



# WHY TARGETED VIDEO USER EXPERIENCES ARE THE KEY TO UNLOCKING OTT GROWTH

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Engineering



# MASSIVE POWERS THE WORLD'S BEST VIDEO EXPERIENCES.



London, Sydney, New York, Prague,  
Brno, Singapore and Skopje

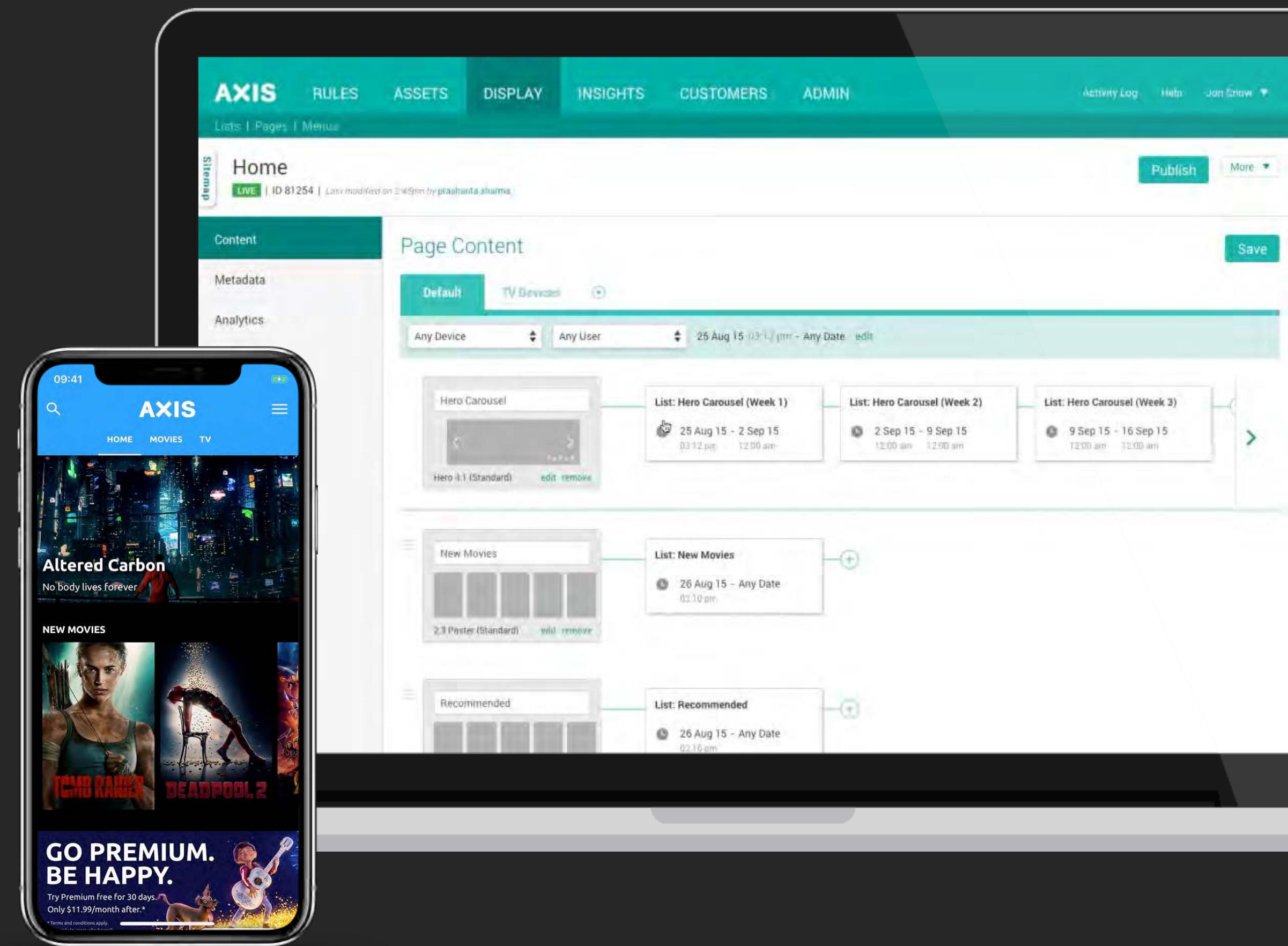


Global team of 400+ experts delivering  
cutting edge technology and user experiences



23 years of business with  
hundreds of awards

# MASSIVE AXIS IS THE LEADING UX MANAGEMENT PLATFORM FOR VIDEO APPS.



## Sport Events



## Federations & Leagues



## Media



## Entertainment



## Airlines



TODAY'S TOPIC

# WHY TARGETED VIDEO USER EXPERIENCES ARE THE KEY TO UNLOCKING OTT GROWTH

A BRIEF HISTORY OF OTT...

# FIRST AGE

STAKE A CLAIM



# SECOND AGE

DELIVER ROI



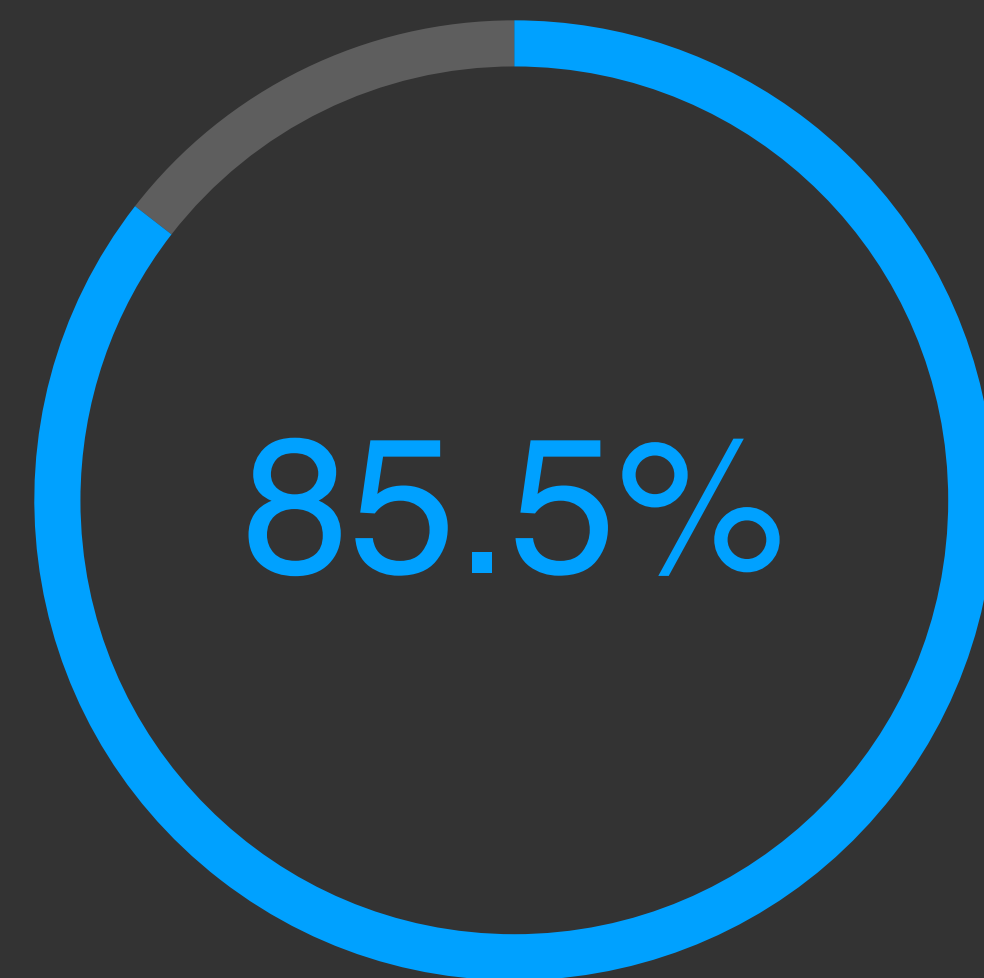
# THIRD AGE

ITERATE. RETAIN.  
REPEAT.

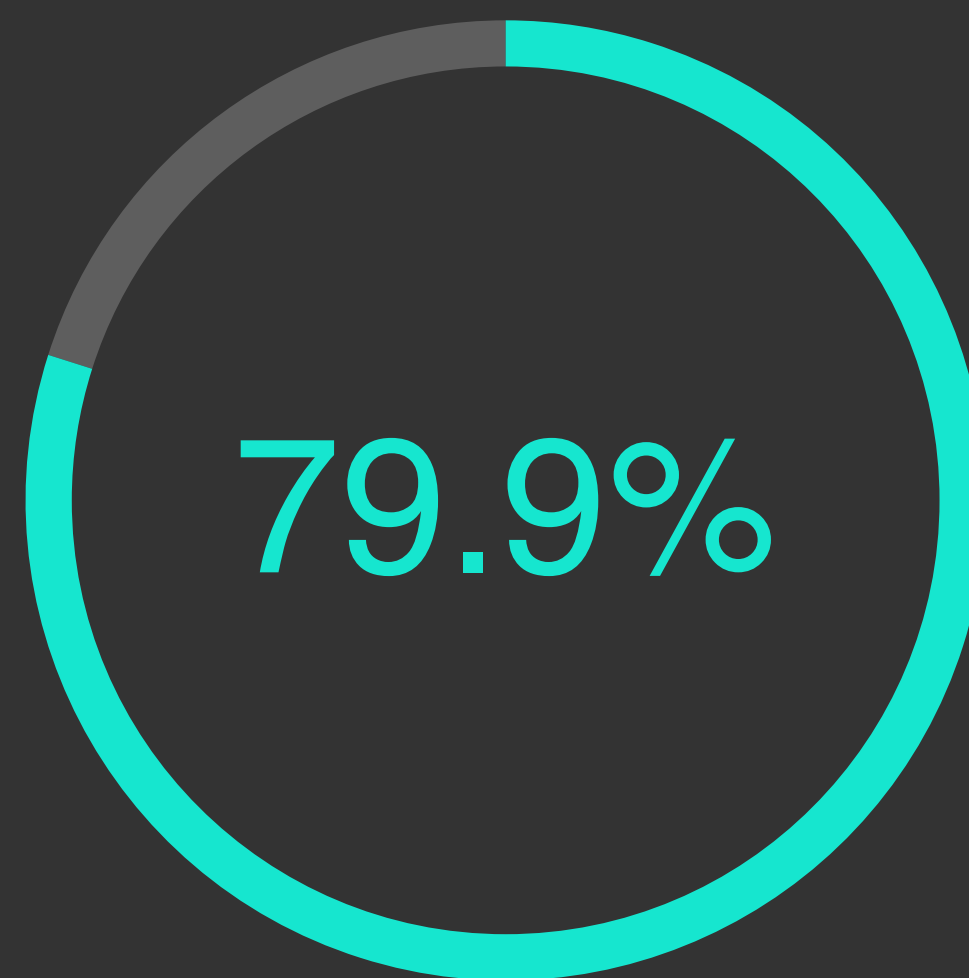


# CORE VIDEO EXPERIENCE IS NOW A GIVEN FOR CONSUMERS

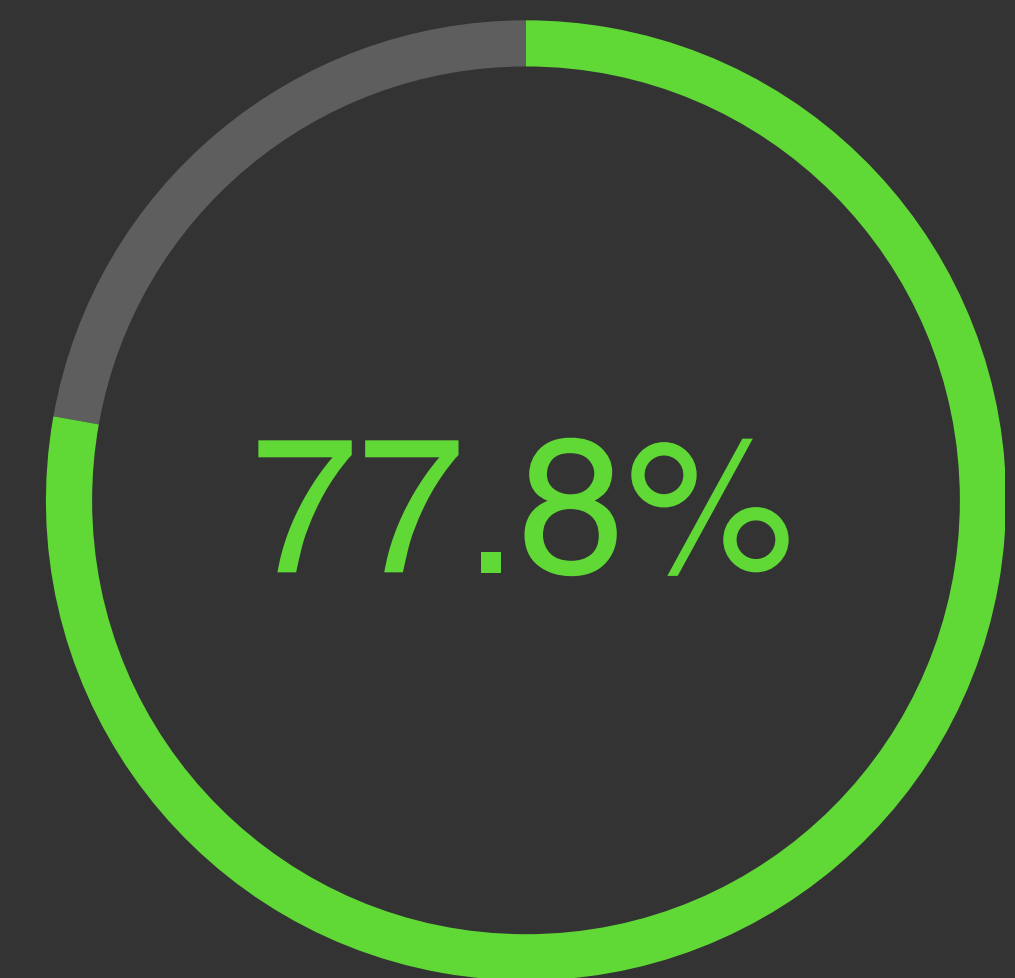
Consumer poll of the most important attribute of any OTT service (rated important or very important )



Uninterrupted  
Video Stream



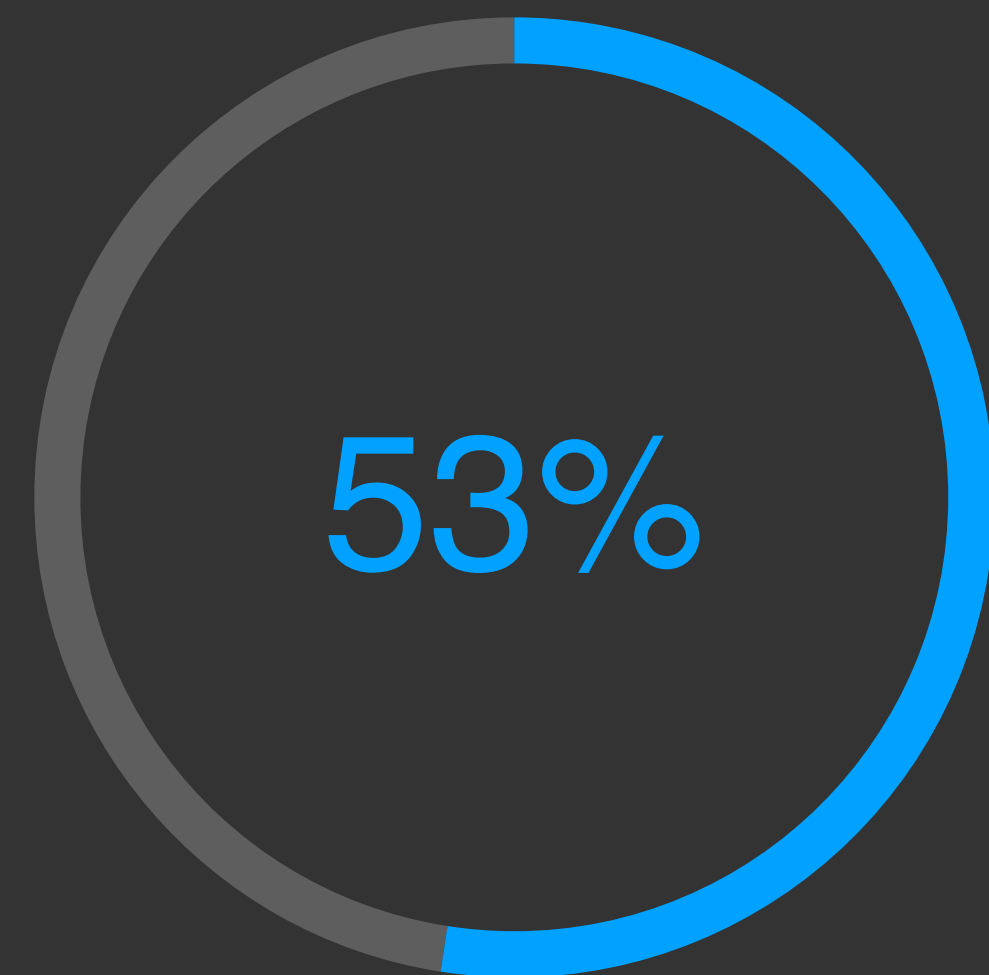
Not Being Tied Into a  
Lengthy Contract



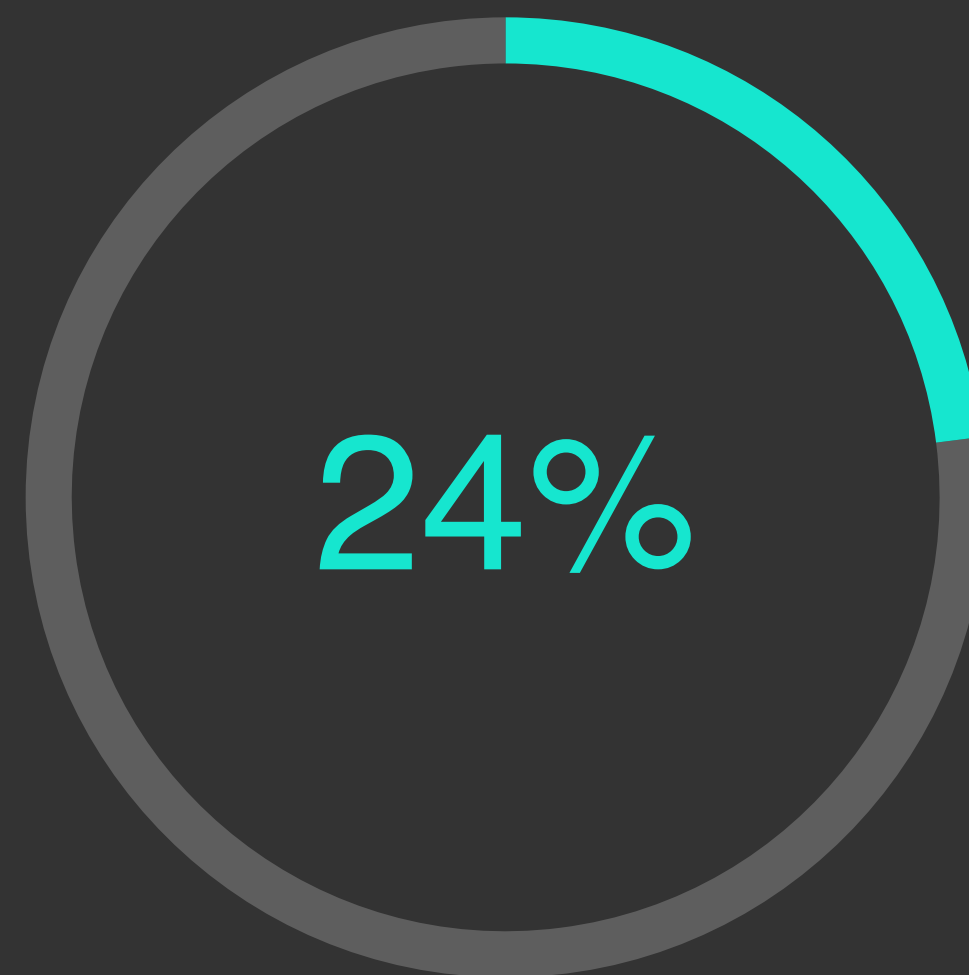
Being Able To Watch Content  
Anywhere Anytime

# LIVE ISN'T DEAD. IT'S JUST EVOLVED

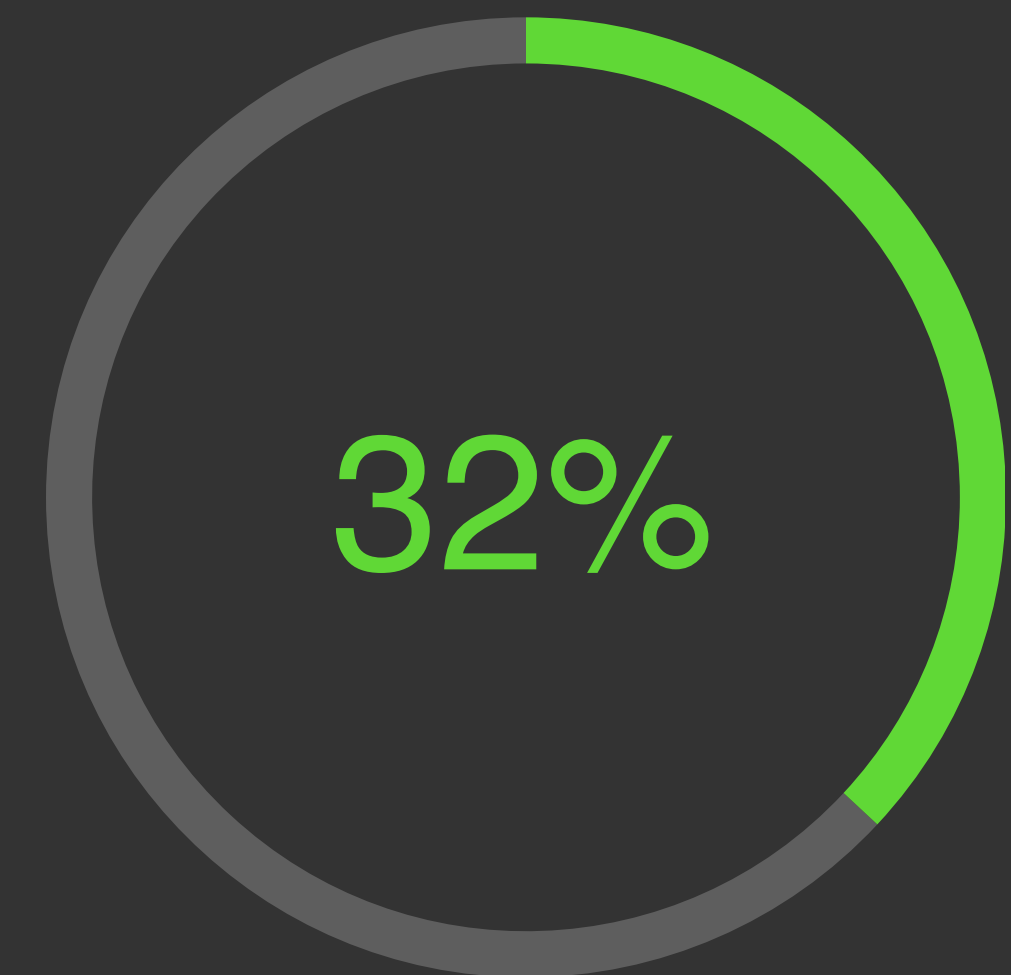
Consumer poll of the consumers signed up to live subscription OTT services.



Year-on-Year Increase of  
Minutes Streamed



Year-on-Year Increase in #  
of Paying Subscribers



Year on Year Increase of Unique  
Devices Used To Access Content

“OTT CAN DO WHAT LINEAR CANNOT,  
WHICH IS TO **DELIVER A HIGHLY  
PERSONALIZED** EXPERIENCE.”

- Local and branded content
- Data visualizations
- AR/VR
- Gamification
- Multi-camera



# THE COMPETITION FOR SCREEN TIME IS FIERCER THAN EVER

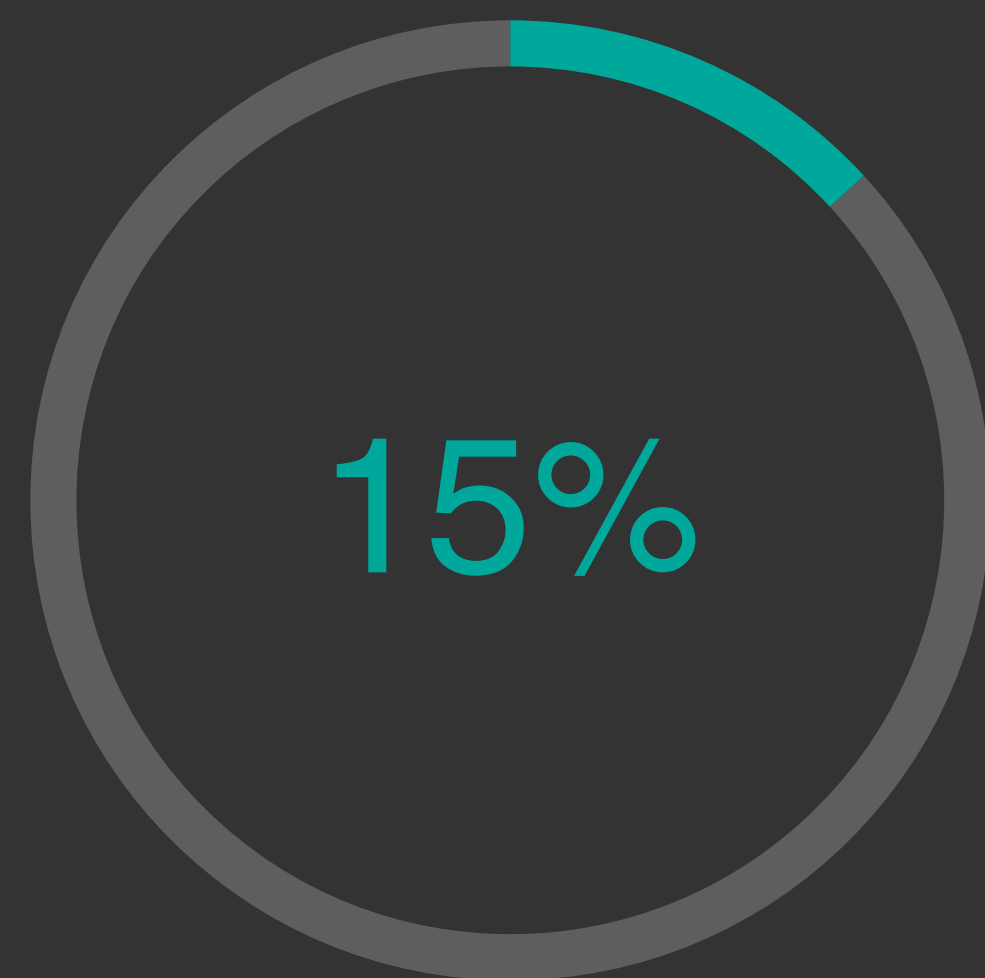
“We compete with (and lose to) Fortnite more than HBO ... When YouTube went down globally for a few minutes in October, our viewing and signups spiked for that time”

- Netflix, Jan 2019

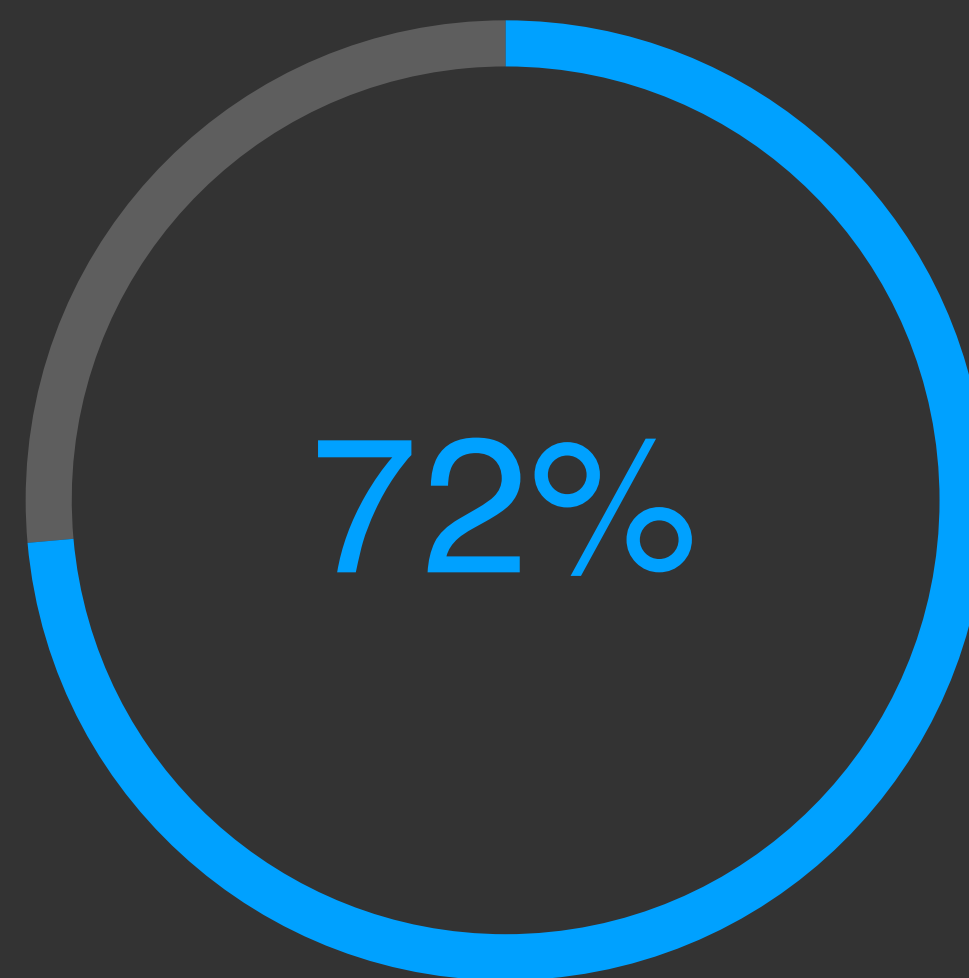


# VIEWERS ARE DEMANDING MORE THAN EVER

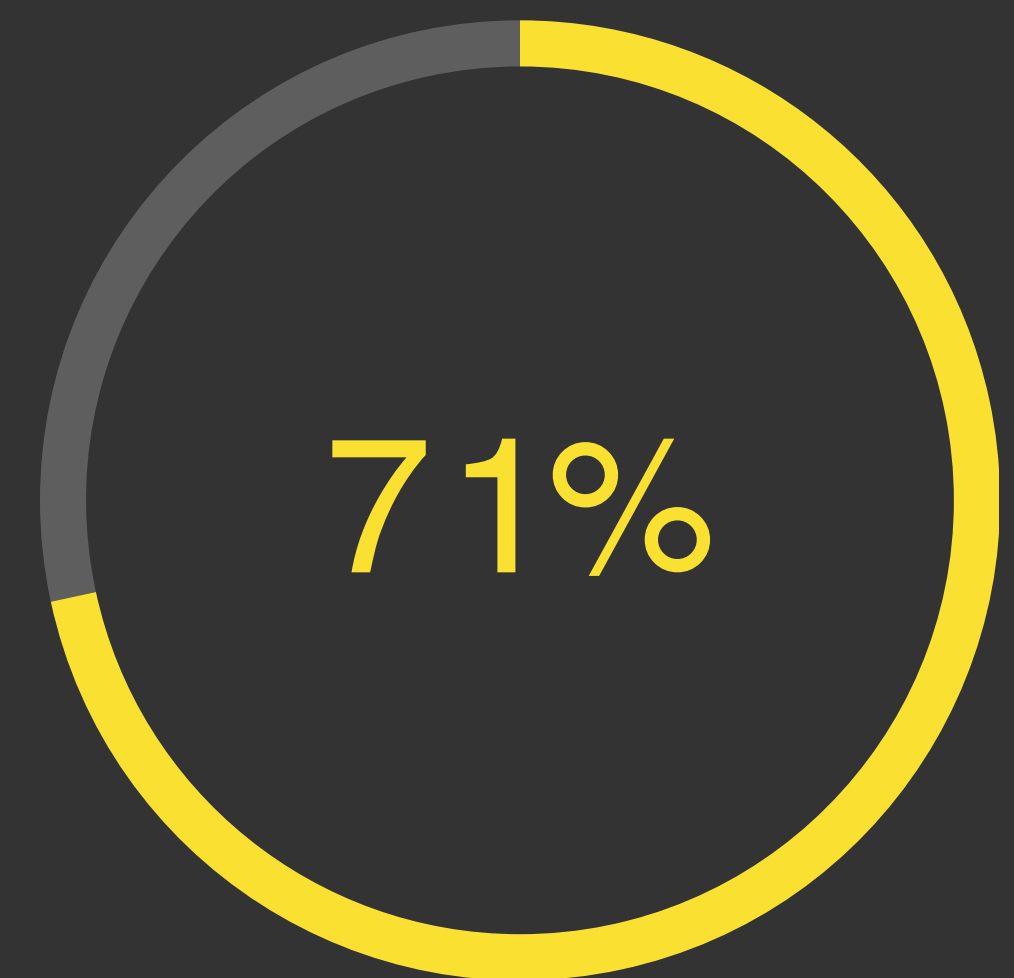
Consumer poll of growing expectations from OTT services beyond core video experience



Believe Status Quo Will Stay the Same



Cite Personalisation as 'Important'



Of Sports Fans Crave 'Deeper Immersion' When Watching Live

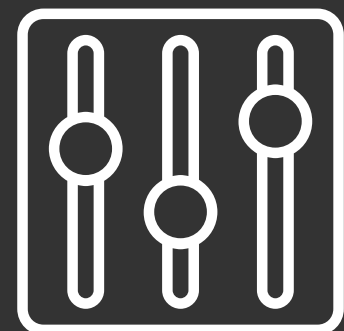
# PERSONALIZATION IS ABOUT MORE THAN JUST RECOMMENDATIONS

- Address customer needs
- Full-fill basic expectations first
- Consider active recommendations



# GOOD UX IS GOOD BUSINESS

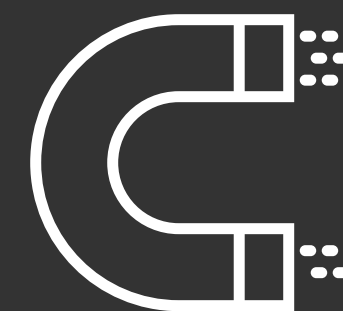
37% of those in AMER have discussed personalization as a top priority and plan to invest more resources to it.



61% of companies reported resources for personalization are limited or not available due to a lack of time or budget



400% - how much a well-designed user experience could increase conversion rates by.



The average retention rate for personalised video is 35% higher than for non-personalized videos.



46% of those in EMEA reported pulling development teams away from other high priority work as necessary, falling prey to ad hoc campaigns with limited impact.

# WHAT DOES THIS MEAN FOR TECHNOLOGY TEAMS?

## THE OLD WAY

Every user has the same experience

UX is hardcoded and difficult to change

Engineering team waste time on simple UI updates

Updates take weeks or months to implement

Multiple CMS's for a multi-platform OTT strategy

## THE NEW WAY

Every user has a personalized experience

UX is flexible and can be updated in real-time

UI controlled by small team of non-technical product owners

Updates happen in real time to reflect customer interests

One centralized control platform for all applications

## THE RESULTS

Grow engagement and increase ARPU

Improve stickiness

Cut cost of ownership

Adapt to market instantly

Streamline efficiency



# ONLY 5% OF COMPANIES ARE TRULY CAPABLE OF CONSOLIDATING DATA INTO A SINGLE VIEW OF THE CUSTOMER FOR PERSONALIZED EXPERIENCES ACROSS CHANNELS.

- Consolidate data silos
- Make insights accessible
- Close the feedback loop



# Home

**LIVE** | Home | 312 | Last modified on 7 Mar by Kieran Bresnan

Save and Publish

More ▾

Sitemap

Content *modified*

Metadata

Theme

Default

Chinese

Android TV Launcher

Kids

Roku

+

☐ Any Device

☐ Any User

☐ Any Language

☐ Any Segmentation Tag

ANY

☐ Any Date [edit](#)



**List: Featured Shows**  
Any Device, User, Tag, Date

**List: Featured Movies**  
Any Device, User, Tag, Date

+

≡

New Movies



**List: Featured Movies**  
Any Device, User, Tag, Date

**List: Collection - James Bond**  
☐ Asia

+

≡

Enter title of row...



**GO PREMIUM. BE HAPPY.**  
Any Device, User, Tag, Date

**WANT 1 MONTH FREE?**  
☐ Premium, Standard

**COMING SOON TO AXIS**  
☐ At Risk

**WELCOME TO AXIS**  
☐ New

>



EM BREVE NO TELECINE PLAY >



# CASE STUDY - TELECINE

Telecine is the film division of Globosat - Brazil's pay television programmer. As a result of integrating with Massive AXIS, they saw:

GRANDES SUCESSOS >



75% growth in traffic year-on-year



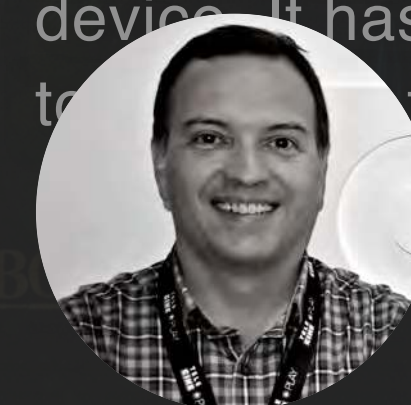
Greater, real-time control over the UI of its applications



Smart TV consumption grew to account for 40% of total traffic



Having integrated with the Massive  
platform, we now have a far more  
superior suite of products than we did previously.  
Not only  
are we providing customers with a better  
experience, but we also have much more  
flexibility and agility to reconfigure the UI for each  
device. It has been great  
to work with the Massive team.



Guilherme Saraiva, CTO  
Director of Technology,  
Telecine

# BRINGING IT HOME...

- Operators need to adapt to rapidly evolving customer expectations
- Customer data is key to powering effective personalization
- Live-linear is still a core proponent to growth
- Video just needs to work every time



THANK YOU!