



sidereel

Snapshot

Mission Statement: SideReel gives consumers the power to find, track and watch any show online.

Market Relevance: With the explosion of online content in the past five years and the migration of traditional linear content to online, SideReel serves as a guide through the crowded marketplace. SideReel enables consumers to find their favorite shows as well as introduce them to new shows they might like. Users can then keep track of everything they want to watch using SideReel's Tracker.

Consumer Value: SideReel's free website and mobile app make it easy for users to find new and favorite shows, and to track when, where, and how to watch episodes. With over 27,000 shows and 100,000 episodes, SideReel offers a deep library of content for TV lovers, as well as the latest TV news, reviews and gossip.

Consumer Demo: SideReelers are primarily young (18-34), Internet savvy content fans who watch over 10 hours of TV online each week. Regular users visit SideReel daily and watch more than 20 hours of programming online each week.

Competitors: SideReel is the only site among its competitors—which include TV.com and Yidio—where consumers can track and watch every show on the web.

Ecosystem: SideReel is a product of All Media Network, a digital media company dedicated to online entertainment discovery.

Consumer Tagline: Prime time on your time: find, track, and watch your favorite shows on SideReel.

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