

# Media

## What Is It?

- Media is an evergreen industry that serves as a platform for podcasting, advertising, digital advertising, radio, broadcasting, and a lot more. Since the birth of podcasting, the revenues within this market have reached over \$650 million dollars per year within the \$45 billion dollar per year radio industry. Standing alone, the digital advertising market is worth over \$335 billion dollars per year and will exceed this dramatically.

## Why Do We Need It?

- Of course the products and services are important, but if the media doesn't illuminate the spirit of the company and what they're offering, failure is evident. Word of mouth is a powerful form of media that can be used to achieve more business success, so it's extremely important to make sure that people are talking positively about the corporation and its mission.

## Who Uses It?

- With social media, it's not only fundamental for organizations to develop strong core media insights, but also anyone that is seeking to reach a target audience which could lead to more potential customers. Media helps to increase engagement and provide quality coverage. Customers converted by your content will want to find out more about you and use your product or service in the future.

## How Does It Work?

- Building credibility through positive visibility is virtually priceless in business. Acquiring attention that leads to more people being familiar with who you are and what you do is crucial for brand awareness. Your company's reputation will spread with the showing of social proof through media, and provide necessary information to customers.

## Summary Call To Action.

- Exposure drastically improves the interest of your company, and your reach can grow greatly since media is the virtual bridge connecting companies to their customers. The current value of media is stated to be over \$2 trillion dollars with projections to surpass this in the upcoming years.
- You can benefit from receiving portionalized revenues from profits we make in the Media industry by being a member of our "BRIODS Equity Futures Program".

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