

USING CONSUMER "WATCH DATA" TO GROW YOUR OTT SERVICE

Smart Content West 2018



7 COMPONENTS TO A SUCCESSFUL OTT SERVICE

Behind every OTT service is a comprehensive video workflow consisting of seven essential components used to deliver live and on-demand content to every device imaginable



PREPARE

MANAGE

MARKET

MONETIZE

DELIVER

MONITOR

EXPERIENCE

A stack of vintage televisions is arranged in a field at dusk. The top television shows a young girl with a fishbowl. The middle row has three televisions: the left one shows vertical bars, the middle one shows a landscape, and the right one shows a sunset. The bottom row has three televisions: the left one shows a woman in a field, the middle one shows a sunset over water, and the right one shows a textured pattern. The background is a dark, cloudy sky over a grassy field.

MEDIA COMPANIES ARE CONSTANTLY SEEKING WAYS TO PULL PAST THE COMPETITION AND GROW THEIR DIGITAL BUSINESS, ASKING THEMSELVES CORE MARKETING QUESTIONS ABOUT THEIR OTT SERVICE.

CORE DAY-TO-DAY MARKETING QUESTIONS

- What are my most effective and profitable marketing channels and campaigns?
- Who are my most valuable customers and how do I find more of them?
- Who is likely to cancel and how can we keep them?
- How do I get customers from free to paid? How do I re-engage inactive users?
- How can I increase overall lifetime value of a customer?

A group of diverse young people, including a man with sunglasses and a woman with a headscarf, are gathered around a tablet computer. They appear to be in a collaborative setting, possibly a classroom or a workshop, looking at the screen with interest. The image has a dark red overlay.

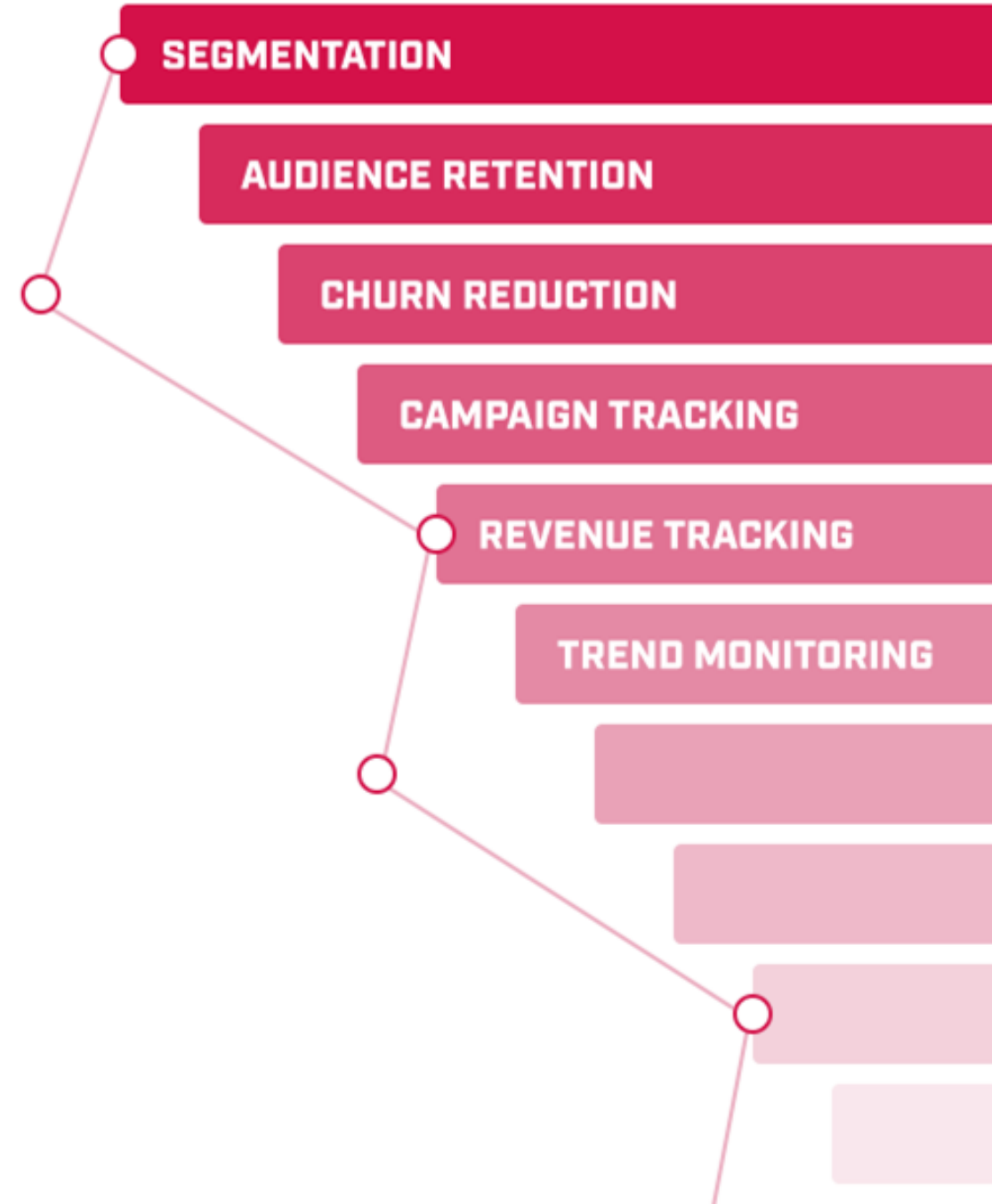
WHAT IS “WATCH DATA”?

AS CONSUMERS CONNECT, TRANSACT AND STREAM OTT SERVICES, AUDIENCE DATA OR “WATCH DATA” IS CONSTANTLY COLLECTED, PROVIDING MEANINGFUL INSIGHTS INTO CONSUMER BEHAVIORS AND TRENDS RELATED TO ATTRACTING AND KEEPING OTT SUBSCRIBERS.

Subscriber Lifetime Value | Online Engagement Metrics | Programming Effectiveness | Retention Rates | Churn Management | Device Penetration | Revenue Tracking & Trending | Trial Marketing

HOW IS “WATCH DATA” COLLECTED?

Consumer watch, experience and engagement data is constantly collected and fed into NeuLion Ace Analytics™, where real-time big data processing produces customizable dashboards to visualize the success of your business.



WHAT IS NEULION “WATCH DATA”?

Through NeuLion Ace Analytics, we are constantly collecting in-depth, aggregated data from across our network of NeuLion-powered OTT services.

- NeuLion powered OTT services consist of many of the largest brands in the world including NFL Game Pass, NBA League Pass International, UFC.TV and UFC Fight Pass, Univision Now, Poker Go, BTN, Sky Sports, Eleven Sports Network, English Football League and others.
- Streaming from these services resulted in **63,000 live events** last year, the delivery of **over 300 linear channels**, transactions in **180 countries** around the world, and significant activity around app downloads and viewing.



BENEFITS OF WATCH DATA & NEULION ACE ANALYTICS

Seamlessly allows data to be collected, synthesized and made actionable all in one place, for the sole purpose of growing your OTT business



HIGHER
CONVERSION
RATES



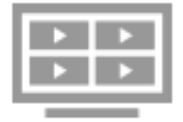
HIGHER
PROFITS



INCREASED
LOYALTY



INCREASED
RETENTION



BETTER USER
EXPERIENCE



INCREASED
LIFETIME VALUE



FASTER PRODUCT
DELIVERY



REDUCED
CHURN



REDUCED
CONFUSION