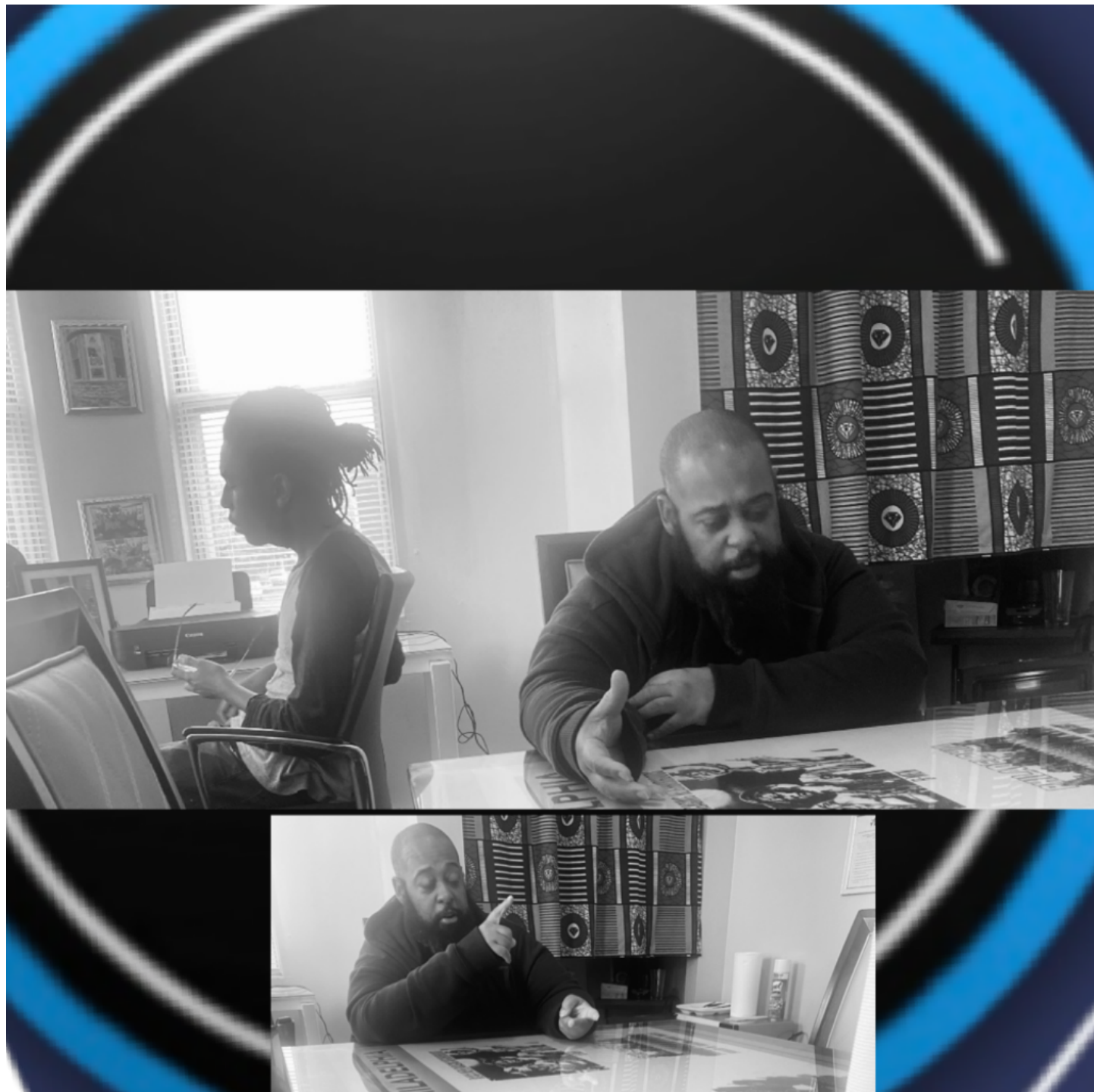


The year of the streaming evolution here comes the under dog

Elements Media Networks Broadcasting and it's Parent Company E.M.N Business Holdings Inc Continues it's advancements under Chairman Howard E Smith Jr.



Philadelphia, Pennsylvania Dec 28, 2022 ([Issuewire.com](https://www.issuewire.com)) - The television industry dynamic started changing 15 years ago with the advancements of streaming and cord cutting but the pandemic's impact on the television and film market placed an urgency on more content on demand and many linear programming being offered via streaming platforms.

This week I sat down with Elements Media Networks Broadcasting Chairmen, Howard E Smith Jr who has been building his platform along with helping others build a successful OTT streaming platform with content.

Evan Jones @complex - After Establishing your own streaming services in 2014 what was that process and why was it in that stage evaluation for EMN?

Howard E Smith Jr -Well, the biggest part of starting and maintaining a streaming (Netflix style) platform is that you know the behind-the-scenes aspect of running the mobile site and set-top. Normally, that includes the storage, and bandwidth coding operations of the site first, then the development of a formula for consistency and a template that reflects your vision and this could take trial and error.

Evan Jones @complex - How Long did you do this before getting into producing content?

Howard E Smith Jr -I started learning basic coding for websites first, then for video streaming, plus learning techniques to develop viewing and demographics data for television streaming. So, with about 3 and a half years of experience, then around 2017-18 with trial and error, I began mapping out the plan for original content and licensing.

Evan Jones @complex -I know you produced a few series and talk shows to create a timeline for engagement how was that plan and did it work for you?

Howard E Smith Jr - So we started out as a small skeleton crew, but what I learned early while trying to do the business part and creative vision of the company, is that if you only have 1 to 3 people who understand the company structure, then they go out and cast and shoot these projects and not respect the casting, cinematography or just all only quality it hurts the bottom line. Those shows give me a glimpse of how to and how not to produce content and having that time period to adjust and improve helps our model.

Evan Jones @complex - That takes me to the staffing process and the growth of a streaming product as times change in that environment.

Howard E Smith Jr - From the outside looking in people think that those successful platforms started with an uptake so when people start following the trends and realize that it takes work to develop a structured platform with a model to make money they start to rethink it jump ship. Staff that happens you get people who want to be in this business but don't have that hunger and desire and it's the thing to do for them and I have learned that it's going to be a revolving door of people who won't be a part of your building and once anyone recognizes that this will help them with making the tough staffing decisions that I have to make all the time.

Evan Jones @complex - You mentioned starting your art school to Scott Sauer at a PBS partnership event that you started the EMN Arts Center nonprofit did you open that already?

Howard E Smith Jr - Yes, I explained to him at the time that I met him, I explained that you have parents that can't afford these classes in the inner cities where you have creative kids or adults that envision careers in film, television, and technology. 4 years later, I began to build one brick at a time by adding the internship programs to Elements Media Networks, then the EMN Arts Center in Philadelphia and Jersey to expand to grades 6-9 and second chance careers with young and older adults for free. I have a passion for wanting to see the next Tyler Perry, Kevin Feige, or Cindy Sherman in a business that can be very lucrative. Most recently, I partnered with Mercy Ministries in Philadelphia thanks to Steve Ziegler

to run our beta pilot program with grades 6-9 and various partnerships to come in the first quarter of 2023

Evan Jones @complex - I know you touched on structure and balance and a great team did you discover that process as of now?

Howard E Smith Jr-I has balanced that structure by adding pieces that benefit the company and people that help the team grow. The first thing I did was partner with people that are for the better of my vision and companies that also help outline our success. Bringing in partners like my business developer, management, and mentor Saabir to both of my boards and keeping my guy John Ware on the Elements side. A few other additions you guys will find out about later in 2023. Some old producers and writers all over the country, including my guy IO in the Midwest, building a division in that space and more to come, you guys will just have to stay tuned into our social media pages.

Evan Jones @complex - What's the 23/24 outlook for the companies?

Howard E Smith Jr-. With the arts center continuing our partnerships and training and helping the next voices of the film and TV industries and expanding to different cities. Elements Media Networks 2023 is focusing on the platform fan base expansion and producing great IP projects and channels that create billion-dollar assets that are simple.

Evan Jones @complex - Howard thank you for your time below guys are the links to all Elements and EMN social pages.

<https://emnartscenter.org>

<https://elementsmedianetworks.com>

<https://emntvnow.com>

<https://instagram.com/emnartscenter?igshid=YmMyMTA2M2Y=>

<https://instagram.com/elementsmedianetworkstv?igshid=YWJhMjlhZTc=>

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