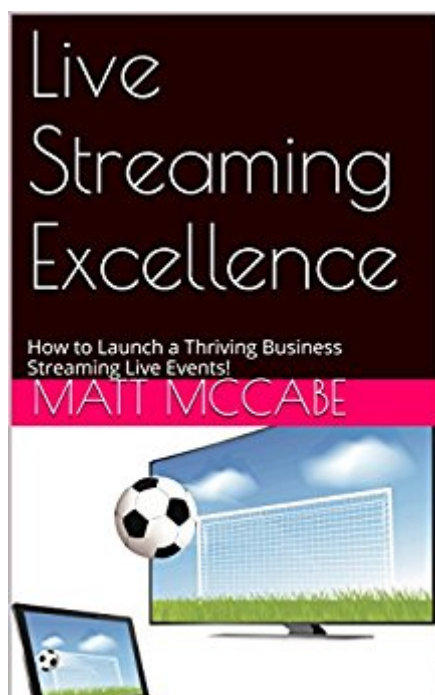# Live Streaming Excellence: How To Launch A Thriving Business Streaming Live Events!

Synopsis

If you are looking to develop a business to live stream events, read this book. It provides a detailed view of all the areas you need consider when developing your business strategy and plans for live streaming. In this book you will get practical insight into how to effectively produce and distribute live content, grow your audience and enable multiple revenue streams. You will see what it takes to build an effective strategy, develop a solid revenue plan and have the technology, people and processes in place to bring the action to life. You will get a detailed understanding of the following parts of the streaming ecosystem:1.Understanding your potential fan base and how can you attract more fans.2.Effective use of social media to grow your audience.3.Different ways you can make money.4.What is takes to produce and capture live events.5.Technology solutions you need to deliver the action to any device.6.Frameworks for deploying and supporting the entire ecosystem.Having an effective strategy and plan in place that covers the entire ecosystem will give you the best chance at long term success. There is no magic formula that gives you the exact steps and actions to take since each live streaming business is unique. This book will show you all the areas you need to at least consider in building your business and how to pull all the pieces together.

Book Information

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Customer Reviews

Matt McCabe's written a very interesting book on live streaming. This short detailed book is easy for even a novice to understand. It's a must for anyone interested in launching a live streamed event or business, regardless of their experience level.

Great primer into the topic of live streaming from an author that has actually worked in technology and sports. His insight into live streaming was valuable to our company as we investigate this medium.

This book allows those new to the field to understand key elements required for live streaming. Anyone contemplating a streaming business must read this book.

If you are looking for info about problem solving live streaming, this is four you. I personally need a how-to book.

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