

Streaming: Adapting to meet user preferences

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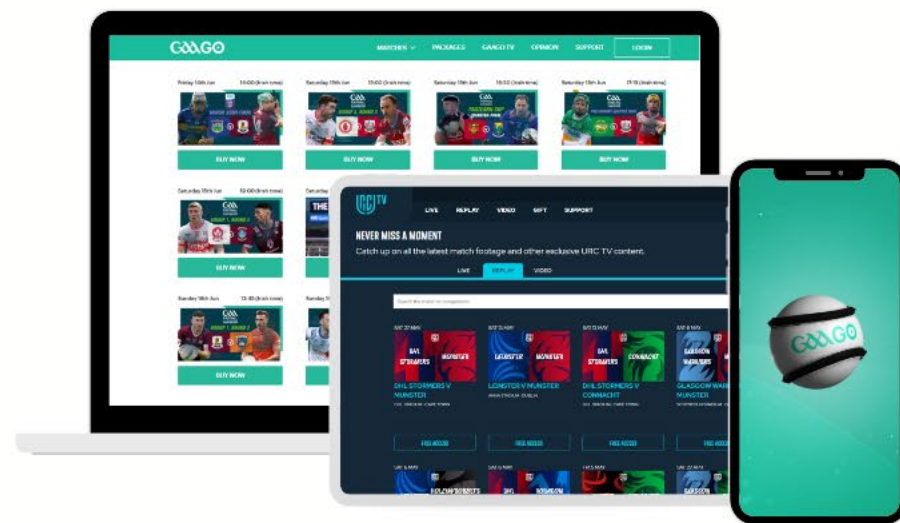


A man in a grey long-sleeved shirt and blue trousers is bent over, painting a wooden fence with a brush. He is holding a bucket of Ronseal paint. The fence is made of vertical wooden planks. To the left of the man, the fence is light-colored wood. To the right, it is painted a dark brown color. In the background, there is a brick house and some trees. The sky is overcast. The text 'RONSEAL' is written in large, bold, black letters with a white outline across the middle of the image. Below it, the text 'DOES EXACTLY WHAT IT SAYS ON THE TIN.' is written in large, bold, white letters with a black outline. In the top right corner, the 'RONSEAL' logo is shown in bold black letters with a registered trademark symbol, followed by the tagline 'Does exactly what it says on the tin®' in a smaller font.

RONSEAL®

Does exactly what it says on the tin®

RONSEAL
DOES EXACTLY WHAT
IT SAYS ON THE TIN.



GAAGO TIMELINE

GAAGO TIMELINE

2014



The creation
of GAAGO

GAAGO TIMELINE

2014

2020

GAAGO



The creation
of GAAGO

App
development

Domestic market

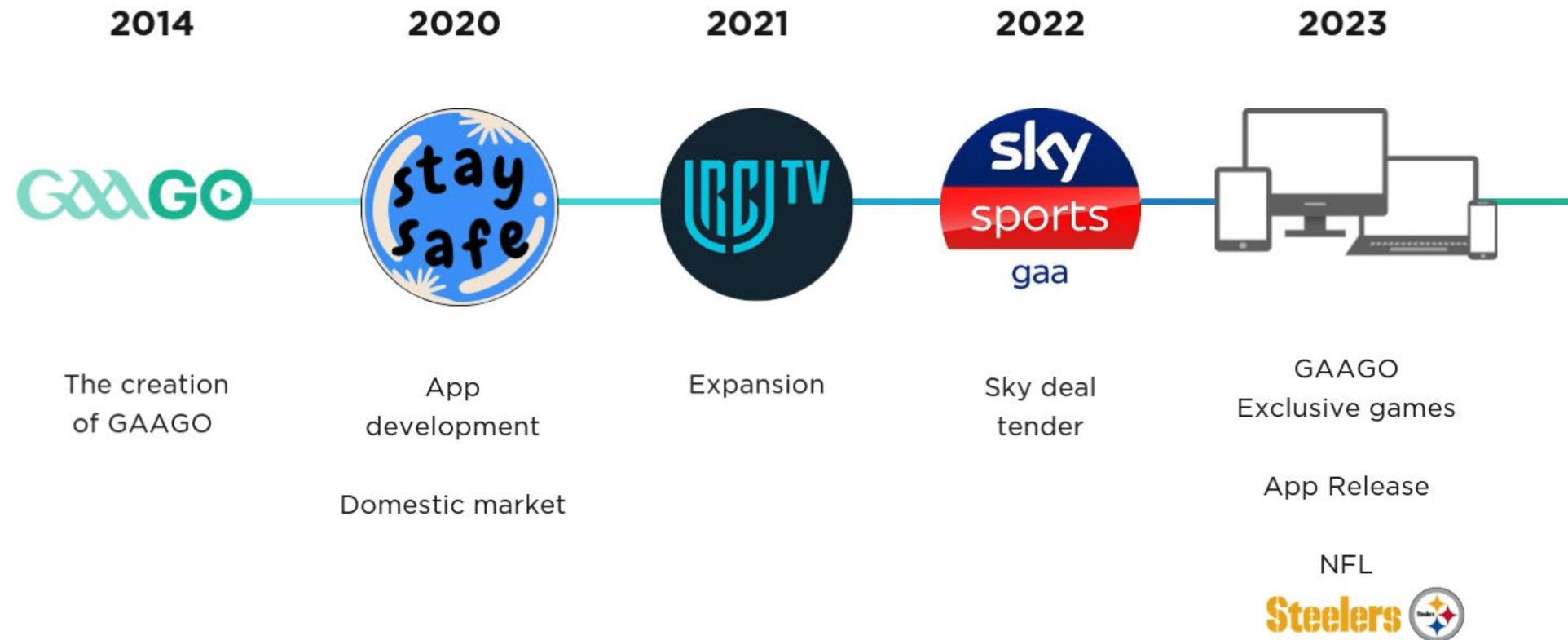
GAAGO TIMELINE



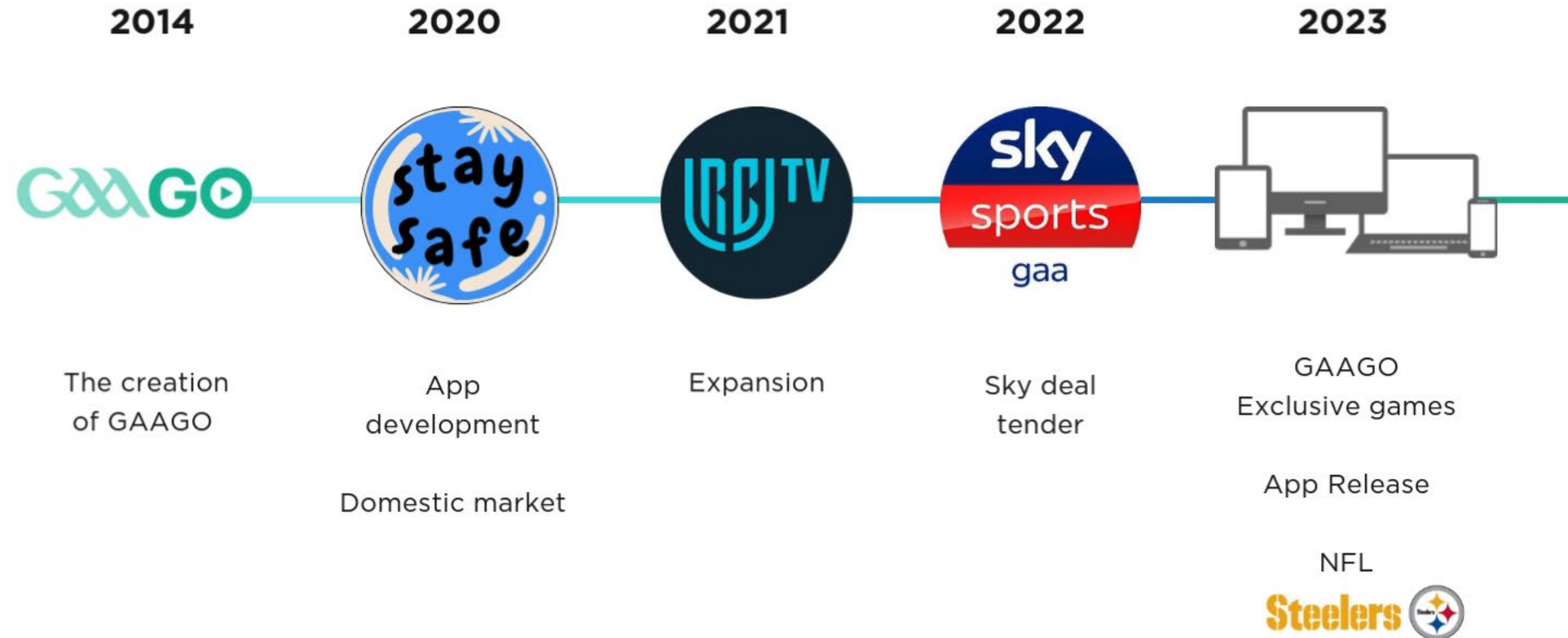
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Capacity

Streaming service Vs linear broadcaster



Challenges



Unsupported devices and
insufficient internet connections



Illegal streaming services / dodgy boxes

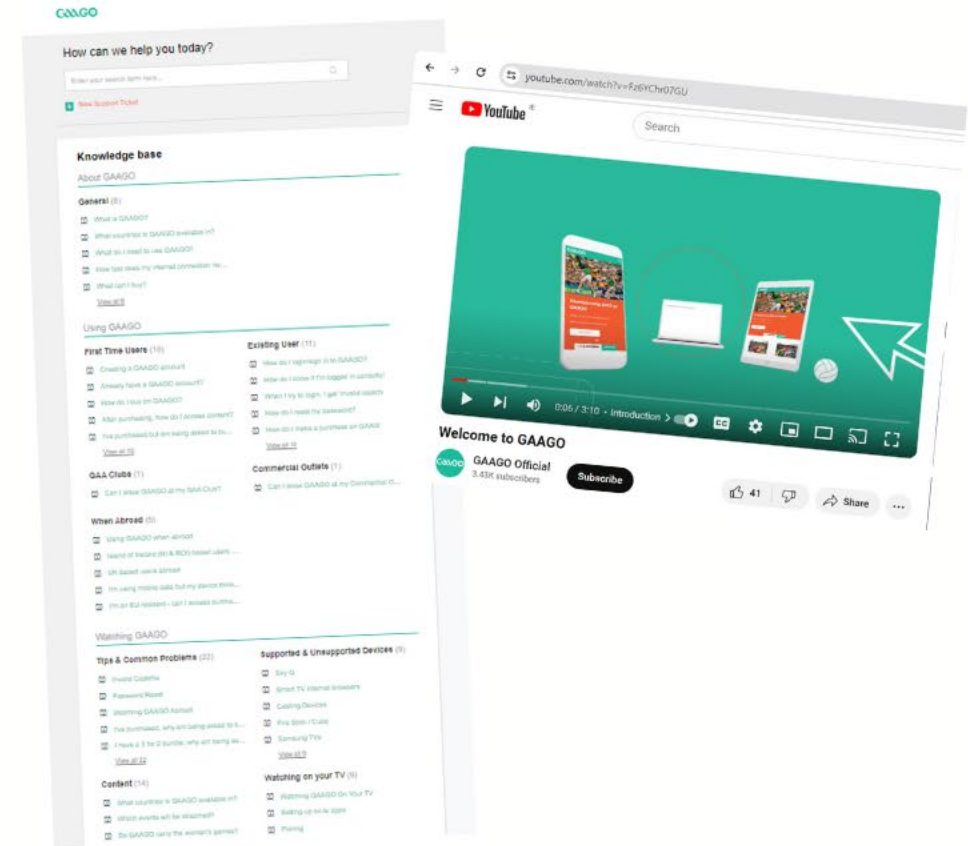


Meeting unrealistic expectations

Overlap / Blurred Lines



Support



THANK YOU

for listening



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