

Monetization Opportunities for OTT Video

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Topics

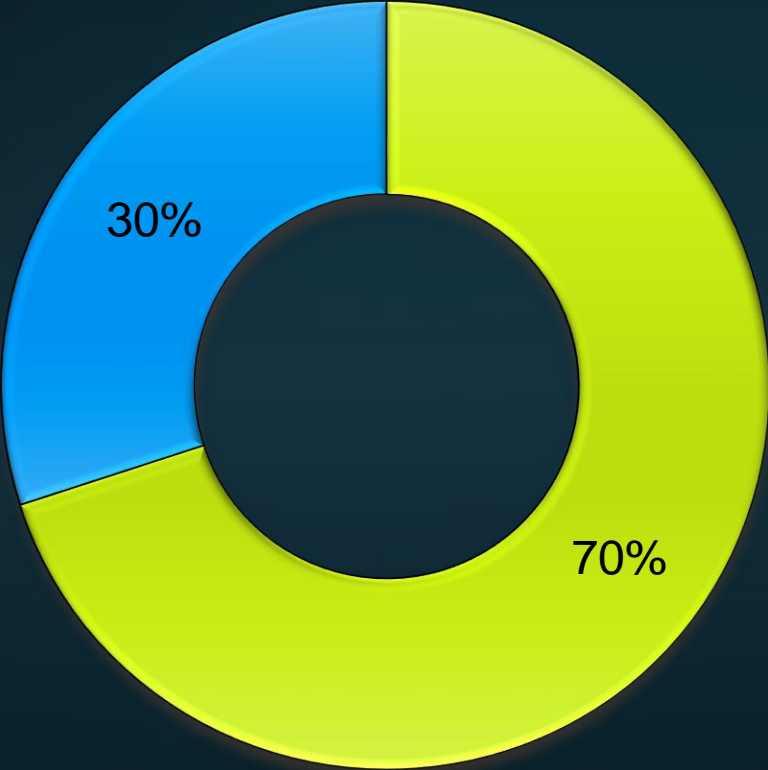
How is traditional TV monetized?

How are OTT video services monetized?

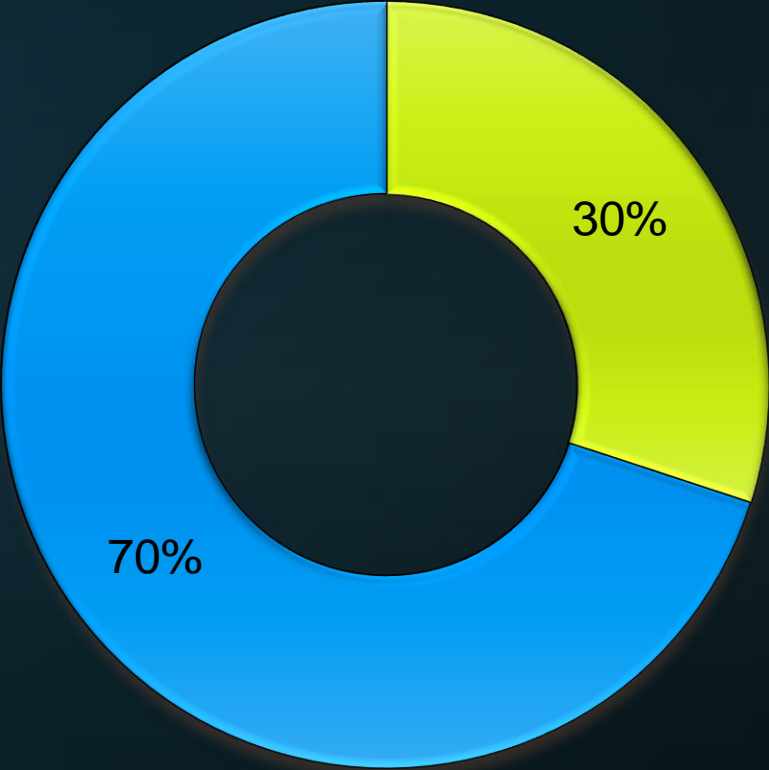
How does OTT change ad-based models?

What are the challenges for mobile video services?

How is traditional Pay TV monetized?



Programmers



Operators/MVPDs

- Advertising
- Subscription Fees

*North America Pay TV

Monetization Models for OTT Video

Operator Multiscreen

Operator/MVPD multiscreen apps provide access to linear and VOD content to subscribers

TV Everywhere

Programmer-built applications that require an MVPD subscription, usually ad-driven

Programmer D2C

Programmer direct-to-consumer applications, subscription and/or ad-driven

Audience-based Advertising

Time/Place-Shifted

Trends in multi-screen viewing, binge viewing make traditional ratings less relevant.

Wastage

Buying media (rather than audience) means reaching viewers you weren't targeting

Single Buys

Buying audience enables making a "single buy" of audience across content, channels

Monetization is data-driven

All digital/OTT monetization models use data to measure, understand, optimize, and predict.

Monetizing Mobile Video

What are the challenges?

- Consumers want services that are available anywhere/anytime
- Advertisers don't want to buy fragmented audiences
- Data collection is impacted by characteristics of wireless connections
- Complex business relationships between mobile operators, MVPDs, and programmers



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