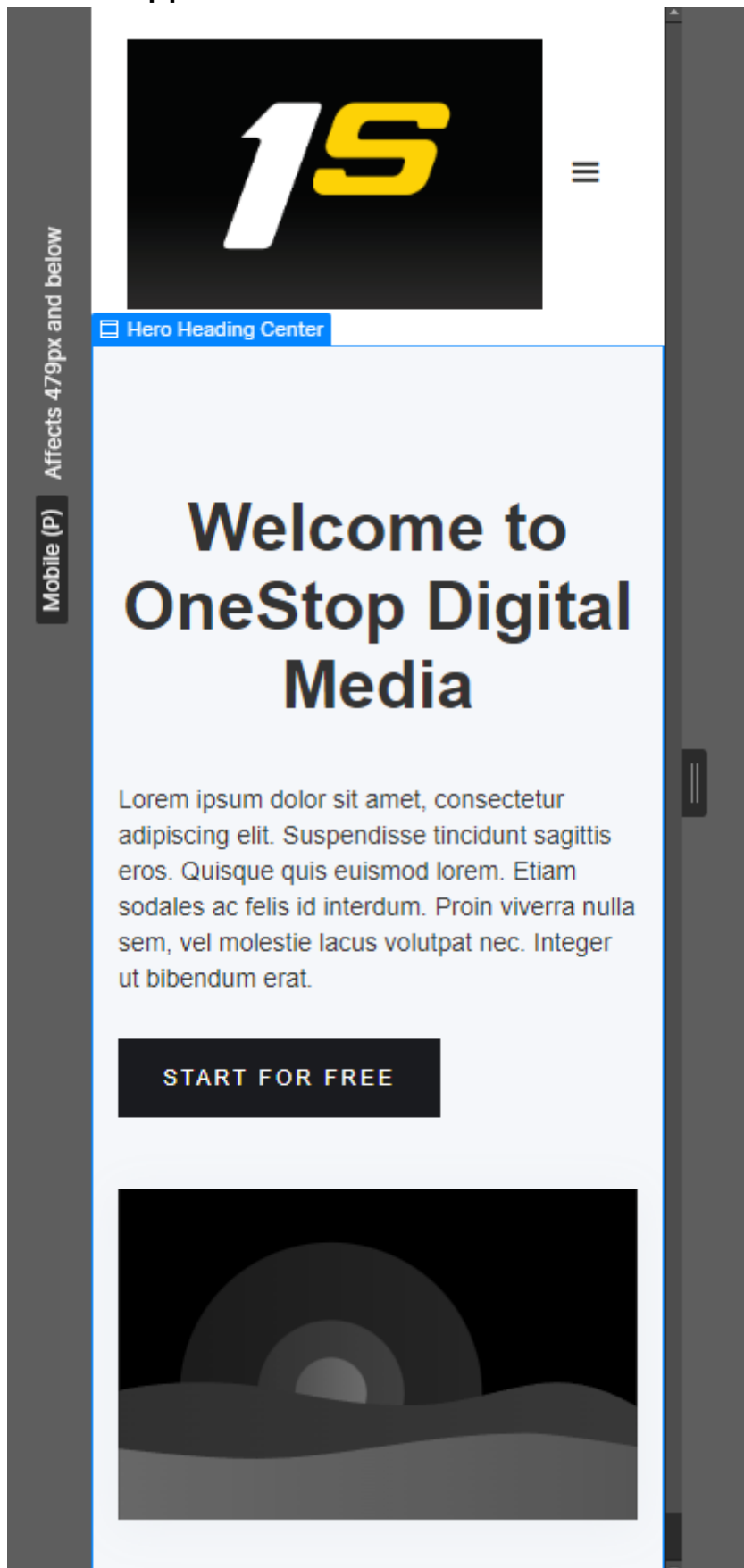
Welcome to OneStop Digital Media

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START FOR FREE



Mobile Application



The OneStop Streaming platform allows the expansion into the digital streaming domain. Once established, promotional synergies between ecommerce and digital media businesses will increase the userbase on both platforms. This will be accomplished using OneStop plus - a subscription that

offers free deliveries with OneStop Ecommerce and advertisement free viewing on OneStop Streaming. Onestop can use advertisements on the streaming platform to promote Ecommerce and vice versa.

Strategic Software Implementation, Marketing Strategy & Financial Plan

The strategic implementation is based on a modular, scalable approach that minimises financial costs.

Phase One

Market research - determine target market and relevant metrics. Recruit small software developer and design team to build core microservice architecture and front end applications. Starting as a live streaming platform and podcast provider for content creators.

Costs include salary for small team of engineers & designers, software & cloud platform expenses.

Phase Two

Increase Employees with the objective to launch and maintain platform. Increase website and social media presence and present OneStop plus - a membership with user benefits present on both streaming and ecommerce businesses.

Costs include increased salary expenses for more team members, small marketing costs for social media presence and static advertisements for OneStop plus.

Phase Three

Full production - Increase employees, create small teams to develop each microservice entering into the other digital streaming services. Scale software architecture through cloud provider. Full marketing campaign including ad creation and deployment across social media and referral program. Develop relationship with music, video and audiobook publishers for content(Schooley, 2022). Add Subscription option and expand internationally.

Further costs for salaries, scaling cloud computing, ad development, media partner deals, offices and physical business costs.

Conclusion

OneStop's streaming service will create competitive advantage via providing a wider variety of media types. Developed using microservice architecture to reduce cost and provide reactive scalability, OneStop will implement cross platform advertisements and subscriptions to create synergies.

Future developments will increase the use of Artificial Intelligence and Virtual Reality to enhance user experiences and therefore revenue.

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