

steps to run media streaming business

1. Business consulting prior to the start of online commercial activity*

- Business planning

If you require assistance in preparing a business plan, our experienced financial consultants can provide you with such service to help you raise finance for the venture. All information is strictly confidential.

- Business consulting: sharing media streaming business experience

2. Company organization

- Company registration
- Trade mark registration (optionally)
- Logo design
- Merchant account registration (for some countries merchant accounts are opened only when business site is ready)
- Other company registration procedures required according to your state legislation

3. Dedicated servers configuration*

- Bandwidth requirements analysis
- Hosting provider choice
- Server configuration according to the system requirements
- SSL certificate installation
- Mail server configuration
- Server security organization
- Backup organization

4. Domain registration*

- Domain name registration
- Name server configuration
- DNS changes

5. **Web site design and development***

- Navigation planning
- Design
- Development
- Payment gateway integration
- Installation

6. **Installation of SMS with default configuration****

- Installation of SMS to your server
- Integration of SMS to your web site
- Functionality (according to your SMS package feature list)

7. **SMS custom programming**

8. **System training ****

To be provided during all SMS implementation process. Advanced level of training at your side, training of your operational staff at your office can be done as an option.

9. **Get content ready for streaming**

- License content for online streaming from it's owners (usually the film houses or producers)
- Convert content into WMV/WMA format*
- DRM encoding and packaging of the content*
- Upload the content to the storage on your server*

10. **The whole system final testing****

11. **Online marketing***

Search Engine Optimization (SEO), Pay Per Click advertisement (PPC)

12. **Start of commercial activity**

* Can be performed by IDE Group specialists as an option.

** Included to SMS package price.