CASE STUDY GUIDE

DISTRIBUTORS & STREAMING PLATFORMS

(Target: Viusasa, FilmOne, iROKOtv, Shahid)

Section 1: Introduction

1. Can you briefly describe your role and how your company/platform handles film acquisition, distribution, or streaming?
2. How do your distribution and streaming operations complement each other (if applicable)?

Section 2 : Distribution Innovation

3. How do you decide which films to acquire, commission, or distribute/stream?
    - How do you assess risk vs commercial potential for local and international content?
    - What common film content, technical, or marketing barriers prevent filmmakers from accessing your platform?
    - How do partnerships influence your acquisition and distribution strategy?
    - How does your model differ between theatrical distribution vs streaming? (e.g., FilmOne)?

Platform-Specific Probes:

- **Viusasa:** How does telco integration and mobile-first design influence which films are selected?
    - What problem was Viusasa trying to solve in the African content distribution space?
- **iROKOtv:** What were the biggest challenges when launching iROKOtv (e.g., bandwidth, payments, piracy)?
        - How did these constraints shape your early business model?
        - How did the diaspora vs local audience focus affect content selection?
- **Shahid:** How do you prioritize local vs regional content? How do regulatory or licensing constraints shape acquisition and distribution decisions?

- **FilmOne:** How do cinema partnerships and global studio relationships influence which films are released theatrically or streamed?

Section 3 : Audience Development

4. How do you attract, retain and grow audiences for your content?
    - How does audience segmentation influence content promotion and programming?
    - How do platform partnerships, mobile-first design, or social media strategies affect audience engagement?

    Platform-Specific Probes:

    - **iROKOtv:** How do you balance local vs diaspora audiences?
    - **Shahid:** How do you balance cross-country regional audiences?
    - **FilmOne**: How do you leverage theatrical releases to support streaming uptake?

Section 4: Social Impact

5. How can your distribution and/or streaming operations contribute to social, cultural, or community impact beyond entertainment?
    - How do you integrate community screenings, awareness campaigns, or culturally relevant films?
    - How do you measure impact beyond revenue or viewership?
    - Are socially-focused projects harder to distribute or stream compared to purely commercial content?

Platform-Specific Probes:

- **Viusasa:** How have you promoted community-targeted or socially relevant films through telco integration?
- **iROKOtv:** How have you observed social influence or cultural impact from your streaming content?
- **Shahid:** How do you leverage regional reach for social or cultural impact?
- **FilmOne:** How do cinema releases and festival participation contribute to local film culture?

Section 5: Financing Model

6. How do financing, partnerships, or platform deals influence your distribution and streaming strategies?
    - What are the main revenue streams in your distribution model?
    - How are co-financing, investor support, or platform deals structured?
    - How do you integrate financing with acquisition, distribution, and streaming?
    - Where do gaps remain in funding local or regional content?

Platform-Specific Probes:

- **Viusasa:** How do telco partnerships and pricing models affect revenue predictability?
    - How did you determine pricing for your target audience?
    - What pricing models (subscription, pay-per-view, bundles) worked or failed, and why
- **iROKOtv:** How did subscription and ad models shape early investment decisions?
- **Shahid:** How do commissioning budgets, co-productions, or regional scaling models support content growth?
- **FilmOne:** How does the integration of financing with distribution support long-term revenue for theatrical and streaming releases?

Section 6: Recommendation and Closing Remarks

7. What are the main opportunities to strengthen distribution, streaming, and audience growth for African filmmakers?
8. If you could prioritize one or two interventions to improve filmmaker access, what would they be?

Viusasa: What were the key barriers to scaling the platform?

- What would you do differently if you were building Viusasa today?