



Top Trends from IBC 2017

Introduction

Arumai was there. Notice a trend? Streaming content was the bread and butter of this year's party in Amsterdam, topped with a big dollop of data.

Live continued to gain momentum and quickly is becoming table stakes for OTT providers and content owners. Case in point: OTT pay-per-view sales pushed the gate for the boxing match between Floyd Mayweather and Conor McGregor to record levels around the globe. A variety of tech players, meanwhile, leaked plans to land high-stakes deals for rights to a variety of live sporting events.

Increasingly obvious is the desire of content owners to create direct-to-consumer (D2C) OTT services, not as a hedge against eroding profits from traditional delivery, but as a central pillar to next-gen strategies that look to gain maximum value from their crown jewels: original content. But, can those same content owners efficiently manage and scale their digital assets?

During the past two years, there also has been a lot of talk about M&A and the potential for contraction among technology vendors. That wasn't much of a topic this year as more companies looked toward partner integrations, a far simpler way to provide complex solutions without having to worry about platform fit, culture fit or, worse, a bad fit; this is where Arumai comes in.

At the core of this year's IBC was the understanding among broadcasters — finally — that going over-the-top isn't simply an option to reach cord nevers, shavers and cutters, it's the future of the broadcasting industry. IBC saw a similar change this year as broadcasters, operators and studios all seemed to embrace — albeit tentatively in some cases — over-the-top technology and strategies and the changing market; this is where Arumai comes in.

As streaming has become mainstream — roughly two-thirds of U.S. TV households have at least one subscription video on-demand service, most often Netflix — broadcasters here have begun to simplify their own models.

The growing power of consumers in an environment where content has always been king has in years past been a sticking point for the media industry, where the might of a massive subscriber base and the ability to deliver that content with “five nines” quality was seen as more important than customer satisfaction — where the pay-TV industry has routinely scored lower than airlines or government bureaucracy in surveys. But the erosion of those subscriber bases, the increasing reliability of OTT delivery and the traction SVOD services have gained with consumers is changing all of that.

The more direct access you have to an audience, the more data you can collect on them. You can create more personalized advertising, personalized content. It will help reduce churn rate.



Companies have begun to integrate (AI and ML). “Things like shot or scene detection will be able to create quick edits at sports events to be pushed to social media. That is where we see machine learning creating new experiences for us — allowing more content to be distributed to more people. All of Arumai latest 5 applications are based on artificial intelligence and include Expert Systems, Knowledge Bases, Neural Network Algorithms, and Genetic Algorithms that defensively support its proprietary streaming video protocol (the downstream end of its Cloud-Based Transcoding and Streaming System for Media Companies™) and Multiscreen OTT Platform with Social Media Layers for OEMs™ (in development).

Another point of concern is keeping metadata consistent as content moves from one place to another. AI, for example, can introduce STT to create key frames, but how will the richness of that metadata fare as it moves through media asset management systems and from one place to another? How do we prevent that richness from being lost and, in fact, build upon it as it touches other assets? Metadata is a key thing the industry has to tackle. Very soon metadata driven by AI will significantly reduce workloads in the industry from day to day, handling STT, multiple language subtitling and facial recognition seamlessly with little human interaction.

One question created by the fledgling technology of Virtual Reality (VR) and one that came up in a number of conversations and presentations during IBC. But, is it too early to really talk about VR? Is it, possibly, the next 3D? A promising technology that piqued curiosity but fell by the wayside as content couldn't keep up and consumers found wearing clunky glasses annoying, uncomfortable and, in some cases sickening? At IBC, the jury was decidedly non-committal, believing that true, immersive VR still was some ways off, with most agreeing that, from a professional standpoint — outside of gaming — true VR was still in its early stages.

ARUMAI TECHNOLOGIES, INC.

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