Tips for Acquiring OTT Subscribers and Keeping Them

Introduction

Content owners and content rights holders are racing to offer direct to consumer (d2c) OTT services, and many of these new businesses follow reoccurring subscription and transactional pay-per-view payment models. Digital subscriptions are happening across all industries, but nowhere are they happening faster than in media and entertainment. Today's consumers have higher expectations and more preferences as to how they want to purchase and experience OTT services

Before you can fine-tune your content packaging and marketing approach to attract new OTT subscribers, it's important to get the fundamentals down. That means delivering high-quality video available on any device, coupled with a customized user experience that makes finding and personalizing content exciting: this is where Arumai comes in.

Without these fundamental quality of service (QOS) and quality of experience (QOE) elements, keeping new subscribers will be challenging. One of the biggest decisions content owners face when rolling out new services is whether to use a single, end-to-end digital platform vendor or take a multi- vendor approach. When it comes to video solutions, the benefits of an end-to-end OTT platform outweigh the disadvantages making it the preferred choice of media companies: this is where Arumai's Cloud Based Transcoding and Streaming System for Media Companies (Arumai-TranStream™) comes in.

Reduced Complexities

One of the biggest advantages of an end-to-end platform is increased compatibility. Using a multi-vendor approach, there's always the possibility — and sometimes the inevitability — that individual components or solutions will be incompatible with one another. Even worse, as video technologies continue to evolve and mature companies juggling multiple vendors may find themselves using a mishmash of products and services that don't support seamless integration: such is not the case with Arumai-TranStream™ where a content owner uploads a feature film or a TV show to a secured website where it is transcoded for any possible to device for which calls it up, then streams through a proprietary streaming video protocol backed by U.S. Patent Application No. 09/587,026 to a CDN such as Arumai OTT CDN for Licensees (in development with Cedexis and Edgeworks). As of this writing, Arumai-TransStream™ transcodes for a fee, hosts for free, streams to a CDN for free, and streams to an end user for free – an immediate savings of no less than $0.12 per GB transcoded, perhaps more.

In contrast, by using an end-to-end approach such as Arumai-TranStream™, content owners can ensure maximum compatibility, offering a consistent, streamlined array of video features to their customers.

Innovation

All too often, multi-vendor approaches rely on products and services that were created with a specific project in mind. This can lead to services that may perform one task very well, but fall behind in other tasks, lack key features, or are incompatible with alternative video formats. Further, companies taking a multi-vendor approach must have employees or third parties manually connect or map data between respective product components, which can be extremely time consuming. Taking a single vendor approach, such as Arumai-TranStream™ gives content owners the flexibility for agile development and the ability to move quickly on new projects, new devices, and new features.

Streamlined Workflows

The management of video services is complicated. Content owners using a multi-vendor approach often find themselves overwhelmed by these challenges. With an end-to-end solution such as Arumai-TranStream™, however, the workflow becomes the responsibility of the platform provider, who has the single focus of delivering high-quality video services. Content owners using an end-to-end approach can leave the technical aspects of multi-platform management and support to their platform provider and instead focus on delivering great, high quality content to customers. Simply put end-to-end solutions result in an improved video workflow.

Too often with multi-vendor strategies, valuable time and resources are spent just trying to make various parts of the process work smoothly, even when there are seemingly no inherent incompatibilities. Different development processes, backgrounds, and goals can result in wildly different approaches to various technical tasks, making it harder for content owners to focus on what is really important.

With an end-to-end solution, every step of the process shares a common lineage, making it much easier to establish effective, streamlined workflows — no headaches or misunderstandings.

Time-To-Market

With an end-to-end solution, content owners do not have to spend time negotiating individual video and software licensing agreements. Even more, their IT department does not have to spend precious time and resources integrating and supporting various components and services. For example, the process of integrating data either manually or programmatically is often very time consuming. The streamlined process of end-to-end solutions speeds up time-to-market for new features and capabilities, helping you stay competitive.

In short, end-to-end solutions save the content owner — and, by extension, your customers — time and money; allowing you to focus on what is important, acquiring more subscribers and keeping them! But of course, content owners won't reap any of the benefits of a single vendor approach unless you choose the right end-to-end solution: this is where Arumai-TranStream™ comes in.

Building A Successful OTT Business

Successful OTT businesses are generally based around quality premium (paid) content and allow the consumer to choose how and when they want to watch and interact with this content. With premium content, an OTT video subscription and transactional pay-per-view model is a win-win for both the consumer and media companies. Consumers receive the benefit of quality paid content, while businesses focus on consumer success, earning trust and continually providing new offerings to meet consumers' high demands.

In the end, if content owners meet their customer's OTT content needs, they will secure recurring revenue and expand new customer opportunities. In addition, businesses have direct insight into viewers' usage patterns and can tailor offerings based on programming effectiveness, packaging and pricing using real usage metrics.

Many media companies have realized that an OTT video business model built on recurring revenues is a better way to run their business. In order to grow, companies must recognize and operate around four critical values:

Deliver high quality video streaming by Arumai-TranStream™ that operates seamlessly across devices.

Give subscribers a viewing experience that will be hard to forget. Deliver flawless video in the highest quality, including 4K Ultra HD and HDR, eliminating delays, buffering or errors though Arumai OTT CDN for Licensees™. In a digitally-connected world, viewers have access to multiple devices all day long, enabling them to no longer be confined to one area to watch content. Make your content readily available on all leading consumer devices, including web, PC, tablets, mobile, gaming consoles, smart TVs, streaming devices, VR headsets and more to increase your consumer reach and accessibility.

Offer advanced personalization features and services for individual viewer preferences

In today's marketplace, leading OTT services offer viewers personalization features which, in turn, provide genuine viewer attraction and engagement, increasing customer retention. Viewer engagement is enhanced when rights holders create a personalized OTT experience for each individual customer. Ensure the digital platform offers advanced personalization services to give viewers the opportunity to fully customize their own experience, catered to his or her interests: this is where Arumai-TranStream™ when combined with Arumai-Multiscreen OTT Platform with Social Media Layers for OEMs™ comes in with video search, adaptive ad insertion, and peer to peer capabilities. This not only gives them full control of what they want to watch, when and how they want to watch it, but drives them to consume more content, for longer periods of time.

Make content recommendation tools and search features part of your OTT service

Arumai-Multiscreen OTT Platform with Social Media Layers for OEMs™ with video search, adaptive ad insertion, and peer to peer capabilities is built on the backbone of Arumai-TranStream™. Let your audience choose their viewing content. By implementing robust content

search and discovery features, subscribers should be given the ability to create watch lists, favorites, custom preference settings and more. Whether they find their content to watch through Electronic Program Guides (EPG) or deep recommendations, allow your viewers to navigate your video library with ease to keep them coming back for more.

Nurture and develop deeper customer relationships based on behavior analytics

Behavior analytics is a key metric into gaining deeper insight to your subscribers' habits, and this is where the Reporting/Analytics Layer of Arumai-OTT Platform with Social Media Layers for OEMs™ comes in. By analyzing viewer watch, experience and engagement data, Arumai gathers a better understanding of viewing demands and performance to maintain and grow the content owners subscriber base. Using the derived insights, make informed content offerings such as content recommendations, launch personalized marketing campaigns to re-engage inactive users, trend monitoring and more; The video search layer of Arumai-Multiscreen OTT Platofrm with Social Media Layers for OEM's is designed with AI capabilities – an expert system, knowledge based coded with neural network algorithms and genetic algorithms.

ARUMAI TECHNOLOGIES, INC.

Arumai is the only leading, independent, pure play OTT products and solutions company in the industry today. Arumai's grounding breaking video frame manipulation techniques, proprietary streaming systems and methods, and OTT Video Suite of products make any video content universally enjoyable in high quality on any screen, by any viewer, across any network, at any time enabling a pure play OTT products and solutions company. Arumai-TranStream™ individually and when combined with Arumai-Multiscreen OTT Platform with Social Media Layers for OEMs™ is prepared to deliver millions of content streams to mobile phones/handhelds, tablets/laptops/PCs, Blu-ray Players, Game Consoles, and Smart TVs, and in every market in the world on behalf of content owners, mobile service providers, cable companies, satellite companies, telecom operators, streaming video providers – OTT products and solutions.