

How to Build a Winning OTT Strategy

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Agenda

- Introduction and State of the Market
- Opening by Bitmovin
- Panel Discussion
- Audience Q&A

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Webinar Replay

Bitmovin and Parks Associates invite you to watch the webinar replay.

Click here to view: [How to Build a Winning OTT Strategy](#)

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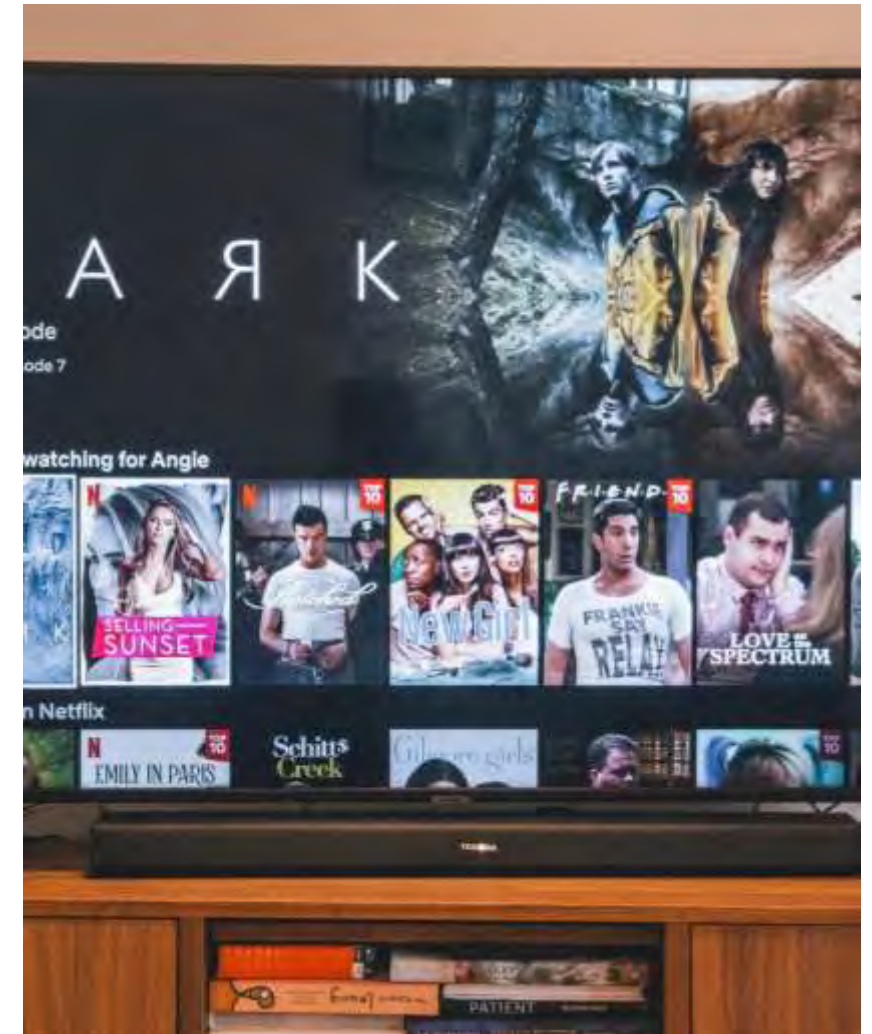
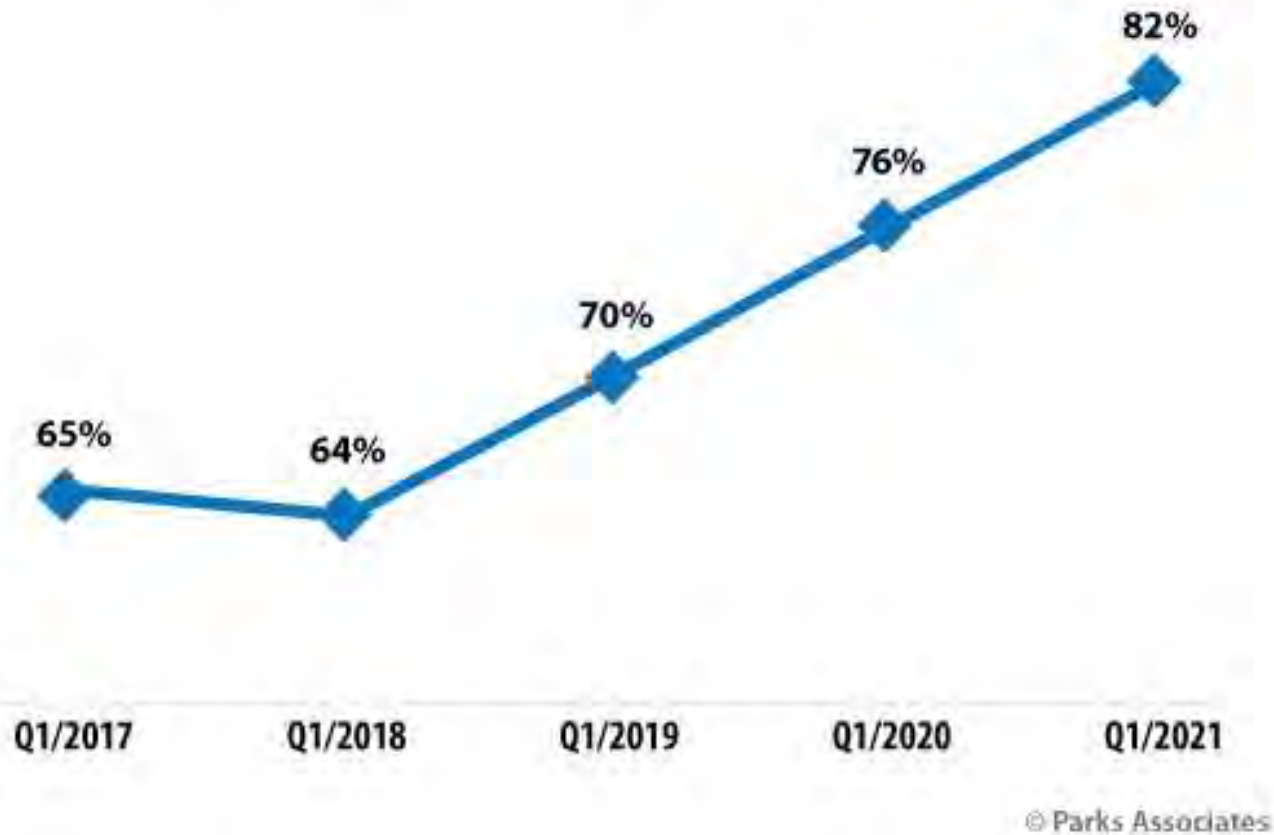
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2021: OTT adoption is at a high – and customer acquisition and retention must still remain a focus.

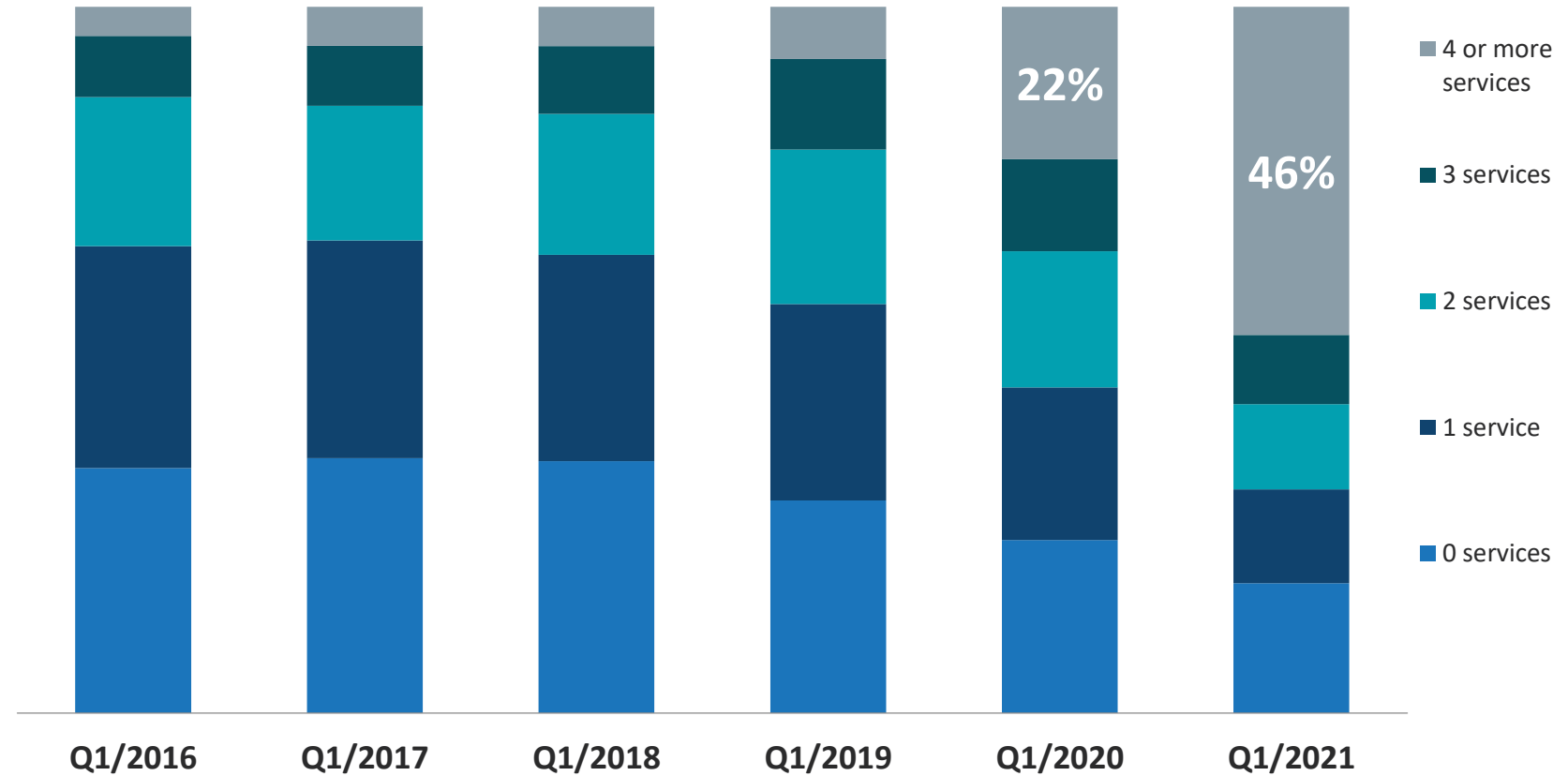
Penetration of OTT Video Services
US Broadband Households



Service stacking is on the rise, along with competition.

- Eventually, there will be an upper limit to the number of subscriptions
- Differentiation using dimensions beyond price, such as content and UX, is becoming increasingly important

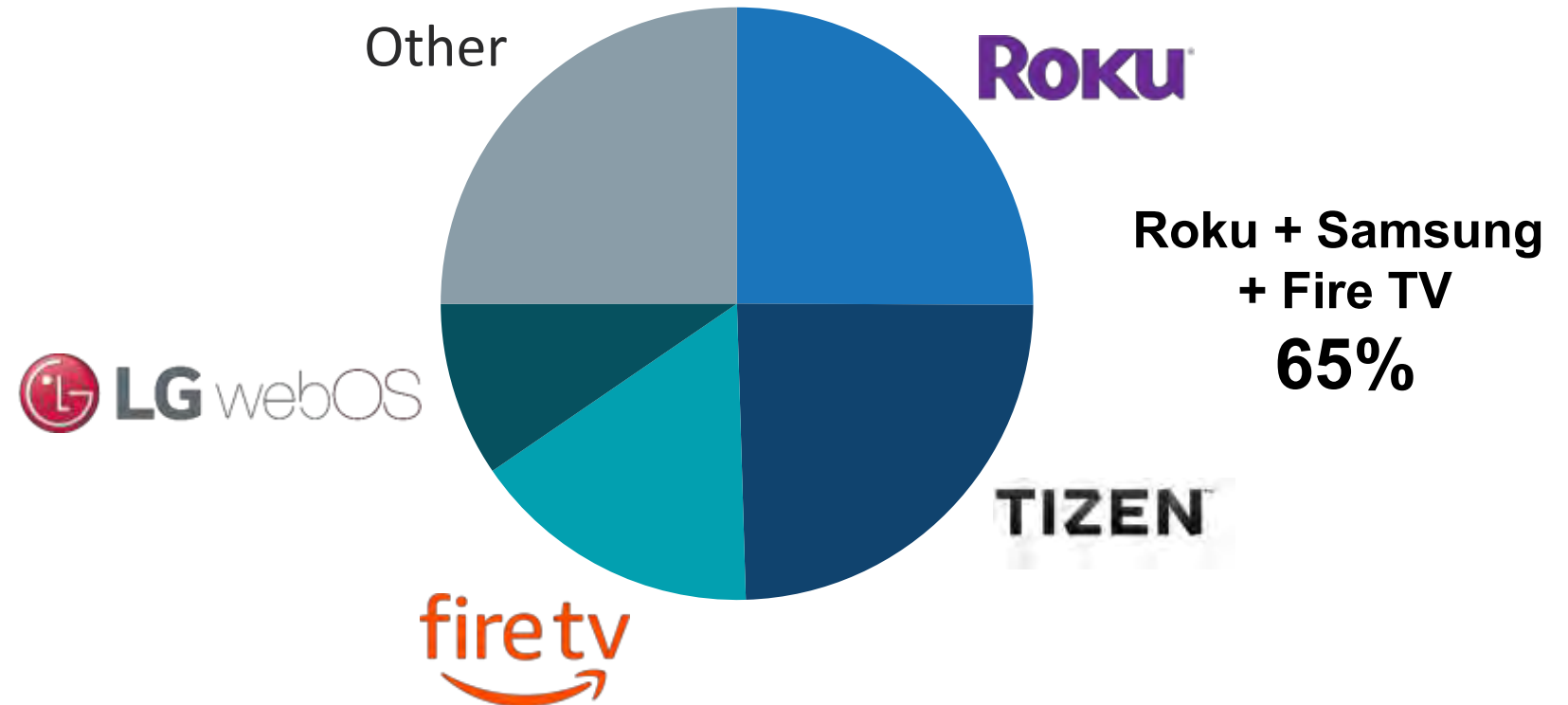
OTT Service Stacking





Platform of Primary Connected TV Device

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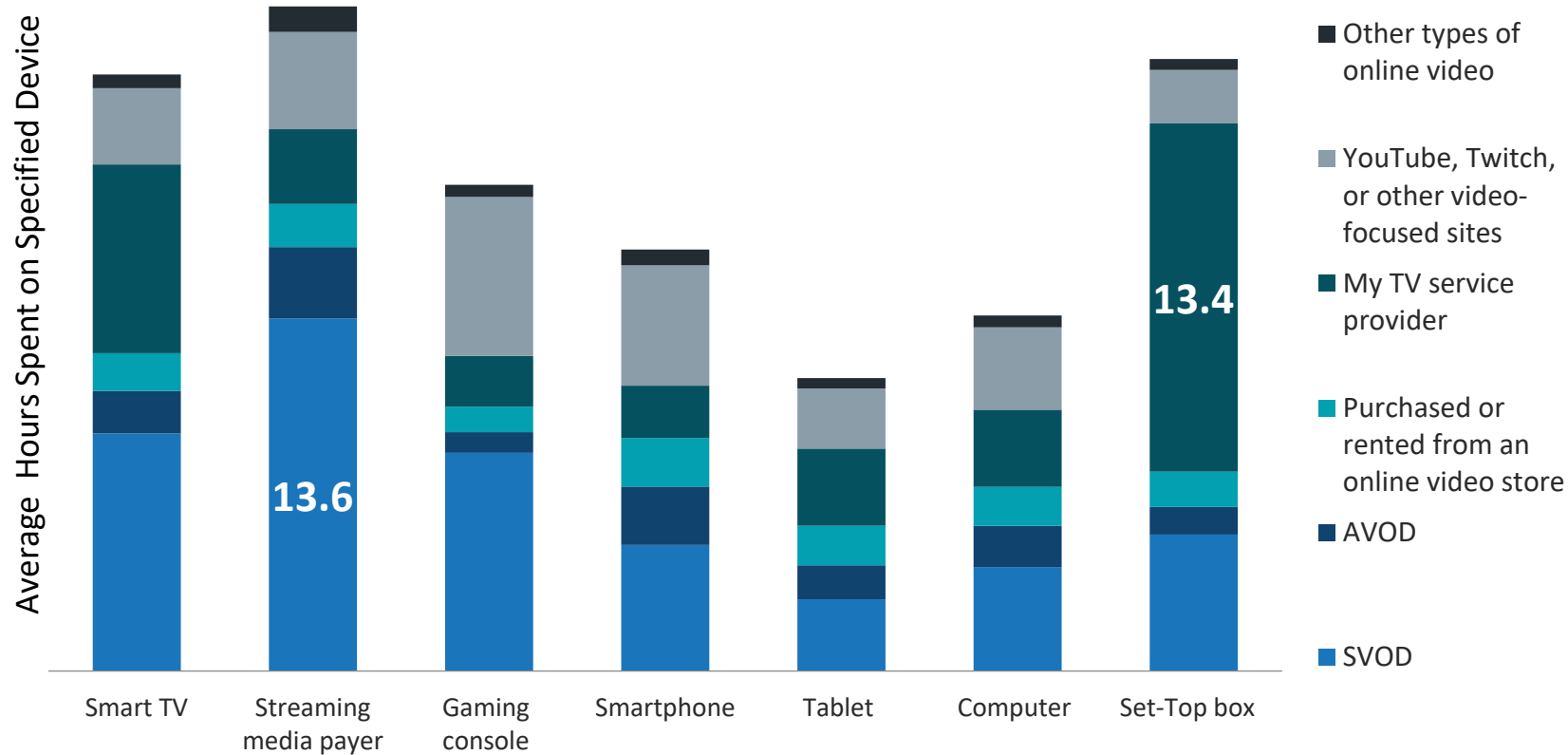


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Connected device video usage is dependent on both device type AND type of service model.

Weekly Hours Watching Video on Primary Connected TV Device



Content is a crucial factor in subscriber acquisition, engagement, and retention.



Factors Influencing OTT Service Subscription

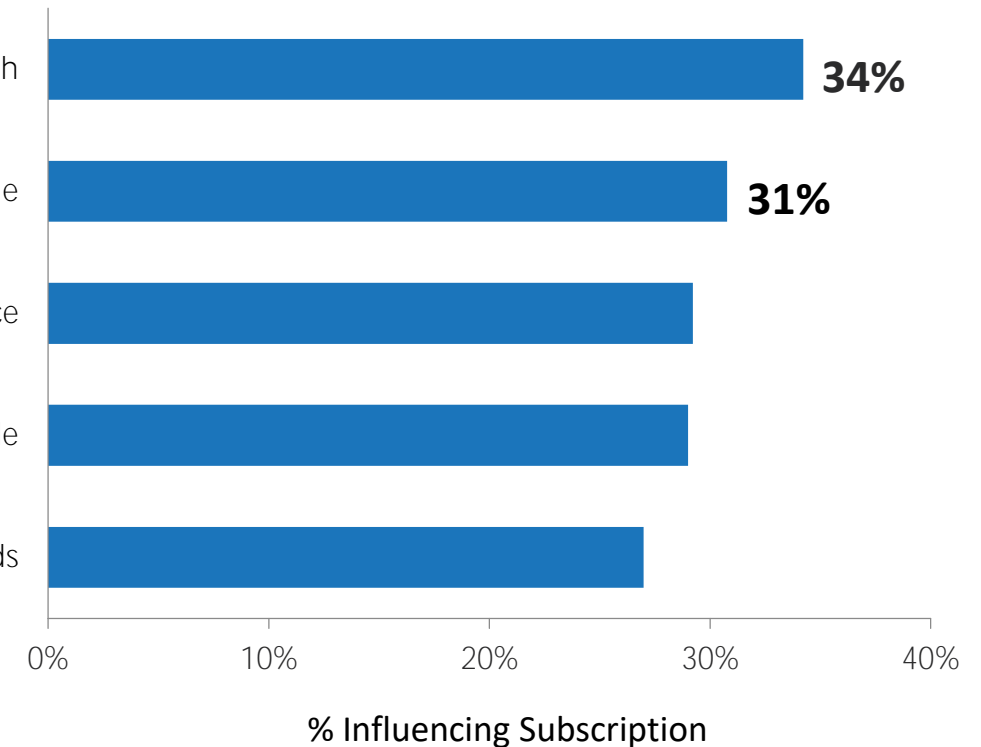
It offers a specific series or show that I want to watch

The original programming available

A sale or promotional price

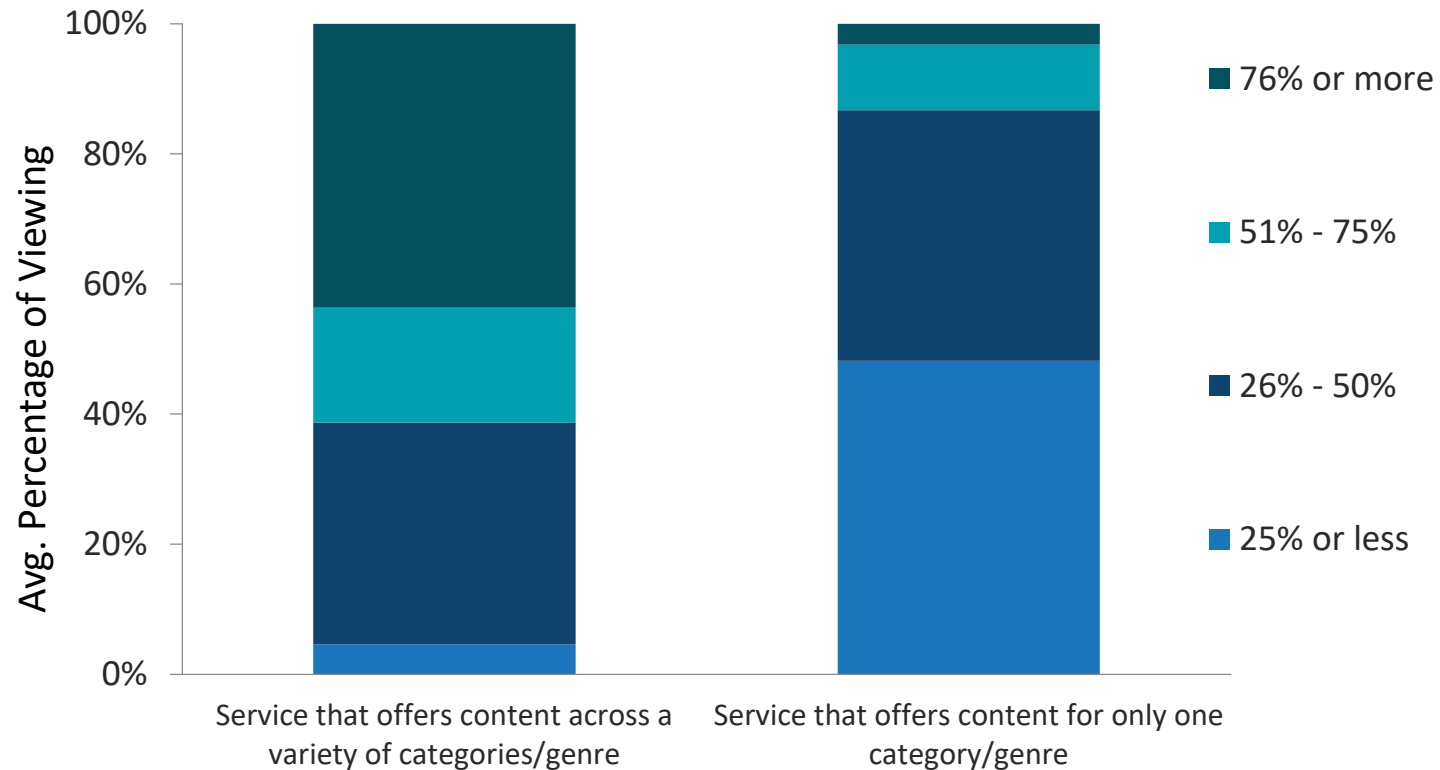
The genres of programming available

Recommendations from family and friends

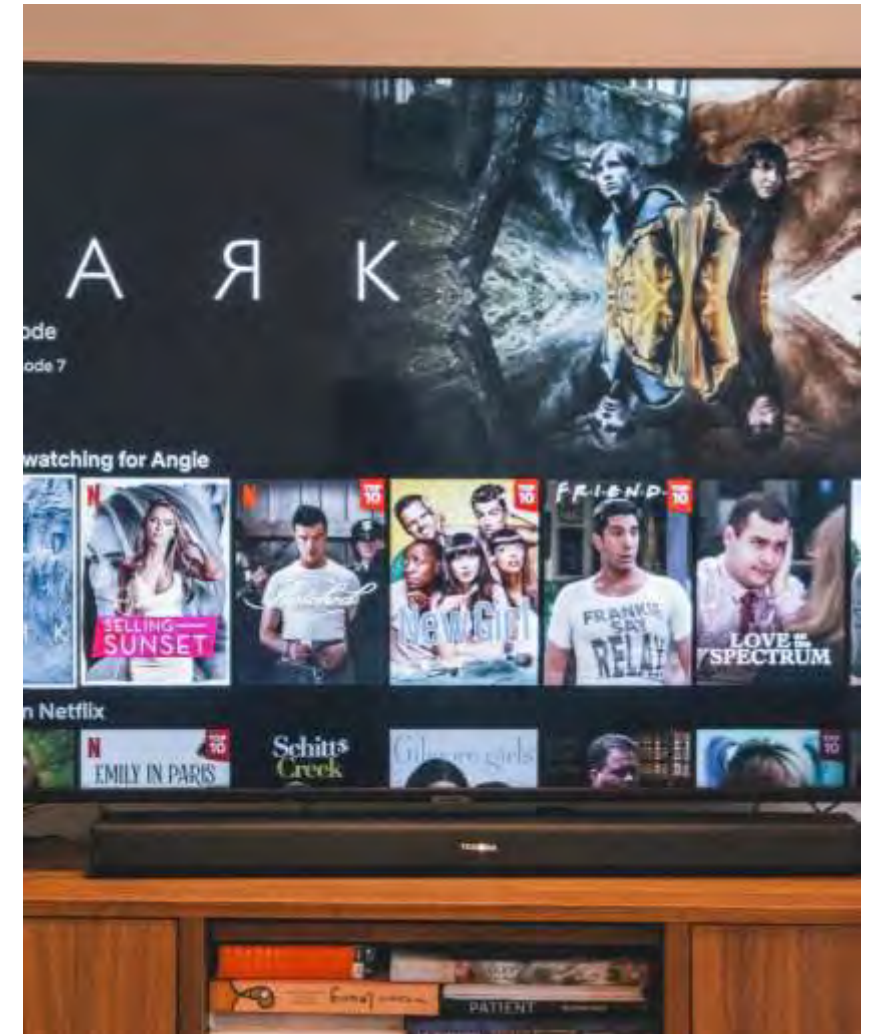


More Varied Content = More Engagement

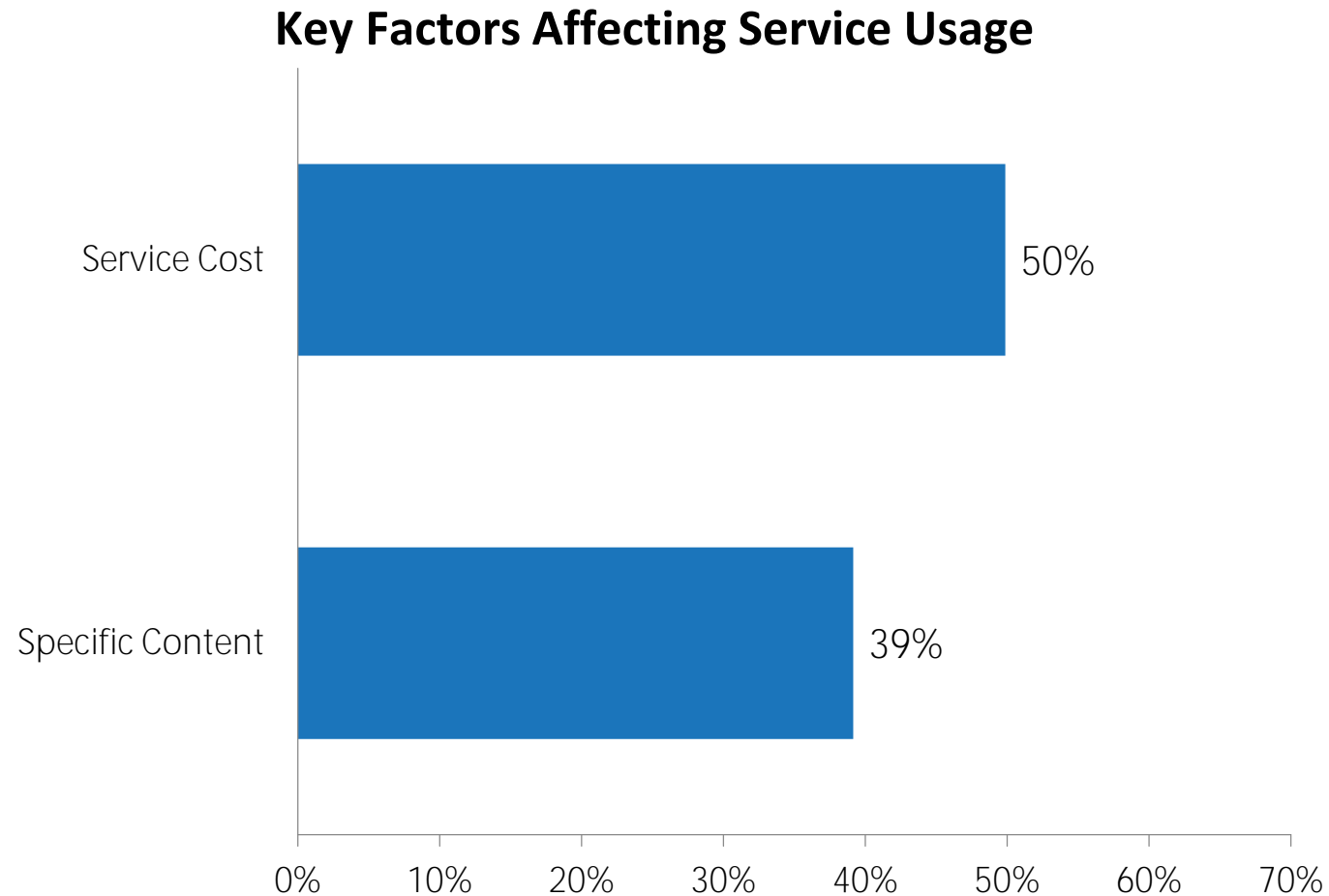
Content Viewing Habits on Different Type of Services



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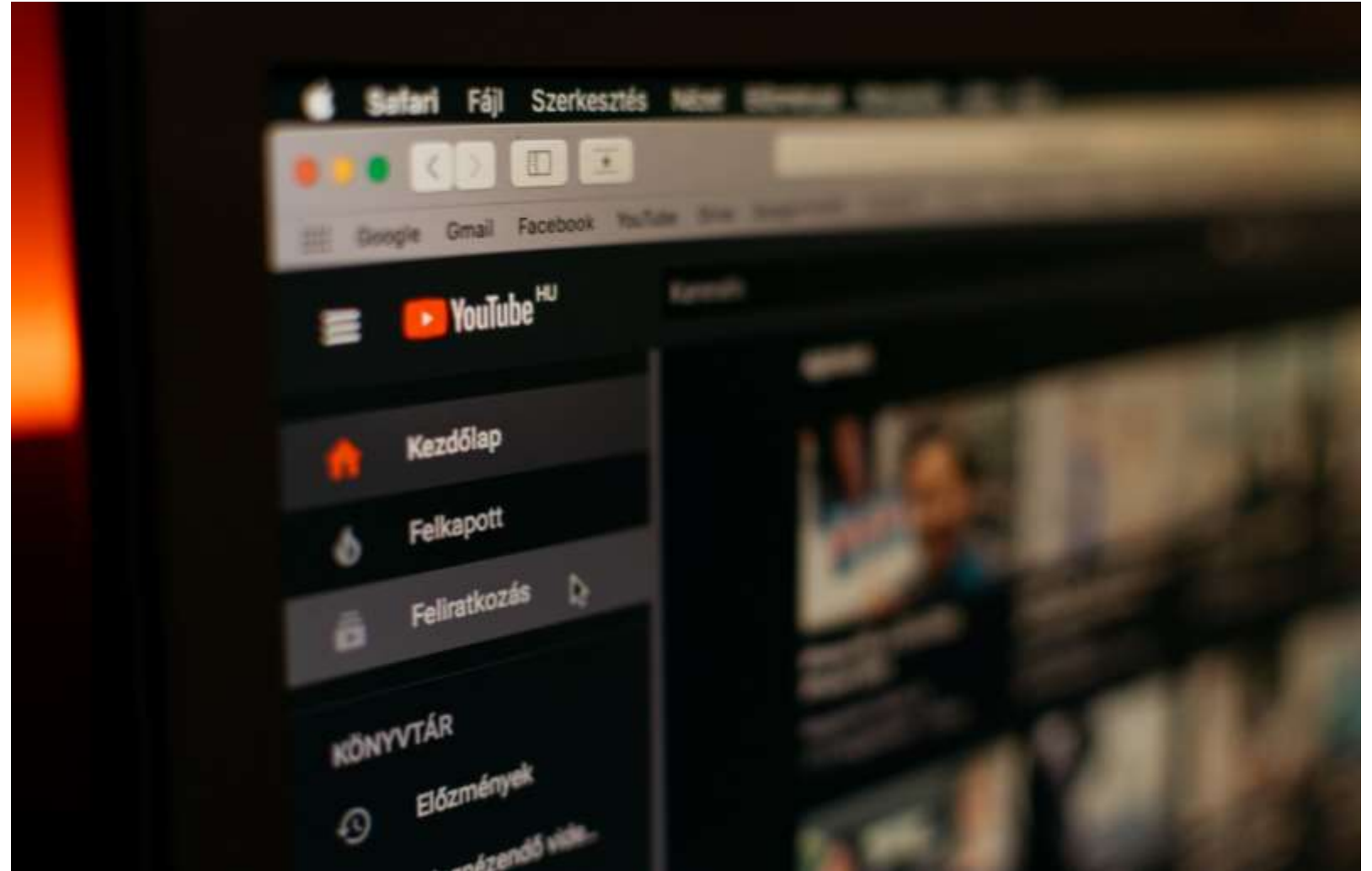


Content is King - but only for the right price.



Summary / Recap

- OTT adoption and competition are at all-time highs
- Consumers use a diversity of platforms and devices, but a few are dominant, and usage varies by service type
- Content is crucial to acquisition, engagement, and adoption – and varied content / bundles drive higher engagement
- Price is always top of mind for OTT consumers





Peter Kanzow
Solutions Architect
Bitmovin



total consumer internet traffic

2022

2017

ONLINE VIDEOS

69%

of US households used at least one type of online streaming service in the past 30 days

ADVERTISING

84%

of people say they've been convinced to buy a product or service by watching a brand's video

MESSAGE

95%

of people retain the message when they watch it in a video

UPLOADED

30

More video content is uploaded in 30 days than TV networks created in **30 years**

WATCHING

100

minutes per day watching online videos

Bitmovin's Backstory



Chris Müller

CTO & Co-Founder



Stefan Lederer

CEO & Co-Founder

Summary

- Company founded in 2013
- Co-created the MPEG DASH standard
- YCombinator 2015
- 30+ US Patents
- Athena Research Project
- 150+ employees worldwide

Solutions



ENCODER



PLAYER



ANALYTICS



Elevate Viewer Experience

Increase viewer satisfaction by exceeding expectations on video quality



Faster Time to Market

Get assets, products and, services to market faster and more efficiently



Operational Optimization

Control cost, mitigate risk and better manage complexity

Speakers



Peter Kanzow

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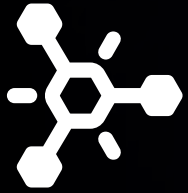
Executive Vice President, Strategy
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Q&A with Speakers

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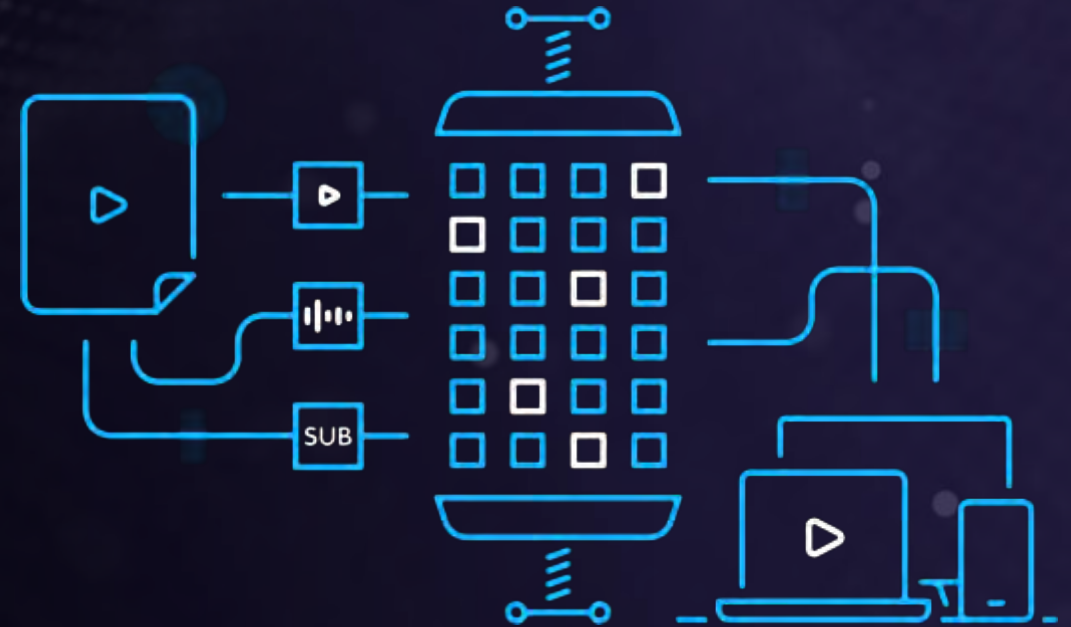


ENCODER

Encode content efficiently at low bitrates, with no loss of visual quality while lowering costs.

PRODUCT HIGHLIGHTS

1. **Cloud-agnostic solution** makes it easy and fast to deploy and move in between different providers with a single-line code change on a per job basis
2. **Distributed, parallel processing:** remove bottleneck to get the job done as fast as you need
3. **Per-title encoding**, achieving the most efficient bitrate ladder
4. **Multi-Codec**, multi-output format support to reach maximum device (VP9, HEVC)
5. **Advanced quality-based features** (e.g., 4K, HDR, Dolby Vision)



PLAYER

Reach consumers on the largest number of devices and platforms in market today

PRODUCT HIGHLIGHTS

1. **Bitmovin owned codebase:** fast, flexible feature roadmap
2. **Multi-platform SDKs:** streamline your deployment to multiple platforms
3. **Modular player:** reduce your bounce rate by loading only the parts that you need





ANALYTICS

Real-time data enables optimized video and ad workflows based on viewer experience

PRODUCT HIGHLIGHTS

1. **Ease of integration:** Dedicated collectors for integration in days instead of months
2. **Data portability:** Built to fit into any data architecture through API, dashboard integrations and full data exports
3. **Actionability through metrics and data granularity:** Metric granularity to pinpoint issues, low-level data and error data to provide context and safe cost



Thank You



Paul Erickson
Senior Analyst
Parks Associates

November 18, 2021

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