



MUVI

Exploring OTT: Making The Best Of Your OTT Content



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We help our clients own a profitable Video Streaming Business!
Zero CapEx - Launch in minutes – Fully managed Offering

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Muvi is a Cloud Based Video Streaming platform that allows you to launch your own-branded Multi-Screen VOD Service at Zero CapEx and in matter of Minutes!

Introduction

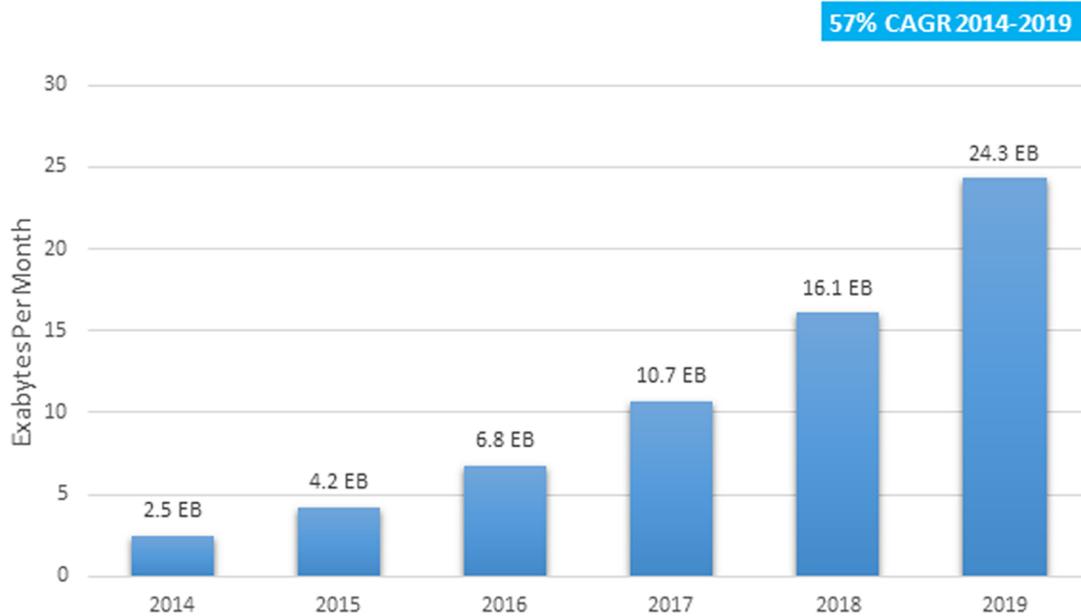
The phenomenal rise of OTT video services across the globe has taken many by surprise. But it has also opened up new frontiers for content owners, broadcasters and service provider. The question that looms on the horizon is, will they be able to capitalize on the insatiable desire viewers have for the new kind of video consumption – anytime, any device, anywhere?



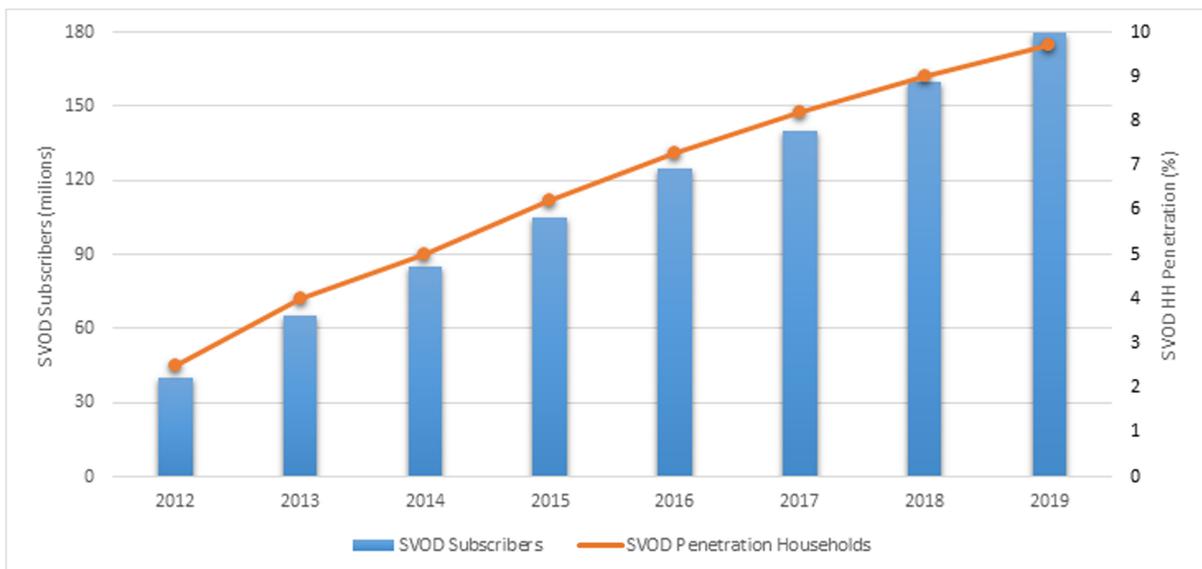
Not just the uber new generation of streaming startups or web TV services, OTT video presents a fantastic opportunity for TV broadcasters, content producers and telcos too. While the potential is enormous, so are the challenges. To cruise through, companies will have to work out audience recognition, partnerships and tech options like never before.

Muvi has been recognized and has won as the best "Enterprise OTT" Platform of 2015 by FierceOnline Video, in their annual "Fierce 15" list which recognizes companies and products making a difference in online video

OTT Video: How is the industry shaping up today?



According to telecom research provider Ovum, the total worldwide revenue from paid-for digital video, across both transactional and subscription platforms, will increase by almost one-fifth this year, reaching almost \$14bn in 2015. Subscription VOD (SVOD), by far the largest area of OTT video revenue, is set to generate two-thirds of the world's OTT video business. ABI Research, much like Ovum, believes OTT video revenues will see a 26% growth in 2015.



What is possibly driving this explosive growth rate for OTT? Is the viewer really shifting to a new form of video content consumption? Will this surge survive the test of time?

Here are three things we observed as on what might be fuelling this shift:-

Muvi provides an end-to-end solution for your Video Streaming needs from IT infrastructure to Frontend Apps like Websites and Mobile Apps, all out of the box easily deployable in a scalable cloud based environment in matter of minutes!

1. Technology:

Technology changes are driving changes in video consumption. When OTT delivery first came on the scene, it drove a paradigm shift from watching TV at an appointed time to viewing video anytime. Today, we have a critical mass of consumers with Internet-connected devices and affordable high-speed broadband connections. As a result, consumers are watching video content on an ever-growing collection of devices, including Internet-connected TVs, gaming consoles (e.g. PlayStation, Xbox), Internet streaming boxes (e.g. Roku, Amazon Fire, Nexus Player), mobile handsets, tablets and smartphones. Mobile use in particular is a tremendous driver for the rising adoption of OTT video consumption. In fact, mobile video traffic exceeded 50% of traffic for the first time in 2012 and is expected to grow ten-fold between 2014 and 2019 at a CAGR of 57%, and, by 2019, two-thirds of the world's mobile data traffic will be video (Cisco Visual Networking Index, 2014).

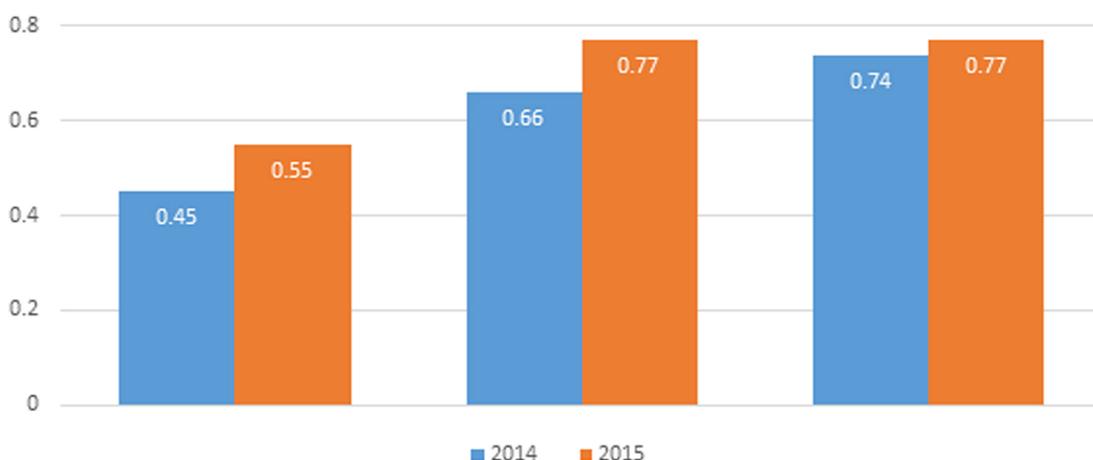
2. Content:

Consumers today want extensive access to exhaustive video catalogs because there is a massive amount of content to be had - from current-season primetime TV shows, sports, news, live events and recently released movies to a large archive of older movies and past-season programming.

3. Audience Behavior:

The option of watching content anywhere, with any device and at any time is a big incentive for shifting to OTT video. By giving away linear viewing, customers also have access to non-advertisement disrupted viewing on various platforms.

ONLINE VIDEO VIEWING FREQUENCY (Views Per Visitor)



Monetizing OTT Video: Key Factors to Propel Your Revenue

Content owners, broadcasters and service providers have all begun plotting their own graphs seeking success in the OTT arena. Even though they are aware of the potential revenue at disposal, lack of proper understanding and adoption of OTT will only lead to face-offs and technological confrontations in the future. A future where strategic partnerships could change the face of video monetization.

OTT Adoption

OTT video delivery is here to stay. Given that time-to-market is critical in this space, content and service providers need to wrap their arms around the OTT opportunity - and they need to make quick moves. TV service providers have made multiple-screen TV Everywhere initiatives a top priority. Content owners have been eagerly embracing OTT, although they have been treading more cautiously. That's because although content providers come to the market in a position of power (they have the content everyone wants and the option to share that content directly with consumers), they do not want to disrupt their existing, important relationships with service providers. Broadcast networks have been embracing OTT as a means to increase viewership and advertising revenue for their live content. Broadcasters are under constant pressure to bring in bigger audiences and more revenue for their live TV programs and entertainment events. OTT video enables broadcasters to connect their live TV programming and targeted advertising to multiple devices while fostering social interactivity. Overall, the market sentiment for the new form of video delivery has looked positive.

Multi-screen and Multi-platform Presence

As OTT video consumption gathers more thunder, content owners, TV broadcasters and service providers need to keep pace with an ever-expanding technology universe. When OTT video emerged and became a threat to service providers, cable networks reacted with plans for TV Everywhere (the ability to watch cable content on multiple devices within the home). However, first-generation TV Everywhere has been largely unsuccessful due to lags in time-to-market and limited distribution across device types and geography. While these first-generation solutions have helped cable operators market against OTT threats and lost revenue, they have fallen short on meeting consumer expectations for quality, ease of use and flexibility. To truly fulfill the promise of TV Everywhere, content owners, TV broadcasters and service providers must conquer an array of operating systems and devices: smartphones and tablets, desktops and laptops, connected/smart TVs, gaming consoles and OTT set-top boxes. They must also ensure content protection, deliver a common user experience across all devices and replicate the quality and reliability of 'living room' TV.

Create brand presence across all platforms - web, mobile, TV, media boxes (Apple TV, Roku, Chromecast, Amazon Fire etc.) and gaming consoles (Playstation, XBOX etc.). Muvi deploys your streaming business across all devices at a click of a button!

Knocking Down Technological Barriers

While delivering video across platforms is the new ‘essential’, it’s not free of daunting challenges. While monetization of the content is a big challenge, the likes of content protection and reliability are no less of roadblocks. The first challenge that has to be addressed for everyone is content security. Content access and authorization has to be delivered real-time with the ability to dynamically enforce rights and entitlements based on device, quality of content, content licensing rules, location and network based entitlement. Providing a proper DRM (Digital Rights Management) across platforms is also crucial in terms of security.

The second challenge is delivering content and highest quality user experience under any kind of network condition. Also, integration with analytics to measure effectiveness, including statistics for video views, ad views, time-shifted content playback and events is key to determine audience mood and deliver likewise.

It may not sound pressing at the moment, but ingestion of live and on-demand content with metadata, social connections and rights information is also an area of concern. Service providers and broadcasters also have to work on providing dynamic and targeted multi-platform ad insertions and using analytics to map its influence.

Blurred content security norms or bloated monetization models will neither pass with customers nor the management. A comprehensive solution only is comprehensive enough.

Muvi uses Amazon Web Services, worlds #1 cloud platform used by millions of business around the world to power your platform. Cloud offers unlimited scalability, you don’t need to worry about the number of subscribers and views on your platform, and it may be in hundreds or millions. Your platform scales automatically.

Choosing the Right Monetization Model

Once service providers and content owners have embraced OTT, expanded to all devices and worked out the technology challenges, they must figure out which monetization model or combination of models to pursue. The right mix will yield the right results while an imbalanced mix may result in customers slipping away.

Subscription

The Subscription-based Video on Demand (SVoD) model works especially well for monetizing a large library of older movies and TV shows, where consumers are paying for a wide selection, rather than its freshness. The challenge with the subscription model is in the start-up. To make this model successful, companies must make a big investment to get to a critical mass of content and subscribers — and they often flame out before they hit the mark. (E.g. Netflix).

Pay Per View

The Pay-Per-View rental model is primarily being used by cable companies (through their VOD systems) and other services such as iTunes. VOD plays well to the anytime, anywhere aspect of OTT — which means consumers love it. It is an especially attractive way to monetize newer movie and TV releases and other titles for which consumers are willing to pay on an incremental basis. The Download-To-Rent model is also a rental-based model. (E.g. iTunes).

Purchase

Popularized by physical media (e.g. DVDs and Blu-ray Discs), Transactional Video On Demand is the model content owners employ for the most recent hit movies and TV shows, charging consumers a premium while demand is still hot. This concept of “windowing,” which content owners have been using for decades to maximize monetization, applies to online as well as traditional media. Over time, as titles age, monetization through rental or in a subscription library becomes more appropriate than purchase. Electronic Sell through (EST) models are also purchase based models. (E.g. Google Play Movies).

Freemium to Premium Conversion

Service providers and content owners bait the hook by giving a portion of their shows for free, and then give consumers the option to upgrade. This works well as an opportunity to increase subscription revenue. (E.g. Voddler).

Advertising

Although the subscription model is currently the strongest model for service providers and content owners, Ad-based Video on Demand revenue models will become increasingly critical to OTT monetization strategies. Mobile advertising is especially intriguing to advertisers, as it enables extraordinary context and targeting because mobile devices are tied to personal users vs. households that own TVs. With OTT ad insertions now moving towards traditional TV ad placements, it seems advertisement backed platforms will replace all other OTT monetization platforms due to an active analytics support that helps them in refining the pitch of the advertisement across genres, platforms, age groups and ethnicities. (E.g. YouTube).

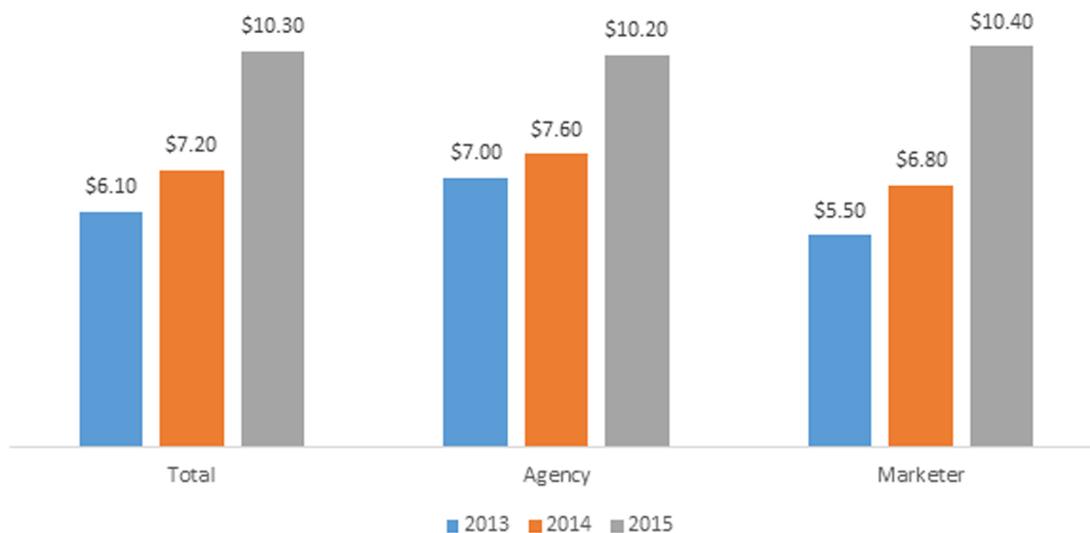
Muvi offers you a bouquet of monetization options from SVOD, TVOD, PPV, and AVOD to a hybrid model, all easily configurable at the click of a button.

Future: What is to become of OTT monetization?

Scope

The monetization potential of OTT is fairly obvious when talking about dedicated OTT players and certain niche service providers with global appeal. For them OTT is a distribution medium that provides a new route to market in competition with existing operators, or that enables them to reach their potential audience cost effectively. For established players, that is broadcasters, traditional pay TV operators and Telcos, revenues will emerge by exploiting the unique capabilities of the OTT platform. These can be summed up as reach, personalization and synergy with the primary screen.

Dollars Spent on Digital Video Advertising -3- Year Trend



How are you going to do it?

OTT monetization is never as simple as it may appear. That's where OTT VoD platform builders like Muvi Studio can make life easier for broadcasters, content owners and telcos alike. The in-house tech-consulting team assists in:-

1. Advice on choosing the right combination of monetization model. May it be Ad-based Video On Demand, Subscription-based Video On Demand, Transactional Video On Demand or a hybrid of all these.
2. Assisting in proper cataloging of video library, meshed with proper metadata and making them ready for streaming across platforms.
3. Securing the content for a seamless delivery across multiple platforms with customized DRM packages and digital watermarking.
4. Reducing the cost of developing an OTT VoD platform, by supplying ready-made, purpose-built PaaS (Platform-as-a-Service) solutions.

An important challenge for many operators and broadcasters lies in how to balance their new OTT investment against existing services and decide how aggressively to pursue new revenues without Muvi Studio comes to a business at Zero CapEx! Which means, zero setup cost to cushion your startup cost and paying only for bandwidth usage.

Choosing the Right Technology Partner

Broadcasters, content owners and telcos, pay TV operators, pure play OTT companies and niche players all have distinct opportunities to use OTT for business advantage, whether this 'advantage' is increased profitability or greater market share. One thing is certain: consumers' expectations are changing and there is a huge and growing appetite for OTT services, such as TV Everywhere. All organizations in the video distribution market need to be looking ahead five or more years, future-proofing their IT platforms and starting to grab market share, before it is too late.

Choosing the right technology partner today for your OTT platform may be the best decision you ever made for the business, second to the idea of starting the business. Muvi is an experienced campaigner in deploying robust OTT Video On Demand platforms and assisting content owners, TV service providers and broadcasters in monetizing their video library. The open source VoD platform solution comes with a zero startup fee feature, option to choose one or hybrid of revenue models, content cataloging options and provides high-quality content delivery across all platforms with Amazon Web Services support.

Unlock the true potential of your content today with Muvi. Because with Muvi, the growth story never halts, never stops.



In case you have been thinking about launching your own-branded OTT Multi-Screen VOD / Live Streaming Channel or Platform to reaching to the every increasing global audience digitally to monetize your content and increase your brand recognition, look no further because that's what we offer at Muvi.

Muvi offers an end-to-end VOD platform which includes cloud based servers, unlimited storage and hosting, CDN, Video Delivery Engine & CMS, Website, Apps for Mobile, Smart TVs, Media boxes and Gaming Consoles all easily manageable and controllable via a single interface admin panel and deployable in matter of minutes at the click of a button!

Signup for our [14-days FREE trial](#) and take a test drive of our one of a kind VOD platform builder and maximize your contnt's potential at Zero Startup Fees.



Further Reading

[Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update 2014–2019 White Paper](http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white_paper_c11-520862.html)

http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white_paper_c11-520862.html

[Ovum says From Online to Mainline: OTT Streaming to Hit 100 Million Subscribers in 2015](http://www.ovum.com/press_releases/ovum-says-from-online-to-mainline-ott-streaming-to-hit-100-million-subscribers-in-2015/)

http://www.ovum.com/press_releases/ovum-says-from-online-to-mainline-ott-streaming-to-hit-100-million-subscribers-in-2015/

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METRO NETWORK TRAFFIC GROWTH: AN ARCHITECTURE IMPACT STUDY

<http://www.tmcnet.com/tmc/whitepapers/documents/whitepapers/2013/9378-bell-labs-metro-network-traffic-growth-an-architecture.pdf>