A ‘No Windows’ Industry
How to Get there Fast in this Black Swan Moment
Black Swan

random, large magnitude, dominant
Randomness
(like NOW)
is good for...
essential to...
strengthens...
reveals...
the
‘Antifragile’
(and v. versa)
"This outcome should not be interpreted as a sign of a 'new normal,'" said the country’s top cinema organization after NBCUniversal CEO Jeff Shell trumpeted $100 million in premium VOD sales.
Digital Distribution

+ Exhibition Venue Flexibility **
+ Immediate Time to Release
+ More Consistent Rev Share to Distributor or 100% if Own Platform
+ Reduces Distribution Cost
+ Increases Digital Re-monetization

- Harder to Reach Mass
- Lower Ave. Revenue per Viewer
- Traditional Re-merchandising Harder

“Theatrical” Windows

- Social Crisis Bankrupts?
- Long, Restrictive Release
- 100/0 down to 50/50 over run, depends on Content
- Expensive for Distributor, Consumer
- Separate from Digital Re-monetization

+ Mass Market $$$$  
+ Maximum Revenue per Viewer for ‘Hits’  
+ Well established Re-merchandising
So, is this really our Content ‘Future’?
Publisher Challenges

- Revenue - “X%” - dist platform keeps rest
- Cost/Sustainability
  - “everyone” a tech AND content company?
  - $300M, 8000 people, global tech infrastructure the norm?
- DATA
  - stays with the Internet platform, fuzzy
- “Bundled” offerings
- Creativity

Consumer Challenges

- Subscription fatigue
- Content - How to find what you want?
- Cost
- ALL ‘community’ is virtual?
- New exhibition monopoly – ‘mega’ OTT!
- Trade ‘attention’ for your data
  - more lucrative than content itself in ‘mega’ platforms
- Personalization + ‘choice’ at a premium
And, Internet Melt with Current Streaming Tech

Excessive Load on Servers, Storage, and Core Bandwidth = $$$
Continuous generation of manifest and continuous push to layer 2 servers, creating excessive load on servers and storage.

Latency (seconds) Per Request
Manifest file is continuously requested by the clients during the stream. Each request has to go back to origin. Stream is delayed to account for this.

More Load and Cost
All segments formats and bitrates are pushed to layer 1 causing excessive bandwidth and storage load.

More Latency
Every request for a new format or bitrate is a cache miss resulting in latency.
Thinking Differently

3rd PARTIES
Advertisers, Sponsors, Merchandisers
Targeted Fans
Better Return
Provable Data

PUBLISHER
All data
Virtually all revenue
Distribution Control
(Price, timing, relationships)
Lowest Cost of Dist
Immediate Time to Mkt
Max Creativity

Internet Substrate for Content
Direct from Source
(dynamic, linked media, metadata, code, rights)
Premium Quality
Super Cheap
(Ultra BW/Storage/Compute Efficient)
Trustless

AUDIENCE
More Value
More Choice
More Access
More Quality
More Community

EXHIBITOR
More Profit
More Revenue Options
Staying Power (Virtual or In Person)

Master Title Media, Metadata,
Artwork, Assets
“Hybrid Cloud Production”

Content Publisher (creator, studio)

Audience at Home

Audience “At Theater”
(Community View)
Eluvio Content Fabric

- New Global Substrate
  - Neither Cloud nor CDN
  - Premium Video from Source to Consumable
- Eliminates need for transcoding, databases, microservices, CDN
- Single Software Stack
  - Decentralized Data Distribution & Storage Protocol
  - BW/Storage Efficient
  - Ultra Fast Routing and Video, Just in Time
  - Versioned and Access Controlled (blockchain)
  - ML Tagged Content
  - Monetizable
- Network of Nodes @ Inet Xchange Points
Fabric Technology

Stores and manages large form content

Transforms and delivers consumable media

Controls access, protects and proves content
How to Use The Fabric to Power Your Media Properties
How To

- Architecture
- Single Substrate of Active Content (Media, Metadata, Code linked)
- Streaming/Servicing from Source, Just-in-Time (Highest Quality)
- Re-use/re-versioning of Source without File Copies
- Inter-object Linking for Static and Dynamic Presentation
- Content Security does not trust the infrastructure
- Access and Rights control built-in
Examples On the Fabric
The Eluvio Content Fabric

A Live Webcast for Content Providers

With the Founders Michelle Munson and Serban Simu

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