



Optimizing the OTT User Experience

March 3, 2020


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Ocean Stride LLC
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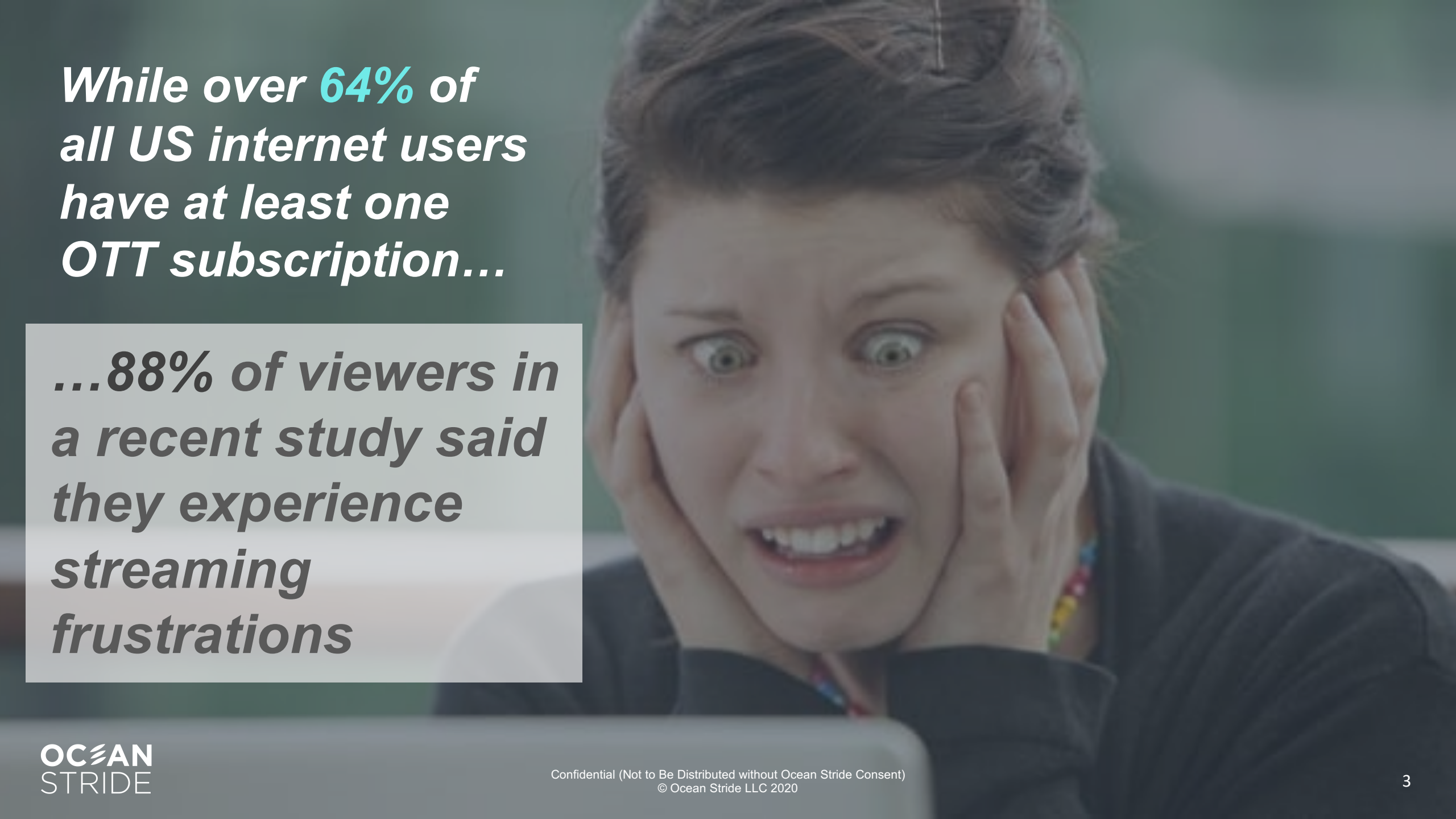




**Raise your hand if you consider yourself
a very busy person, with limited free time**

*“Americans average more than **5 hours of free time each day**... But instead of being physically active during their free hours, Americans report **they spend most of that time looking at screens** (televisions, phones or other devices)”*

– RAND study



**While over 64% of
all US internet users
have at least one
OTT subscription...**

**...88% of viewers in
a recent study said
they experience
streaming
frustrations**

*“You only have **one or two times to get someone’s attention.** If you don’t, you lose that potential audience since there are **SO many more entertainment opportunities** for consumers to find.”*

*– VP, Strategy and Innovation,
Multichannel Broadcaster*

ATTENTION
PLEASE!



Poor OTT UX = Users Unengaging or Quitting = Lost Revenue

A photograph of a young man and woman smiling and looking at each other while holding ice cream cones. The woman is on the left, wearing a light blue and white striped shirt. The man is on the right, wearing a light blue button-down shirt. They are both holding ice cream cones with white and pink scoops. The background is slightly blurred, showing what appears to be an outdoor setting with wooden chairs.

Poor user experience in Dating and OTT – What do they have in common?



User Experience

*“An individual’s **perceptions** and **responses** that result from **using** or the **anticipated use** of a product, service, or system”*

Bad First Impression

Roger appears to not act in line with Sally's values or preferences

Bad First Impression

Value FAIL

Not keeping a promise
or following through

Bad First Impression

Value FAIL

Lack of efficiency and respect for others' time

Bad First Impression

Non-working promo codes
for a free trial period

Bad First Impression

Sign-up and login / authentication complications or inefficiencies

+

“Subscription fatigue” from signing up for multiple content sources

*“69% of consumers say they would **prefer** to get all of their services from a **single source.**”*

Bad First Impression

Inability to discover relevant content quickly & easily

*“With my cable provider, it’s just easy to put the TV on, sit back and watch. With my [streaming service], you have to search and search and search, and sometimes—sorry. There’s just so much. **You spend more time picking something out than actually watching it.**”*

—Millennial male consumer

Roger is given the benefit
of the doubt, but...

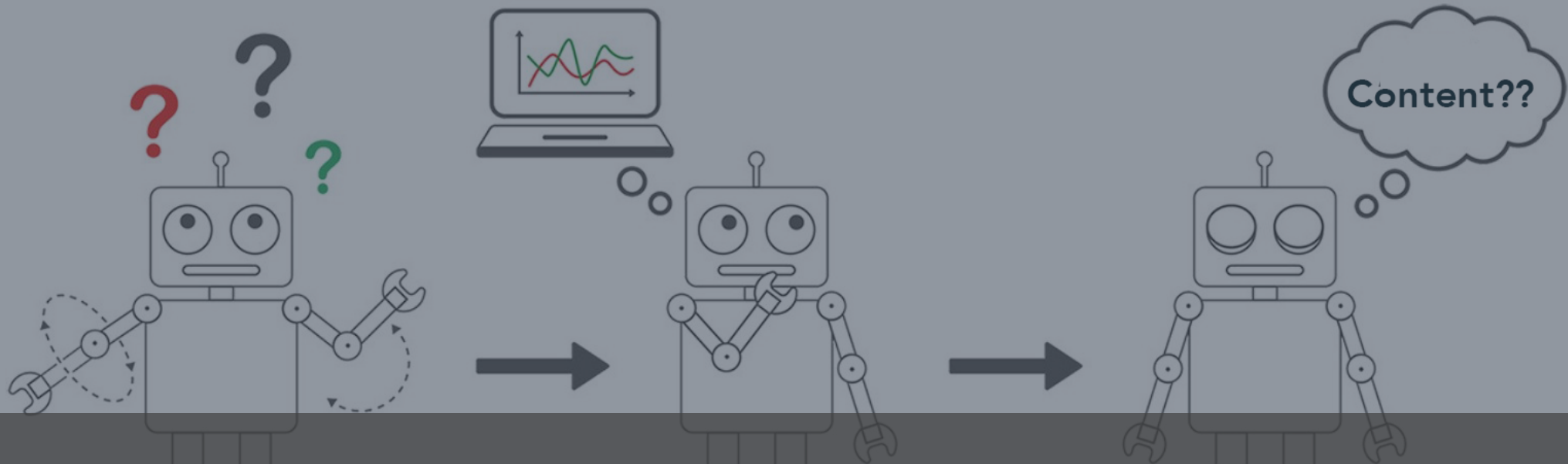
Lack of Forming a Real Connection

He ends up being a
poor preparer, listener,
and communicator

Lack of Forming a Real Connection

Not providing relevant content recommendations or ads served even with more user insight into behavior and preferences

Lack of Forming a Real Connection



*“**Only 21%** of consumers think their streaming services know what they want to watch better than they do. Consumers are **frustrated** at how reactive—not predictive—today’s algorithms are.”*

Lack of Forming a Real Connection

*“Interesting content keeps **64%** of US subscribers **loyal** to their OTT services for more than a year... however, **38%** of Americans **canceled** one or more OTT services in the last year...”*

Lack of Forming a Real Connection

*... with a top reason for canceling a service being **inability to find enough content they like.***”

Lack of Forming a Real Connection

Poor marketing and / or troubleshooting communication

*“96% of respondents [to a recent customer loyalty survey] consider **customer service** the key to building **brand loyalty**, and 48% of them are looking for **personalized treatment**.”*



Inability to Perform

aka “Technical Issues”...

Inability to Perform

Technical Issues

- Buffering... and rebuffering!
- Poor video quality
- App freezing or crashing
- Bad integration across devices as users move across screens
- Ads with no sound or are too loud
- And so on...

Inability to Perform

*“An average of **one instance of rebuffering** per play could result in a **loss of advertising worth more than \$80,000...** and can cause subscribers to **leave a service.**”*

26%

will stop watching a video the **first time** it buffers

60%

will stop watching a video the **second time** it buffers

Inability to Perform

*“On the other hand, one SVOD provider reduced churn by **90%** by improving video quality.”*

Inability to Perform

“59% of users in the US expect a streaming service to provide the ability to download, and 67% would even pay a premium of \$1 to \$5 a month to have the feature added.”

Examples of how data / AI can help OTT UX

- Smarter content and ad recommendations that – in addition to profiles, stated preferences, and viewing behavior – also take into account device and time of day for short vs long-form and genre considerations
- Interactive / gamification features on mobile for content discovery and additional behavioral data collection (e.g., swiping left and right on recommended content)
- Automated user interface testing across different devices
- Chatbots for customer service
- Automated video quality detection and switching





THANK YOU

Ocean Stride LLC
OceanStride.com
310-570-9230
amanda@OceanStride.com