

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



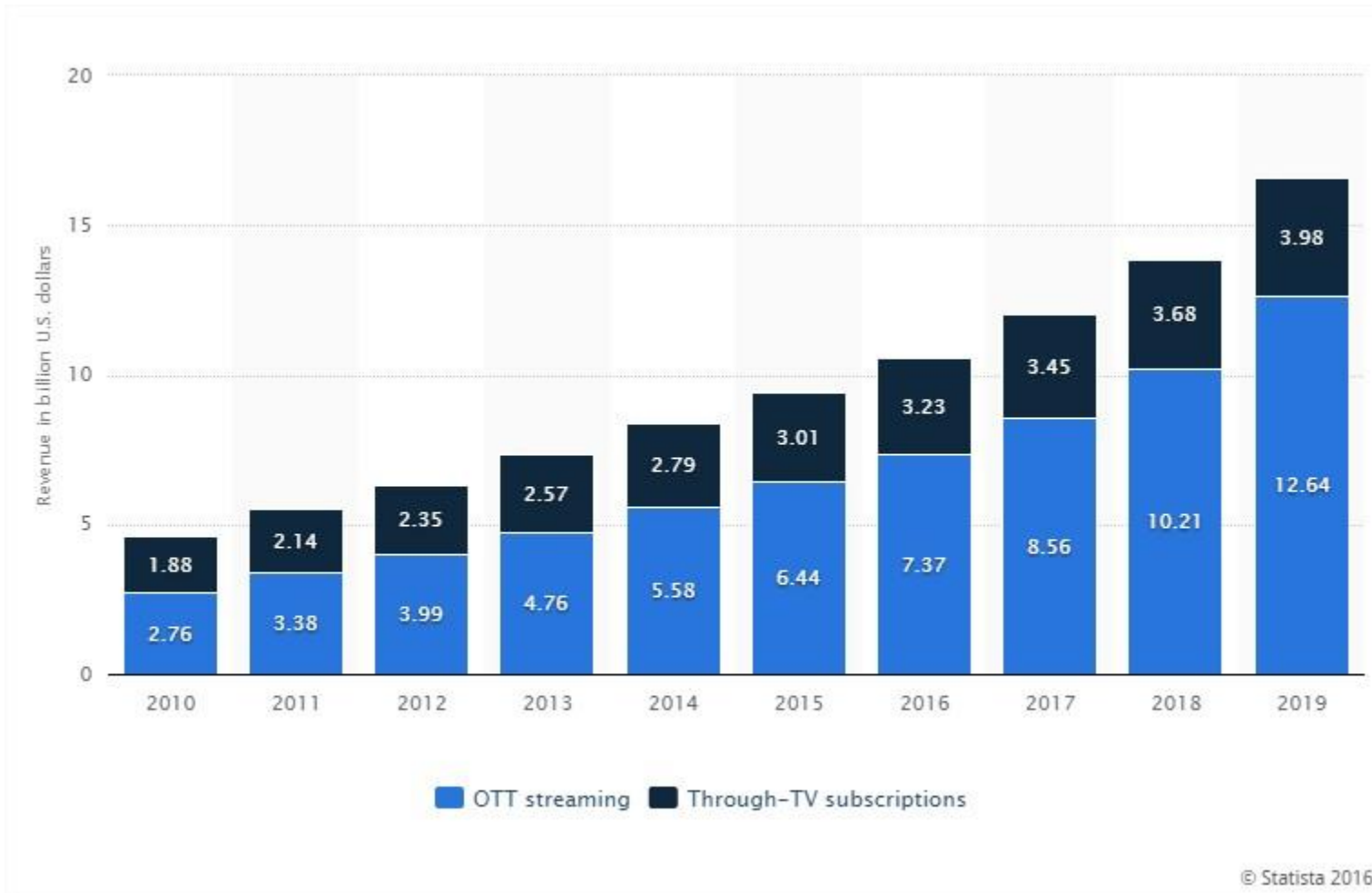
Across Screens

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



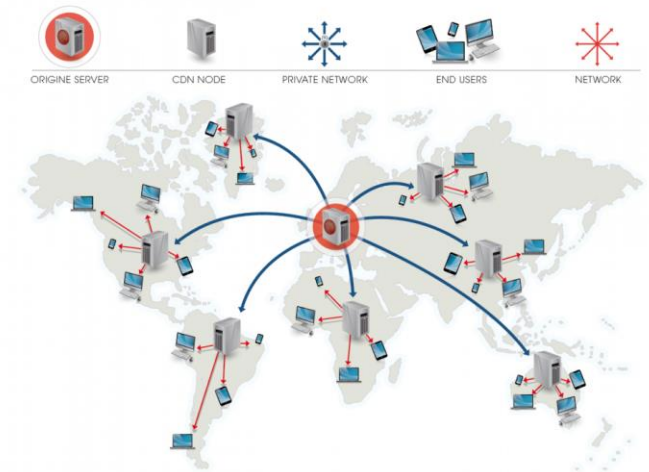
OTT Challenges

- 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



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

Container program generates the target audience

Advertising cannot be addressed to multiple categories of viewers

OTT

You have an accurate profile of every viewer

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.



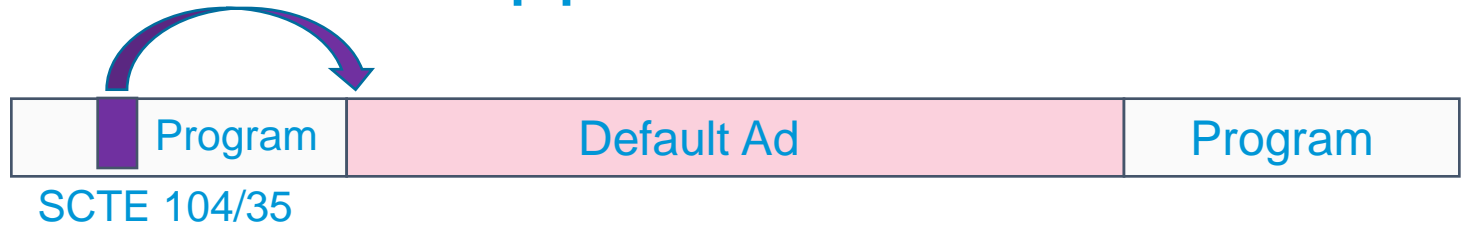
The Challenge

- To generate a 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

Broadcast Playout



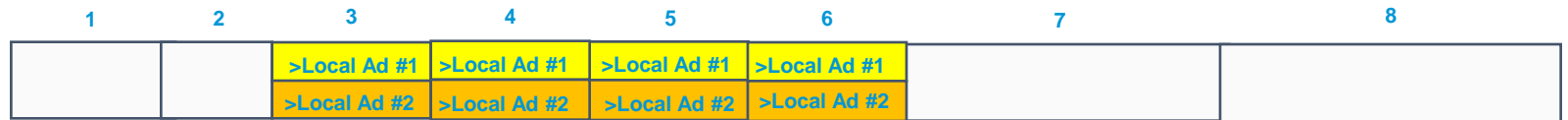
Broadcast viewers



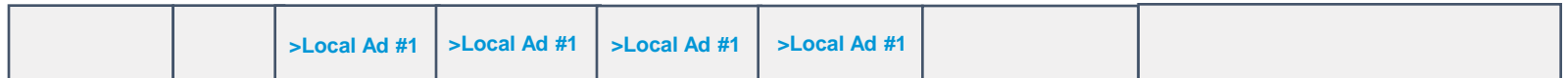
Packager Output



Playlist Customization



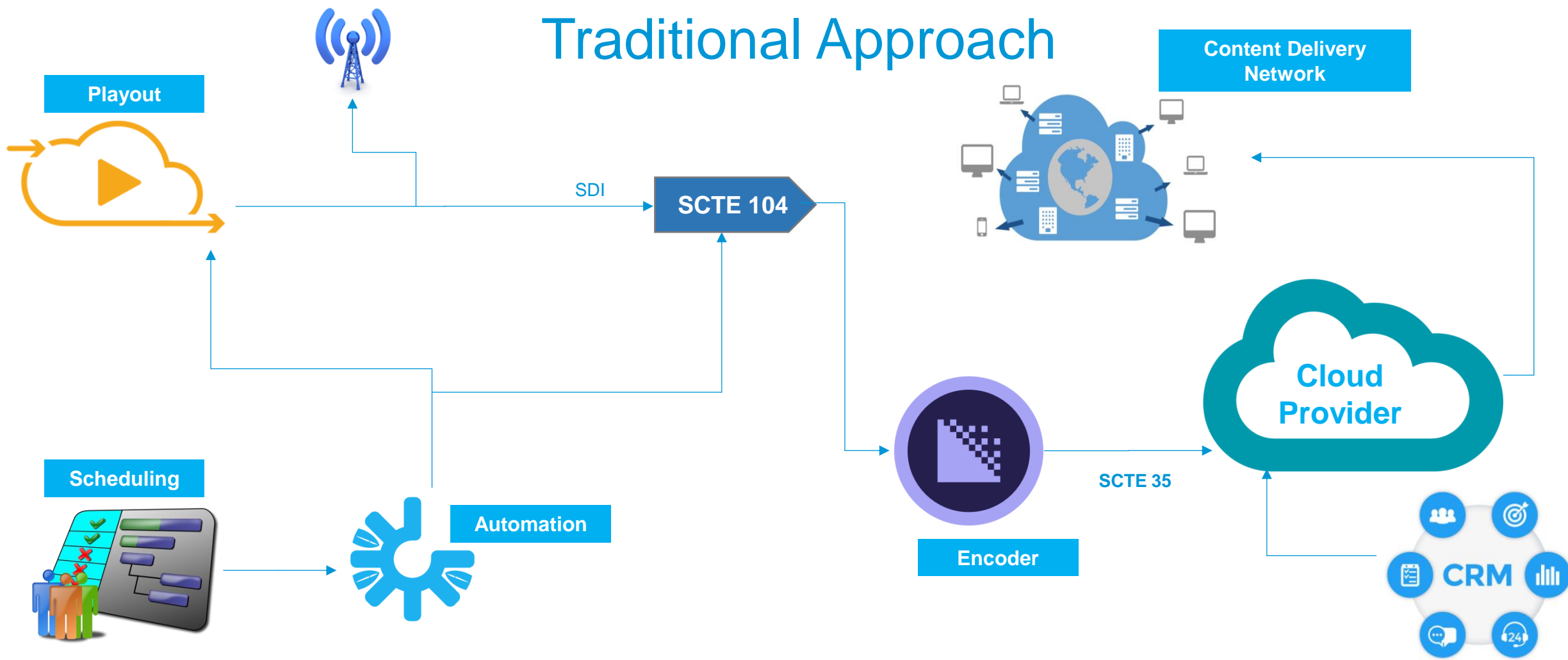
OTT target 1



OTT target 2



Traditional Approach

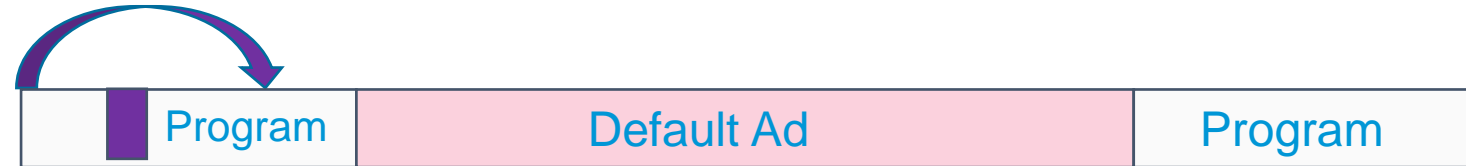


Problems of Traditional Approach

- 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

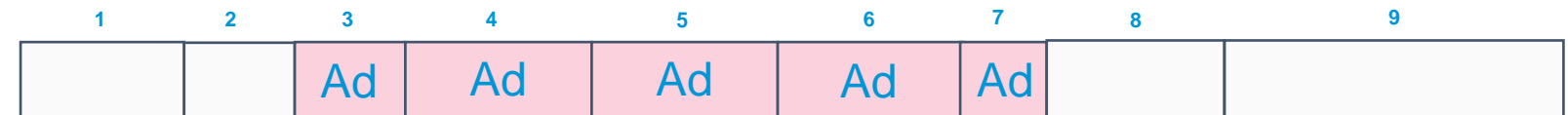
Broadcast Playout



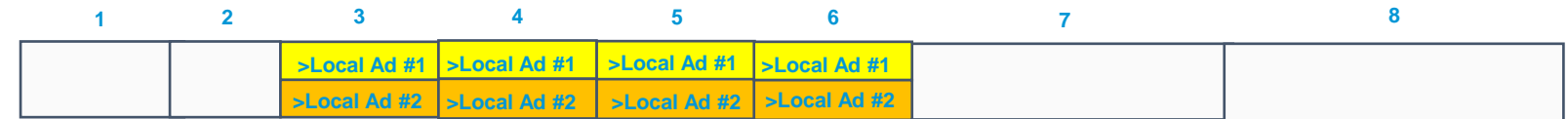
Broadcast viewers



Packager Output



Playlist Customization



OTT target 1



OTT target 2



Playout



Etere Approach



SDI-NDI-IP



OTT

Multiple Playlists
Streams
RTMP/HLS



Content Delivery Network

Automation

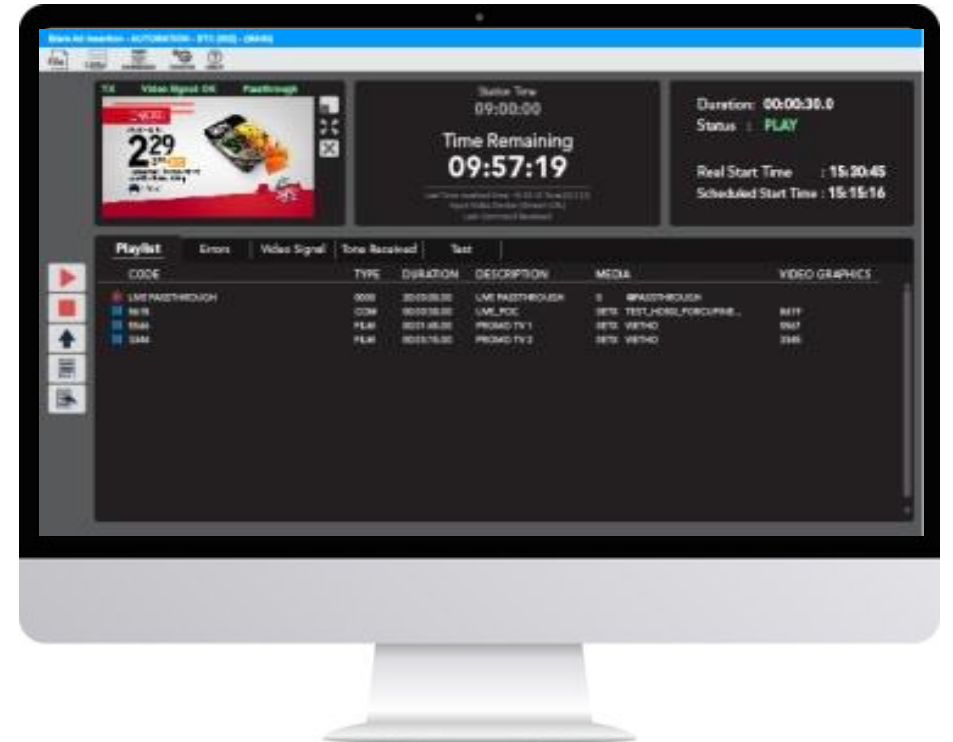


Etere Airsales



Advantages of ETERE Approach

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



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

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

CODE	TYPE	DURATION	DESCRIPTION	MEDIA	VIDEO GRAPHICS
LIVE PASSTHROUGH	0000	20:00:00.00	LIVE PASSTHROUGH	0 @PASSTHROUGH	8619
8618	COM	00:00:30.00	LIVE_POC	0ETX TEST_HD501_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

GeneralBlocksAssetOptionsChargesBatch OptionsRules

id 79 - test

GeneralBlocksAssetOptionsChargesBatch 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

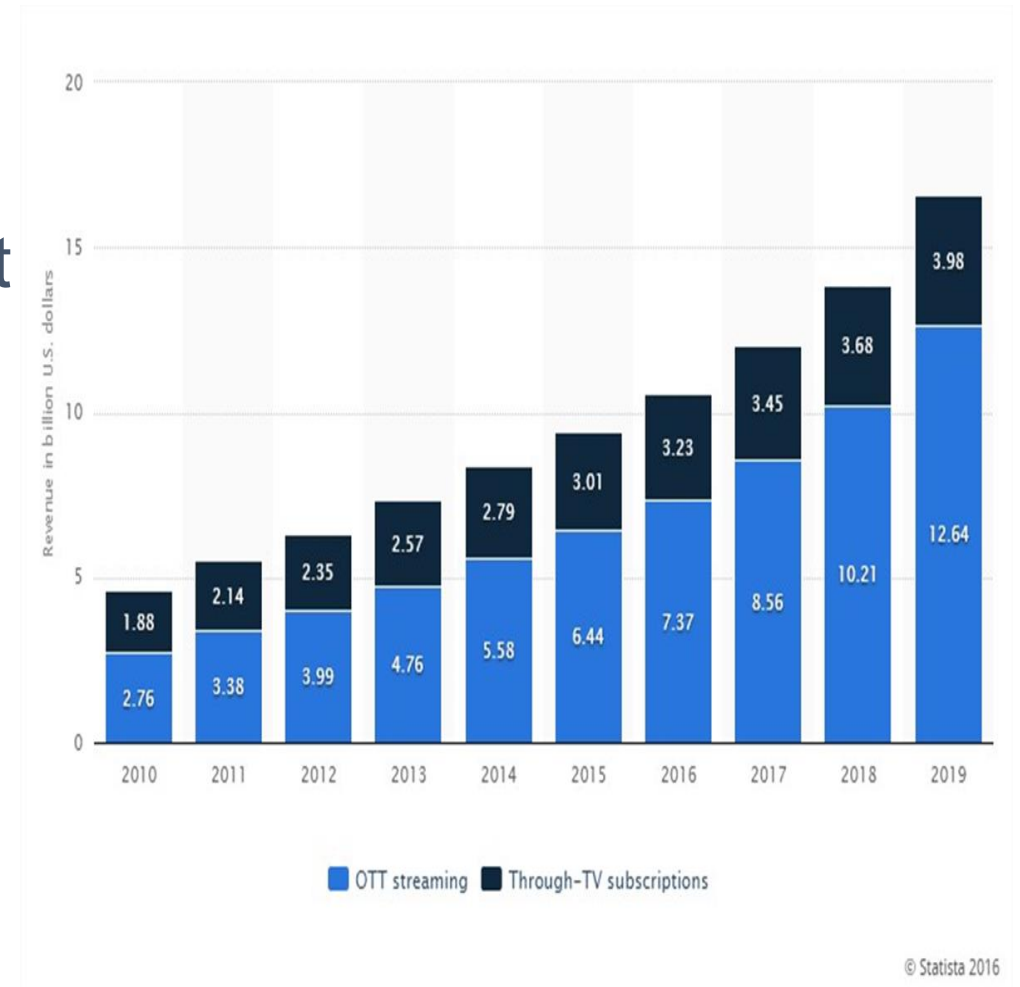
Cancel

Save

Save and exit

Conclusion

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



Thank You

www.eterere.com

