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Flash Research Assignment Xbox

StreamBoxX

Our organization has the opportunity to generate additional revenue by investing in StreamBoxX. StreamBoxX is an application that gives the opportunity for Xbox gamers to stream their games while they are playing. This application will be a free service however, users can subscribe to streamers for a monthly fee, generating revenue for our company.

StreamBoxX gives people the chance to stream their game live as they are playing. The opportunity for any gamer to stream live will attract many users creating a community of streamers and viewers. Streaming is very easy because users will already have a camera and microphone from their Kinect. With a push of a button streamers can go live and start streaming. The application will also have streamer-viewer interactions where streamers can setup interactive games, questions/trivias or just talking with their users. The users will be more incline to watch a streamer when they feel that they are involved with the activity and the discussion. Additionally users can easily search, add, and save their favorite streamers so that they can be notified when they go live or for easy access.

This application will generate a significant amount of revenue by adding a paid subscription if users want to subscribe to streamers. By subscribing, users essentially can support the streamer where part of the subscription gets paid out to streamers. Additionally, ads can be run by streamers to increase their revenue by the number of viewers they have. This creates the opportunity for streamers to generate income from viewers while streaming. This application is great because not all gamers game all day, some wants to sit back, relax, and watch someone else play a game. They can also learn how to play a game better by watching more professional players stream their content. This application capitalizes on ability for users to become streamers and earn money for themselves. They will work to create their popularity basis and generate the income for the company.