EDITORIAL
GUIDELINES

3

STremio

MOVIE   MOVIE   MOVIE   MOVIE

WHAT IS STREMIO
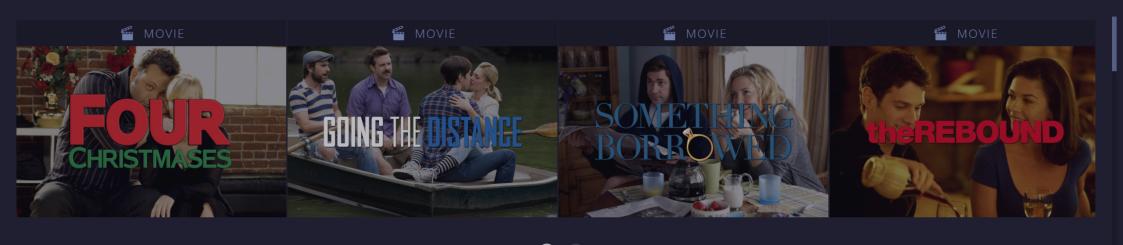
Stremio is a **video entertainment hub** allowing users to discover and watch content from different sources including movies, series, live TV and web channels like YouTube and Twitch.

With Stremio, users can easily **organize** their favourite content in a library, get **notifications for new episodes** and cast to variety of devices.

The content on Stremio is **sourced through add-ons** - official and community ones.

Stremio is available for **all sorts of devices** - Windows, MacOS, Linux, Android and iOS.

3,500,000

OVERVIEW & BRAND HISTORY

Stremio was founded in 2013 in Plovdiv, Bulgaria, by the software engineer Ivo Georgiev and graphic designer Dimo Stoyanov. The product was officially launched in January 2015 and in the first year of its existence, it managed to gain 1 million users across the globe who chose Stremio for all of their video entertainment.

Again in 2015 **the business was valued at $5.5 million** and secured a **$500,000 investment by the Chinese tech company Bitmain Technologies.**

In 2016, the Stremio team **released an Android** version of the entertainment hub followed by an iOS app early in 2017, when the service had reached **3.5 million users.**

OUR MISSION & VISION

We help people navigate the huge world of video entertainment and **discover new content to enjoy.** Our apps bring together movies, series, live TV, web channels, and more. We are dedicated to making it **incredibly easy for users** to find titles and broadcasters that they love.

All this can be done on any device and at any time, making Stremio **the only video entertainment hub our users would ever need.**

TONE OF VOICE

Stremio's voice is human. It is the voice of the **friend** who saw a great movie or a cool YouTube channel, and is **excited to share it with you**. It is simple and straightforward, confident and friendly, funny, but not silly.

CALL TO ACTION

Whenever you are writing about Stremio, you should promote a single call to action: to **download one or more of our apps** - desktop (Windows, MacOS or Linux) or mobile (Android or iOS).
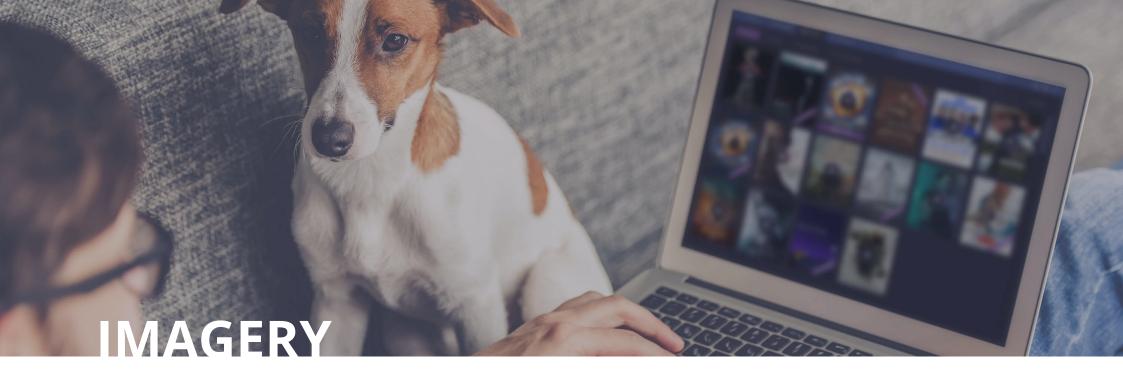
COMMUNICATION GUIDELINES

When writing about Stremio, try and stay close to the following pivot points:

◆ Stremio is a video streaming app that brings together movies, series, live TV and video channels (such as YouTube and Twitch.tv) in one product. **It's a one-stop hub for video entertainment content,** sort of like Spotify for video.

◆ Stremio is **the easiest way to discover video content** by browsing a huge catalogue of titles, searching by keyword, title, director, etc. and **getting personalized recommendations** based on a user's viewing habits.

◆ The content in Stremio is aggregated via the so-called **add-ons.** The add-on system is open source, which means any developer can build an add-on for Stremio.

There are both **official and community add-ons.** Official add-ons are created and hosted by the company. Community add-ons are created and hosted by developers who are not related to Stremio.The add-on system enables users to watch any video content they want in Stremio, as long as there is an add-on for that content.

◆ Stremio is one of the best apps for movie and TV buffs. There are add-ons that let you watch movies even for free.

◆ Stremio helps you **keep track of series and channels you follow.** On the Board, you receive notifications for new episodes of series and channels you have added to your Stremio Library. These titles are also added to the Stremio Calendar so you **never miss a new release.**

◆ **Cross-device accessibility:** Stremio is available for desktop (Windows, MacOS and Linux), Android and iOS. Your library and content is synced across all of the devices that you use.

◆ The Stremio Library is a great tool to bookmark titles you would like to watch later, or add TV shows or channels so you **get notified of new episodes and releases.**

IMAGERY

We have prepared a large selection of images that you can use in your press materials. These are screen grabs of the Stremio interface on different platforms (Windows, MacOS, Android and iOS), as well as cover/featured images and logos. Feel free to use them as you see fit:

⬇ **STREMIO IMAGES**