

Launch and run ad-supported streaming, guided by an operator who has done it.



Fractional advisory for studios, broadcasters, publishers and CTV or device brands entering or fixing FAST and AVOD.

TRACK RECORD

Led a global media company's ad-supported streaming launch as consulting GM, from business model and org design to go-to-market. Delivered on time and on budget, with vendor contracts secured below project value and a lower ongoing run-rate.

WHAT WE COVER

01 Launch strategy and positioning

Where to compete, for whom, and how the service stands apart.

03 Budgets and forecasting

Executive-ready plans, run-rate targets and variance discipline.

05 Org design and resourcing

Teams, vendors and an operating model sized to the launch.

02 Business model and monetization

Revenue model, ad-supported economics and partner structures.

04 Ad-sales modeling and planning

Inventory, yield and advertising plans tied to the P&L.

06 Go-to-market and partnerships

CTV, device and distribution partners, from first deal to launch.

HOW WE WORK

Retainer

Monthly advisory with standing access and decision support.

Projects

Fixed-scope work as needs arise: launch sprint, forecast build, run-rate review.

Outcomes

Embedded with your team and measured by results, not hours billed.