

# MAGINE IT ALL.

THE KEY TO BUILDING A SUCCESSFUL  
OTT BUSINESS



**Magine**

## **INTRO**

Consumers, content owners and media companies are all embracing OTT enabling opportunities for new players to monetize their content and reach global audiences.

At Magine, we believe a successful OTT service should actively engage customers with high-quality content, strong user experiences and attractive pricing models. Services need to meet the expectations and demands of today's viewer and provide high-quality video streams that can be watched anytime, anywhere.

## **THE KEY ELEMENTS REQUIRED TO GET AN OTT SERVICE OFF THE GROUND**

- 03. Content is critical**
- 04. Define your target audience**
- 05. Marketing matters**
- 06. Take care of the tech**
- 07. Select effective monetization models**
- 08. Stay informed with analytics**
- 09. Take care of your customers**
- 10. Magine it all**

# CONTENT IS CRITICAL

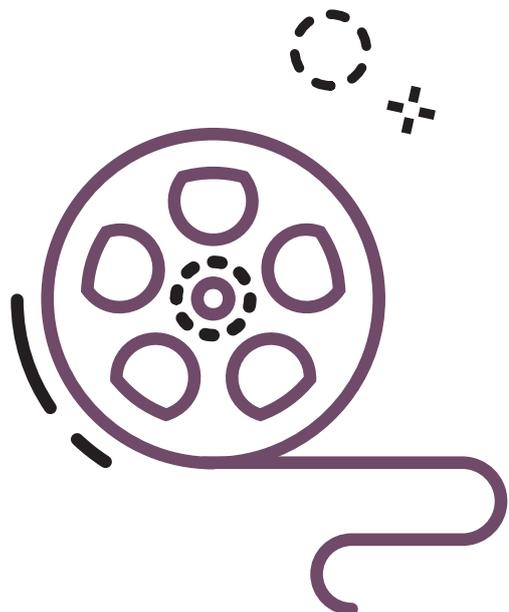
Content is the key to a successful OTT service. Outsourcing an OTT platform build to a provider like Magine enables players to focus their time and capital on what matters, content production and acquisition.

A strong content offering at launch is essential but the long term success of an OTT service is dependant on keeping the audience engaged after sign up, as well as continuing to attract new customers. Regularly adding new and unique/differentiated content encourages user engagement and reduces churn, as updates and changes give users a reason to return and discover more within the service.

At Magine, we offer all our partners access to the Magine Console, an extensive web-based management tool that enables content owners

to independently edit, organise and manage their service content; this includes curating start pages with featured content to enhance discovery and easy and configurable editing of VOD and live assets metadata and rights.

As part of our full end-to-end solution, we also offer content consultation services, leveraging our own consumer experience and existing relationships with broadcasters and producers to support our partners with content acquisition and rights agreements.





# DEFINE YOUR TARGET AUDIENCE

Identifying a target audience early is critical to success. Niche content will often dictate where marketing efforts should be focused. Services that feature a broad content offering will require more direction.

A mass market, or horizontal approach, can be ambitious but even smaller players are able to compete, provided they are well positioned with a strong content offering. Alternatively, players can take a vertical approach and focus on identifying a controlled and well defined target audience -

typically a more loyal segment of the market with potentially higher margins. But making a definite choice between the two is critical to avoid ending up somewhere in between, resulting in a lack of focus and confusion around the service's positioning.

At Magine, we work closely with our partners to build OTT businesses from the ground up. This includes supporting our partners with data and analytics to assist with market segmentation and audience identification.

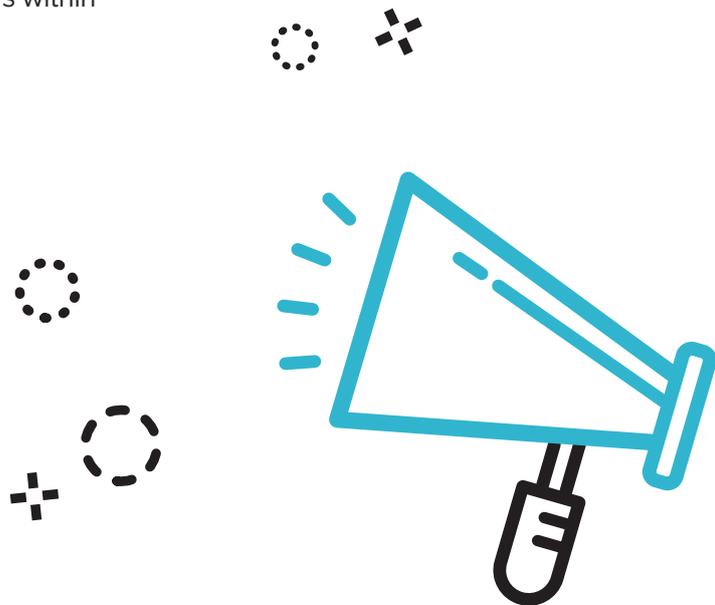
# MARKETING MATTERS

Players should never underestimate the importance of marketing and clear messaging. Taking a 'build it and they will come' approach will inevitably result in lower than expected subscriber volumes at launch. Activating a well thought out marketing strategy during the build process and prior to launch is essential to boost service awareness and help drive growth.

As an example, one of Magine's most successful partner's began their marketing activities a full six months before the launch of their service, engaging daily with their target audience through the relevant channels. As a result, they acquired over eight thousand subscribers within the first week.

Our experience in the consumer market means we truly understand the importance of an effective marketing strategy, which is why we offer our partners consultancy services alongside our technology.

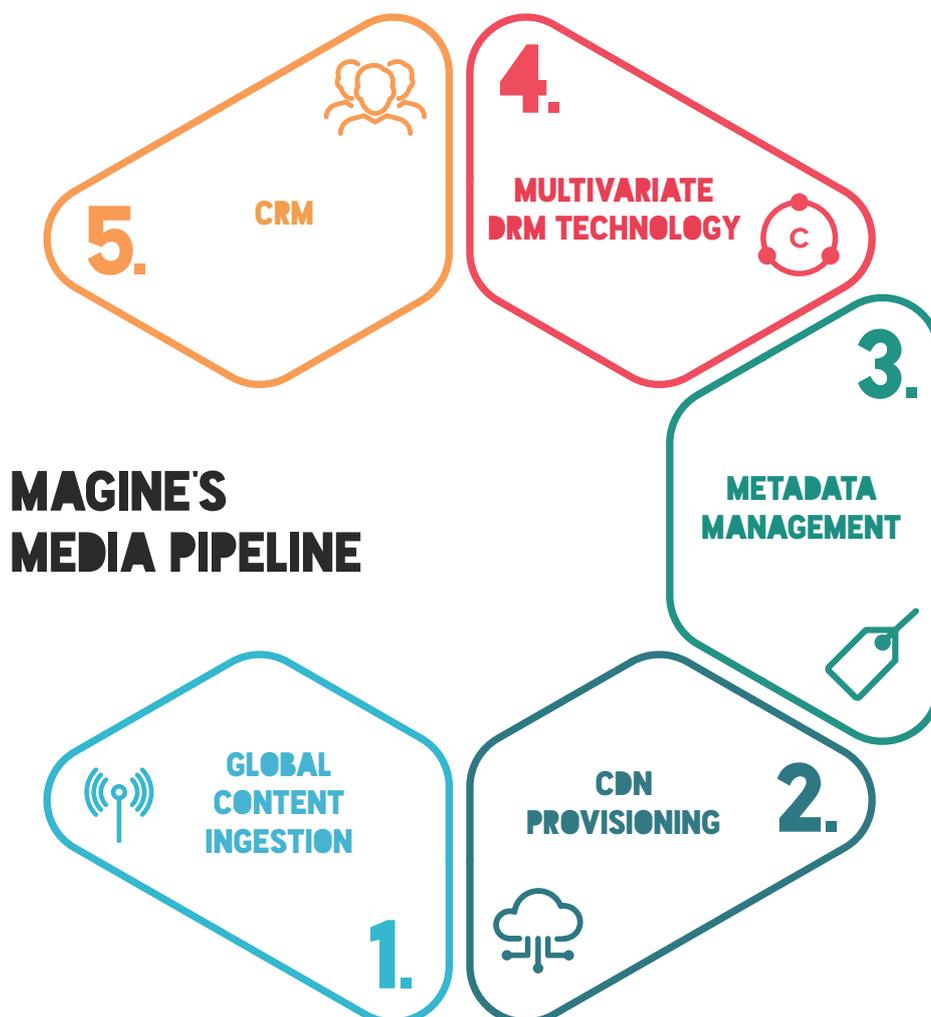
We leverage our consumer experience and offer our partners tailored brand and marketing strategies that help to ensure successful uptake and continue subscriber growth.

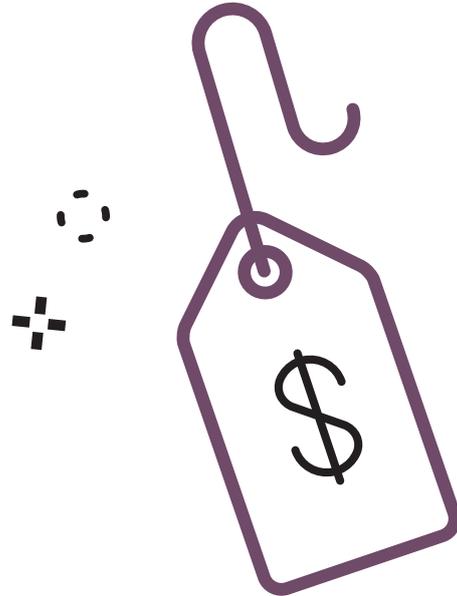


# TAKE CARE OF THE TECH

Outsourcing an OTT build to a provider like Magine enables medium-sized and smaller players to focus on their core offering - content. Building an OTT service in-house is time intensive and requires heavy up-front investment, which for smaller players represents a huge capital investment that could be used for other important activities such as, content production and marketing.

Our proven tech and experience means we can take care of everything, from content ingestion through to global distribution and billing. The key to Magine's scalable, global solution is our media pipeline. It is more than just an efficient mechanism for ingestion and distribution of live and VOD content; it also includes powerful components for handling metadata, DRM, analytics and base services.





# SELECT EFFECTIVE MONETIZATION MODELS

The right monetization model for an OTT service is highly dependant on the type of content featured, target audience and the service positioning. Monetization models include:

## **Subscription Video-On-Demand**

**(SVOD):** Suited for niche and or premium content to help retain monthly subscribers. For SVOD to work successfully it requires a loyal following, which means the service will need to continually develop in order to keep users engaged.

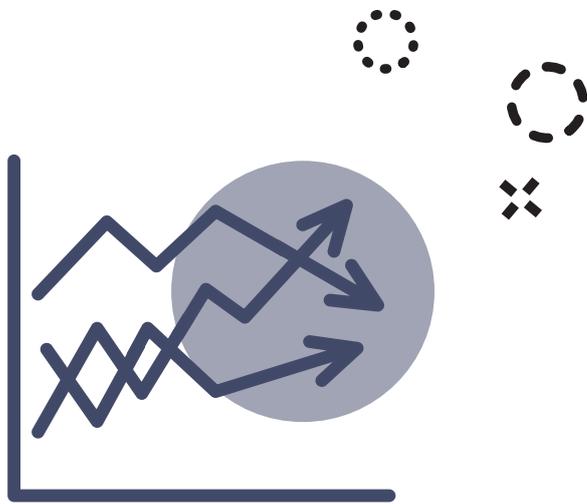
## **Transactional Video-On-Demand**

**(TVOD):** Best suited for premium long form content and or live events. In some cases, TVOD can also work for long tail content with a dynamic pricing model. For example, Magine's consumer service Plejmo uses variable pricing - price is dictated by demand.

## **Ad-based Video-On-Demand (AVOD):**

For AVOD to be a profitable and sustainable alternative to SVOD and TVOD it requires a huge audience. AVOD works best alongside additional models, especially for smaller players.

At Magine, we promote hybrid monetization models to our partners - a suitable mix of multiple models. For example, an existing Magine partner adopted a donation model to complement their SVOD service, which meant that subscribers could donate to get early access as well as receive additional services and offers as 'super subscribers' and as a result a loyal core subscriber and ambassador following was created for the service.



## STAY INFORMED WITH ANALYTICS

With so many OTT offerings out there to choose from, users understandably will be critical of the value and experience a service has to offer, especially when it comes to justifying staying another month. Being able to adapt a service quickly in response to changing market and consumer demands is imperative for effective user retention and even win-back, and analytics is really key to identifying what works and what needs to change.

Actively working with data analytics keeps players informed. Data can help to reduce churn, improve the customer experience, identify upsell opportunities and even increase ARPU by enabling players to take concrete actions based on findings from sign

up funnels, payment flows, customer journeys, subscriber engagement, and user pain points. Magine offers its partners access to deep data such as this through the Magine Analytics Console. With near real-time feedback, partners can make informed decisions relating to content acquisition, user engagement and monetization.

The Magine Analytics console enables our partners to better understand their audience needs, demographics, geography and most importantly what content is working. Data generated by our analytics platform also ensures the continuous and rapid development of our partner's services, alongside the learnings we take from our own in-market consumer services.

# TAKE CARE OF YOUR CUSTOMERS

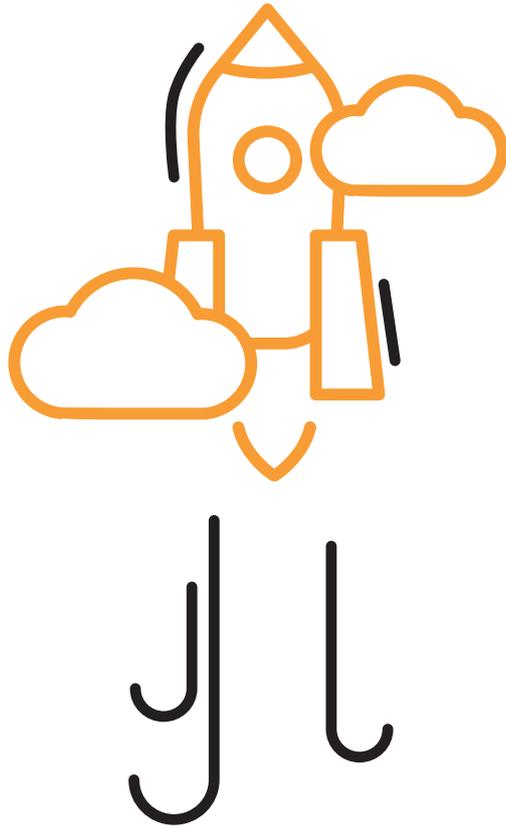
Customer care is an integral part of operations at Magine. We know from experience that great customer service builds trust and loyalty, which ultimately reduces churn and can even encourage customers to make additional purchases, such as package upgrades, later on. Maintaining a high level of customer satisfaction will also generate positive word-of-mouth, which is not only great for awareness but also good for enticing new customers into the service.

At Magine, we deliver the same robust 24/7 customer care systems, teams and tools to our full end-to-end OTT partners that we use for our own

consumer services. This includes training local language 1st line support teams and ensuring direct contact to 2nd line teams at Magine HQ.

We also believe in giving as much control to the user as possible - the best service is self service, it reduces operating costs and most importantly, increases customer engagements and familiarity with the service. As such, we includes features in all our partner services that enable customers to manage their service the way they want.





Find out how we can help get your OTT business off the ground, contact us at **[business@magine.com](mailto:business@magine.com)**.

# Imagine

[global.imagine.com](http://global.imagine.com)