

SONY

Not just fans, FANATICS

Streaming Media for Subscribers Who Can't Live Without Your Content

David Ballew

Vice President, Head of Platform Services

Sony New Media Solutions

hulu

NETFLIX

prime video


peacock
 tv+

+
HBOmax

Managing Churn 1.0

Cause of Churn	Solution
Content is seasonal	
Watched all the content that I care about	
Too many subscriptions	

Managing Churn 1.0

Cause of Churn	Solution
Content is seasonal	Recommend new content to replace out-of-season content
Watched all the content that I care about	
Too many subscriptions	

Managing Churn 1.0

Cause of Churn	Solution
Content is seasonal	Recommend new content to replace out-of-season content
Watched all the content that I care about	Invest in more high-quality exclusive content
Too many subscriptions	

Managing Churn 1.0

Cause of Churn	Solution
Content is seasonal	Recommend new content to replace out-of-season content
Watched all the content that I care about	Invest in more high-quality exclusive content
Too many subscriptions	???

Managing Churn 2.0

Cause of Churn	Solution
Content is seasonal	
Watched all the content that I care about	
Too many subscriptions	

Managing Churn 2.0

Cause of Churn	Solution
Content is seasonal	Continue to provide value even during off-season
Watched all the content that I care about	
Too many subscriptions	

Managing Churn 2.0

Cause of Churn	Solution
Content is seasonal	Continue to provide value even during off-season
Watched all the content that I care about	Different kinds of content for more variety
Too many subscriptions	

Managing Churn 2.0

Cause of Churn	Solution
Content is seasonal	Continue to provide value even during off-season
Watched all the content that I care about	Different kinds of content for more variety
Too many subscriptions	Make your subscription harder to quit

Will this work for me?

- Almost any content owner can employ some of these techniques
- But for best results, you're going to need...



How do I keep my fans engaged?

- Providing a robust end consumer experience that allows content to be everywhere your fans are! This includes web and native apps on mobile, consoles, smart TVs
- Business model options that make sense for your content offering and fanbase: Live, SVOD, AVOD, TVOD
- eCommerce options such as physical/digital tie-ins that provide fans with more than just a streaming experience and inspire further engagement
- Community engagement modules (blogs/forums) where you can directly engage with fans
- Customer Service Portal that helps manage consumer service matters quickly and efficiently

What are the tools that can help me do this?

- Content Management System to power these experiences
- Asset & Inventory Management
- CDN Management
- Integrations and APIs with consumer endpoints
- Analytics

Ven.ue's Fanatics



FUNIMATION

World-leading Anime provider with broad reach, across multiple platforms and regions, capable of simulcasting and deeply engaging their customer base.

Powering an end-to-end experience from ingest to output.

The biggest licensor and distributor of Anime in the English-speaking world, with simulcasts available in the US within 1 hour of broadcast in Japan, and a optimized flow making “Simuldub” available as quickly as possible.

Business Model	Subscription
Service	VOD

- Subscriptions and add-ons with extensible payment mechanisms
- Digital copy and download for offline viewing
- Integrated social and community features
- Anime series and promotional material
- International:
USA, Canada, UK, Ireland, New Zealand and Australia
- On connected TVs, game consoles, mobile devices and responsive web

FUNIMATION

- Ecommerce
- Shipping discount for subscribers

- Anniversary gift





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The world’s largest Auto Racing sanctioning body in the world with over 125 member tracks and hundreds of thousands of participants racing all over the world – including USA, Europe, the Middle East and Australia

NHRA.TV offers NHRA fans the ultimate video destination, with more content, more subscription options, in more territories than ever before. Providing racing footage dating back to 1951 as well as the most complete live broadcast from every race week in week out.

Business Model	Subscription
Service	Live + VOD

- **Live streams of multi day events, with DVR and audio only options**
- **Auto ingest and conversion of live feeds into VOD assets. Distribution on and off platform via Sony's Digital Supply Chain**
- **Subscription management and data analysis, 24/7 NOC support**
- **Live and On-demand racing and promotional material**
- **On connected TVs, mobile devices and responsive web**

[MEMBER](#) ▾[NHRA PRODUCTS](#)[NHRA.COM](#)[SIGN IN](#)[JOIN NHRA](#)[CART](#)

Become an NHRA Member

For as little as \$69 per year, you can become an NHRA Member and receive fantastic benefits. Start by completing your member profile, then customize your choices and make your payment (Visa MasterCard, American Express, or Discover) on the following screens.

NHRA Members Receive:

- NHRA *National Dragster* subscription with spectacular action photography, in-depth features, and the sport's best racing coverage, every other weekend throughout the racing season (24 issues/yr)
- Membership Hospitality Center at every NHRA Mello Yello Drag Racing Series event
- 25% OFF your season subscription to NHRA.tv, NHRA's live stream of the MelloYello Drag Racing Series
- \$10 OFF your tickets to your favorite NHRA Mello Yello Drag Racing Series events (4 coupons/\$10 each)
- 10% OFF NHRA merchandise from NitroMall and NitroMall.com
- 10% off Dragmart classified ads you place in NHRA *National Dragster*
- Digital edition of NHRA Rulebook and NHRA *National Dragster*
- Official NHRA membership card, collector's pin, and decal
- \$575,000 Excess Medical Insurance*

About Ven.ue

What is Ven.ue?

- White labelled OTT platform, with app development services for mobile and smart TVs
- Grew out of Sony NMS's enterprise end-to-end digital supply chain that was first developed to meet Sony's own distribution needs
- Architected for the cloud

Ven.ue Facts and Figures

- Over 1 billion minutes streamed per month
- 26 Petabytes of content currently under management
- Actively delivering to approximately 1,400 distribution points
- 89 audio languages and 68 subtitle languages

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