

# MEDIA EXCEL WHITE PAPER

PARTNER:  vidmind  
END-TO-END VIDEO PLATFORM



## Prime TV Experience: Over-The-Top Catch-Up TV Services

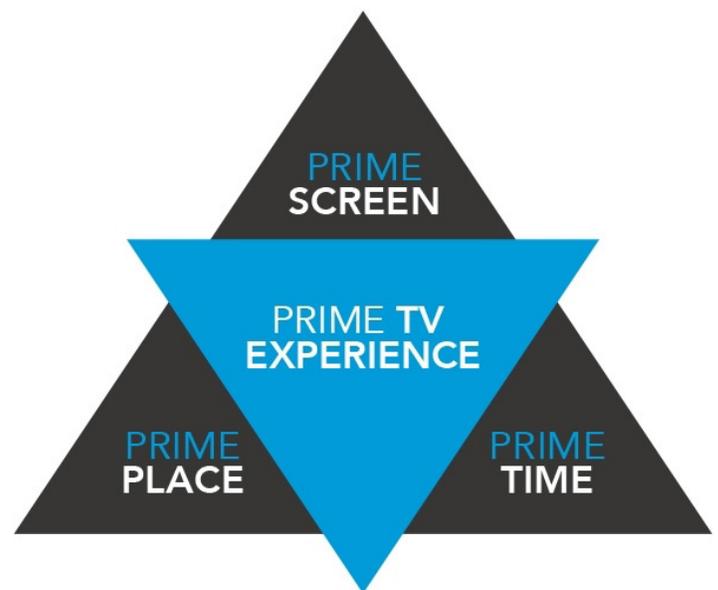
### PRIME TV EXPERIENCE

Over-The-Top media services - which use the public Internet to deliver media instead of a private dedicated network - have become very prominent over the last few years and have contributed substantially to the growth of the broader video delivery market.

Essentially, OTT empowers content providers and operators, who do not own a wide area network, to reach consumers/viewers worldwide and deliver exceptional quality of experience without an upfront investment in copper, fibre or spectrum. This shift from CAPEX to OPEX helps better align risk with growth and also dramatically accelerates time-to-market.

Further, operators utilize OTT to deliver a rich media experience across multiple screens, networks and geographies, in parallel with their linear/VoD offerings within their (typically limited) walled garden. As a result, highly-valued content has been liberated from the narrow confinements of the living room TV-set and is now readily accessible in OTT fashion.

Therefore, OTT has been instrumental in redefining the notions of prime screen, place and time to accommodate the needs and preferences of each individual consumer. Specifically:



### PRIME TV EXPERIENCE

- **Prime Screen is no longer the living room TV** but instead any media playback surface ranging from a video wall to a wrist watch. In fact, multiple surfaces can compete, cooperate and interact to deliver an even broader prime-screen experience.
- **Prime Place is no longer the home** but instead any place with internet access. In fact, the viewing experience is seamlessly preserved as consumers move between locations and networks.
- **Prime Time is no longer the middle of the evening** but instead any time of the day. Consumers dictate their own prime time and shift content into their own schedule, instead of the other way around.

OTT platforms that liberate consumers from a specific screen, place and time are the ones delivering the Prime TV Experience.

**Prime TV Experience has been shown to dramatically affect both viewer engagement and revenue.**

### MY PRIME TIME WITH CATCH-UP TV

Catch-Up TV services enable viewers to dictate their own prime time and consume content at their own schedule rather than that of the broadcasters'. In order to deliver such experience, OTT platforms need to support:

- **Time-Shift:** Allowing viewers to pause, rewind and resume live content within a time-window of typically a few days.
- **nPVR:** Allowing viewers to schedule personalized recordings and store/access content for longer periods of time.



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Vidmind's hybrid OTT/DTT platform allows ISPs, mobile operators and retailers to launch a branded TV and VOD service with features and capabilities that exceed existing Pay-TV services.

Vidmind's cloud-based platform controls the preparation, management and delivery of secure video content across all devices. Comprehensive modules within the turnkey platform address: content preparation, management and delivery; contracts and user management; monetization; billing and advertisement.

Using the hybrid Android STB and apps for mobile and tablet, operators can offer a personal and social TV Everywhere experience.

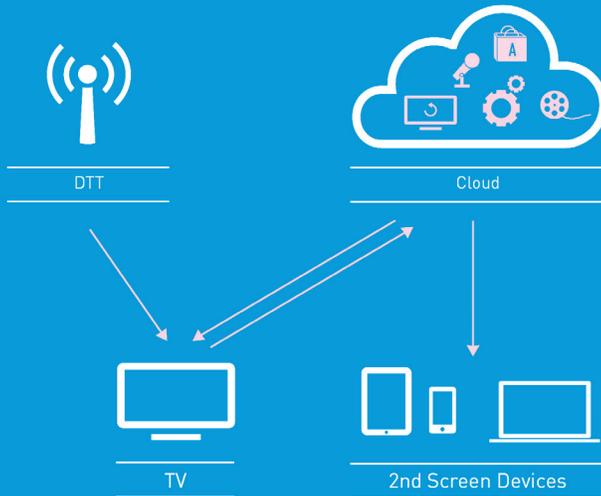
- Live TV, VOD and Catch-up TV
- Home media and variety of 3rd party apps
- Personal, social and interactive TV Everywhere experience
- Secure video content across devices
- End-to-end service management platform

## ENHANCE OTT WITH LINEAR TV

OTT is traditionally used to deliver VOD to users upon request, while broadcasting technologies, such as cable and satellite, were used mainly to deliver linear channels to many users at the same time.

Adding live channels and advanced "place and time shifting" capabilities of live TV to an OTT solution is a significant step towards a complete OTT TV service. The new Hybrid TV experience allows the user to have a single source for all types of video content, on every chosen device.

### Hybrid OTT / DTT TV



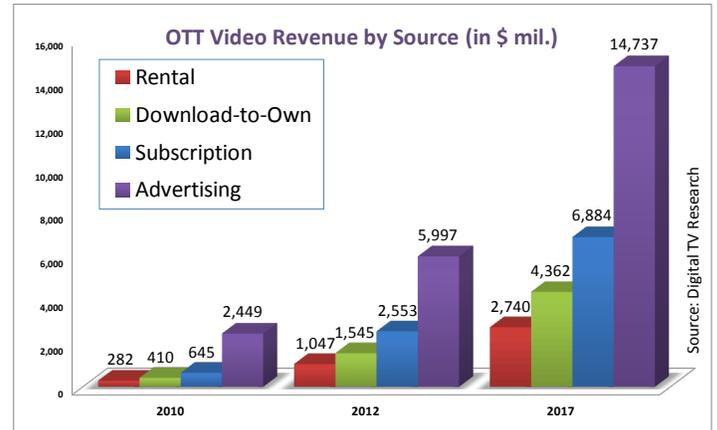
Contact Vidmind:  
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## MONETIZATION

According to Digital TV Research, Online TV and video advertising is the key driver in the OTT sector, recording revenues of \$6.0 billion in 2012, up from \$2.4 billion in 2010. Rapid advertising expenditure growth will continue, to reach a global total of \$14.7 billion in 2017. By 2017, advertising revenue is projected to account for 51% of the total OTT revenue, while revenue from subscriptions, download-to-own and rentals are expected to cover 22%, 15% and 8% respectively.



Catch-Up TV services contribute further to this momentum in the following ways:

- **Increased viewership:** Since viewers are empowered to dictate their own/personal viewing experience (time, place, screen), they consume more content and consequently perceive the service as more valuable. This is monetized in the form of augmented ad and subscription revenue.
- **Add-on pricing:** Depending on the competitive landscape and overall market dynamics, Catch-Up TV services are often provided as a premium add-on feature.
- **Preroll advertisement:** For both time-shifting and nPVR type of Catch-Up TV services, operators can elect to splice pre-roll personalized advertisement. Given the viewer engagement, those advertisement opportunities can be quite popular and profitable.



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