

Watchnow TV & Streaming Guide

The future **Google** for entertainment content simplifying today's fragmented media consumption



**International
Content & Consulting**

Executive Summary

Watchnow is a **content discovery application** for Apple, Android and Web. It sophisticatedly **combines TV & Streaming / Video on Demand (VoD)** data. The guide offers **tailored recommendations** based on **individual user profiles**. **Friends Film News** and in-app **Social Interaction** give the user additional individual subjective inspirations.

Traction

- Watchnow German **market entry** in December 2016
- Overall **download** without ad campaign: approx. 3,000 (Feb. 2017)
- Overall monthly **active users**: approx. 1,300 (Feb. 2017)
- **Conversion** rates: Apple store 57% / Google Play Store 21%
- Overall **revenue** in 2016: EUR 200,000

Key facts

- Watchnow already includes **170 TV stations** and **27 VoD streaming content providers** (approx. 250 in total) with more than 90,000 movies, series or documentaries.
- **Challenges solved** by the app:
 - ✓ confusing and unknown amount of sources to watch favored content
 - ✓ editorial recommendations do not meet the individual taste
 - ✓ film content interaction not possible via e.g. Facebook
- Development is **funded by owners' equity** (Concon International).

Business model

- Watchnow profiles users based on their habits, and **monetizes** this data in the B2B business.
- Monetization of big data is **additionally backed** by **B2B revenue models** with **content providers** (e.g. affiliate systems, revenue shares, sponsoring and advertisement).
- Watchnow is **safeguarded** against **future competitors** by its in-app social network preventing the users to leave its established community.

Use of funds

- 50% New hires (1 Big Data specialist & 1 SCRUM master)
- 20% Sales & Marketing (e.g. programmatic / paid advertising, marketing intelligence and automatization)
- 15% Capital expenses & equipment
- 15% Technology, Product & Service development (e.g. SmartTV-App, finalizing Big Data platform, implementation TV live streaming)

Achievements & References



Industry	Media
Stage	1st stage
Funding requirement	EUR 275,000
Team size	3
Headquarter	Munich, Germany
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**Timm
Stemann**

**Founder & CEO
CONCON International**

Former engagements:



- Stereoscopic Technologies GmbH: Sales Engineer / Project Manager / Stereoscopic Technician
- Polyphon Film & Fernseh: Set Location Scout / Location Manager
- CYBER LIGHT GbR: CEO / proprietor

- Diplom Engineer; Media Technology, major Media Production, Technical University, Ilmenau
- High school diploma from Pattonville High School, Maryland Heights, Missouri (USA)

