

Broadcasting Business and Strategies for the Future

OTT Services –

Increase the Value of your Content at a Lower Operating Cost



The Evolution of Broadcast

Programmable, Viewer Engagement



Data Analytics



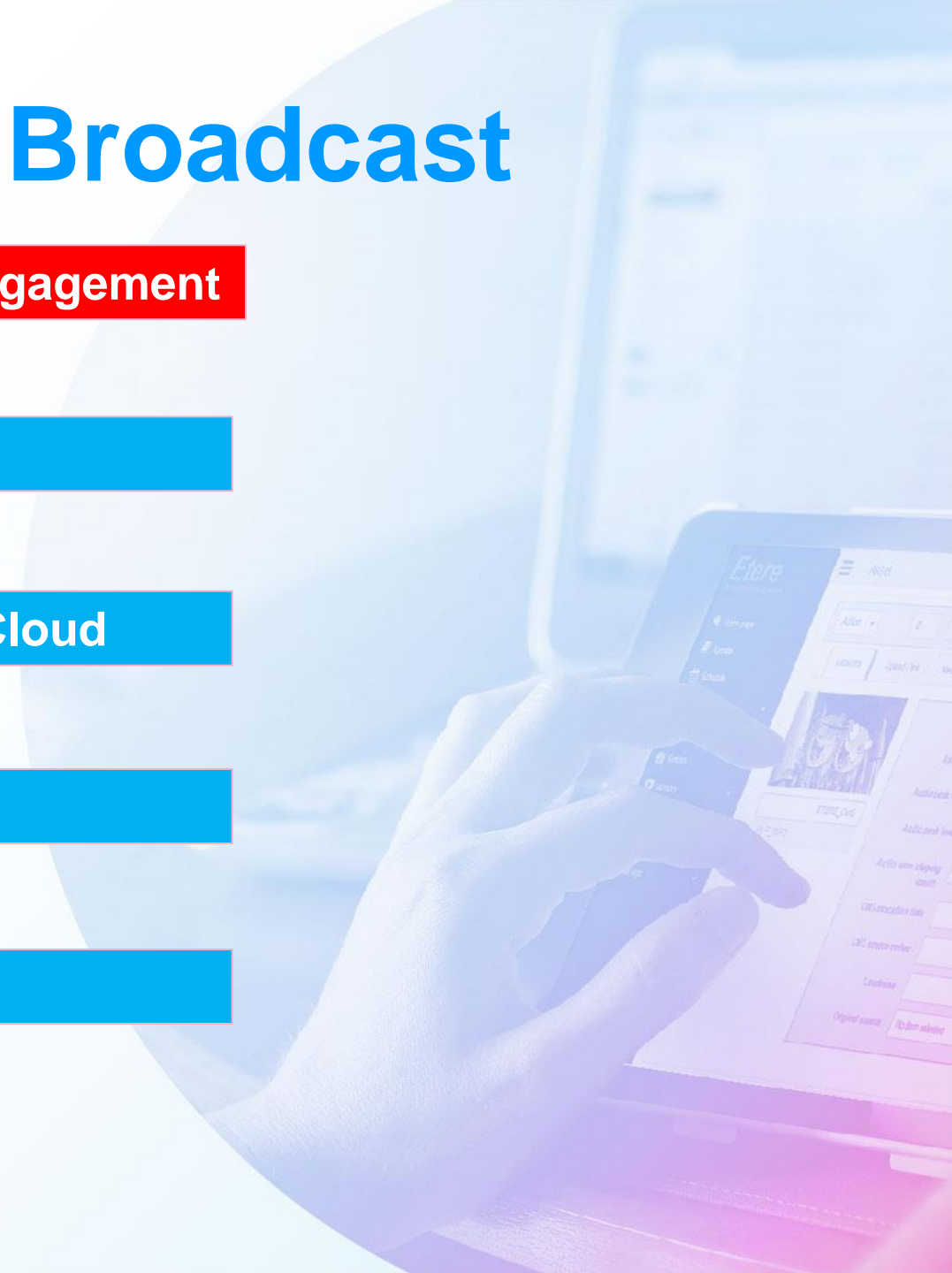
TV Distribution and Cloud



TV Streaming



Across Screens

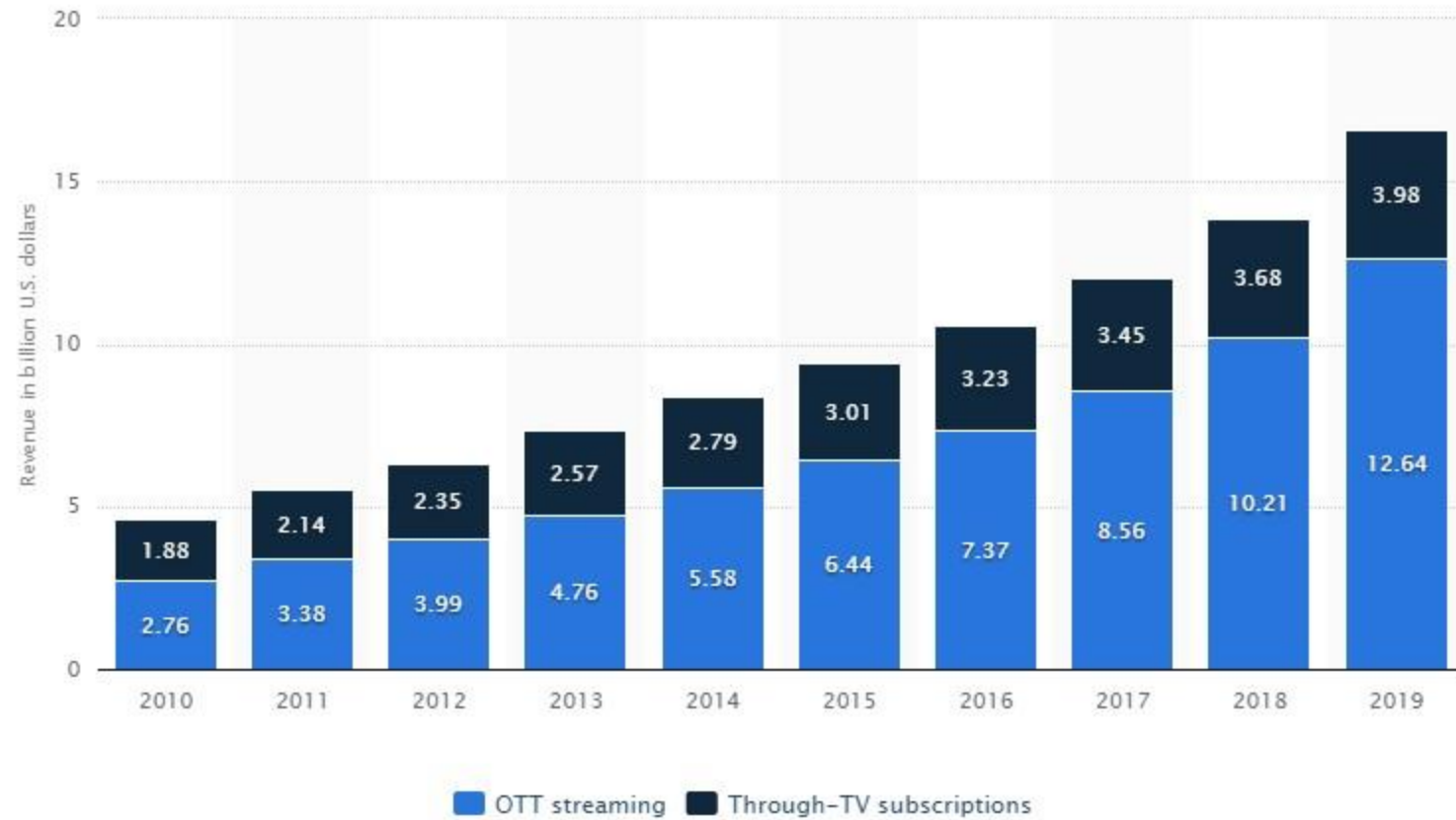


What is OTT

- Over-the-Top : Delivery of video streams via the internet
- Bypasses traditional distribution channels
- No cable or satellite service needed
- Stream over public internet
- Lower costs than the traditional methods of delivery



OTT Revenue Forecast



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OTT Challenges

- Variety of industry standards
- Cost of IT infrastructure
- Multi-screen accessibility
- Targeting advertising
- Multi target Advertising



Using Content Delivery Network (CDN)

- It is a system of distributed network servers
- CDN optimizes delivery of content via the internet
- Minimizes latency, brings content to many places at once
- Allows you to multiply OTT streams without purchasing unnecessary bandwidth



Content Delivery Network (CDN)

Without Content Delivery Network (CDN)



With Content Delivery Network (CDN)



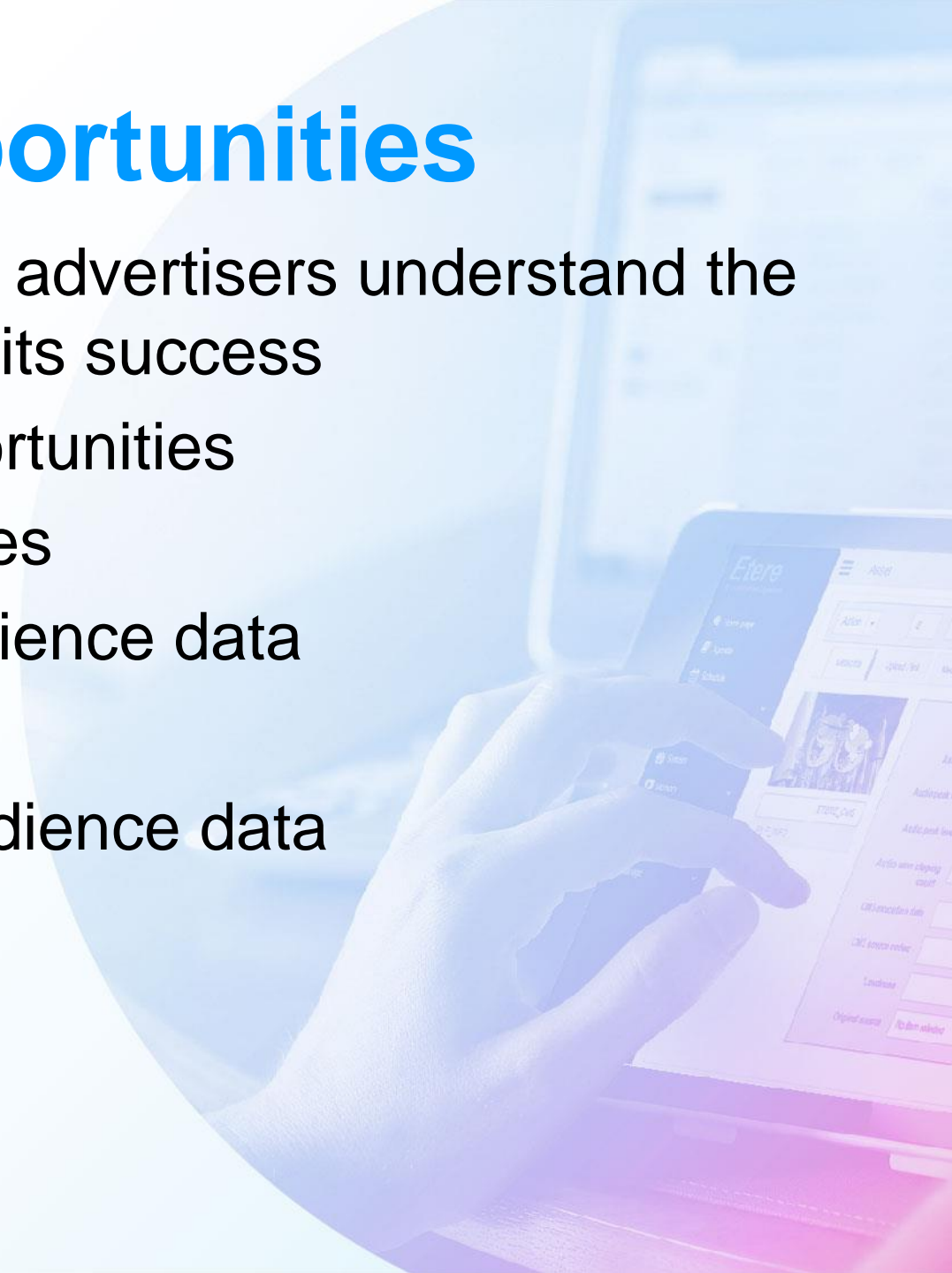
- Faster
- Decreased latency
- Reduced connection distance

OTT Monetization



OTT Market Opportunities

- Measurability of digital data: Enables advertisers understand the cost of media, placement of ads and its success
- Increased content monetization opportunities
- Reach and engage relevant audiences
- Re-targeting capability based on audience data
- Dynamic ad insertion capabilities
- Increased ad relevancy based on audience data



What is OTT Advertising

- Placement of ads within streaming video content
- OTT allows to target advertising to a specific audience
- With expanding availability of streaming devices including
 - Smart TVs
 - Game Consoles
 - Streaming Boxes and Sticks
 - Other connected Devices
 - Handheld Devices (OTT video apps)



Monetisation with OTT Multiscreen

- Prepare, manage and monetize live and VOD content to smart TVs, PCs, tablets and smartphones



Viewers Profiling

Traditional Broadcast	OTT
Container program generates the target audience	You have an accurate profile of every viewer
Advertising cannot be addressed to multiple categories of viewers	Create personalized content for every viewer from a single program, Target Advertising for example: Luxury car ads for middle-age adults Scooter ads for younger viewers,

Target Advertising

- With OTT you can target your advertising to the Viewer profile, increasing revenues, same content different ads.

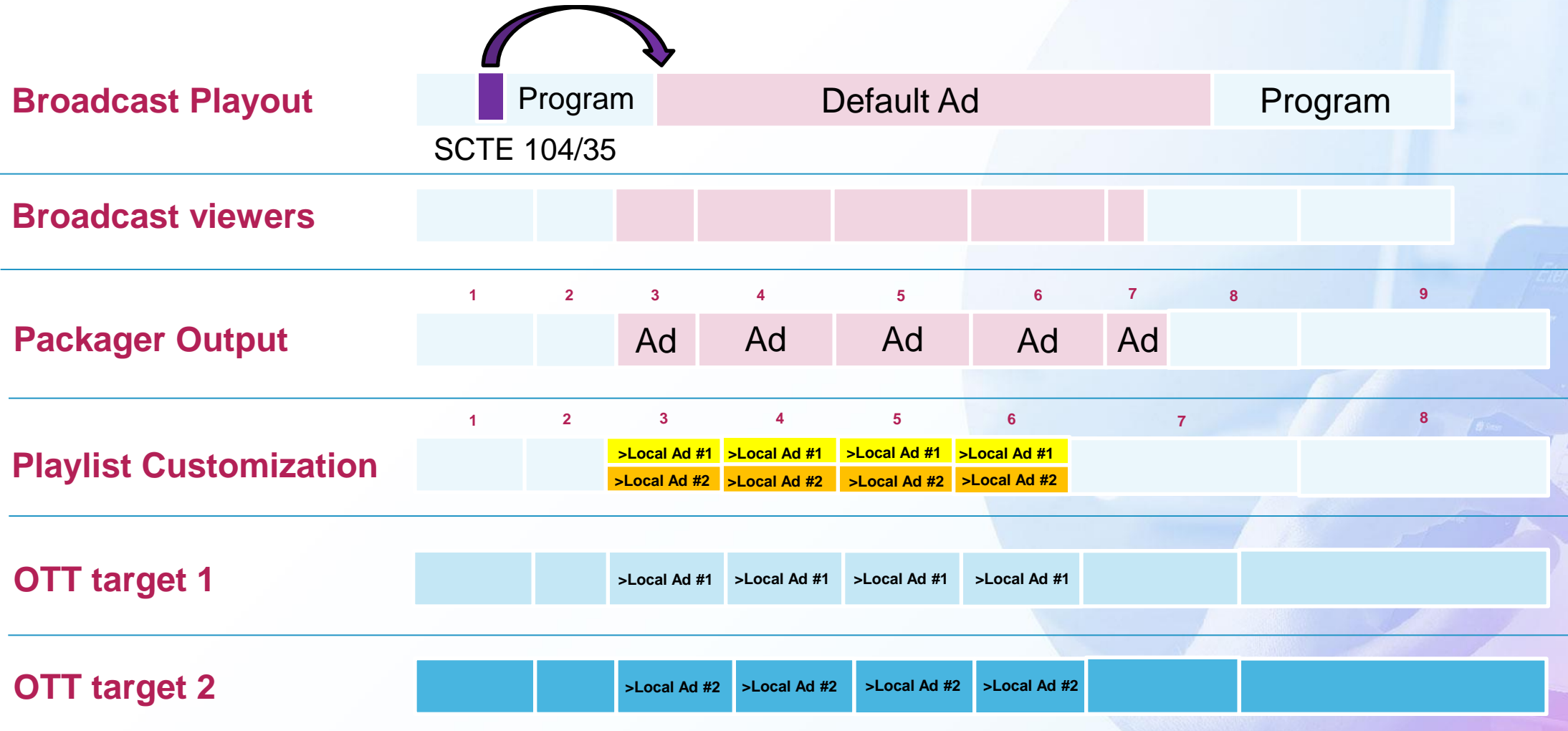


The Challenge

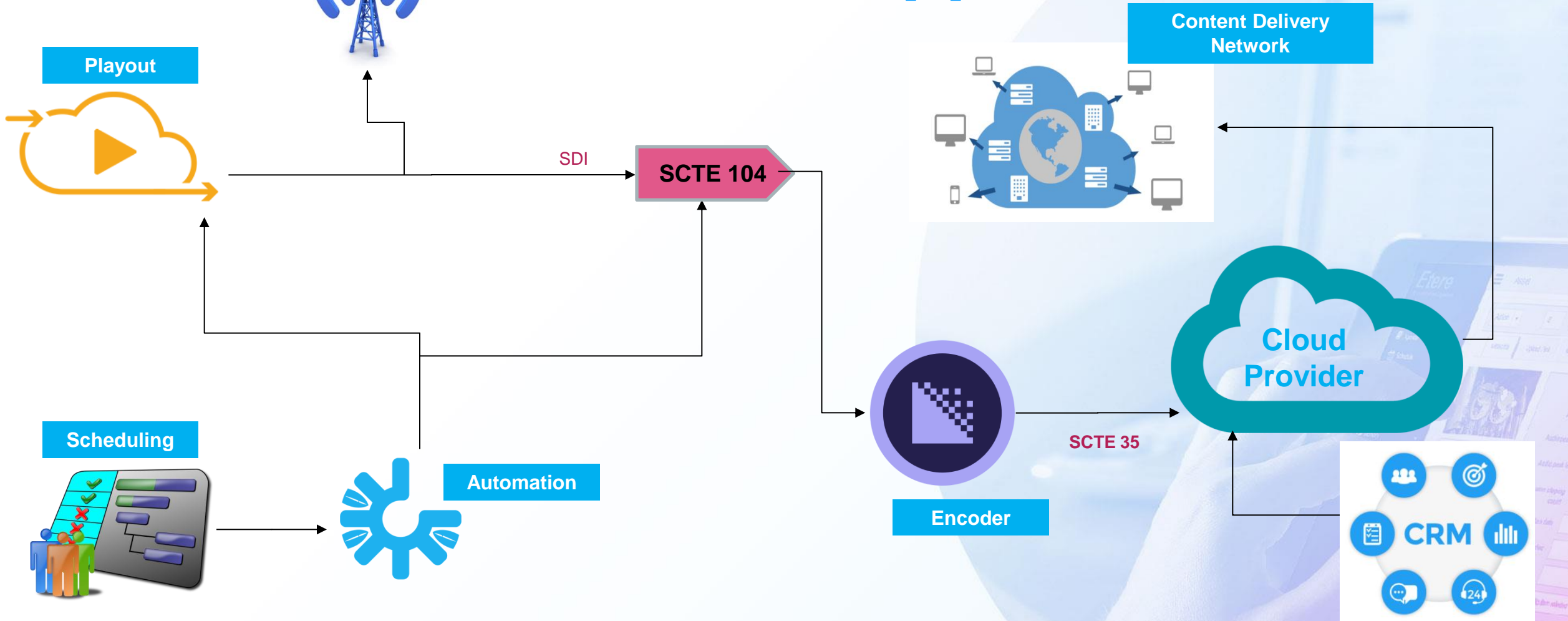
- To generate targeted advertising playlist from a single content
- To coordinate all playlists even last minute changes
- To coordinate sales, content management and delivery effectively
- To deliver content to all platforms seamlessly
- To manage copyrights easily
- To create a correct report



Traditional approach

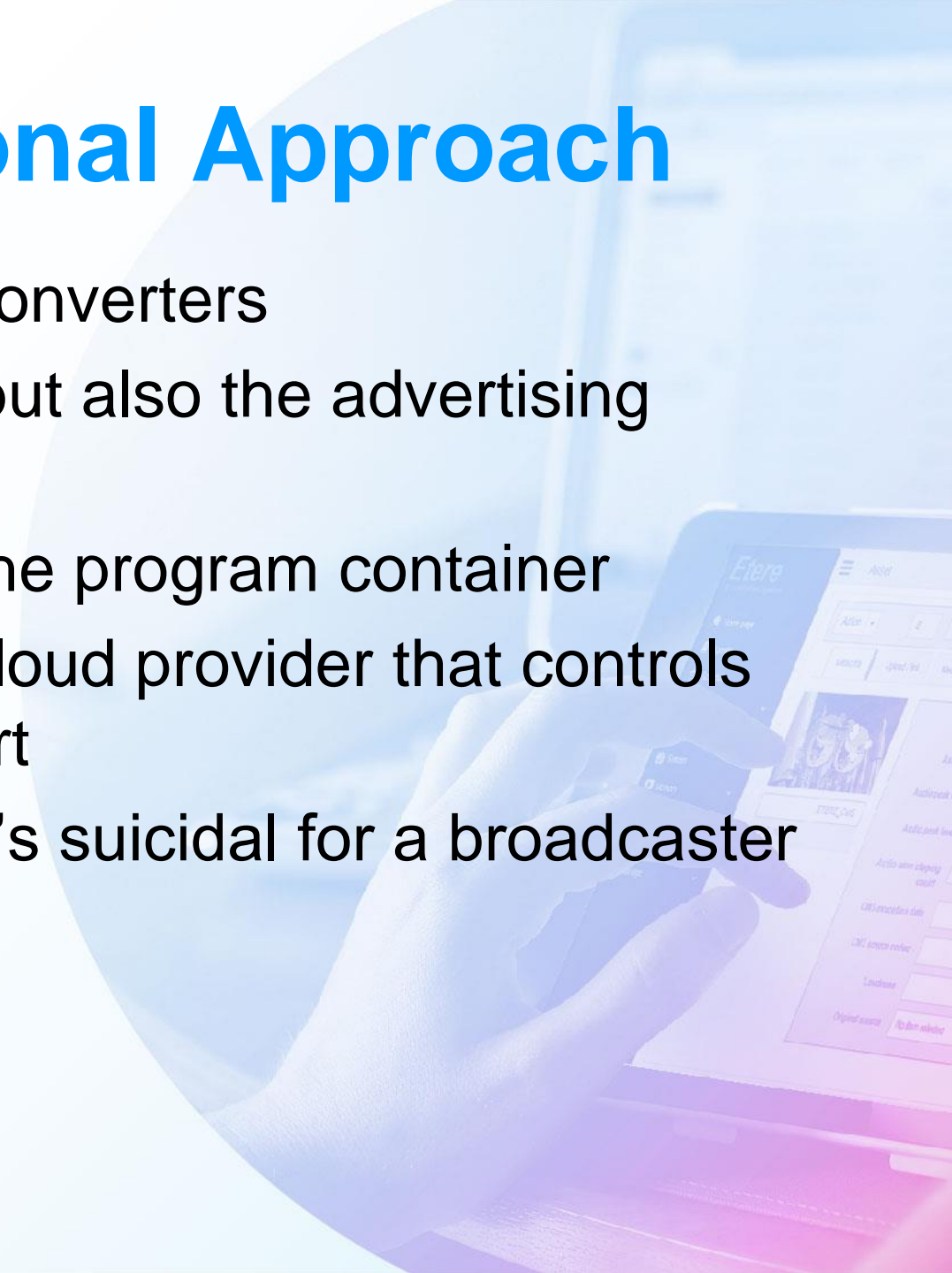


Traditional Approach



Problems of Traditional Approach

- Complex and expensive with many converters
- SCTE35 carries not only the trigger but also the advertising content for a correct replacement
- SCTE35 also needs to carry info of the program container
- All the OTT activity is moved to the cloud provider that controls the CRM, advertising sales and report
- With increasing importance of OTT it's suicidal for a broadcaster



Etere approach



Broadcast Playout



Broadcast viewers



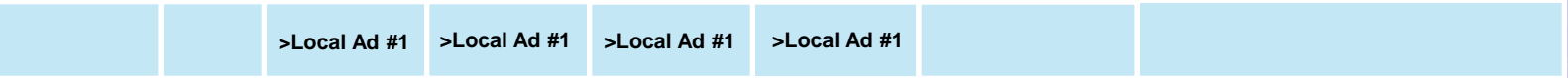
Packager Output



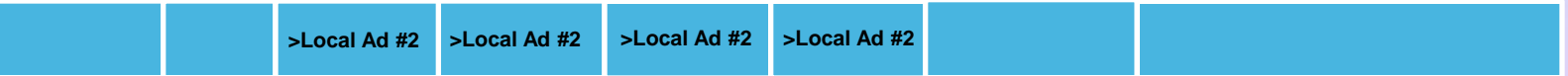
Playlist Customization



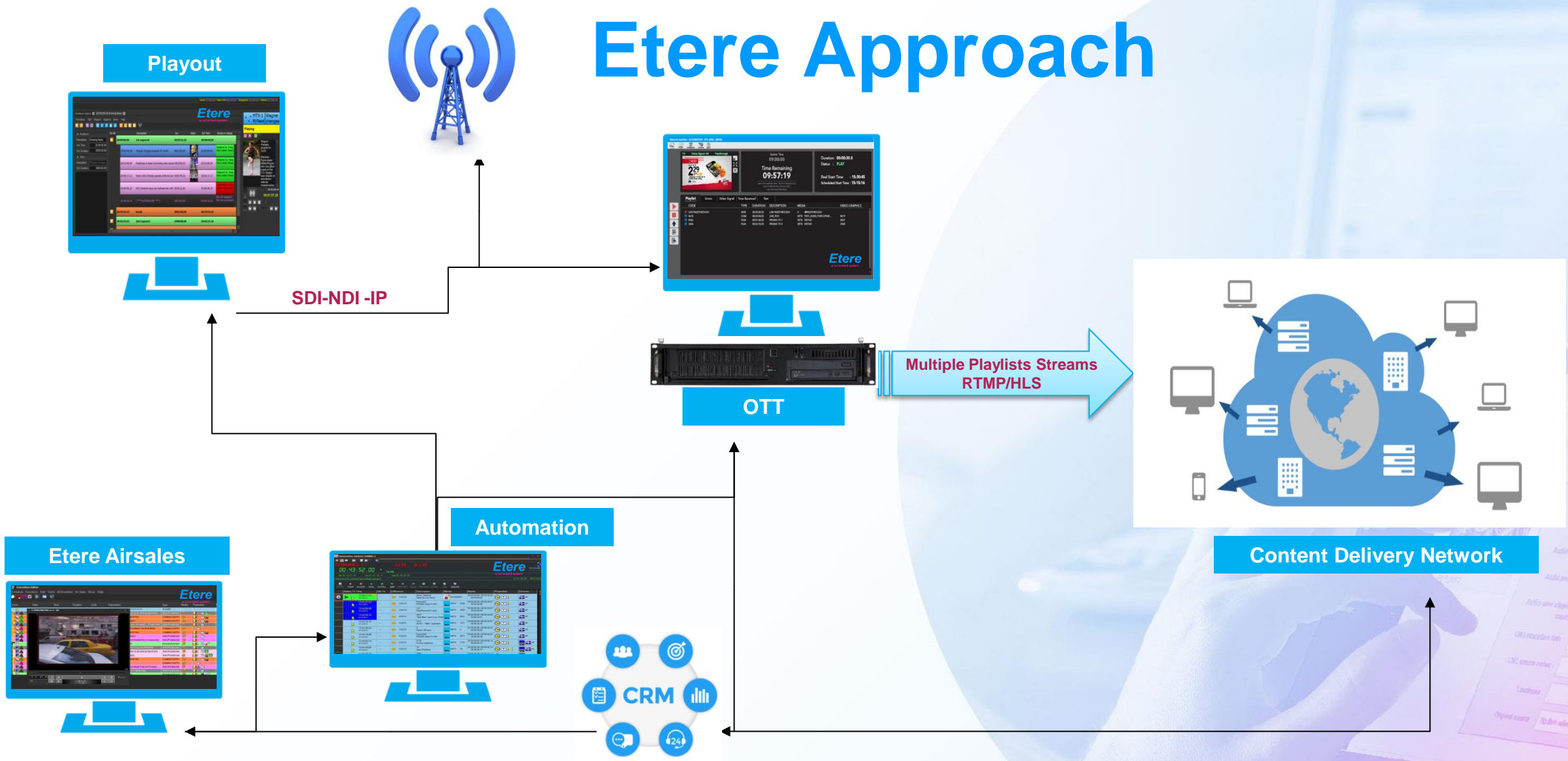
OTT target 1



OTT target 2

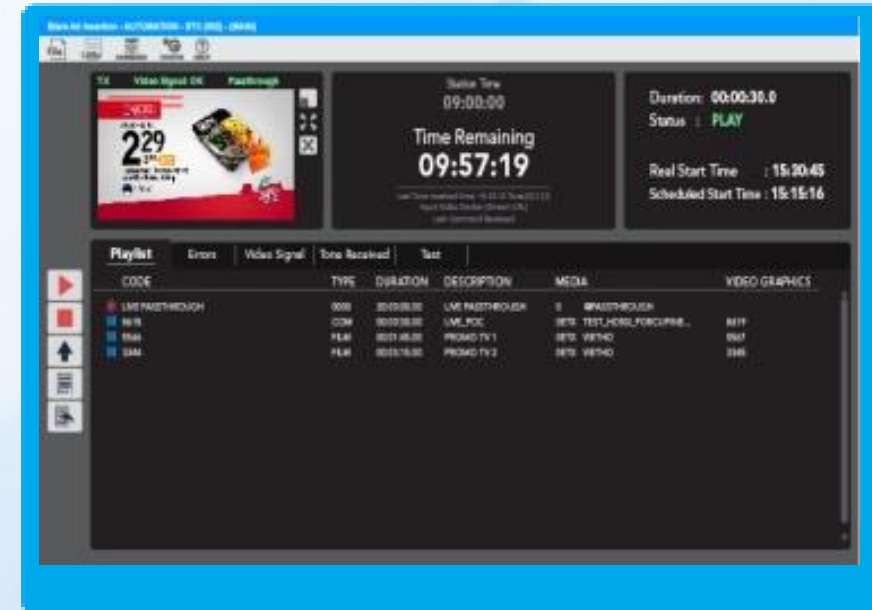


Etere Approach

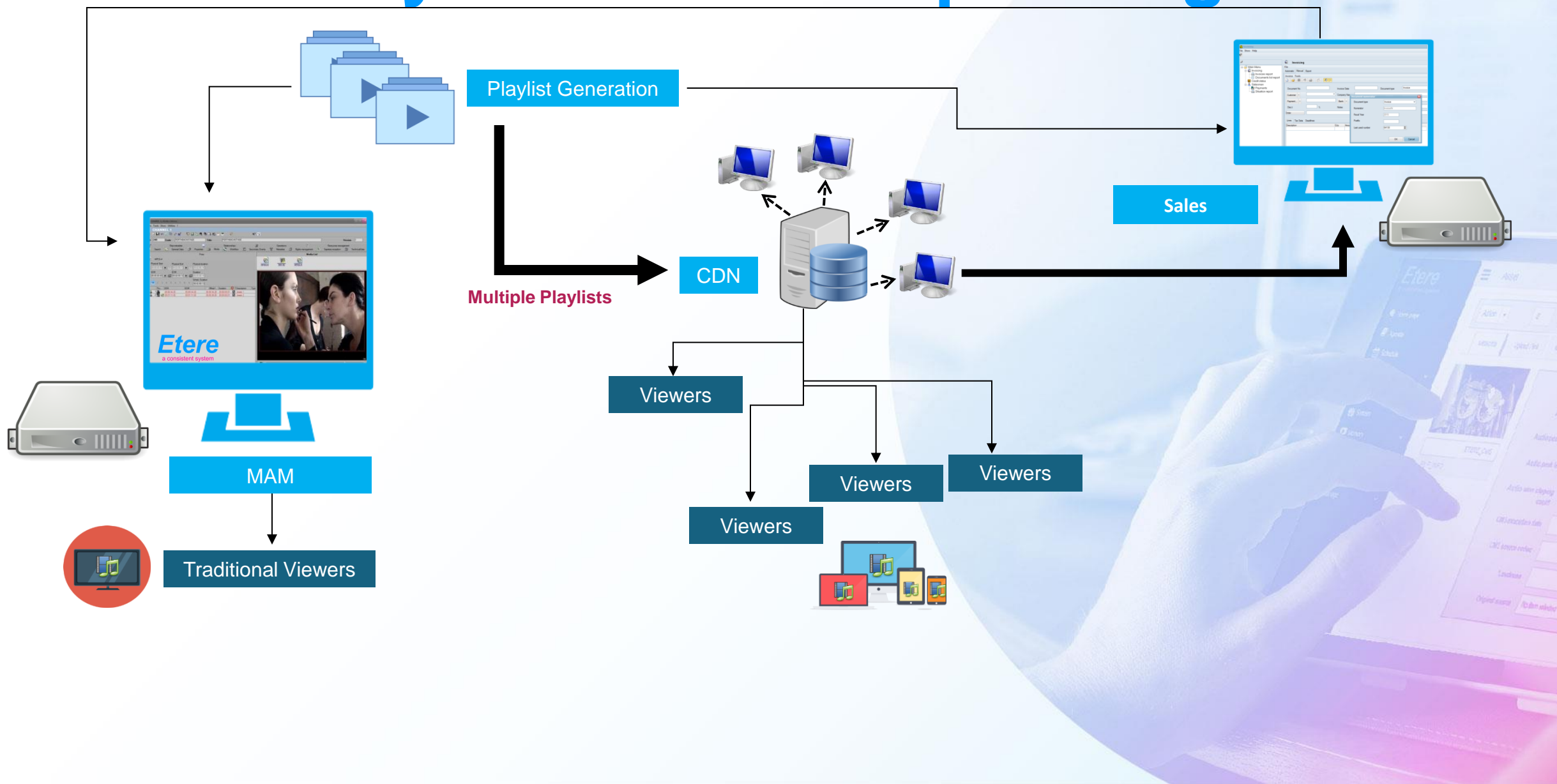


Advantages of ETERE Approach

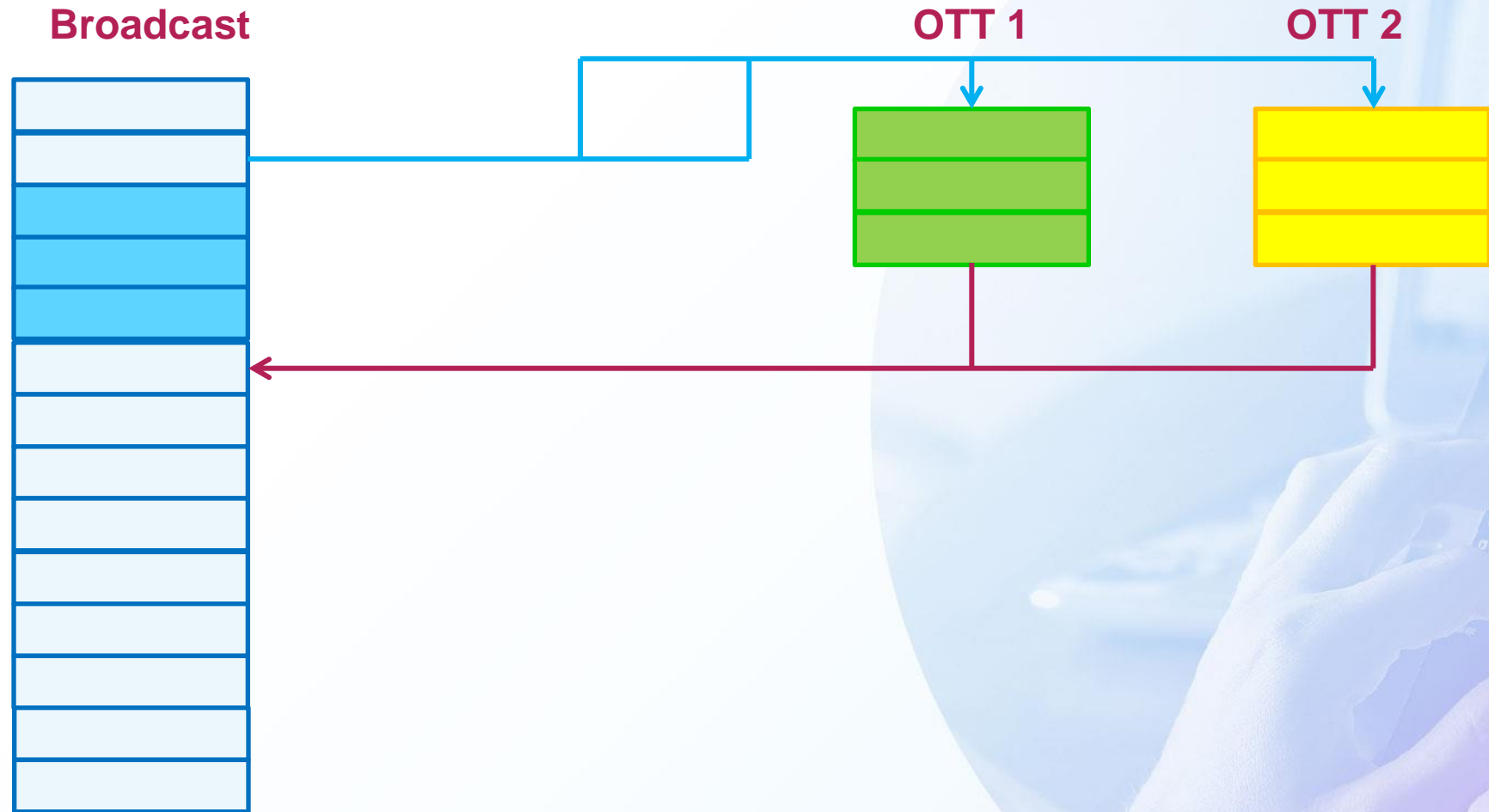
- Simple
- Requires fewer hardware
- 100% under broadcaster's control
- Real-time monitoring
- Unlimited capabilities
 - Video replacement
 - Graphics replacement
 - Content replacement



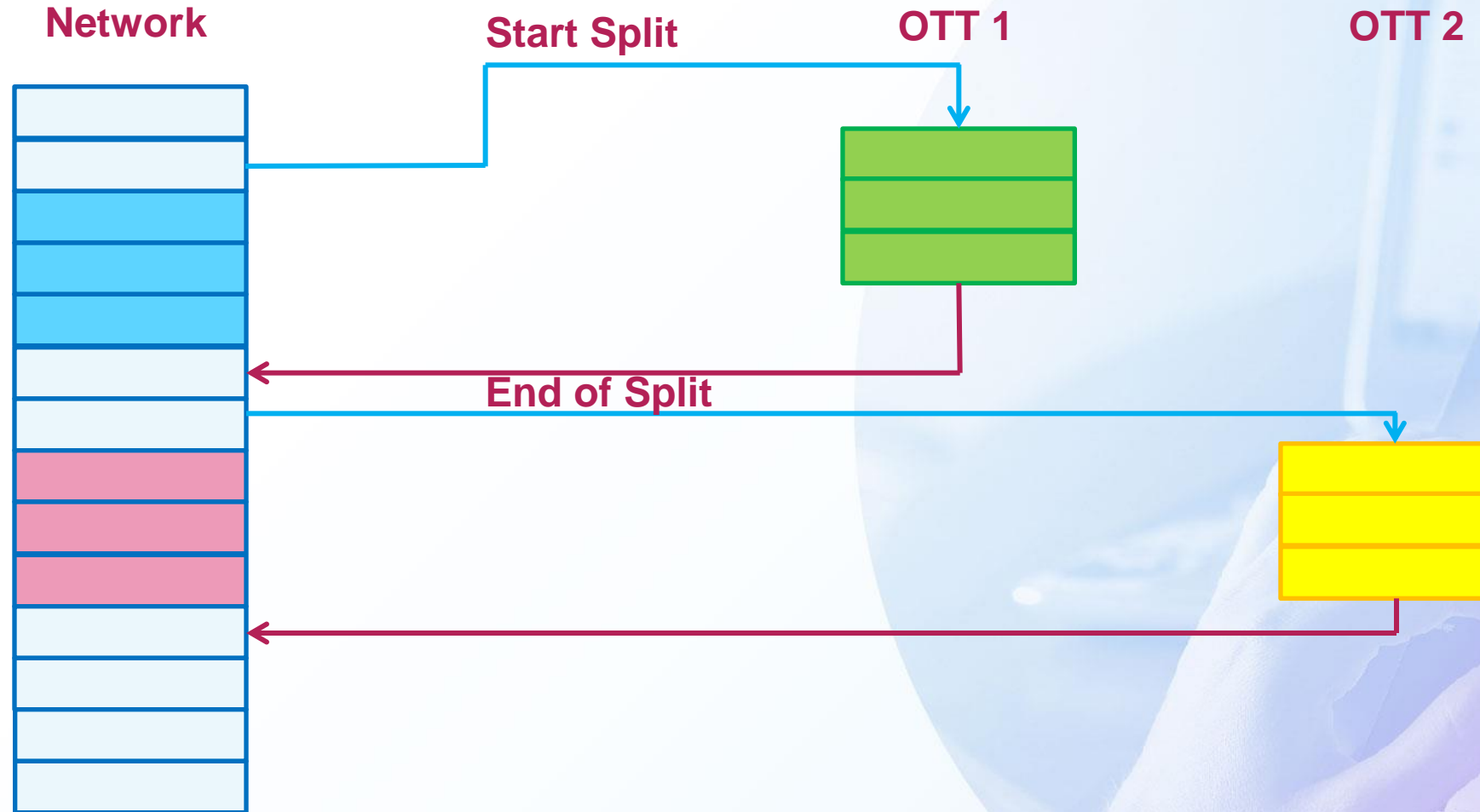
One system for Multiple Targets



Basic OTT System



Asymmetric OTT System



Single Automation Interface

The screenshot displays a video automation interface. The main window on the left shows a timeline with columns for Timecode out, Type, Code, Description, File name, Properties, ID Split, Blocks, and Segments. A red arrow points to a context menu for a selected item, which includes options like New, Delete, Cut, Copy, Paste, Preview, Edit, Asset Form, Secondary Events, Properties, Split, Event type, Fill to next, Update duration, Update durations, Secondary Events, Explode, and Implode. To the right, a 'Split' window shows four channels: Channel 1, Northern Italy, Southern Italy, Central Italy, and Insular Italy. Each channel has a table with columns for Icons, Time, Code, Description, Type, Duration, and File name. The interface also shows status bars for 'Maximum cluster duration' and 'Used space'.

Timecode out	Type	Code	Description	File name	Properties	ID Split	Blocks	Segments
00:00:00	START	START	START					
00:00:00	Block	CLUSTER	CLUSTER of the hours 12:00					
00:00:00	Block	CLUSTER	CLUSTER of the hours 12:04					
00:44:59.24	NEWS	85	Central Live News	3-Sub-02				
00:30:00.00	TV Series	Family Guy	Family Guy - No.0001					
00:30:00.00	TV Series	Italian Folkt	Italian Folktales - No.0001					
00:29:59.24	TV Series	Peanuts - 2	Peanuts - 2nd Season - No.0001					
00:30:00.00	TV Series	Sex and the	Sex and the City - No.0001					
00:30:00.00	Block	CLUSTER	CLUSTER of the hours 14:50					
00:59:59.24	FILM	3068	Deep Trip	OSEA 412				
01:55:38.01	FILM	70	Jeux D'Enfants	OSEA 70				
00:00:00.00	Block	CLUSTER	CLUSTER of the hours 18:00					
00:00:00.00	Block	CLUSTER	CLUSTER of the hours 18:04					
00:59:59.24	NEWS	87	NATIONAL Live News	1				
00:30:00.00	TV Series	Family Guy	Family Guy - No.0001					
00:30:00.00	TV Series	Italian Folkt	Italian Folktales - No.0001					
00:29:59.24	TV Series	Peanuts - 2	Peanuts - 2nd Season - No.0001					
00:30:00.00	TV Series	Sex and the	Sex and the City - No.0001					
00:30:00.00	Block	CLUSTER	CLUSTER of the hours 21:05					
00:59:59.24	FILM	3068	Deep Trip	OSEA 412				
01:19:59.24	FILM	70	Jeux D'Enfants	OSEA 70				
00:00:00.00	Block	CLUSTER	CLUSTER of the hours 23:40					
00:00:00.00	Block	CLUSTER	CLUSTER of the hours 23:44					
00:59:59.24	NEWS	22	National Live News	1				
00:29:59.24	TV Series	Family Guy	Family Guy - No.0001					
00:29:59.24	TV Series	Italian Folkt	Italian Folktales - No.0001					
00:29:59.24	TV Series	Peanuts - 2	Peanuts - 2nd Season - No.0001					
00:29:59.24	TV Series	Sex and the	Sex and the City - No.0001					
00:29:59.24	Block	CLUSTER	CLUSTER of the hours 02:45					
00:59:59.24	FILM	3068	Deep Trip	OSEA 412				
01:19:59.24	FILM	70	Jeux D'Enfants	OSEA 70				
00:00:00.00	Block	CLUSTER	CLUSTER of the hours 05:20					
00:00:00.00	Block	CLUSTER	CLUSTER of the hours 05:24					
00:59:59.24	FILM	3068	Deep Trip	OSEA 412				
01:19:59.24	FILM	70	Jeux D'Enfants	OSEA 70				

Split

Channel 1

Northern Italy

Icons	Time	Code	Description	Type	Duration	File name
	18:05:16.11	87	NATIONAL Live News	NEWS	0060:00:00	1

Southern Italy

Icons	Time	Code	Description	Type	Duration	File name
	18:05:16.11	84	South Live News	NEWS	0045:00:00	2
	18:50:16.11	3302	Live from News studio	NEWS	0013:00:00	1

Central Italy

Icons	Time	Code	Description	Type	Duration	File name
	18:05:16.11	85	Central Live News	NEWS	0045:00:00	3-Sub-02
	18:50:16.11	3302	Live from News studio	NEWS	0013:00:00	1

Insular Italy

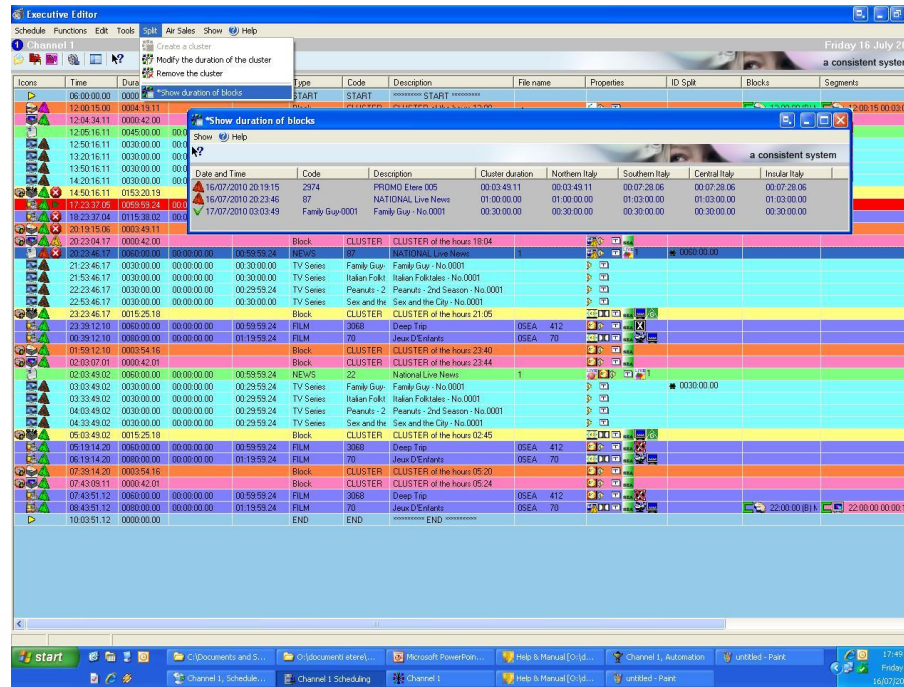
Icons	Time	Code	Description	Type	Duration	File name
	18:05:16.11	86	Insular Live News	NEWS	0045:00:00	4 Beta-01
	18:50:16.11	3302	Live from News studio	NEWS	0013:00:00	1

Maximum cluster duration: 01:00:00:00
Used space: 00:58:00:00 Free space: 00:02:00:00

Used space: 01:30:00:00 Free space: -00:30:00:00
Used space: 00:58:00:00 Free space: 00:02:00:00

- Creates clusters for the programs to be split across different OTT targets
- Clusters allow insertion of the programs that will be transmitted on the other OTT targets

OTT View



- All OTT clusters can be controlled from a single interface that offers a simple view for OTT programs

Etere key features

- Supports virtualization : Cost-efficient and flexible
- Integrated video management
- Centralized monitoring & management of all system processes
- Integrative rights management
- Effective management of tasks including program replacement



Play Multiple OTT-Playlists

- Syncs automation system to generate playlists
- Play multiple sub-playlists from the main playlist
- Content delivered directly to CDN
- Easy to manage even hundreds of OTT channels

Etere Ad Insertion - AUTOMATION - ETX (002) - (MAIN)

TX Video Signal OK Passthrough

Station Time
09:00:00

Time Remaining
09:57:19

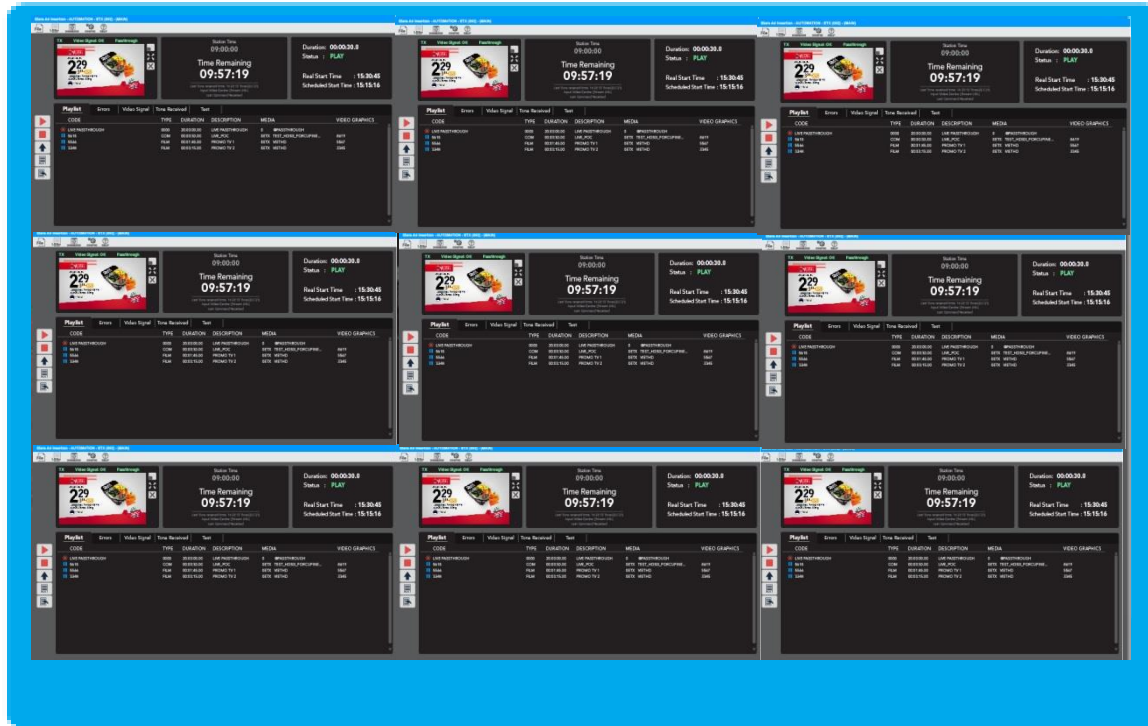
Duration: 00:00:30.0
Status : **PLAY**

Real Start Time : 15:30:45
Scheduled Start Time : 15:15:16

Playlist

CODE	TYPE	DURATION	DESCRIPTION	MEDIA	VIDEO GRAPHICS
LIVE PASSTHROUGH	0000	20:00:00.00	LIVE PASSTHROUGH	0 @PASSTHROUGH	
8618	CCM	00:00:30.00	LIVE_POC	0ETX TEST_HDS01_PORCUPINE...	8619
5566	FILM	00:01:45.00	PROMO TV 1	0ETX VIETHD	5567
3344	FILM	00:03:15.00	PROMO TV 2	0ETX VIETHD	3345

Hi-Density High efficiency



- Multiple channels for single hardware
- Single software for both video and graphics
- Coherent as-run log



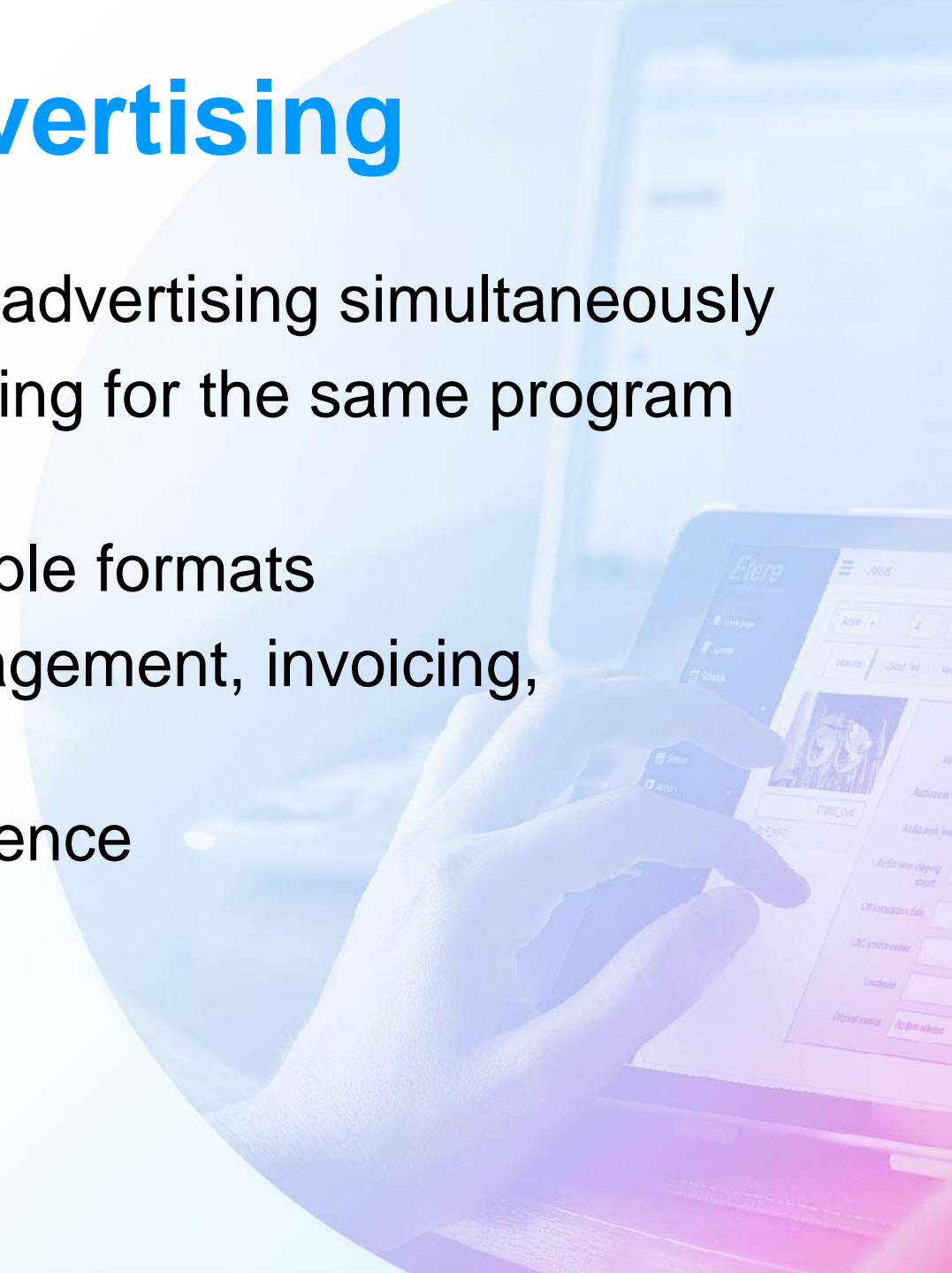
Etere Airsales

Integrated with OTT



Sales, MAM, Advertising

- Plan delivery, assemble content and advertising simultaneously
- Sales can generate different advertising for the same program according to the OTT target
- A unified database for media in multiple formats
- Streamlines planning, graphics management, invoicing, scheduling & delivery
- Media analytics and business intelligence



OTT Extensions

- Etere Airsales can be used to generate the OTT content
- One single interface to manage both traditional and OTT
- Coherent schedule and reporting
- Common Salesforce management
- Automatic OTT placement



Etere Airsales with OTT Extensions

id 79 - test

General

Blocks

Asset

Options

Charges

Batch Options

Extend line to other stations

*OTT destination

DEFAULT

DEFAULT

OTT 1

OTT 2

OTT 3

Create new line for each selected station

Rules

☒ Check Product Code

☐ Ignore insertion rules but log the events

☐ Ignore insertion rules

Customer Interval

0

Order interval

0

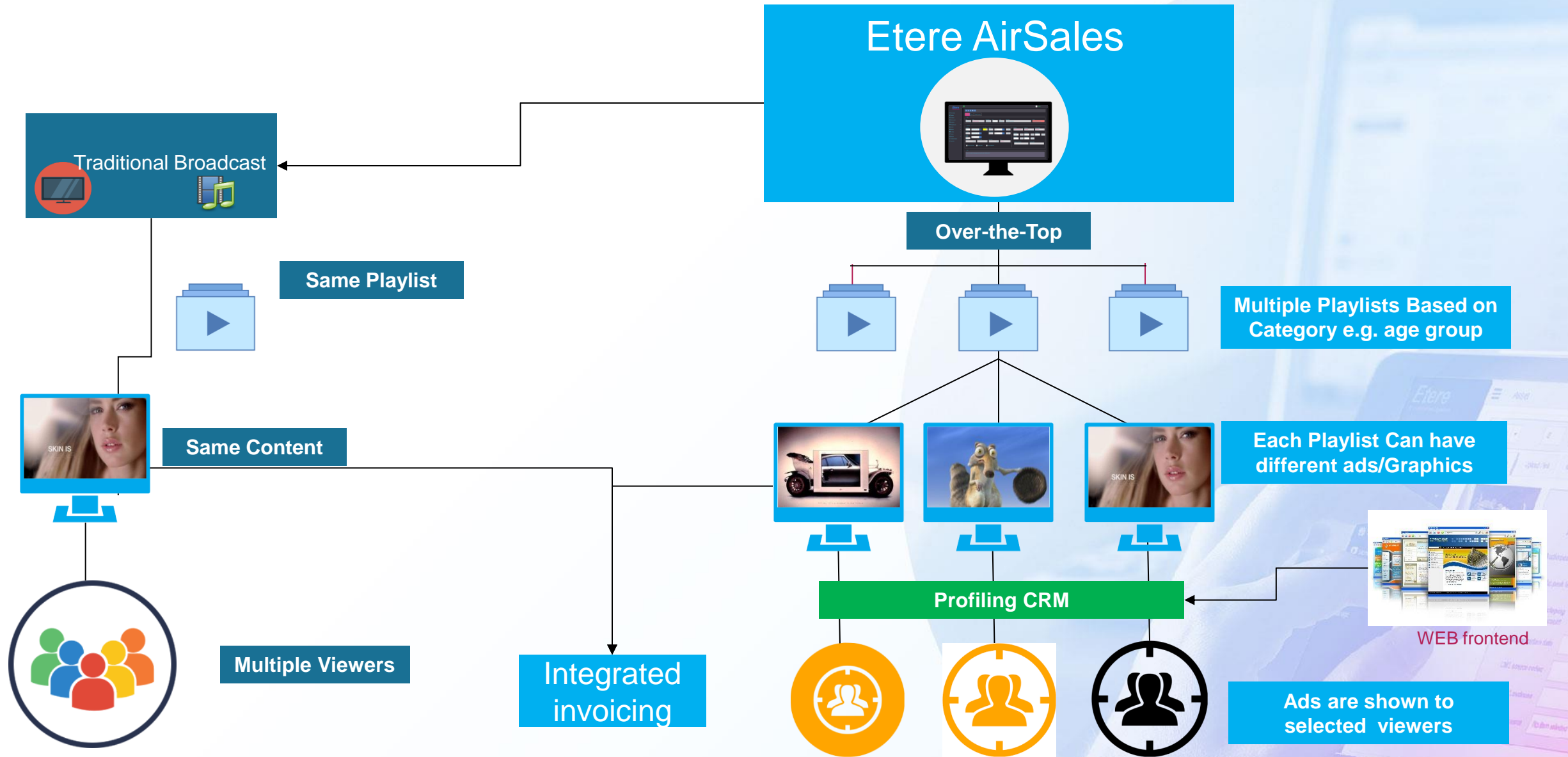
Event interval

0

Cancel

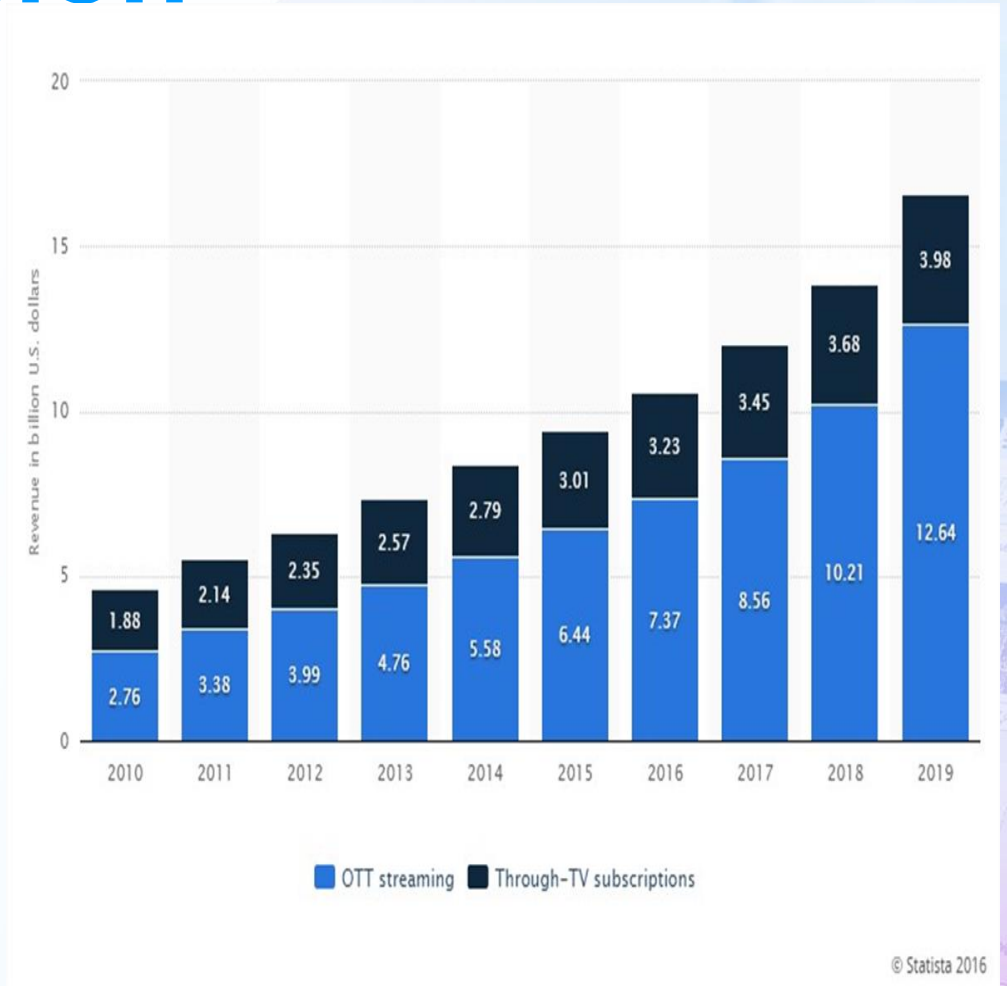
Save

Save and exit



Conclusion

- OTT is a challenge we cannot Miss
- But as any important revenue font it must be correctly manage.
- It is different but can produce good revenues
- Be FUTURE-READY!



Thank You

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Software Architect

