

Driving OTT Revenues



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Mather Symposium
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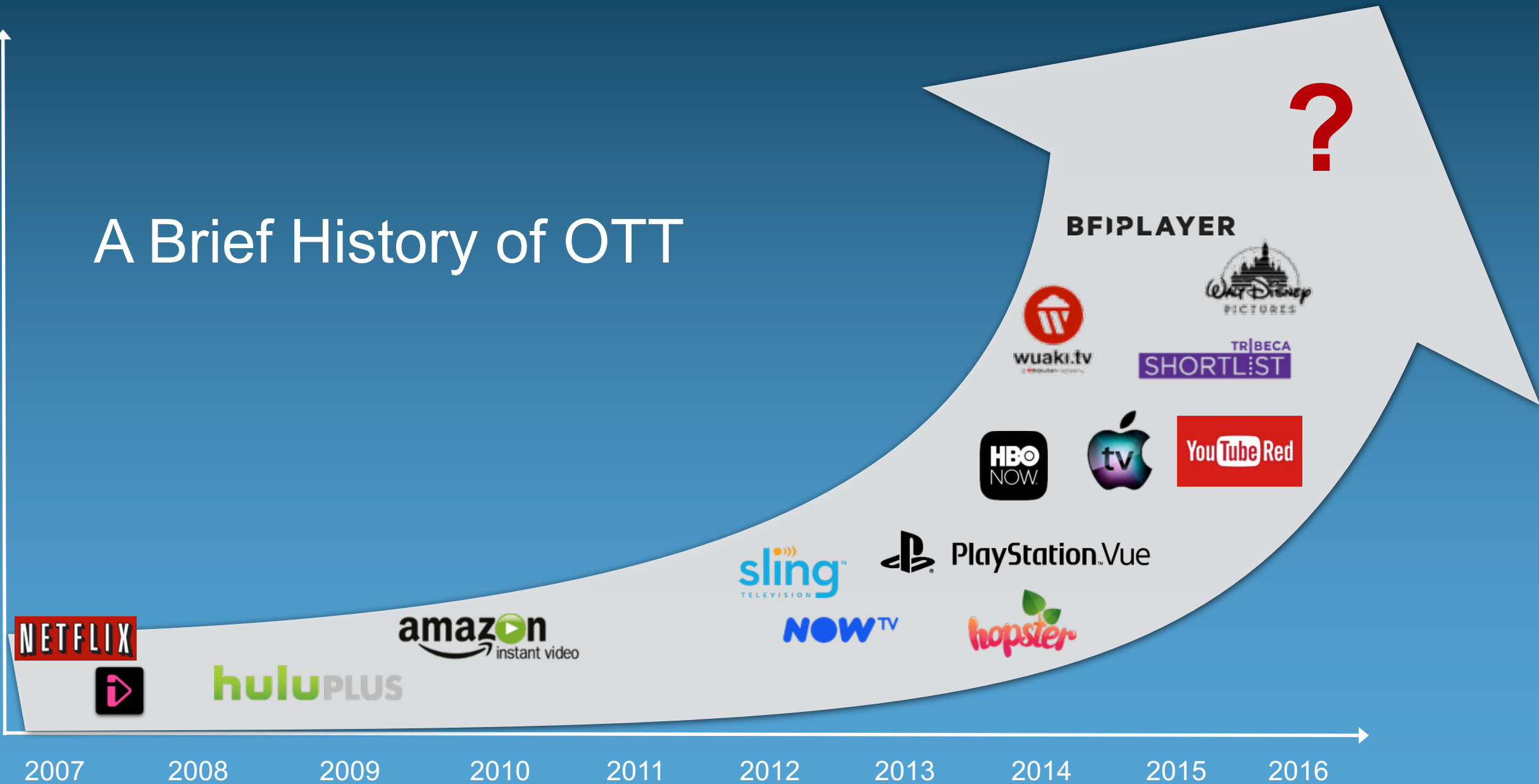
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Build Subscription Revenue

A man with dark hair, wearing a light blue button-down shirt, is smiling and looking down at a silver tablet he is holding with both hands. The background is a solid dark blue.

Agenda

- Market Overview
- OTT Business Models
- Maximizing the Customer Lifecycle
- Leveraging Analytics and Data
- What Are Innovative Brands Doing
- Q&A

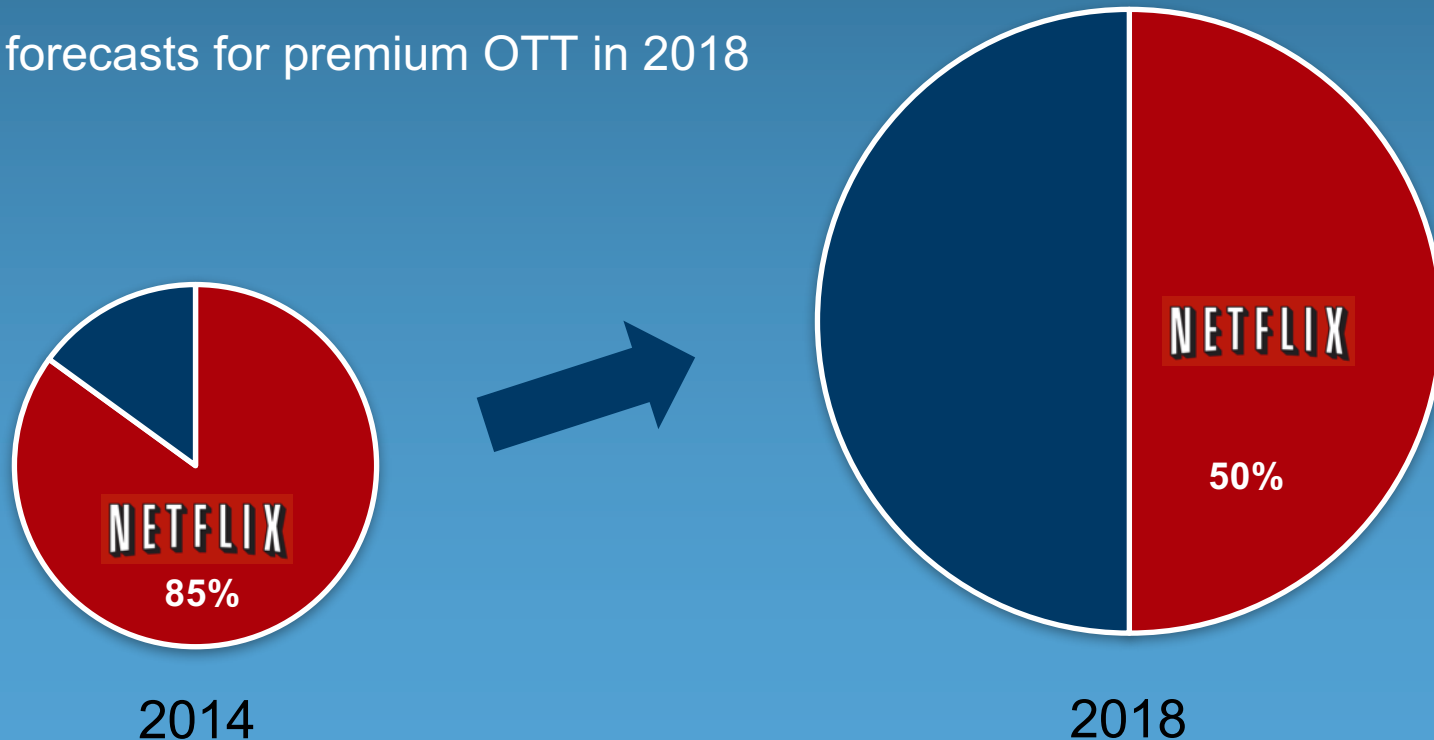
A Brief History of OTT



Netflix Remains the Leader

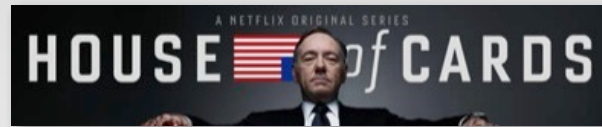
Netflix Is Expected to Remain the Largest Premium OTT Provider, but with a Smaller Share of the Market

Market size forecasts for premium OTT in 2018



Unleashing Creative Content

Compounding
subscription
cash flow





OTT Business Models

SVOD

Subscription-based offerings, typically providing unlimited access to a library of streamed film and TV content



Transactional (DTO/DTR)

One-off payments for content, either digital ownership (DTO/EST) or rental with an expiry date (DTR)



TV Everywhere

Services providing access to pay-TV content across multiple screens and devices, made available exclusively for pay-TV subscribers



Ad-funded (AVOD)

Free access to content, funded by advertising, usually pre-roll videos



Hybrid Model



Metrics That Matter

- Churn and churn rate
- Monthly Recurring Revenue (MRR)
- Average Revenue per User (APRU)
- Customer Acquisition Cost (CAC)
- Lifetime Value (LTV)
- Average Customer Lifetime Value (ACLV)

Maximizing the Customer Lifecycle



ACQUIRE



RETAIN



EXPAND

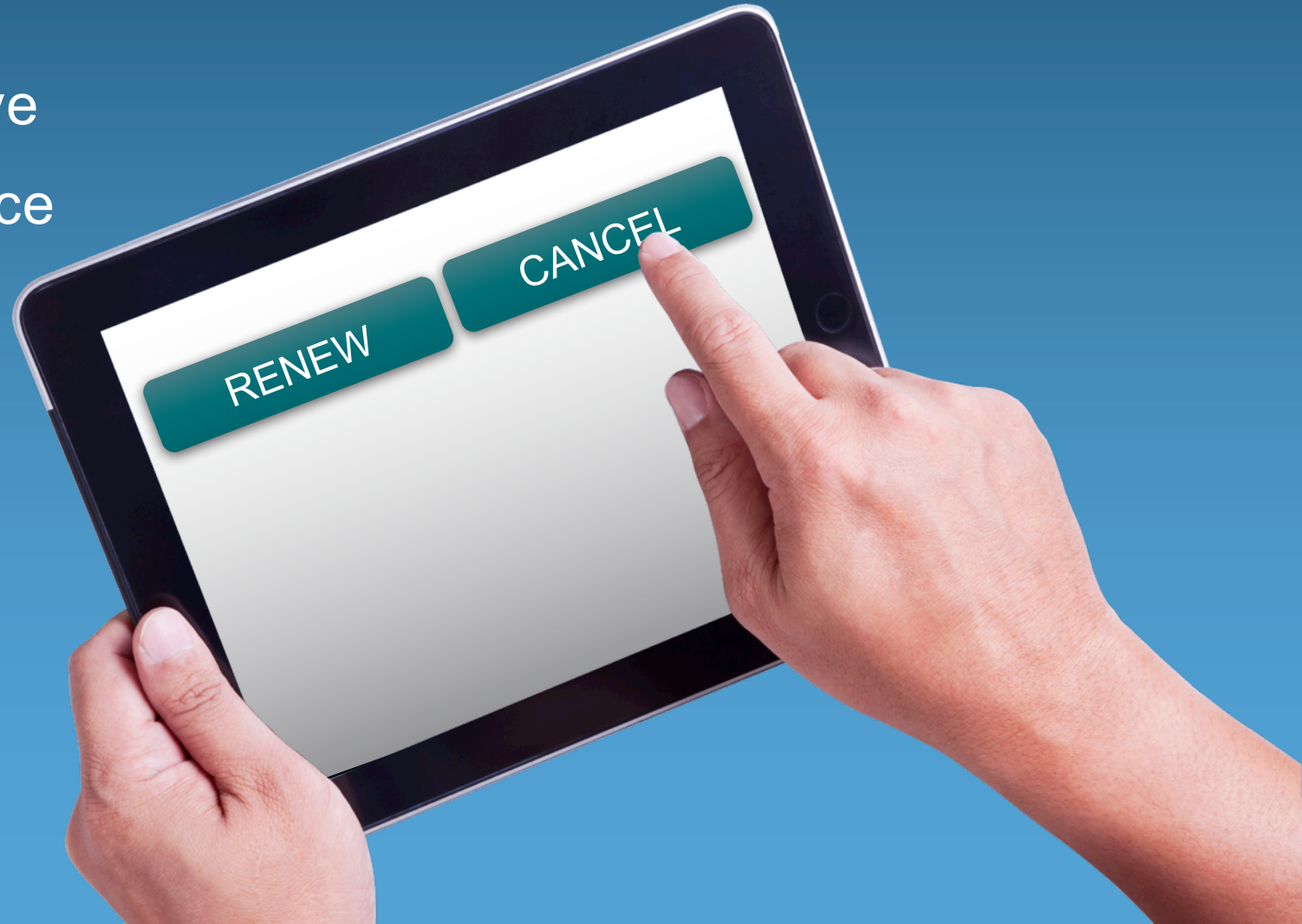
Offer Personalization

- Geographic, demographic
- Price, offer, flexibility
- Social interaction
- Integrated offers



Frictionless Experience and Commerce

- Make it easy to interact, buy, immerse ... AND easy to leave
- Leverage the digital experience
- Simplify the experience
- No commitments
 - trust the product or service
- Refund flexibility



The Difference Between Good and Bad Revenue

A young man with brown hair, glasses, and freckles is looking towards the left. In the background, there are several glass jars filled with colorful candies. One jar has a tag that says "Fruit Slices". Another tag partially visible says "Milk Chocolate". The scene appears to be a candy store or a display.

Customer Lifetime
Value: Keep Them
Coming Back for More

Don't Train
Your Customers
to Steal Your
OTT Content



A hand in a blue shirt sleeve is shown from the bottom left, palm up, holding a large blue cloud graphic. The cloud has a white outline and contains the text 'The Network Effect'. To the left of the main cloud is a smaller cloud with the text 'Big Data', and to the right is another smaller cloud with the text 'Analytics'. The background is a dark blue gradient.

Big
Data

The Network Effect

Analytics

Leveraging Analytics and Big Data

Big data drives business insight and intelligence

- Cohort analysis
- Active vs. passive churn
- Subscriber worthiness
- Content profitability
- Socioeconomic data
- Acquisition cost analysis
- Chargebacks / fraud





What Are
Innovative
Brands Doing?



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NETWORK

И Е Т М О В К



Questions?



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Thank You



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