



*Connecting and nurturing the OTT ecosystem enabling
innovation, collaboration, and competition*



Started as an Association of independent video stores in 1981

Broadened to include national rental chains

Broadened to include sell-thru stores and non-specialists

Acquired IEMA to include video game retail stores

Broadened to include digital sales

Began to support OTT channels

Refined focus to exclude video game business and disc business

Now is the time to officially broaden to support the overall OTT biz

Why yet
another
change?

Industry is changing and our current members are evolving.

New segments need support from a trade organization.

We could become extinct otherwise.



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The Stakeholders

The transformed trade association will support the overall commercial OTT ecosystem for the distribution of audiovisual entertainment, including:

Companies engaged in distribution through TVOD, SVOD and AVOD to the consumer via OTT downloading and streaming, including digital retailers, MVPDs, and digital channels/networks.

Platforms via which retailers or distribution channels are served to the consumer including vMVPDs, and electronics/hardware manufacturers.

Companies creating and/or distributing content to these channels of distribution

Companies providing services and or technology for the use of others in this community



The Vision

A vibrant ecosystem of companies continually advancing the consumer experience and business of delivering audio-visual entertainment through OTT technologies



The Mission

To connect and nurture the OTT ecosystem enabling innovation, collaboration, and competition



The Objectives

- Facilitating efficient business dealings
- Fostering industry best practice definition, sharing and evangelization
- Producing, gathering and communicating industry insights, research and analysis
- Advocating on behalf of the industry and its participants
- Managing the delivery of leadership development programs promoting diversity and inclusion



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