

# OTT Customer Acquisition: Opportunities and Challenges

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# OTT Customer Acquisition: Opportunities and Challenges

- Customer Journey + Distribution
- Churn + Service Hoppers
- Business Models, Growth + Generations of Consumers
- Looking Ahead 10 Years: 2031



**Lexie Knauer**

Senior Product  
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Chief Executive Officer  
**Revry, Inc.**



**Michael Ribero**

Chief Subscription Officer  
**Washington Post**



# WEBINAR REPLAY

To watch the Sept. 14<sup>th</sup> webinar replay, click the link below:

## OTT Customer Acquisition: Opportunities and Challenges

<https://attendee.gotowebinar.com/recording/8777866835654822150>



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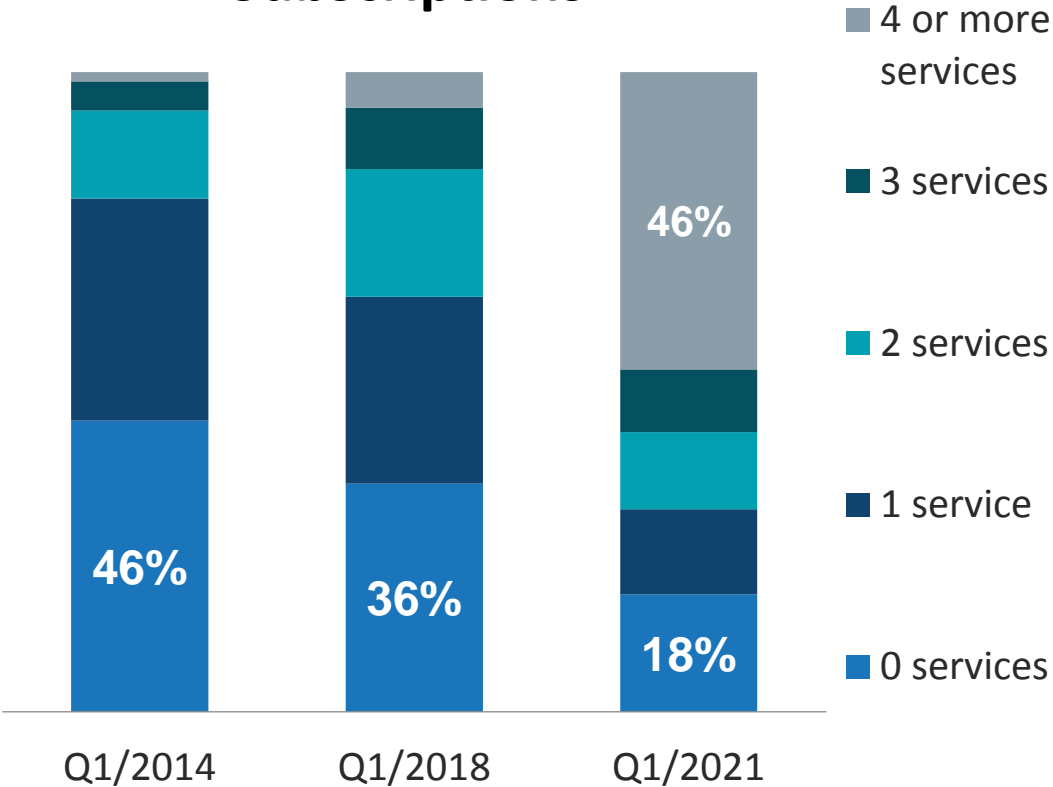
Chief Subscription Officer  
**Washington Post**

*The Washington Post*

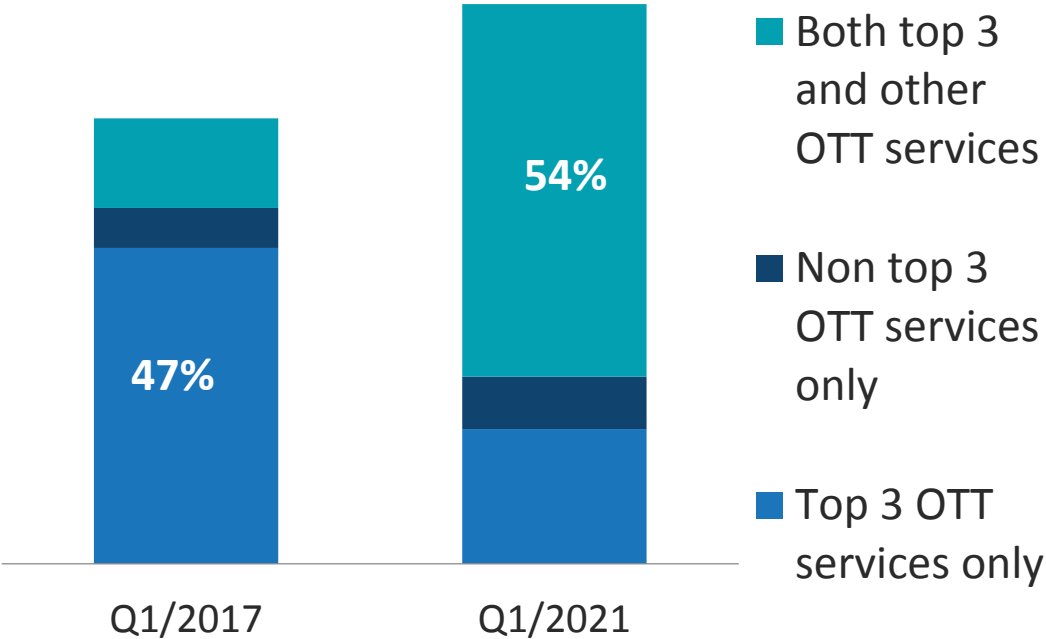


# State of OTT Video Services

## OTT Service Subscriptions



## OTT Service Subscription: Big 3 OTT vs. Non Big 3 OTT



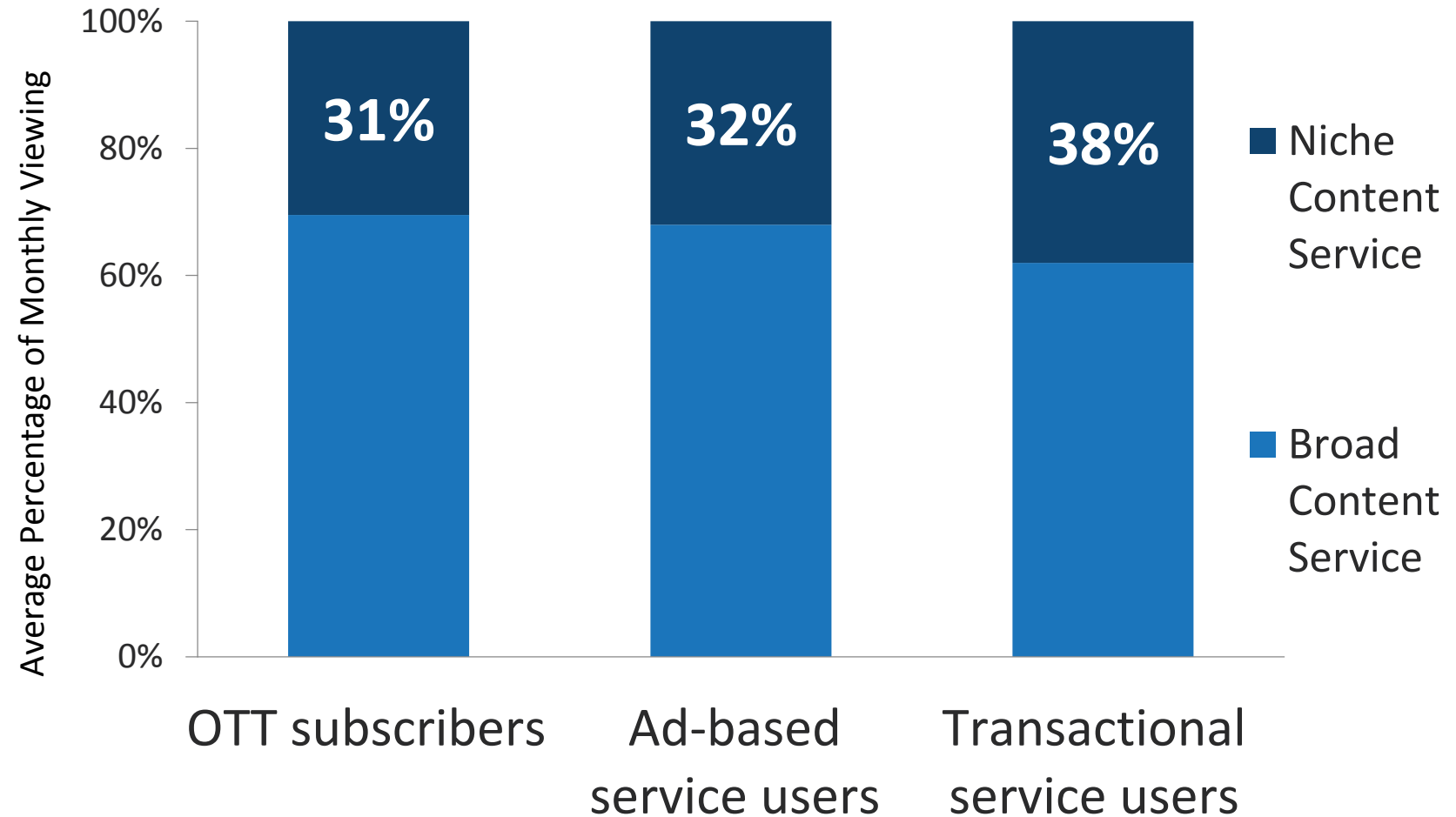
**82% OTT services vs. 58% traditional pay TV**  
**OTT subscriptions will grow to 277+ million in 2026**

**Shifting consumer behaviors**

**Broad Content Services are Foundational and Dominate**

**Niche Services Play a Big Role**

## Content Viewing Habits on Different Type of Services

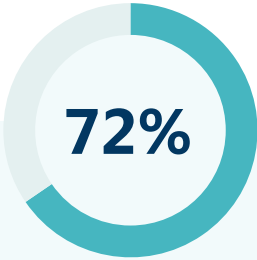


# Top 7 Key Factors Affecting Service Usage

1. Cost of service
2. It offers a specific TV show or movie that I want to watch
3. Ease of navigating and finding content to watch
4. The categories/genre of programming available
5. The ability to watch programs on connected devices I own
6. It offers new original programming
7. The content does not have ads



# Consumers Enjoy Browsing Through Libraries



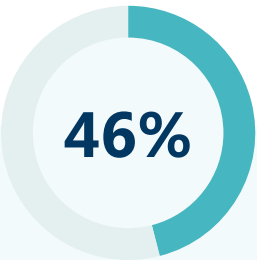
I am typically able to find the types of TV shows and movies I am interested in watching on the online video services that I access



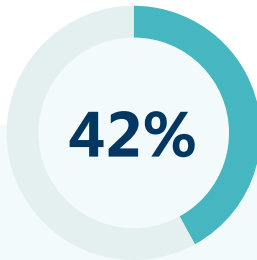
I regularly discover new categories of TV shows and movies on the online video services I access



I enjoy browsing through programs to find something to watch



Sometimes I end up not watching anything because I cannot find anything good.



I often get frustrated when looking for something to watch

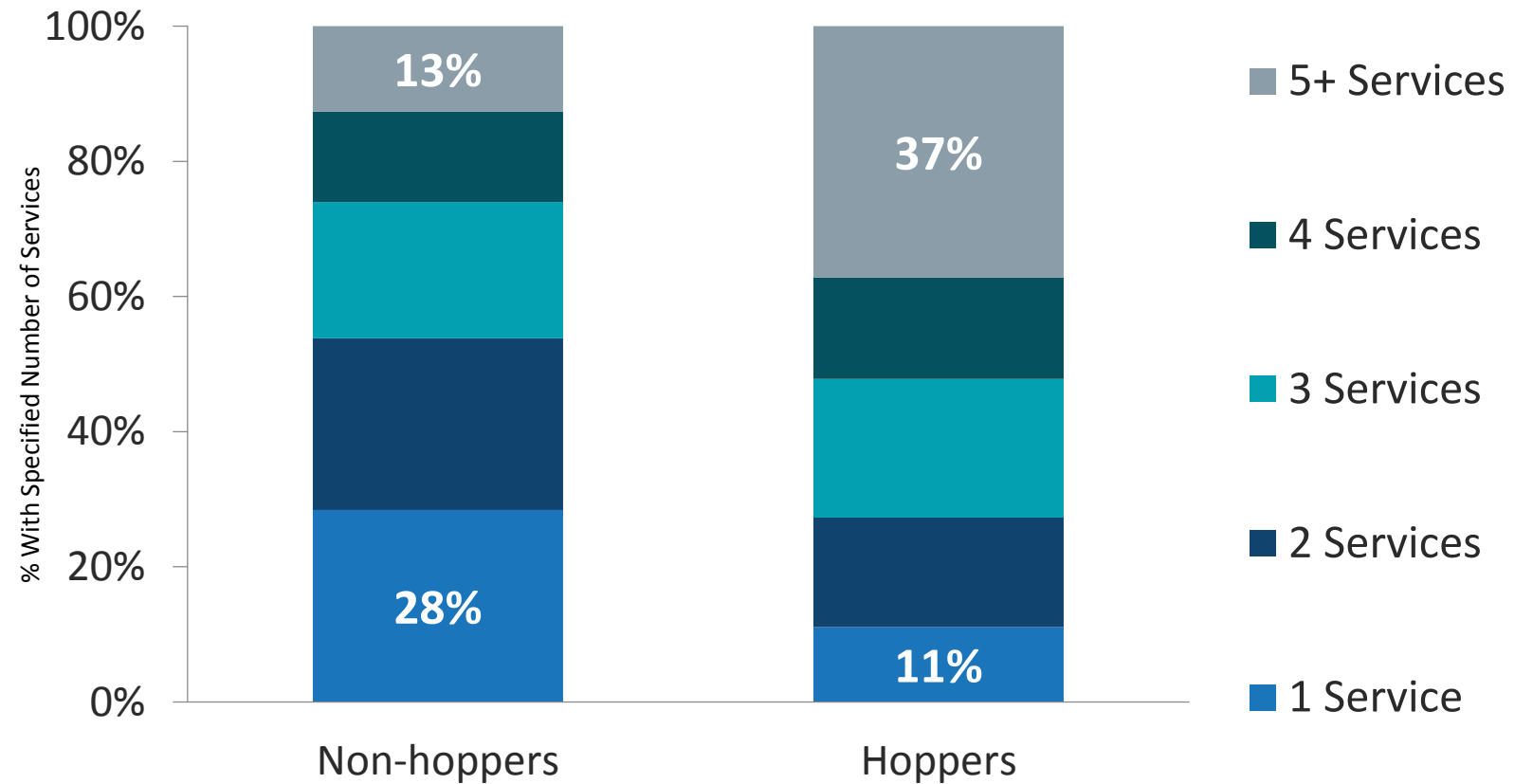


## 37% or 8M Hoppers have 5+ Services

~25% of OTT subscribers are “Hoppers”

Service hoppers subscribe for shorter periods of time and they subscribe to more services

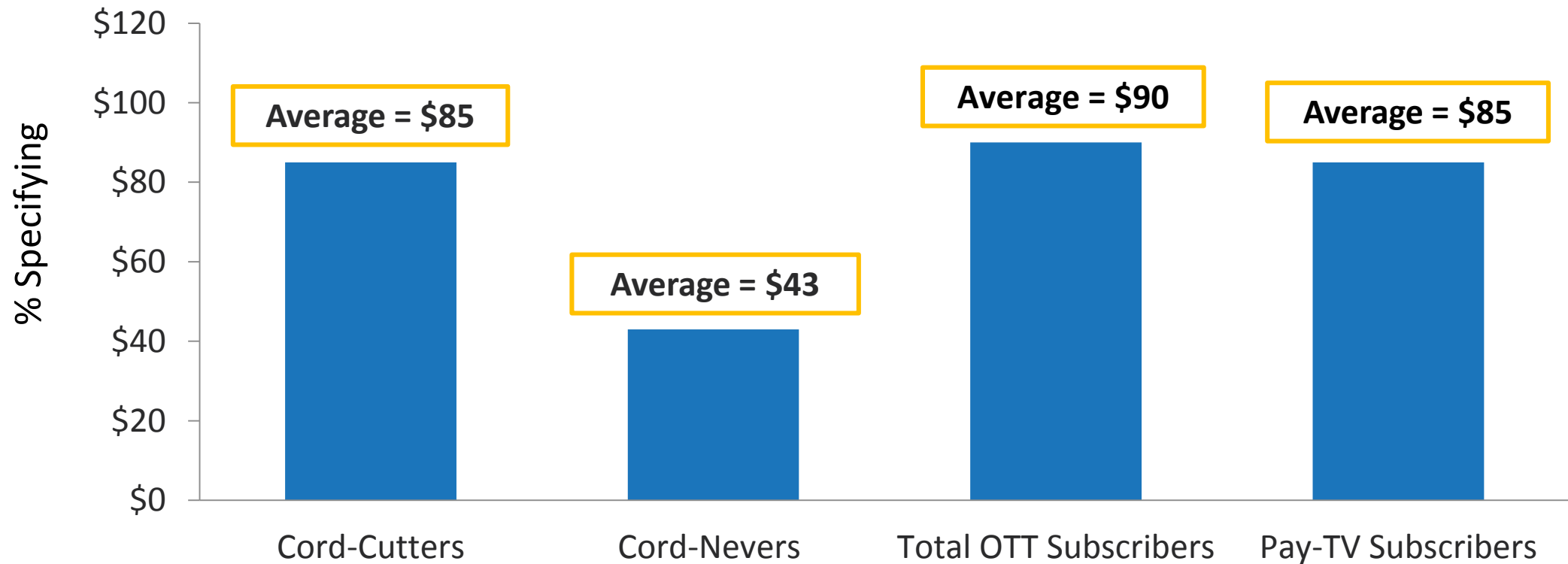
**Number of OTT Services Subscribed:  
Non-Hoppers vs Hoppers**





# Total Average Monthly Spending OTT and Pay TV Services

**Cord-Cutters vs. Cord-Nevers vs. All OTT Sub vs. All Current Pay-TV Households**



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# Industry Experts



**BRIGHTCOVE®**

**PARKS  
ASSOCIATES**

**revry**  
QUEER TV 24/7

*The Washington Post*



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# BRIGHTCOVE® VIDEO THAT MEANS BUSINESS



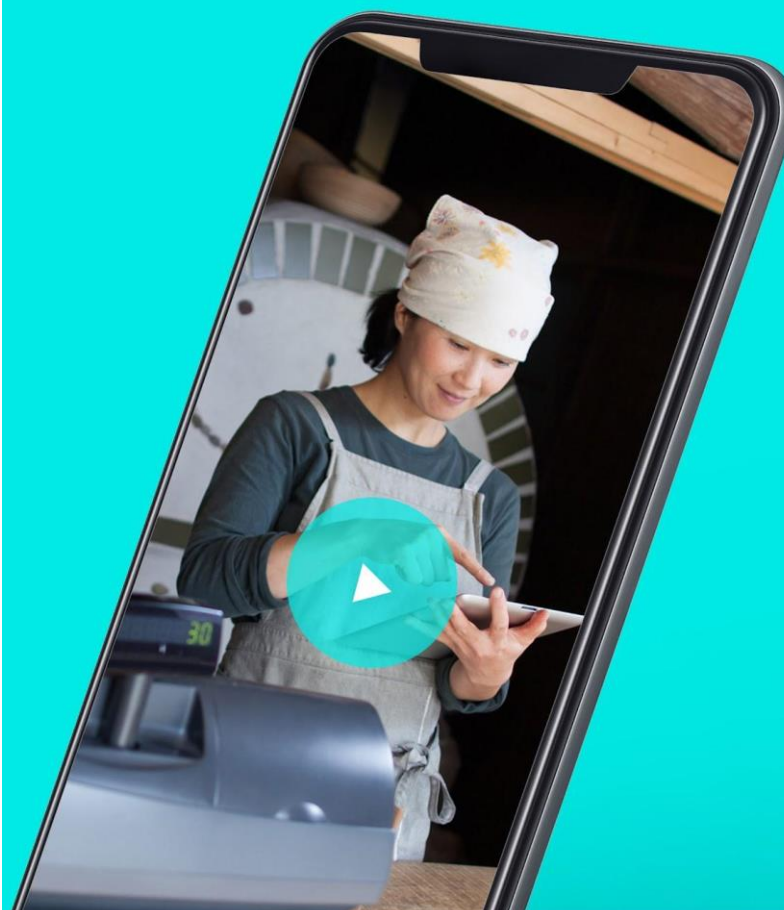


# VIDEO CREATES THE CONNECTIONS TO

## MONETIZE CONTENT



## ENGAGE PEOPLE



## SELL PRODUCTS





**WE HELP  
THESE  
BRANDS  
STREAM  
WORLDWIDE**

**SXSW**

**revry**  
QUEER TV 24/7



ACADEMY  
OF MOTION PICTURE  
ARTS AND SCIENCES

**BRIGHTCOVE®**

**USGA®**

**TASTEMADE**



**REELZ**

**BBC**

**Forbes**



**BRIGHTCOVE® VIDEO THAT  
MEANS BUSINESS™**

# BRIGHTCOVE BY THE NUMBERS

**\$197M**  
revenue in 2020  
**3,330+** customers  
in **70+** countries

**Brightcove**  
accounts for almost  
**2%** of total public  
downstream  
Internet traffic  
annually

**99.95%**  
uptime in 2020  
Industry leading reliability

**+875M**  
viewers a week  
watching  
**>962M** videos

**16 DATA CENTERS**  
around the world  
with 40 PB of data

Live scaling  
from **80,000** to  
**3.4M**  
concurrent users  
in 24 mins.

Live  
**1.2M**  
**SSAI** concurrent users

Live  
**14M**  
users (without SSAI)



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[www.parksassociates.com](http://www.parksassociates.com)