

Nomination: 18339

EYstream and Spawnpoint Media

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| Page: General Information |
| Name of Organization / Company Spawnpoint Media |
| Logo Download File (https://asiasteveawards.secure-platform.com/file/26846/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoyNjg0NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSIImInbm9y: oL8lmW2r97CvHXOkEnAok?Universal-Black.png) |
| Web Site Address https://spawnpointmedia.com/ (https://spawnpointmedia.com/) |
| Page: Entry Information |
| Entry Title EYstream and Spawnpoint Media |
| Category V01 - V12 - Social Media > V06. Most Innovative YouTube Channel |
| Submission Format An Essay of up to 625 Words |
| Essay <p>Spawnpoint Media (SPM - https://spawnpointmedia.com/) is the leading Media Production Company for high-quality children's videos, content, products and metaverse experiences. Specialised in Video Games for children and adults of all ages. Generating revenue through in-video advertising, brand sponsorships, and the sale of merchandise and metaverse products.</p> <p>Since 2021, SPM has created the most watched Australian-produced gaming YouTube content in the world, every year. Currently SPM's roster includes includes these YouTube Channels: EYstream, EYstreamReacts, EYstream en Espanol, Firelight, FirelightGamez, Milo and Chip, and Sponty All together these brands have amassed 10M+ Followers, 3+ Billion Views and 18,000 Years of Content Watched.</p> <p>From 2021, SPM has ushered in a new era of YouTube content. Previously creators are required to be versed in all areas of content-production, reducing their expertise in each field. SPM has automated gaming content and real-life content by training specialised teams for each individual process of the content creation; using AI systems to completely cut out almost all administrative work.</p> <p>The talent, simply has to show up to a recording session and follow the teleprompter. Our one-of-a-kind virtual set design team creates metaverse film sets with virtual props, sets, cameras, lighting and perfectly timed animations and events that defy what's possible in real life sets. We have built custom internal tools to optimise this process and allow us to do anything within the video games our talent plays.</p> <p>Since these virtual sets work regardless of who's using them, we are also able to sell this to our audience for them to experience the videos alongside their favourite creators, such as through Minecraft worlds - a new and innovative interactive experience for audiences.</p> <p>SPM also hosts it's own Minecraft server, using the same assets from videos, creating "a virtual-theme park experience" for it's audience that is the first Minecraft server to have a subscription-entry model.</p> <p>This is just one example, but we have introduced dedicated teams for Writing, Packaging (CTR and AVD specialists - a new an innovative job focused on optimising for authentic and genuine audience relationships), Set Design, Programming and Development, Market Research, Acting, Animation, Editing, Marketing and Post-Production across a team of ~80 internationally covering every timezone to ensure we are able to react to anything immediately.</p> <p>This automation and international team allows us to produce ~30 videos per week, with only a 3 week production cycle from ideation to post. Without these innovations in this industry, for other creators it would take months just to recreate 1 of our videos.</p> <p>The next innovation is the focus on a network of channels, not just a single channel.</p> <p>SPM began with it's flagship YouTube channel EYstream, but now runs multiple channels each targeting a different age bracket so that the entire family can enjoy something in SPM's catalogue of content. As each brand uses the same production team, this enables for highly efficient cross-promotion and crossover stories that will always be impossible for separate channels not run by the same team. This deepens audience affinity and trust in the brand and ensures longevity for this YouTube channel, something most channels will never have and yet this company has only being growing since 2012.</p> <p>YouTube is taking over TV, with 45% of all YouTube viewership on TV up from 30% in 2020 - by focusing on entire families who watch TV together that can enjoy this content no matter their age we are able to provide a significant value proposition to brands and cement our growth into the future.</p> <p>Our efficient systems also enable us to backlog content in 4K TV-ready to license to OTT Television Networks, and enable us to make content up to 2 hours long, at the same quantity optimising for TV even further well beyond our competitors standard 10-15 minute video length.</p> |

For this category please provide

An essay of up to 625 words describing the innovations expressed through the nominated channel, feed since July 1 2021 (or the innovative achievements of the nominated person, for categories V10 - V12), **OR** a video of up to five (5) minutes in length illustrating the same.

Up to 10 supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These may include video clips, photographs, press reviews, news articles, and so on.

Credits

N/A. All SPM work is done in-house, founded by our CEO, Jordan Barclay.

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

URL 1

<https://www.youtube.com/@eystream> (<https://www.youtube.com/@eystream>)

URL 2

<https://spawnpointmedia.com/> (<https://spawnpointmedia.com/>)

URL 3

<https://www.youtube.com/@Firelight> (<https://www.youtube.com/@Firelight>)

URL 4

<https://www.youtube.com/@FirelightGamesz> (<https://www.youtube.com/@FirelightGamesz>)

URL 5

<https://www.youtube.com/@miloandchip> (<https://www.youtube.com/@miloandchip>)

URL 6

<https://www.youtube.com/@spontymc> (<https://www.youtube.com/@spontymc>)

URL 7

https://www.youtube.com/watch?v=bNXk2CKc5_Q (https://www.youtube.com/watch?v=bNXk2CKc5_Q)

URL 8

<https://www.youtube.com/@EYstreamReacts> (<https://www.youtube.com/@EYstreamReacts>)

URL 9**URL 10**

By your submission of this entry to The Stevie Awards you verify that you have read and agree to abide by the regulations, terms and conditions of the competition (<http://asia.stevieawards.com/rules-and-terms-conditions-competition>).

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