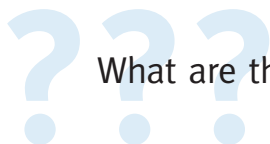




## Video platform on a mission

Historically, broadcasters and publishers have had four options for launching online video and audio initiatives.

1. **A simulcast stream of terrestrial signals**, which leverages existing content but misses the advantages of a streaming platform, e.g. a more interactive customer experience, analytics and in-stream advertising.
2. **An Internet only brand of streaming**, favored by some broadcasters and churches, but can be very complex and technically demanding - often requiring investment in infrastructure and specialized personnel.
3. **A video hosting site**, which may excel as a distribution channel but may not align with your goals and protect your interests, or allow you full control over the branding on your site.
4. On the other side are **enterprise-based platforms** which have a lot of great offerings but are out of the price range for many small to medium-sized enterprises.



What are the biggest challenges to starting an online video/audio platform?

[Read More >>](#)

Here are the four biggest challenges to starting an online video and audio platform.

## CHALLENGE NO. 1

Online video/audio publishing is expensive.

The Glorystone.tv eStation<sup>SM</sup>, a first-of-its kind platform built for internet broadcasting and ministry, provides hosting, bandwidth and sophisticated streaming media functionality with minimal expense. You get one of the lowest overall ownership costs in the industry.

## CHALLENGE NO. 2

Online video/audio publishing is complex.

The eStation's all-in-one CMS and branded video player includes everything you need to manage, publish and measure online content for both on-demand and live delivery across multiple platforms and devices. The system requires little technical knowledge to operate.

## CHALLENGE NO. 3

How to find compelling content?

Unless you're a publisher who already has a library of video and audio, chances are you're in need of a content source. The Glorystone Network offers channels of category specific content from over 100 providers that can be licensed directly from the platform.



## CHALLENGE NO. 4

How to make money with online video/audio?

The eStation allows you to monetize your inventory directly, or by leveraging our third-party sales relationships. We allow you to traffic ads and keep 100% of the revenue. The system supports multiple revenue models: video advertising, content syndication and donation giving.

“Working with The eStation, we have greatly reduced the cost and complexity of launching CLATV, a powerful new resource for equipping and developing Christian leaders. The innovative platform gives CLA an unprecedented opportunity to expand the reach of our ministry while activating the sales engine to keep it growing.”

-Tami Heim, President/CEO, Christian Leadership Alliance

**Glorystone.tv**<sup>®</sup>  
Digital. Gospel. Everywhere.