ContentBridge CEO Jason Peterson Authors Whitepaper On Launching and Monetizing An OTT Network

Believes Monetization, Analytics Key To Long Term Success

ContentBridge CEO Jason Peterson just released a whitepaper through the Entertainment Merchants Association (EMA) that addresses how to launch and monetize an OTT (Over The Top) Network. Over The Top Content refers to delivery of audio and video over the public internet. The whitepaper can be downloaded at the EMA website here.

Everything, All The Time

Earlier this year, one of Peterson's companies, AdShare, launched VidaPrimo, already the third largest multi-platform television network for Latin music fans. According to Peterson, the benefits of an OTT Network lie in the flexibility of giving consumers access to content, through any internet connected device, including smartphones, set-top boxes, even gaming consoles.

"Getting video content to consumers is complex and complicated," says Peterson. "My whitepaper is a primer to explain not only how to launch, but how to monetize an OTT."

Defining Your Audience and OTT Offering

Peterson points out that defining the customer, the size of the base and what content to provide sets up the OTT operator for success.

"Based on answering these questions will provide a framework for what your OTT Network will look like," says Peterson. "Knowing what experience you want to offer customers is key to determining your value proposition."

Preparing and Onboarding Content

According to Peterson, obtaining, tracking and preparing content for your customers is the process of "on-boarding".

"You have to understand the processes of Rights licensing and Digital Asset Management," he says. "One gives you the legal right to distribute the content, the other allows collecting all the elements that make up actual content, including mezzanine deliverables that include audio and video files, artwork and metadata."

DDD – "Design, Develop and Deploy"

Designing the user experience might be the most challenging part of OTT development.

"Going through the "DDD" process will be key to your OTT's success or failure," says Peterson. "How your user interface/app functions and how content reliably flows to your customers will directly affect engagement and monetization."

Monetization

Peterson's whitepaper covers monetization in depth, include four predominant media business models, purchase (EST), rental (T-VOD), subscription (S-VOD) and ad supported (A-VOD). Peterson also highlights a "freemium" approach, where users first are free to use, later converted into paying customers.

"With the advent of payment systems like Paypal and Square.com, monetization is easier than ever. Not easy, but easier," adds Peterson.

Analytics

Most important to the value of any OTT operation is the application of analytics.

"Being able to track, identify and optimize consumer behavior is key to keeping your customers," says Peterson. "Churn, or a high rate of attrition, will quickly kill an OTT offer."

About ContentBridge:
ContentBridge is a leading provider of digital supply chain solutions to the media and entertainment industry. Through its direct involvement with major studios, distributors, and leading consumer services like iTunes and Netflix, ContentBridge has developed software and best practices for efficiently automating the management and distribution of movie, television, recorded music, music publishing, and eBook content. The company is an approved audio and video encoding vendor for most major digital retailers worldwide. ContentBridge delivers its technology on-premise, in the cloud, or through a highly capable managed services team drastically reducing cost and time to market, while significantly increasing revenue, efficiency, and quality control.

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