

All-in-One Media App — Proposal

1. Executive summary

We will build a single destination that combines short & long videos, livestreams, music, podcasts and editorial content. This proposal explains what we will deliver for your platform: a unified consumer experience, powerful creator tools and publisher-grade ingestion and rights management so you can attract users, creators and studio partners.

By executing this plan, we will:

Launch a unified product that increases engagement and session length.

Create a creator ecosystem with predictable monetization and analytics.

Provide enterprise capabilities (DRM, localization, reporting) to secure studio deals.

Introduce a hybrid monetization model that diversifies revenue.

2. Objectives — what we will achieve

Deliver an MVP that supports unified browsing, playback, creator uploads, and basic personalization.

Provide creator tools and reliable monetization to grow and retain content supply.

Enable secure publisher ingestion, DRM and localization to onboard licensed catalogs.

Implement scalable streaming infrastructure and a moderation pipeline that meets compliance needs.

Measure KPIs and iterate quickly using data-driven sprints.

3. Who the app will serve

Consumers: casual viewers/listeners, power users, families and cord-cutters.

Individual creators: independent video makers, podcasters and musicians seeking distribution and earnings.

Publishers & studios: professional content owners who require secure ingestion and contractual reporting.

Advertisers & partners: brands needing targeted and measurable ad inventory.

4. Product principles we will follow

Unified: one library, one search, one consistent player across formats.

Creator-first: low friction onboarding, predictable payouts and growth tools.

Trustworthy: rights management, robust moderation and DRM where required.

Personalized: ML-driven discovery tuned to context (time, device, session).

Scalable: cloud-native architecture designed for auto-scaling and multi-region resilience.

5. Core features

5.1 For Individual Creators (UGC)

Upload & Management: Simple drag-and-drop, API ingestion, bulk upload, scheduling, and auto-transcoding.

Editing & Enrichment: Trimming, thumbnails, chapters, auto/manual captions, and interactive end-screens.

Branding & Teams: Channel customisation (branding) and role-based team access with audit logs.

Monetization Controls: Ad revenue share (ads), subscriptions (memberships), tips, TVOD, and sponsorship links.

Analytics Dashboard: Views, retention, revenue, geographic breakdowns, and live metrics.

Live Streaming Tools: Stream keys, scheduling, live chat moderation, DVR, and multi-platform distribution.

Rights Management: Fingerprinting/Content-ID style detection and a dispute workflow (dispute flow).

5.2 For Publishers / Studios (Professional)

Bulk Secure Ingestion: SFTP/Aspera support, automated QC checks, and content versioning.

DRM & Licensing: Territory rules (regional licensing), device restrictions, and time-limited windows.

Localization & Metadata: Localized (advanced) metadata, subtitles/dubbing, and editorial placement controls.

Enterprise Reporting: SSO/SAML, role management (SSO/role-based access), and contractual/enterprise analytics.

5.3 For Users

Unified Content Library: A single catalog (unified library) for video, audio, and live content with editorial rows and trending charts.

Search & Discovery: Unified search that indexes transcripts and OCR (deep transcript/OCR search), plus advanced filters and voice/NLP support.

Personalized Home Feed: Dynamic rows (Continue Watching, Recommended, New Releases) powered by an ML-driven home feed.

Rich Playback: ABR streaming, captions, playback speed, gapless audio options, and cross-device resume (consistent playback across devices).

Social & Interaction: Likes, comments, follows, sharing, and moderated live chat.

Library & Playlists: Cloud-synced playlists (mixed media), Watch Later, multiple profiles, and device sync.

Offline Downloads: Secure downloads with licensing expiry and storage management.

5.4 Back-end / Platform

Global CDN & ABR: CDN integration, edge caching, and HLS/DASH support (Global CDN + ABR streaming).

Encoding Pipeline: Automated multi-bitrate VOD transcodes and real-time live encoding.

Search Index & AI: Transcript/OCR indexing (search index) and AI tagging feeding search and personalization.

Personalization Engine: Separate models for Home feed, Up Next, and search ranking with continuous retraining.

Analytics & Telemetry: Real-time event capture, dashboards, and BI pipelines.

Moderation & Compliance: Automated detection with human review queues (moderation queue) and regional policy enforcement.

APIs & SDKs: Secure ingestion, playback APIs, and client SDKs for web/mobile/TV.

Monetization Engine: Subscription billing, ad scheduling, and automated creator payouts (monetization & payout engine).

Reliability: Microservices, auto-scaling, multi-region failover (multi-region resilience), and backups.

6. Monetization

We will introduce a hybrid monetization mix:

AVOD: free tier with targeted ads to grow user base.

SVOD: premium ad-free tiers with downloads and higher quality.

TVOD: pay-per-view rentals/purchases for premium releases.

Tips & Microtransactions: in-stream tipping, badges and micro-purchases.

Sponsorship & Merch: creator storefronts and affiliate integrations.

7. Discovery & cross-format engagement

Unified search and a knowledge graph linking entities across formats.

Mixed media playlists and in-content linking (e.g., soundtrack \rightarrow music player).

Regional and genre trending charts and editorial collections.

8. Rights, DRM & compliance

Industry DRM for licensed content and fingerprinting for copyright detection.

Auditable logging and privacy controls to meet GDPR and regional laws.

Transparent takedown and appeals workflows for creators and rights holders.

Deliverables you will receive

Product requirements with acceptance criteria.

System architecture and CDN/hosting recommendations.

MVP client apps (web + mobile) and admin/creator dashboards.

Baseline ML models and search design.

Moderation playbook and compliance documentation.

Monetization & payout implementation and billing integrations.

Prioritised roadmap and engineering backlog.

Example user stories & acceptance criteria (for engineering)

As a listener, I jump to the exact moment a podcast mentions a topic.

As a creator, I schedule a release and prepopulate metadata.

As a publisher, I restrict a movie to specific territories and enforce DRM.

Acceptance criteria (upload)

Creator uploads MP4, adds metadata, and receives a publish confirmation.

System produces multi-bitrate outputs and a playable URL.

Creator analytics surfaces the first play event.