1. IBM Watson Media: Utilize IBM Watson Media to stream and manage your media content. This service provides live and on-demand video streaming capabilities with features like closed captioning, video analytics, and customizable players.

2. IBM Cloud Video Streaming: Use IBM Cloud Video Streaming to deliver live and recorded video content globally. It offers features such as adaptive bitrate streaming, content protection, and audience engagement tools.

3. IBM Cloud Object Storage: Store your media files in IBM Cloud Object Storage, which provides scalable, secure, and cost-effective storage. You can easily integrate it with streaming services for efficient content delivery.

4. IBM Cloud Kubernetes Service: Deploy media streaming applications on IBM Cloud Kubernetes Service for scalability and flexibility. You can containerize your streaming applications and manage them using Kubernetes.

5. IBM Cloud CDN: Employ the IBM Cloud Content Delivery Network (CDN) to ensure fast and reliable content delivery to users across the globe. CDN accelerates the delivery of media assets and reduces latency.

6. IBM Cloud Functions: Use IBM Cloud Functions (serverless computing) to automate tasks related to media streaming, such as processing, transcoding, or triggering events based on user interactions.

7. IBM Watson AI Services: Integrate IBM Watson AI services like speech recognition, natural language processing, and visual recognition to enhance your media content with AI-driven features.

8. Security and Access Control: Implement robust security measures, including access control and encryption, to protect your media content from unauthorized access and piracy.

9. Analytics and Monitoring: Leverage IBM Cloud monitoring and analytics tools to gain insights into user engagement, streaming performance, and content popularity. This data can help you optimize your media streaming strategy.

10. Mobile and Web Apps: Build mobile and web applications that can stream media content from IBM Cloud services. Ensure cross-platform compatibility for a seamless user experience.

11. Integration with Social Media: Integrate your media streaming with social media platforms to reach a broader audience and enable users to share content easily.

12. Multi-Platform Support: Ensure compatibility with various devices and platforms, such as smart TVs, smartphones, tablets, and desktop browsers, to maximize your audience reach.

13. Monetization Options: Explore monetization strategies such as pay-per-view, subscription models, or advertising to generate revenue from your media streaming platform.

14. Content Recommendation Engine: Implement a recommendation engine powered by machine learning to suggest relevant content to users, increasing engagement and retention.

15. Scalability and High Availability: Design your media streaming infrastructure for scalability and high availability to handle traffic spikes and ensure uninterrupted service.