

Forewords

About this book

This ebook is created to guide you through all of the difficulties you will face while you manage a TV or movie streaming website. The methods i will show you are all tested by me for months and proven to be working. If you follow my instructions you will learn:

1. How to set up your streaming site, how to choose the right software, the right hosting and the right domain for your future business
2. How to get the latest episodes or movies to keep your site up to date
3. How to drive thousands of unique visitors to your site
4. How to monetize your content and traffic and get the most money out of it

If you already have a successful streaming site, don't give up reading now because i'm sure you will find some of my techniques useful

I will be honest with you: This book is created to promote my content management system for tv shows, TVstreamScript, but the guide is universal, so even if you are not a customer of mine you will find it useful

Chapter 1: Set up

Choosing the right domain

Before you decide what domain you are buying for your new website you should decide what type of site you are trying to create. What I mean is you can go for a short and memorable domain like (dull example) yahoo.com or you can go with a long, keyword rich one like whatchtvshowsonline.com

Both ways have its own advantages. Personally i own websites with both kind of domains but I prefer the short memorable version because it results in much more returning visitors and looks less spammy

Either way you decide, you have to register your domain. I suggest to use NameCheap.com since they are reliable and cheap. They have a coupon for every month so just google "namecheap february coupon 2011" and you will get your domain even more cheaper

The hosting

TV show sites aren't using up too much space (1GB of space will be enough) but they require tons of bandwidth so I suggest you to go with an unlimited bandwidth hosting option. Also since the legal status of these kinds of sites are bit blurry in the United States the best thing to do is to go with an offshore hosting provider.

Note: TVstreamScript customers can order quality, unlimited, London based hosting for \$8/month at tvstreamscript.com

Selecting the website script / CMS

This is the most important decision you have to make. There are excellent free and paid solutions out there to choose from, let me describe you a couple:

1. Free option: Wordpress

Wordpress is a brilliant platform. It has lots of advantages like great support from the community, high amount of free and paid templates, plugins. The biggest disadvantage of using WP is its not a media platform, its not made to create an entertainment website on top of it so it will be hard to manage it on long term

2. MoviePHP

This CMS is created especially to manage movie sites. I don't know too much about it but i only heard good reviews about it

3. TVstreamScript

I have been working on this CMS in the past 8 months so I can't really be objective about it. It has features which makes the webmaster's life much less complicated like integrated content grabbing tools, submitters to get more traffic and many many more. I will talk about it in detail later on. If you are curious read more at tvstreamscript.com

Once you decided on which script are you going with, the only thing is left is to upload it to your server and install it. All of them comes with an install guide so I won't go into the details of setting them up.

Deciding on the template

The look of your website is obviously very important. An average net surfer decides in 6 seconds whether to stay or leave the web property and in this decision the template is a huge factor

You want to choose a clean, slick looking design with a nice, easy to use navigation and layout. For Wordpress there are tons of templates available for free or you can spend around \$100-\$150 on a professional design. TVstreamScript comes with 5 high quality themes for free and there also are a good bunch of designers offering template creation services at forums

Chapter 2: The content

At this point you must have your website ready to go but there is no content your visitors could view. In this chapter you will learn how to find the hottest shows and the latest episodes for them. First i will show you how to do it the manual way, then how to do it with TVstreamScript

The first thing to do is locate and add a TV show which was recently aired to your CMS. For this i'm using popdesign.co.uk and i'm looking for a show which was aired yesterday


February 2011		
Thu	Fri	Sat
3	4	5
> American Idol S: 10 - Ep: 5	> American Idol S: 10 - Ep: 6	> Smallville S: 10 - Ep: 12
> Friday Night Lights S: 5 - Ep: 12	> The Big Bang Theory S: 4 - Ep: 14	> Kitchen Nightmares S: 4 - Ep: 3
> Human Target S: 2 - Ep: 12	> The Vampire Diaries S: 2 - Ep: 13	> Dog Whisperer S: 7 - Ep: 15
> Republic of Doyle S: 2 - Ep: 4	> Community S: 2 - Ep: 14	> The Clone Wars S: 3 - Ep: 16
> Cougar Town S: 2 - Ep: 14	> \$#*! My Dad Says S: 1 - Ep: 16	> CSI: New York S: 7 - Ep: 13
> Law & Order: SVU S: 12 - Ep: 15	> Perfect Couples S: 1 - Ep: 4	> Supernatural S: 6 - Ep: 12
> Top Chef S: 8 - Ep: 8	> Bones S: 6 - Ep: 12	> Fringe S: 3 - Ep: 12
> Hot In Cleveland S: 2 - Ep: 3	> C.S.I. S: 11 - Ep: 13	> The Ricky Gervais Show S: 2 - Ep: 4
> Blue Bloods S: 1 - Ep: 13	> Greys Anatomy S: 7 - Ep: 13	> Real Time with Bill
> Off The Map S: 1 - Ep: 4	> The Office (US) S: 7 - Ep: 15	> Maher S: 9 - Ep: 4
> The Daily Show S: 16 - Ep: 19	> Royal Pains S: 2 - Ep: 15	> Spartacus: Gods of the S: 1 - Ep: 3

So I can see The Office season 7 episode 15 was aired yesterday. Let's add a show to my CMS. For this I will need a description and a thumbnail for this show. Lets look up TV.com for this info

The Office

Like 62 people like this. Be the first of your friends.

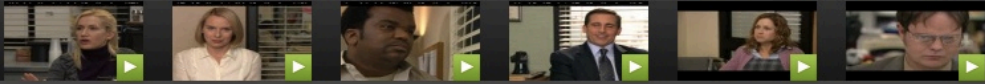
Previous Episode
PDA



Based on the popular British series of the same name, this faster-paced American version follows the daily interactions of a group of idiosyncratic office employees at paper company Dunder Mifflin's Scranton branch via a documentary film crew's...

Watch Now

Recent Videos
More

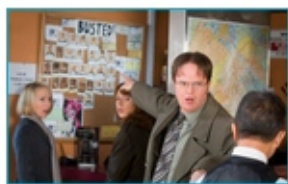


I just download the thumbnail image and copy paste the description of the show into my. Ok but what about the episode itself? For this I will need an embed code (a flash object with the video), the thumbnail of the episode and of course the title and the description of the episode. For this i will search sidereel.com

Season 7, Episode 15 - The Search

February 3, 2011

Watched Episode



Search Links	

Jim is forced to abandon Michael at a gas station after receiving an emergency phone call; Erin, Dwight and Holly (Amy Ryan) search for Michael; Pam's art inspires a captioning contest that appears to offend Gabe.

Season 7, Episode 14 - The Seminar

February 3, 2011

Watched Episode

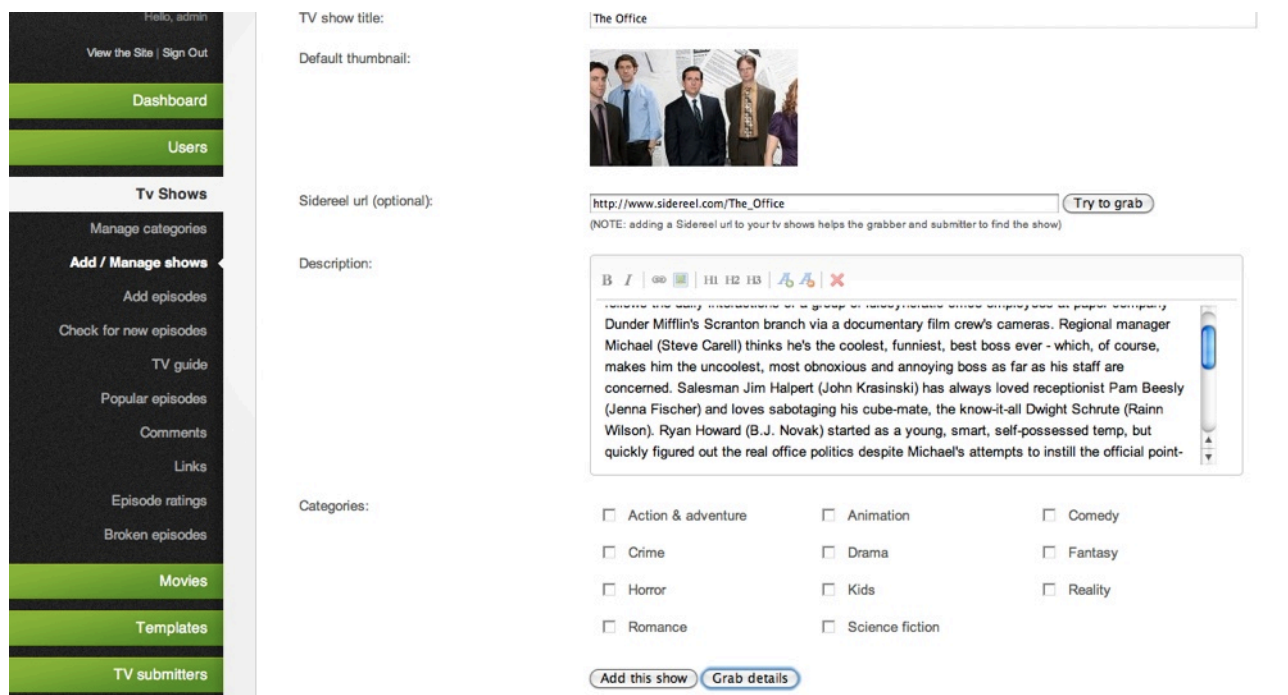
After a short round of searching I got my thumbnail and my description for Season 7, Episode 15 so now I'm clicking on "Search links" to find my embed codes

	Xfinity - TV (direct link)	Broken Link Report Link
	The Search - The Office S07E15. Megavideo (direct link)	Broken Link Report Link
	Episode 15 - The Search (HD) Megavideo (direct link)	Broken Link Report Link
	The Search - The Office S07E15. Megavideo (direct link)	Broken Link Report Link
	The Search Megavideo (direct link)	Broken Link Report Link
	Episode 15 - The Search Megavideo (direct link)	Broken Link Report Link
	Episode 15 - The Search Megavideo (direct link)	Broken Link Report Link
	The Search Megavideo (direct link)	Broken Link Report Link
	The Search Megavideo (direct link)	Broken Link Report Link
	The Search Megavideo (direct link)	Broken Link Report Link


I found some Megavideo links. I'm clicking through and grabbing the Embed codes. Now the only thing is left is to copy paste all the info I got to my website. It sounds a bit complicated at first but after some practice it is really easy

If you are as lazy as me you don't want to do all this hard work manually. With TVstreamScript you don't have to. It is designed to be as simple as possible. For example adding a new show is only one click. You enter the show's title, click "grab details" and it automatically downloads the thumbnail and description for you





TV show title:

Default thumbnail: 

Sidereel url (optional): [Try to grab](#)
(NOTE: adding a Sidereel url to your tv shows helps the grabber and submitter to find the show)

Description:

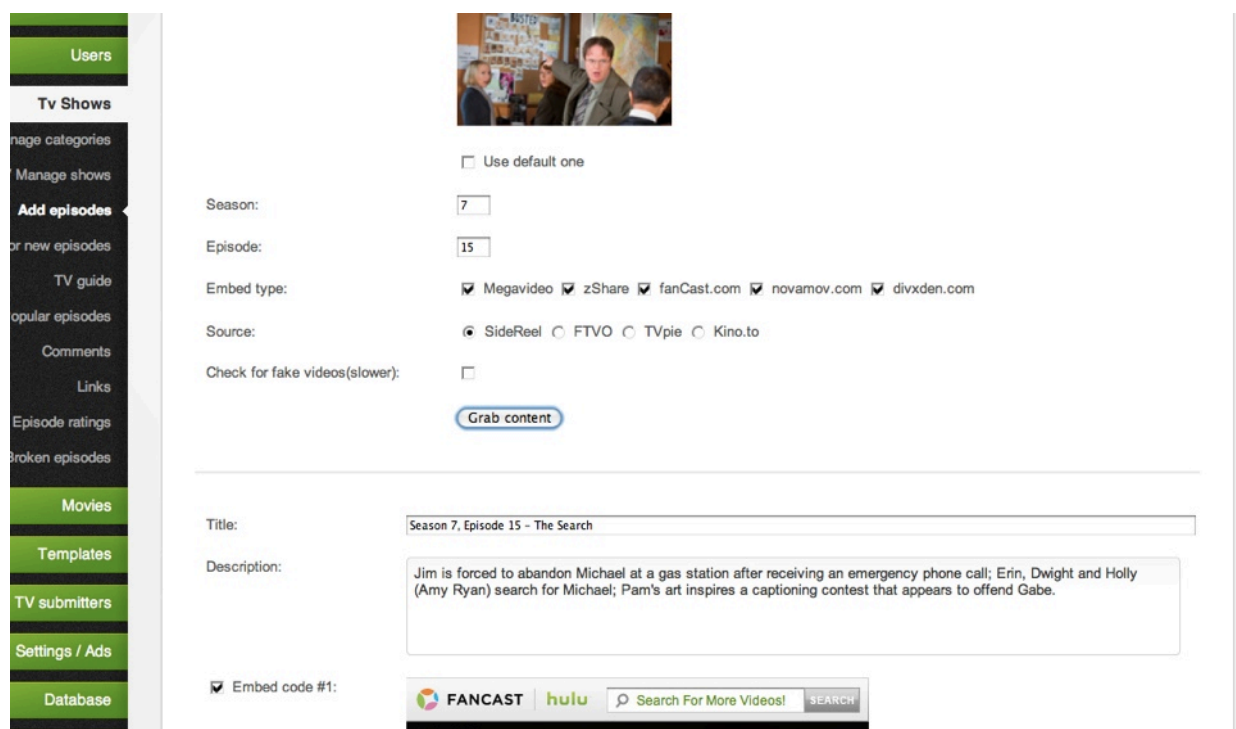
...the any members of a group of employees at paper company
Dunder Mifflin's Scranton branch via a documentary film crew's cameras. Regional manager Michael (Steve Carell) thinks he's the coolest, funniest, best boss ever - which, of course, makes him the uncoolest, most obnoxious and annoying boss as far as his staff are concerned. Salesman Jim Halpert (John Krasinski) has always loved receptionist Pam Beesly (Jenna Fischer) and loves sabotaging his cube-mate, the know-it-all Dwight Schrute (Rainn Wilson). Ryan Howard (B.J. Novak) started as a young, smart, self-possessed temp, but quickly figured out the real office politics despite Michael's attempts to instill the official point-

Categories:

<input type="checkbox"/> Action & adventure	<input type="checkbox"/> Animation	<input type="checkbox"/> Comedy
<input type="checkbox"/> Crime	<input type="checkbox"/> Drama	<input type="checkbox"/> Fantasy
<input type="checkbox"/> Horror	<input type="checkbox"/> Kids	<input type="checkbox"/> Reality
<input type="checkbox"/> Romance	<input type="checkbox"/> Science fiction	

[Add this show](#) [Grab details](#)

After you added the show just a couple of clicks and you have your first episode added. Just enter the season and episode number and you are presented with multiple embed code choices, description and a thumbnail for the episode



Use default one

Season:

Episode:

Embed type: Megavideo zShare fanCast.com novamov.com divxden.com

Source: SideReel FTVO TVpie Kino.to

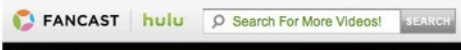
Check for fake videos(slower):

[Grab content](#)

Title:

Description:

Jim is forced to abandon Michael at a gas station after receiving an emergency phone call; Erin, Dwight and Holly (Amy Ryan) search for Michael; Pam's art inspires a captioning contest that appears to offend Gabe.

Embed code #1: 

Repeat this method and add as many episodes to your database as possible. Follow the tv trends and always add the new episodes right after the release so your visitors will trust your site and will come back. Remember: different shows attract different people so add all kind of series to attract the masses.

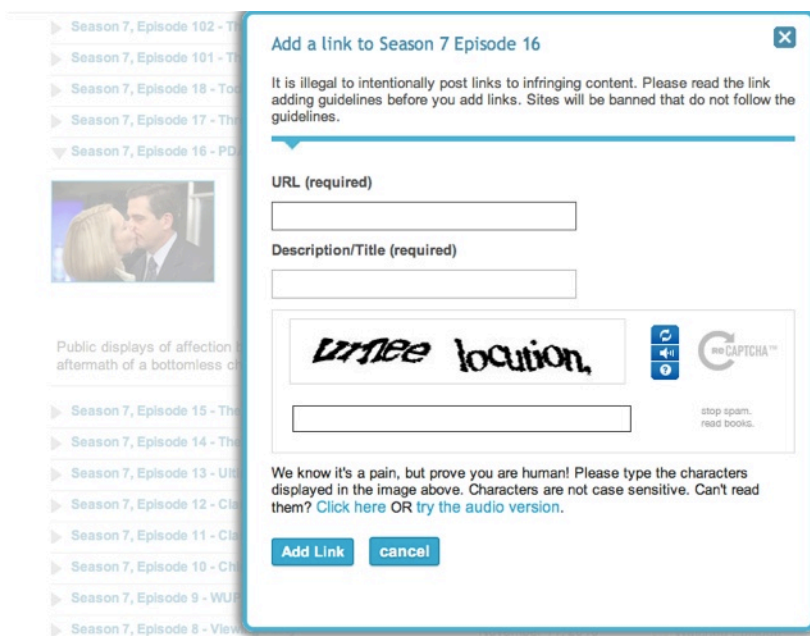
Chapter 3: Get visitors

You have the content now, but no one is visiting your site. Getting hits to a TV show site is easier than you thought.

Sidereel

Sidereel is a large entertainment directory designed specifically for tv shows and movies. They let their users to submit links for each episode and they show these links under the episode's page so people who are looking to watch the episode online will click on them

In order to submit to Sidereel you will need an account, but no worries, the registration is free. After you registered and logged in you have to search for the episode you would like to submit. Once you found the episode click the "+ add a link" link next to the episode description which will open a dialog.



Season 7, Episode 102 - The
Season 7, Episode 101 - The
Season 7, Episode 18 - The
Season 7, Episode 17 - The
Season 7, Episode 16 - PD
Public displays of affection
aftermath of a bottomless ch
Season 7, Episode 15 - The
Season 7, Episode 14 - The
Season 7, Episode 13 - UI
Season 7, Episode 12 - Cla
Season 7, Episode 11 - Cla
Season 7, Episode 10 - Ch
Season 7, Episode 9 - WUF
Season 7, Episode 8 - View

Add a link to Season 7 Episode 16 [X]

It is illegal to intentionally post links to infringing content. Please read the link adding guidelines before you add links. Sites will be banned that do not follow the guidelines.

URL (required)

Description/Title (required)

wnee locution. [refresh] [reCAPTCHA] [stop spam, read books.]

We know it's a pain, but prove you are human! Please type the characters displayed in the image above. Characters are not case sensitive. Can't read them? [Click here](#) OR [try the audio version](#).

Add Link **cancel**

Simply fill the form with your URL and title, enter the captcha and hit Add Link. At the first time you submit a link to Sidereel it could take up to 1-2 hours to get your link approved but after that it is pretty much instant. Please keep in mind that Sidereel does not allow sites with extensive popups and adwares and will ban your domain forever if you submit such a site

Of course submitting episodes one by one is really time consuming and we are lazy, aren't we? If you are using TVstreamScript you don't have to worry about it, because the script has a built in Sidereel submitter

Hello, admin

[View the Site](#) | [Sign Out](#)

[Dashboard](#)

[Users](#)

[TV Shows](#)

[Movies](#)

[Templates](#)

TV submitters

[FastPassTV](#)

[TVduck](#)

[ShowLinks](#)

[BlinkX](#)

[Twitter promoter](#)

Sidereel

Submit episodes to Sidereel - Select TV show

Please select the TV show you would like to promote:

OR

Select the date you added the episode:

Hide submitted episodes

Select the episodes you would like to promote

<input checked="" type="checkbox"/>	Episode title
<input checked="" type="checkbox"/>	7th Heaven - Nobody Knows...
<input checked="" type="checkbox"/>	7th Heaven - Paranoia
<input checked="" type="checkbox"/>	7th Heaven - Sometimes That's Just the Way It Is
<input checked="" type="checkbox"/>	7th Heaven - The Legacy

TVduck

TVduck is really similar to Sidereel. It brings in bit less traffic and takes longer to get approved but it definitely worth submitting to to get a couple of thousands of extra visitors

To submit go to TVduck.com, select your tv show from the list and hit the green “+” sign next to the episode you want to submit

Date Aired	Watch Gossip Girl Episodes: (Episodes RSS)	Add Link
19 September 2007	Season 1, Episode 1: Pilot (28 links)	<input style="color: green;" type="button" value="+"/>
26 September 2007	Season 1, Episode 2: The Wild Brunch (90 links)	<input style="color: green;" type="button" value="+"/>
3 October 2007	Season 1, Episode 3: Poison Ivy (116 links)	<input style="color: green;" type="button" value="+"/>
9 October 2007	Season 1, Episode 4: Bad News Blair (152 links)	<input style="color: green;" type="button" value="+"/>
16 October 2007	Season 1, Episode 5: Dare Devil (142 links)	<input style="color: green;" type="button" value="+"/>
24 October 2007	Season 1, Episode 6: The Handmaiden's Tale (148 links)	<input style="color: green;" type="button" value="+"/>
7 November 2007	Season 1, Episode 7: Victor/Victrola (145 links)	<input style="color: green;" type="button" value="+"/>
14 November 2007	Season 1, Episode 8: Seventeen Candles (118 links)	<input style="color: green;" type="button" value="+"/>
28 November 2007	Season 1, Episode 9: Blair Waldorf Must Piel (132 links)	<input style="color: green;" type="button" value="+"/>
5 December 2007	Season 1, Episode 10: Hi, Society (135 links)	<input style="color: green;" type="button" value="+"/>
19 December 2007	Season 1, Episode 11: Roman Holiday (137 links)	<input style="color: green;" type="button" value="+"/>
2 January 2008	Season 1, Episode 12: School Lies (123 links)	<input style="color: green;" type="button" value="+"/>
9 January 2008	Season 1, Episode 13: A Thin Line Between Chuck and Nate (127 links)	<input style="color: green;" type="button" value="+"/>
21 April 2008	Season 1, Episode 14: The Blair Bitch Project (132 links)	<input style="color: green;" type="button" value="+"/>
28 April 2008	Season 1, Episode 15: Desperately Seeking Serena (132 links)	<input style="color: green;" type="button" value="+"/>
5 May 2008	Season 1, Episode 16: All About My Brother (139 links)	<input style="color: green;" type="button" value="+"/>
12 May 2008	Season 1, Episode 17: Woman on the Verge (135 links)	<input style="color: green;" type="button" value="+"/>

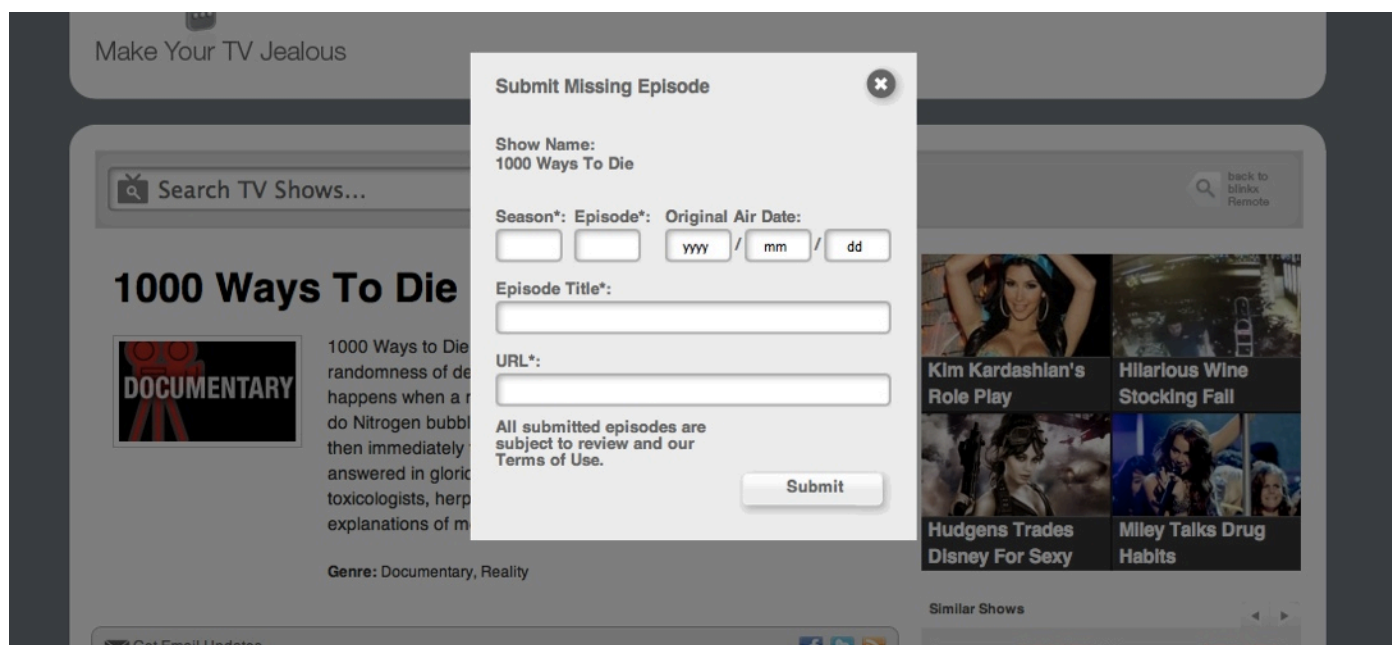


Then again. If you are using [TVstreamScript](#) you don't have to do it one by one. It has a built in submitter for this

BlinkX

Some of my customers swears that [BlinkX](#) is the greatest traffic source out there. I didn't have too much luck with them (besides the 1-2k uniques daily). It takes ages to get your links approved, but if you are lucky you will get tons of visitors

To submit go to tv.blinkx.com, search for your tv show and click "Submit missing episode" at the bottom. Fill out the form and wait until you get approved



And once again: if you are a TVstreamScript customer you don't have to worry about all of this. It has a built in BlinkX submitter

Chapter 4: Monetizing

At this point you must have at least a couple of thousands of unique visitors daily. Time to cash out and earn some money. I'm using a combination of 3 different ad networks at the moment and earning around \$30-\$40 from 3 sites, with very minimal work

AdBrite

[Adbrite](#) is a great CPM/CPC program which allows TV streaming sites. They have pretty low cpm but their ads are attracting lot of clicks. You can have 3-4 ad zones set up to your site. I suggest you to use a square ad (300X250px) directly above the video player and turn on Full page ads and Intext ads to maximize your revenue.

Adversal

[Adversal](#) offers kind of annoying inline popups but their cpm is really good. With one site with decent traffic you can easily earn \$15-20/day

Graboid

[Graboid](#) is an affiliate program which offers \$0.7 / software download. Their software is a downloadable tv show streaming application which has a free trial version. Adding an affiliate link above your videos with the anchor text of "Download this video from Graboid" will get you tons of leads. They pay monthly with the minimum payout of \$100

Adsense

Unfortunately its against the terms of service of Google to run Adsense on TV sites but I gave it a shot about 4 months ago. I was running it for about 2 months on my sites and earned around £500 in that period before I received a mail from Google saying they suspended my account. Although my account was suspended I still got paid so it definitely worth

Ok folks, I think thats it. These are the basics of how to manage a TV show site. Of course i could write about it on 100s of pages but this should be enough to get the feel. If you decide to start your own TV site please keep in mind that this is a really competitive industry and you have to innovate all the time to stay in business, but if you are doing it right you can earn a full time income

A bit more about TVstreamScript

If you are seriously considering starting a TV site I'm suggesting you to use [TVstreamScript](#), not just because I created it, but because i strongly believe this script is a huge time saver for all webmasters in the industry. If you are doing it right the script can earn back your initial investment in a week or so.

Some of the feature highlights

- One click embed code grabbers from: Sidereel, FTVO, TVpie and Kino.to
- One click show details and thumbnail grabber
- One click movie grabbers
- Submitters for the most popular TV directories: Sidereel, TVduck, BlinkX, FastPassTV, ShowLinks
- Twitter promoter
- Multi embed codes support
- Broken episode checker
- Integrated TV guide
- And many many more

Check out [our site](#) for more details
