

Content Strategy & Advocacy Communications

European Streaming Platform

Content strategy, brand narrative, consumer advocacy architecture, and legal-adjacent communications for a streaming service facing existential regulatory challenges.

SCOPE OF ENGAGEMENT

Content Strategy · Brand Narrative · Tone of Voice · Legal-Adjacent Comms · Consumer Advocacy · Homepage Copy · Company Brochure

THE BRIEF

The Company That Couldn't Tell Its Own Story

A European streaming platform, providing legal access to free-to-air satellite television for expatriates and travellers, was locked in an escalating dispute with major broadcasters and rights-holder organisations. The company occupied a legally defensible position under EU satellite directives, but faced cease-and-desist threats, intimidation from corporate legal teams, and an industry that persistently mischaracterised its service as piracy. Its consumer base, meanwhile, was made up mostly of older expatriates, many of them non-digital-natives, who had no idea any of this was happening. The company needed to communicate on two completely different fronts at once, and had no content strategy for either.

CLIENT	AUDIENCES	SCOPE	RESULT
European satellite TV streaming platform	Older expatriate viewers, broadcasters, rights-holders	Seven-plus deliverables, 50+ pages	One brand position across two tracks

THE CHALLENGE

The founder had drafted a combative manifesto: passionate, detailed, and wrong for its intended audience. Its proposed tone was “evangelical”, with an undertone of “we will fight till the end.” Nobody subscribes to a streaming service on principle. The manifesto assumed users shared the founder's deep investment in EU copyright law and media industry politics. They didn't. They wanted to watch television from home, reliably and without fuss. Worse, foregrounding an existential legal threat would actively drive subscribers away. Nobody pays for a yearly subscription to a service they think might be shut down next month.

MY ROLE

I was engaged to design and execute a content strategy that could serve both audiences from a single coherent brand position. This encompassed a foundational content strategy document challenging the founder's assumptions and proposing a different approach; a brand narrative concept and tone of voice framework; consumer-facing homepage copy; a company brochure for industry and partnership contexts; a long-form legal-adjacent document serving as a pre-emptive defence; homepage content for a consumer advocacy collective; and strategic input into the company's broader regulatory and partnership strategy.

THE CORE INSIGHT

The founder's instinct was to treat content as a vehicle for righteous argument. My central recommendation was to invert this. The consumer-facing content needed to be warm, humorous, and almost entirely about the viewer's experience, leaving the legal battles out of it. The serious argumentation belonged in a separate, industry-facing track: a formal document that could double as a pre-emptive legal defence. Each audience would get its own tone and its own document type, with one coherent brand position underneath both.

STRATEGIC APPROACH

Two Tracks, One Voice

The content strategy was built on two tracks. Track One addressed consumers: members, potential members, and occasional users. Track Two addressed industry players: broadcasters, rights-holder organisations, legal teams, and potential partners. Each track needed its own tone, format, and persuasive logic, and both had to project the same underlying identity: a legitimate, professionally run service with nothing to hide.

TRACK ONE · CONSUMER-FACING COMMUNICATIONS

01 Content Strategy Proposal

A foundational strategy document that directly challenged the founder's assumptions. I argued against the proposed “evangelical” tone, showed why a multi-page manifesto would alienate the very audience it needed to reach, and proposed an alternative built on humour, brevity, and what users actually cared about. The document segmented the audience into five groups, identified which could be reached with content and which needed a different instrument entirely, and gave specific tone of voice recommendations for an older, non-digital-native audience.

02 Brand Narrative Concept & Tone of Voice

I developed a unifying brand concept, the company as a friendly, legitimate vessel navigating treacherous waters on behalf of its passengers, which let the service acknowledge its challenges without foregrounding existential risk. The nautical metaphor did several jobs. It distinguished the company from actual piracy operations (a persistent mischaracterisation), projected warmth and dependability for an older audience, and gave a flexible narrative framework that could carry everything from homepage copy to calls to action. I also devised the tagline “Keeping Free TV Free” as an anchor for consumer communications.

03 Homepage Copy & Consumer Advocacy Content

I wrote homepage copy for both the main platform and a separate consumer advocacy collective, a lobbying and education initiative designed to unite viewers and apply pressure on lawmakers. The advocacy site content included banner copy, explanatory sections on viewer rights under EU directives, tools for sending pre-written letters to legislators, and a framework for reporting illegal streaming services. All consumer-facing copy was written to the agreed tone, approachable, lightly humorous and never preachy, and structured so that the company's serious arguments could be absorbed a piece at a time.

TRACK TWO

The Industry-Facing Track

The second track spoke to the company's adversaries and prospective partners. Its job was to show a reasonable, transparent operator that would cooperate where it could and defend itself where it had to.

INDUSTRY-FACING & LEGAL-ADJACENT DELIVERABLES

04 Company Brochure

A document covering the company's origin story, technical model, membership structure, legal positioning under the EU Satellite Directive, the consumer advocacy collective, and partnership proposition. It was written to serve potential industry partners, sympathetic media, and sophisticated users in a single, polished format.

05 Long-Form Legal-Adjacent Defence Document

The centrepiece of the industry-facing track: a formally structured document setting out the company's legal reasoning, operational transparency, and willingness to cooperate with the industry, while making clear that it would defend its position vigorously if forced into litigation. I restructured the client's raw argumentation into a coherent narrative arc, removed repetitions, kept the register consistent throughout, and expanded key arguments where they were underdeveloped. The tone was calibrated to read as a measured legal submission, dignified and rational and evidencing a desire for accommodation, and to serve as a pre-emptive assertion of professional integrity that might deter adversaries from escalating to court. It was delivered in clean and annotated versions, with an editorial summary explaining each structural and tonal decision.

06 Strategic Input on Regulatory Positioning

Alongside the content deliverables, I advised on the company's broader positioning with broadcasters, rights-holder organisations, and potential industry partners. This covered how to frame initial dialogue with hostile parties (leading with willingness to cooperate over legal defiance), how to present the service's technical model to non-technical legal teams, and how the content strategy could support upcoming negotiations with collecting societies and broadcasting groups.

WORKING METHOD

Challenging the Client to Serve the Client

This engagement required me to push back hard against the founder's instincts, respectfully and without equivocation. The content strategy document opened by saying it would challenge him, and it did. The proposed “evangelical” tone was wrong. So was the manifesto format, and so was the assumption that users cared about EU copyright law. Each rejected idea was replaced with a developed alternative. The nautical brand concept came with draft copy, a tagline, and a worked example of how it would function on the homepage.

OUTCOMES

01 A content strategy built to fight on two fronts

The two-track structure gave the company a framework for communicating with consumers and industry adversaries at the same time, without either conversation undermining the other.

02 A brand voice that worked for its actual audience

The warm, lightly humorous tone replaced the combative register the founder had planned, and was calibrated for the 50+ expatriate demographic that made up the user base.

03 A legal-adjacent document with real defensive value

The long-form industry document worked as both stakeholder communication and pre-emptive legal defence, structured to demonstrate reasonableness and deter litigation.

04 An advocacy architecture for collective action

The consumer advocacy collective gave users a way to support the company's cause through letter-writing campaigns and petitions, without asking for the “evangelical” commitment the founder had originally assumed.

This project has been anonymised to respect client confidentiality. All strategic reasoning, deliverable descriptions, and process details are accurate representations of the work performed. Specific company names, platform details, and identifying information have been altered.