

SATV is a standalone application designed for vertical videos. It is owned by Social media for Android and iOS platforms. The basic functionality of SATV is also included in the Social media app and website. SATV is the most exciting feature of Social media to date, for watching lengthy, vertical videos from the various Social media saviors. SATV is focused on the saviors' you love the most and already follow them on Social media. SATV has channels just like a normal TV. Basically, in SATV, the saviors' are these channels. Any Social media user can be a creator and upload their videos in the app or on the website. When any user opens the SATV feature, users will be shown the videos from the channels user's follows and those videos which are similar to the interests of the user. SATV videos on Social media make it easier to approach the target audience and at the same time be found by new users. Social media is a community of more than one billion users, so SATV can be a very powerful platform for the marketing of any brand or product.

Exercise-

Q-1 Give suitable title of the above given case study?

Q-2 What does the market research in above the case study revealed?

Q-3 Write the merits of SATV has channels just like a normal TV in social media?