



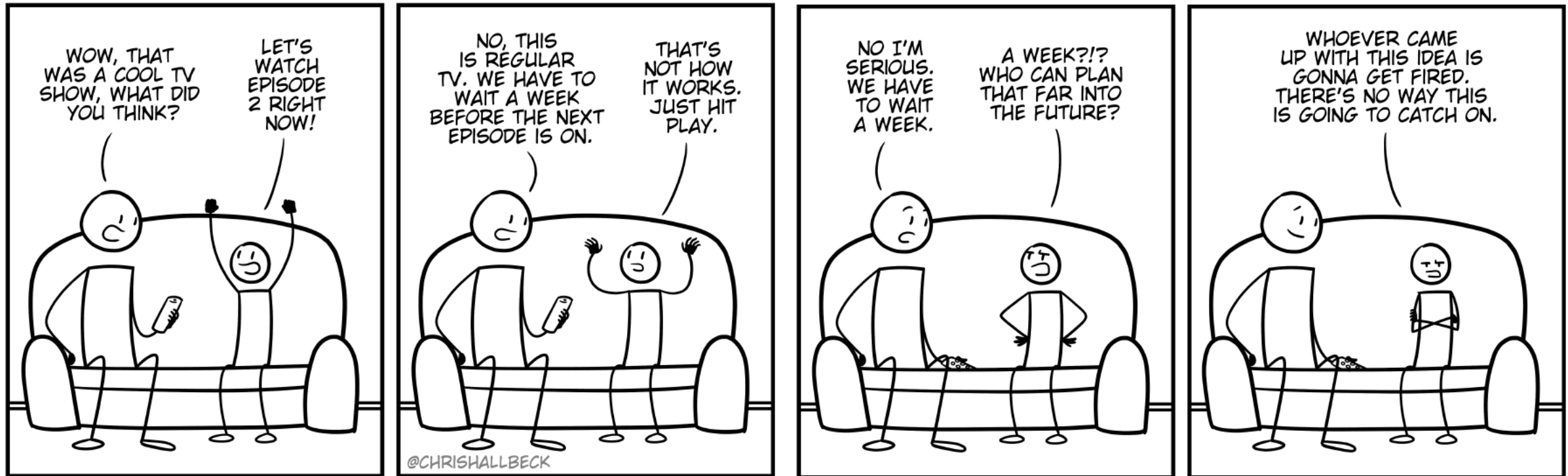
How Direct to Consumer is Changing the Rules for M&E

February, 2018

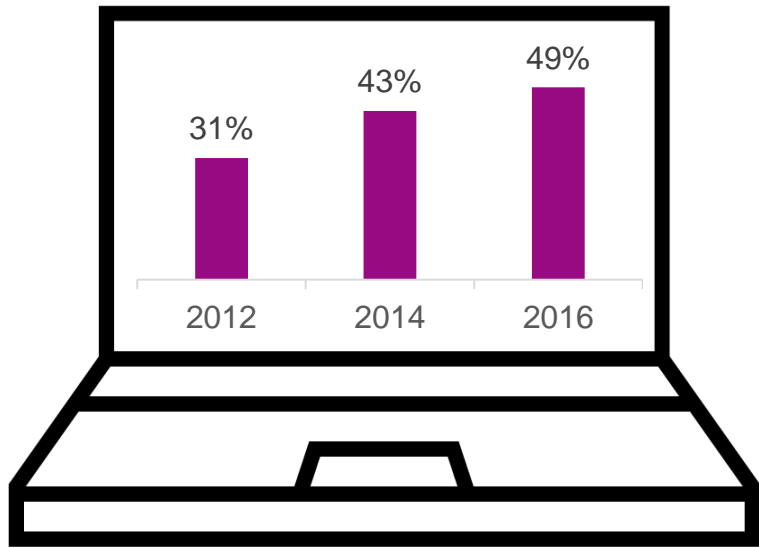
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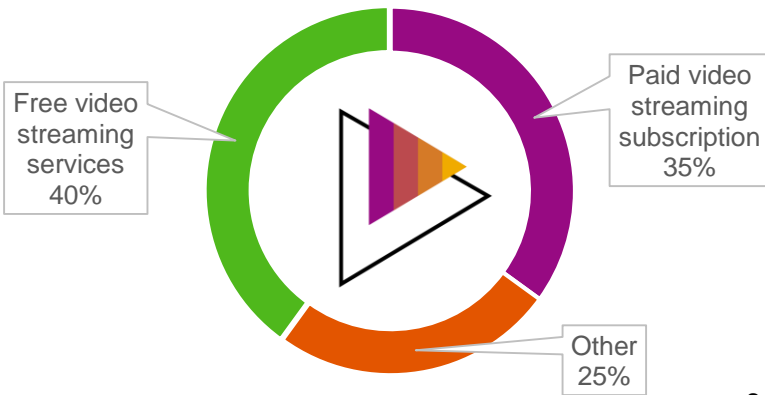
Attention spans are shortening and choices are almost unlimited – the game has changed



Streaming video subscription services by US household

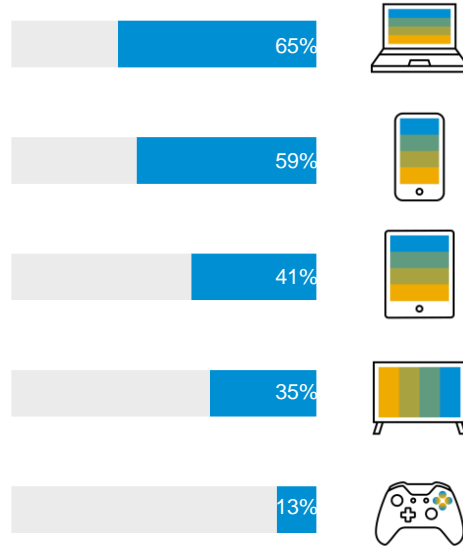


Sources for streaming video content

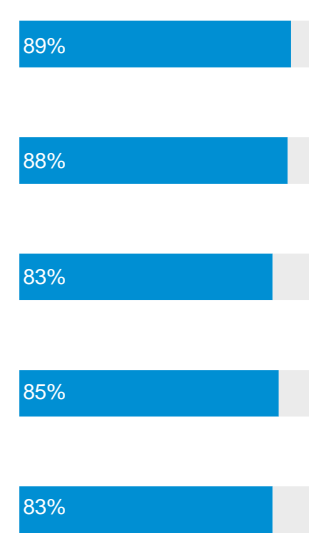


OTT Engagement- Across Screens

Devices used to watch OTT by OTT Users



Access OTT once a week or more



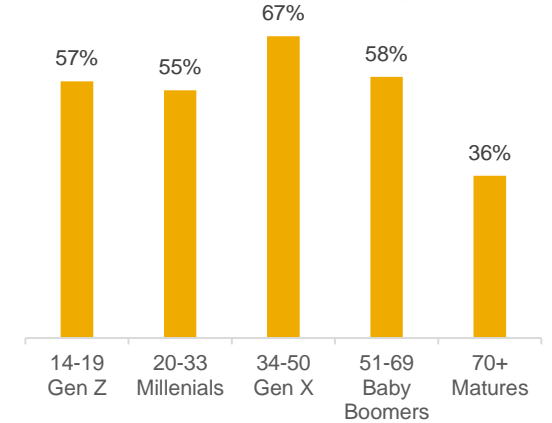
31%



of US households have **multiple OTT service subscriptions**

Streaming video subscriptions

Percentage of respondents, by generation, who pay for a streaming service



OTT Consumption by 2020



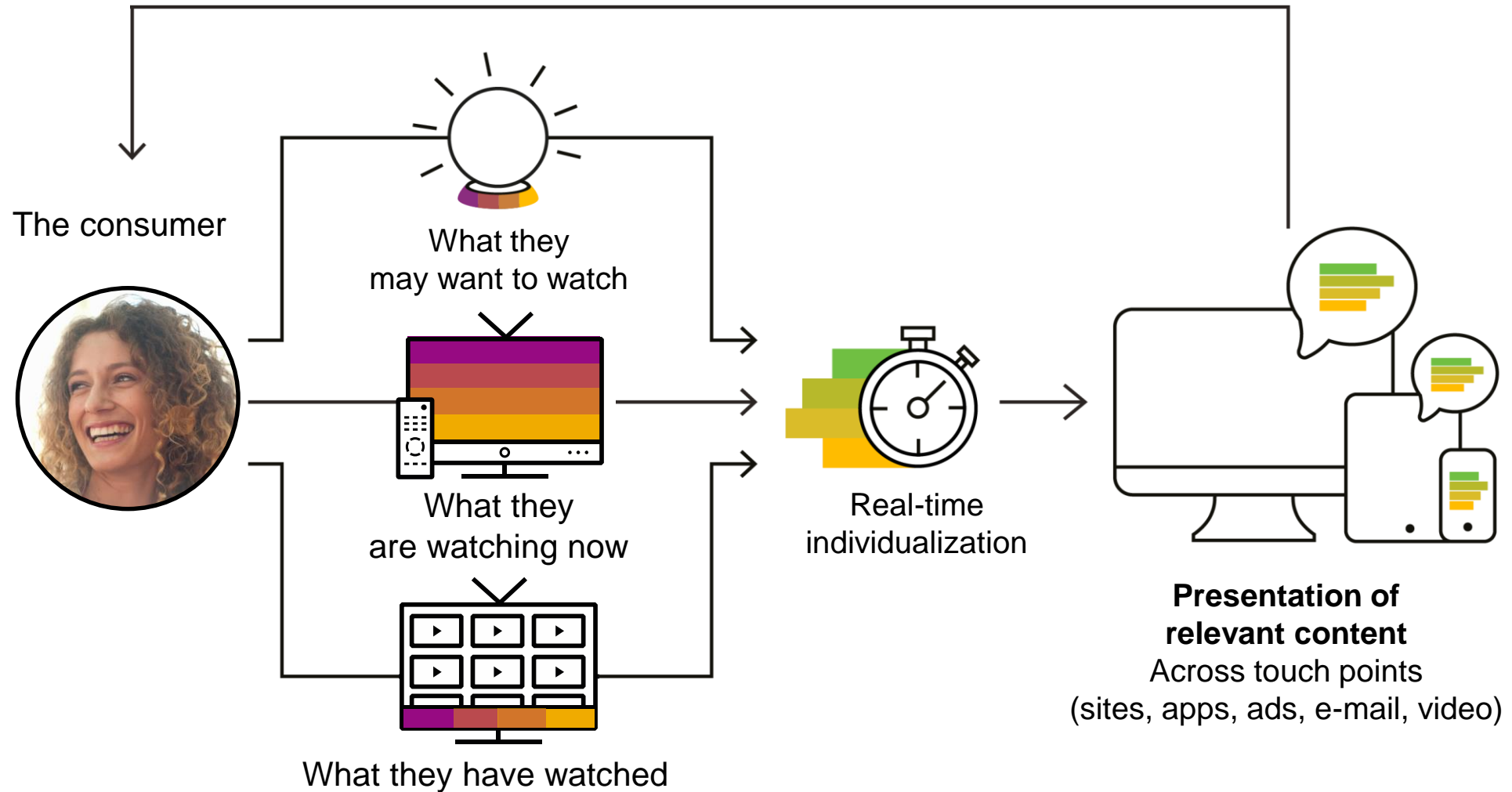
Over **100 million** additional households will subscribe to an **OTT video service**

The total number of subscriptions will more than **double**

The OTT video service industry will reach **\$30 Billion** achieving a **5-year CAGR of 15%**



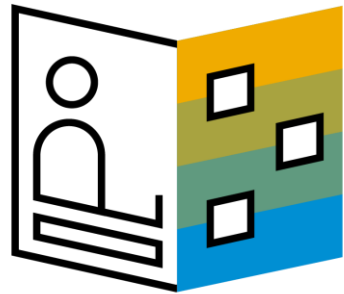
SAP' point of view is that Media companies need to provide unique, personalized content driven by a deep understanding of the individual



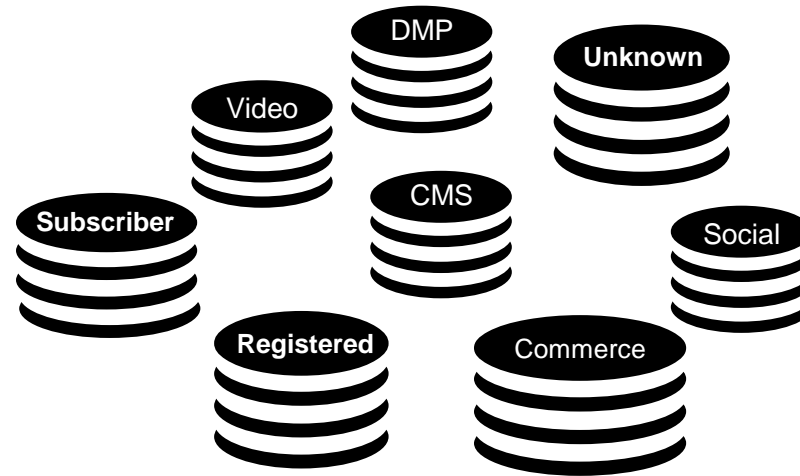
We are dealing with a different type of Media Consumer



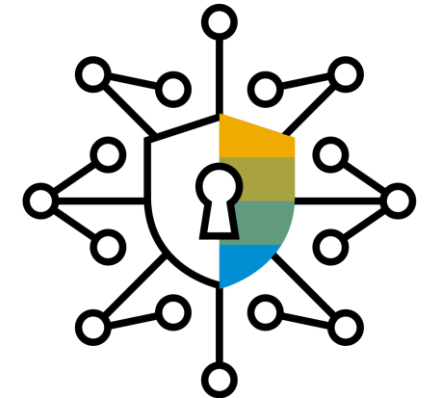
To understand what Sarah will like in 6 months you have to manage the complexity of multiple touchpoints, both physical and digital



Rich consumer profile to reach your customer with the right message at the right time

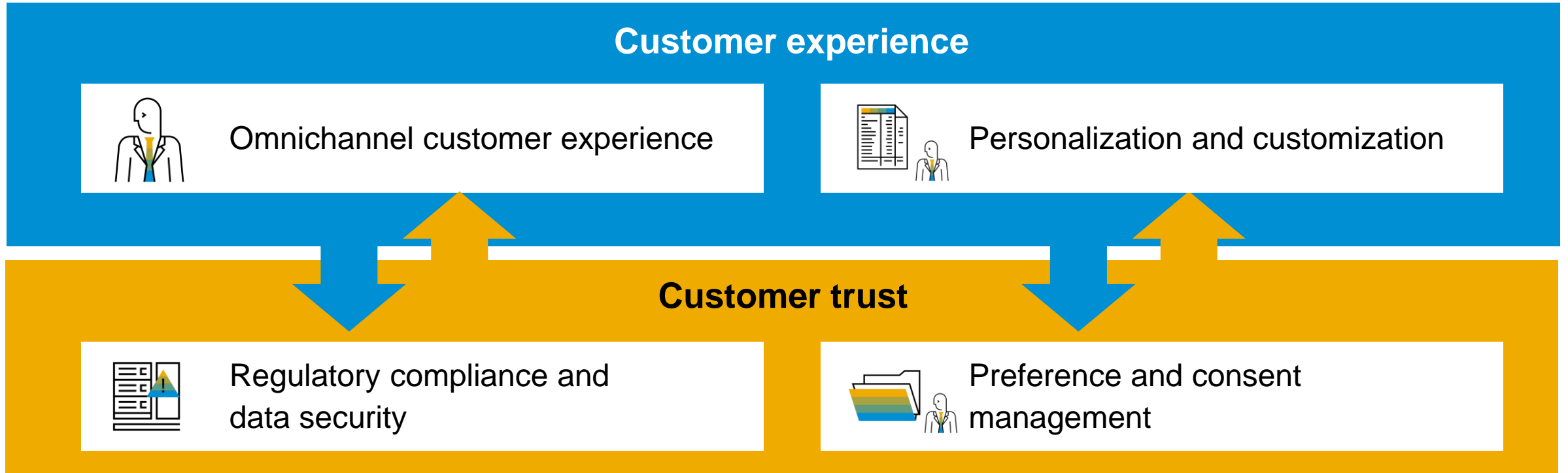


Single view of consumer across fragmented customer identities



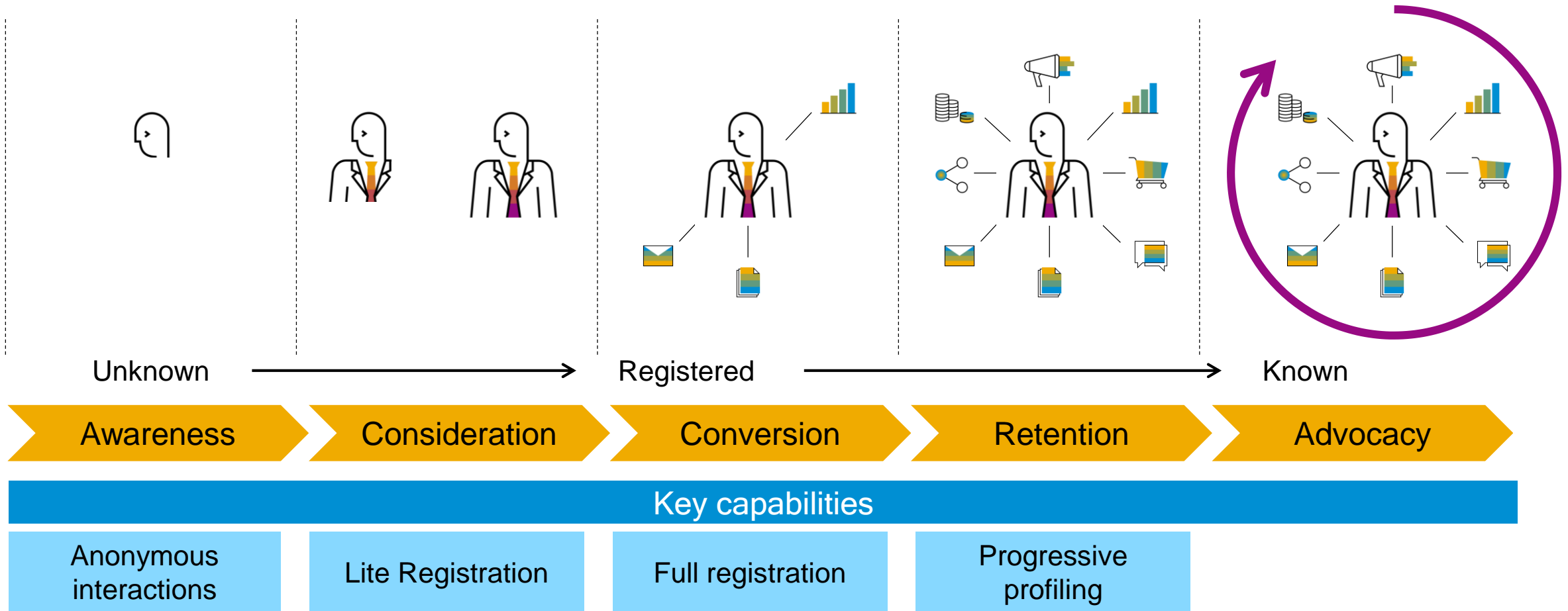
Responsibility to build trust by personalization that is restricted by data privacy and compliance regulations - GDPR

However, it is essential to build consumer trust and loyalty if you are seeking personal information to drive this personalized experience



From unknown to known: building identity progressively

Moving through Lite Registration to full registration allows media companies to enrich “first-party data.”



Sarah is tech savvy and socially active, and she is “in the know” with the latest media trends

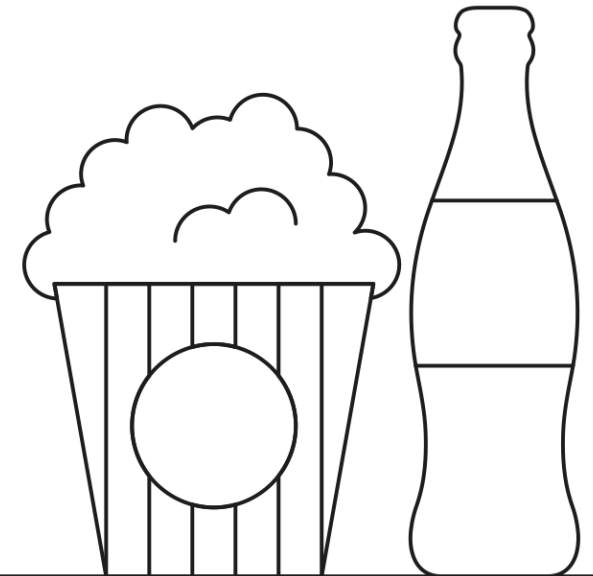
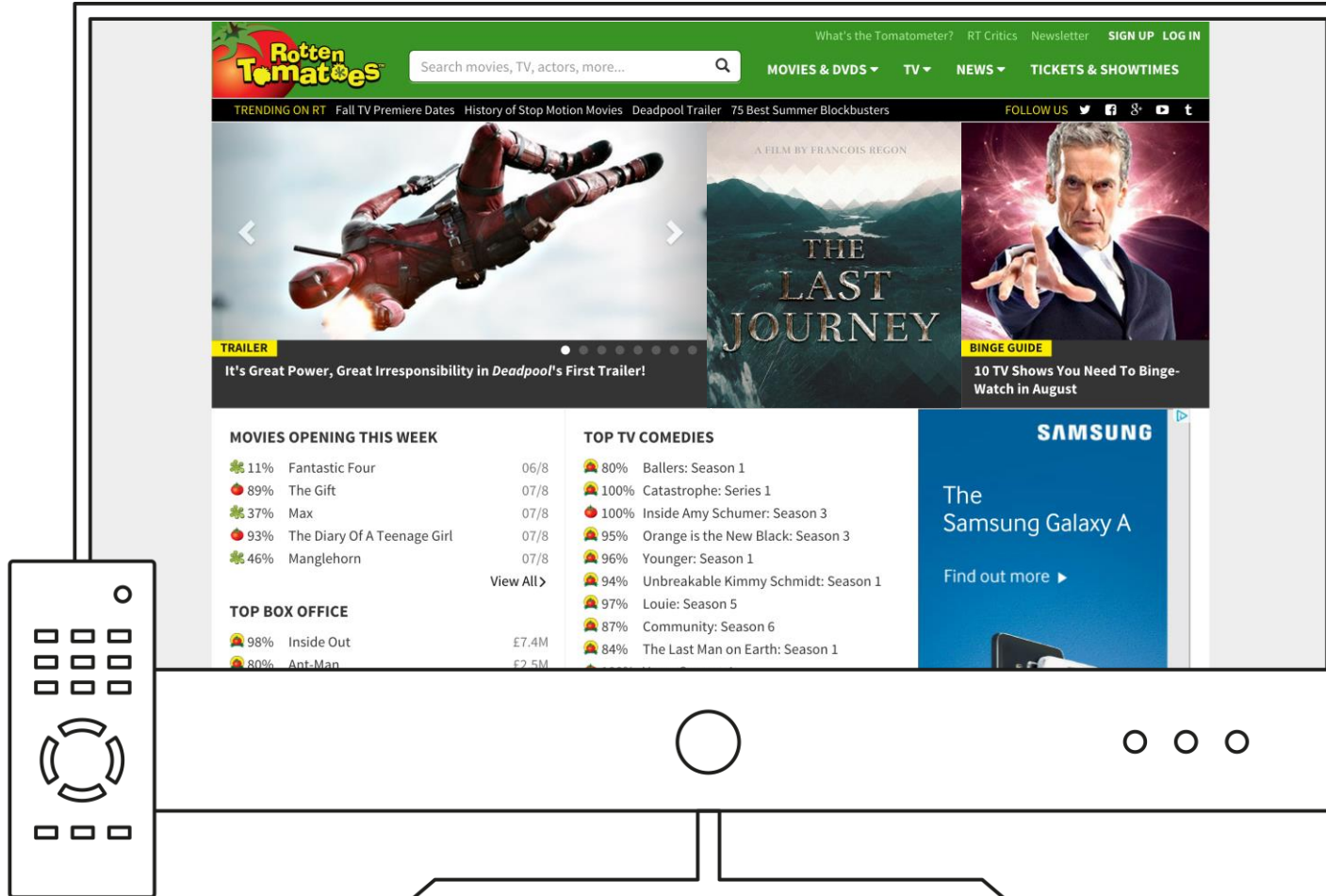


32
Years old 



She usually uses a video review site to discover new movies. She is interested in “The Last Journey”

Awareness

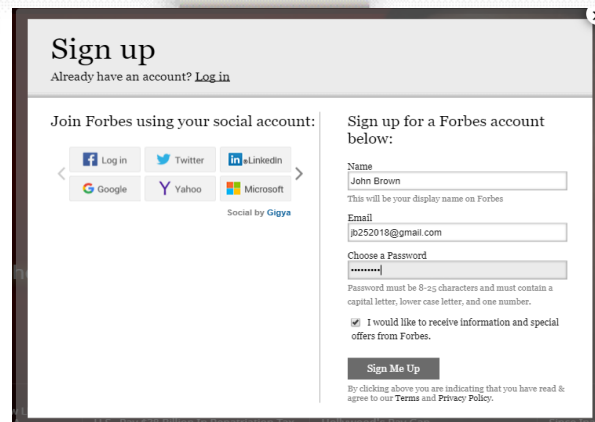
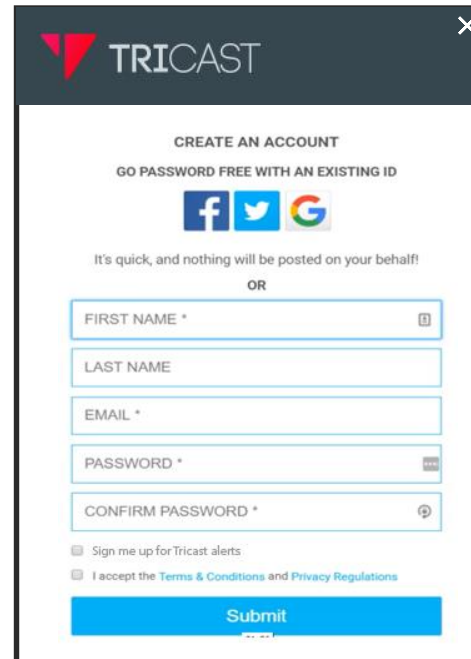


Sarah agrees to a Lite Registration to watch “The Last Journey”

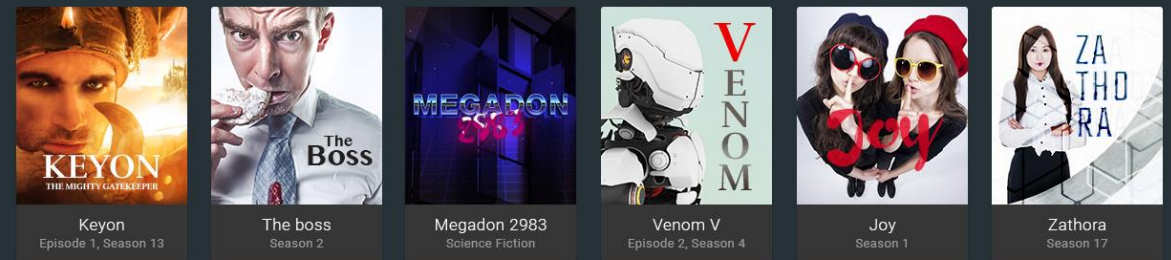
Awareness > Consideration

The screenshot displays the TRICAST website interface. At the top, the TRICAST logo is on the left, and navigation links for WATCH TV, PACKAGES, SHOP, and MY TRICAST are on the right. The main content area features the movie title "The Last Journey (2015)". Below the title is a movie poster for "THE LAST JOURNEY" and a description under the heading "Science Fiction & Adventure". The description reads: "Every year in the ruins of what was once North America, the nation of Samaria forces each of its citizens to send a teenage boy and girl to compete in the Beautiful Games. Part twisted entertainment, part survival, part intimidation tactic, the Academy Games are a nationally televised event in which 'Tributes' must compete until one survivor remains." Below the description is a "Cast and Credits" section listing: Actors: Jennifer Hutcherson, Liam Lawrence, Josh Hemsworth; Producers: Nina Kilik, Jon Jacobsen; Director: Lior Ross. A video player is visible at the bottom of the page, showing a scene from the movie with a play button overlay. A registration modal is overlaid on the right side of the page, featuring the TRICAST logo, a close button (X), and the text "Register to watch 'The Last Journey'". The modal contains an input field labeled "EMAIL ADDRESS" and a blue "Submit" button. At the bottom of the modal, there is a partial view of a promotional banner that says "with our All On Demand Subscription".

In return, Sarah becomes thrilled about getting exclusive content and updates her registration with her social media account



Customers who watched this item also watched



Sarah's continual engagement builds her profile as she enjoys the OTT service

Conversion

Retention

TRICAST WATCH TV PACKAGES SHOP MY TRICAST

Home > Movies & TV

Movies & TV New and Noteworthy Recommended New Movies

SEE ALL

TELL US ABOUT YOURSELF X

Welcome back, Sarah! We hope you enjoyed your last site experience! Please tell us a little about yourself so we can provide you with more relevant and personalized recommendations.

News Adventure Science

Action Reality Humor

Travel Drama Other

Submit

[Click here](#) to manage all your preferences.

Rock On Musical
Keyon Fantasy
About A Girl Comedy
Battle Of Wills Documentary
Oli Comedy
Megadon 2983 Science Fiction
Covered Noise Action
Hockey League Play Offs
The Dutch Girl Romance
Underworld Fantasy
Infinite Space Documentary
Emma's Chaos Effect Comedy
My Dog Benji Adventure

We can pull social activity to further increase level of personalization or allow Sarah as an “advocate” to encourage her friends.

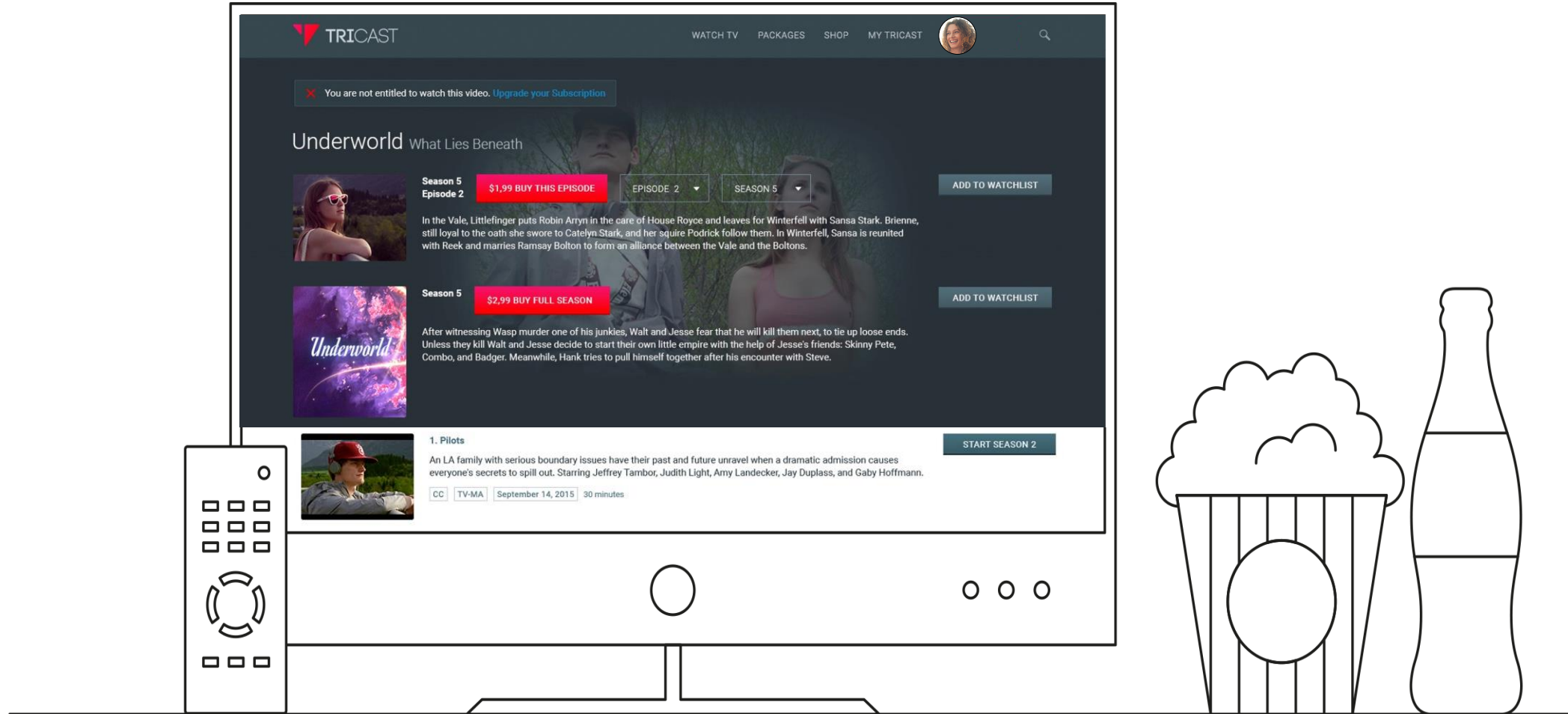
Retention



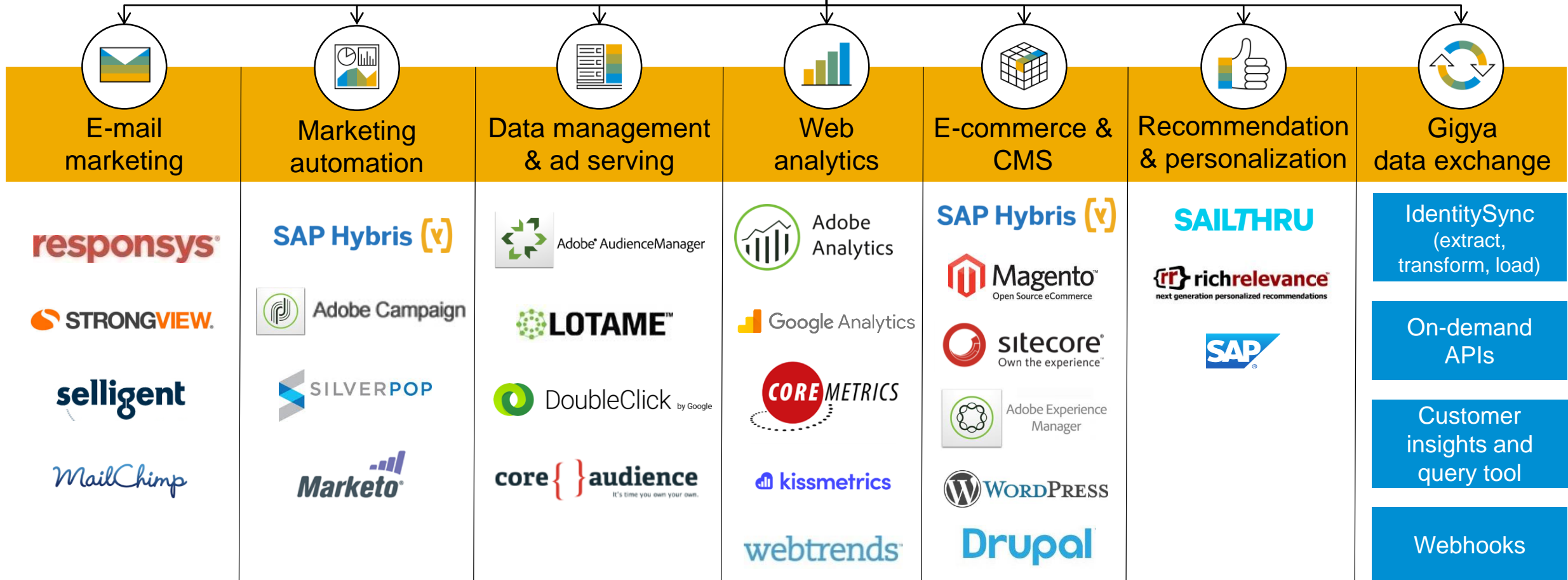
The screenshot shows a Facebook page for 'TCO's Underworld'. The page header includes the name 'TCO's Underworld', a search bar, and navigation links for 'Joe', 'Home', and 'Find Friends'. The main content area features a post from 'TCO's Underworld' dated June 18 at 9:51 pm. The post text asks, 'Why does Jill look so worried? Does she actually trust Jack? You will know in the exciting Season 2 Premiere, only on TCO Channel!' and includes a large image of a woman with sunglasses. Below the post are interaction options: 'Like · Comment · Share'. A comment from 'Joe Brown' is visible, stating 'I can't wait for season 2!' with 'Like · Reply · 1 hr' options. A text input field for a reply is also shown. The left sidebar contains sections for 'ABOUT' (with a URL), 'PHOTOS' (with a grid of images), and 'UPCOMING EVENTS'.

Sarah could receive a personalized subscription offer and up-sell/X sell based on her video consumption and social media activity

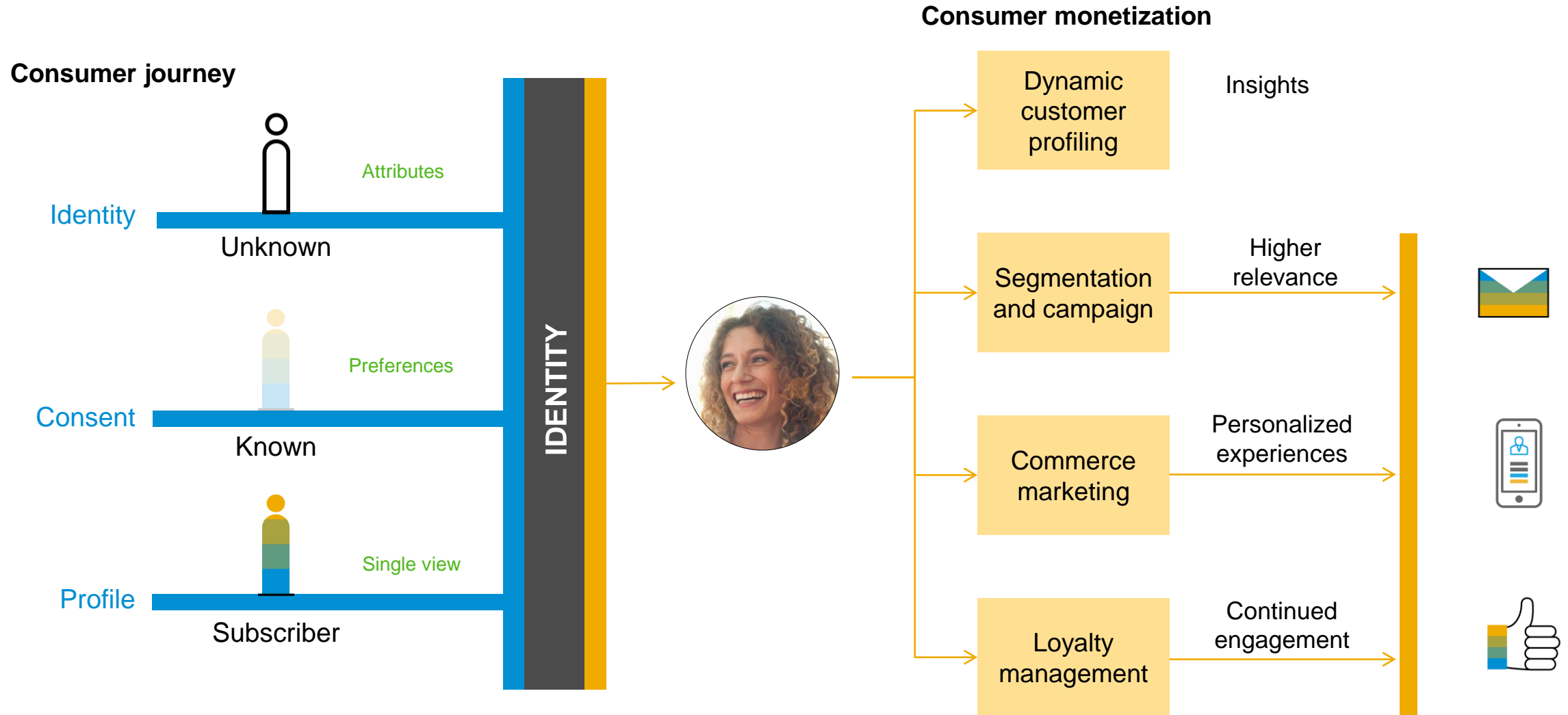
Retention



But this is just the start. By engaging with Sarah across the enterprise, you can really start to maximize impact



Let's look how. SAP helps you use first-party data to drive this personalized experiences



Thank you.

[Richard Whittington](#)

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Appendix

Proof Points and Customer Stories

Customer case studies



Consumers



Sites



Nestlé

Good Food, Good Life

100 million

2000



40 million

25



discover fashion online

50 million

7

Media and entertainment customers

158+ Gigya customers in media and entertainment

Media customers



Large UK publisher



Objective

- Enhance customer experience for registration and login process
- Drive customer retention
- Increase number of registered users from 1% to 10% of overall audience
- Improve ad revenues

Benefits

- Achieved **250% more PI** per month for registered users
- Boosted click-through rates on ads for premium audiences by 300%
- Increased CPMs anywhere from 200% to 700% for premium digital audiences

Solution

- SAP Hybris Identity

Large US publisher



Objective

- Enhanced customer experience for registration and login process
- Improved scalability
- Personalized user experiences
- Faster integration with existing marketing or service applications

Solution

- SAP Hybris Identity

“Gigya has delivered a viable, solid product for RaaS and social login, which were the primary reasons we went with them.”

Business Project Manager, US News Company

Large multimedia company



Objective

- Faster integration with existing marketing or service applications
- Personalized user experiences
- Enhanced customer experience for registration and login process
- Better segmentation of target audiences
- Consolidated data from a variety of sources



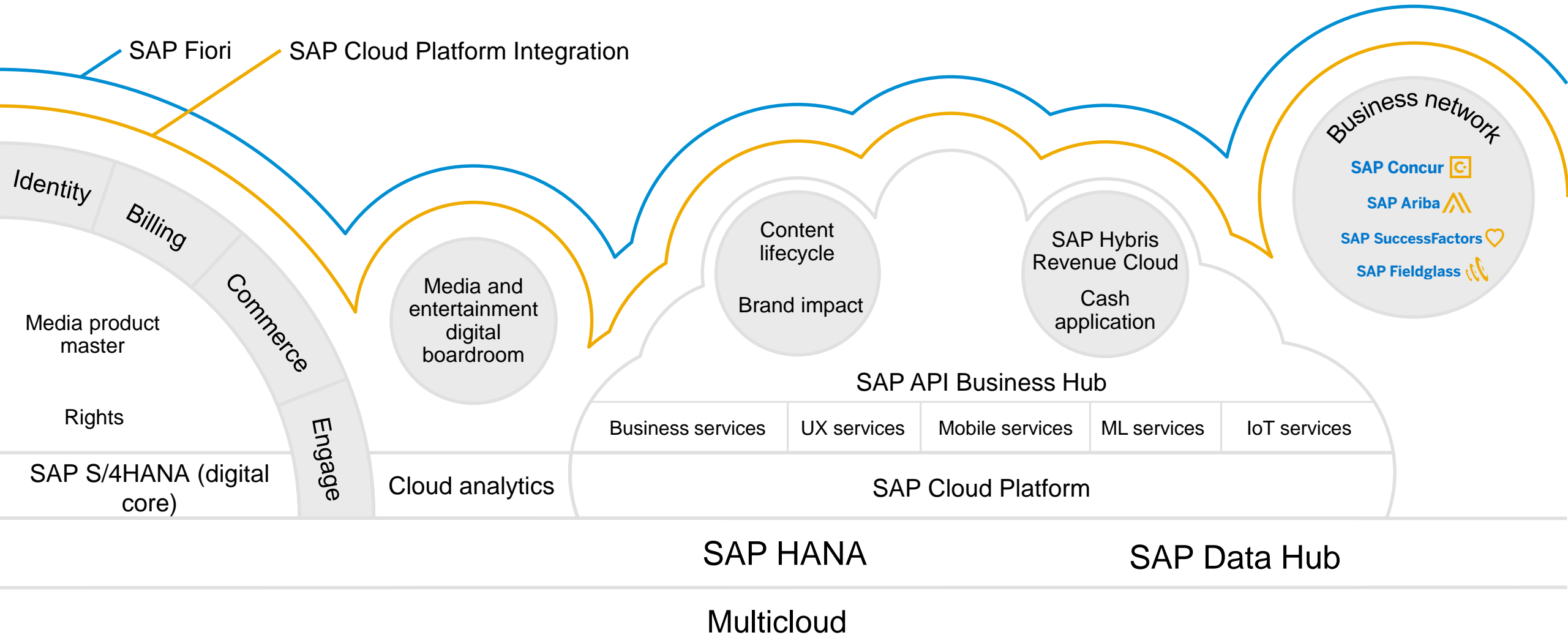
Solution

- SAP Hybris Identity
- SAP Hybris Profile

“Probably the biggest thing Gigya has helped with is simply changing the attitude of our organization. We consistently talk about “data” and the need to collect information about our consumers. With Gigya, we’re putting our money where our mouth is. It’s helped tremendously, especially with our sales team – we’ve never had such an accurate look at our audience, and that’s helped us in that regard. Additionally, **we’ve only scratched the surface on how to continue to integrate third-party APIs, and we’re really excited about the scalability of the product.**”

Executive, Enterprise Multimedia Company

The SAP platform, combined with an industry focus, is uniquely capable of delivering the win



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