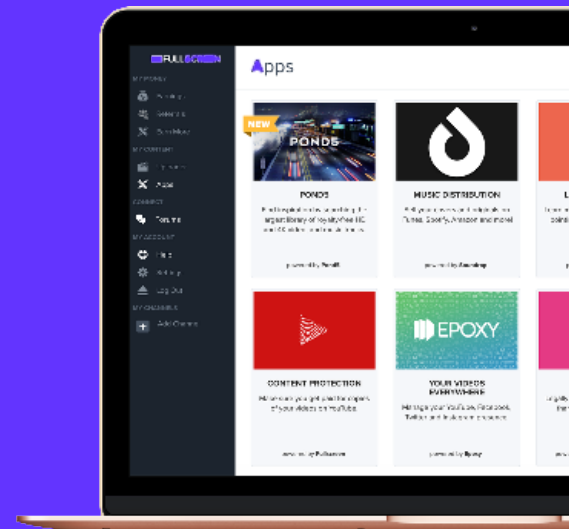


# 50k creators added to the Fullscreen platform. Acquired by Chernin Media.

Fullscreen had the opportunity to foster a creator community with digital products. Six products were developed to increase the stability, scalability, and community of being a creator with Fullscreen.



## COMPANY NAME

Fullscreen Media, Inc.

## INDUSTRY

Digital Media

## SERVICES PROVIDED

- Application Development
- Refactoring
- Recruiting
- Agile Training
- Architectural Design
- Business Intelligence



## CONTACT US

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## The Goal

Multi-channel networks require a niche customer base, and Fullscreen targets tech savvy and gaming YouTube creators. The creator platform gives creators the competitive edge to grow their channel.

## The Struggle

Fullscreen faced a common challenge. How to deliver a custom software solution quickly? Investors and the market required us to move at lightning speed. With our partnership, the creator platform team grew to 12 contributors. Some of the team still operates years later serving thousands of creators.

**Would you like to make an impact for your business?**

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## The Guide and the Process

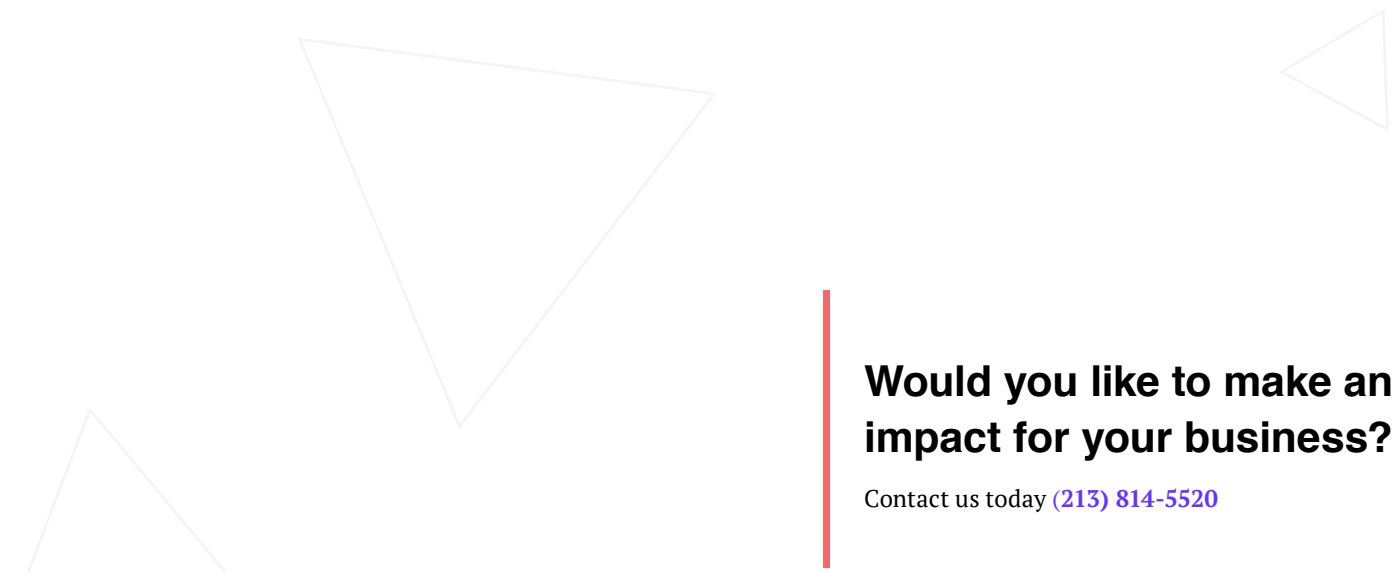
Fullscreen faced a common challenge. How to deliver a custom software solution quickly? Investors and the market required us to move at lightning speed. With our partnership, the creator platform team grew to 12 contributors. Some of the team still operates years later serving thousands of creators.

## The Success State

- Grew the creator network from **20k-70k** with internal applications
- Refactored and integrated **six applications** to allow the company to grow
- Designed and trained the team on a **release management framework**
- **Recruited and mentored** engineers to maintain the completed project
- **Increased revenue 10M** by launching **iplus.co**, an influencer marketing platform

## The Ongoing Journey

Fullscreen has been acquired by AT&T. Our products still assist Fullscreen and have elevated their company to have multiple well functioning product teams.



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