



# A 'No Windows' Industry

How to Get there Fast in this Black Swan Moment

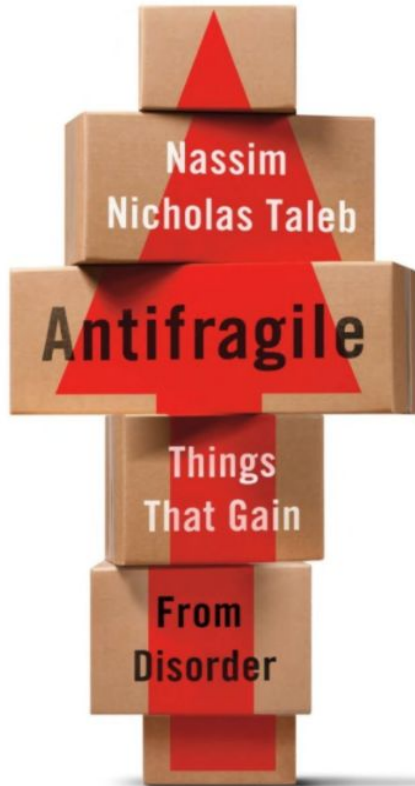
[eluv.io](https://eluv.io)

# Black Swan



random, large magnitude, dominant

# Black Swan + Antifragility



Randomness  
(like NOW)  
is good for...  
essential to...  
strengthens...  
reveals...  
the  
'Antifragile'

(and v. versa)

# Antifragile?

## Universal's 'Trolls World Tour' On-Demand Significance

12:44 PM PDT 4/28/2020 by Pamela McClintock



Universal Pictures; Inset: Getty Images

'Trolls World Tour' (Inset: NBCUniversal CEO Jeff Shell)

"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.



# Fragile?



## Digital Distribution

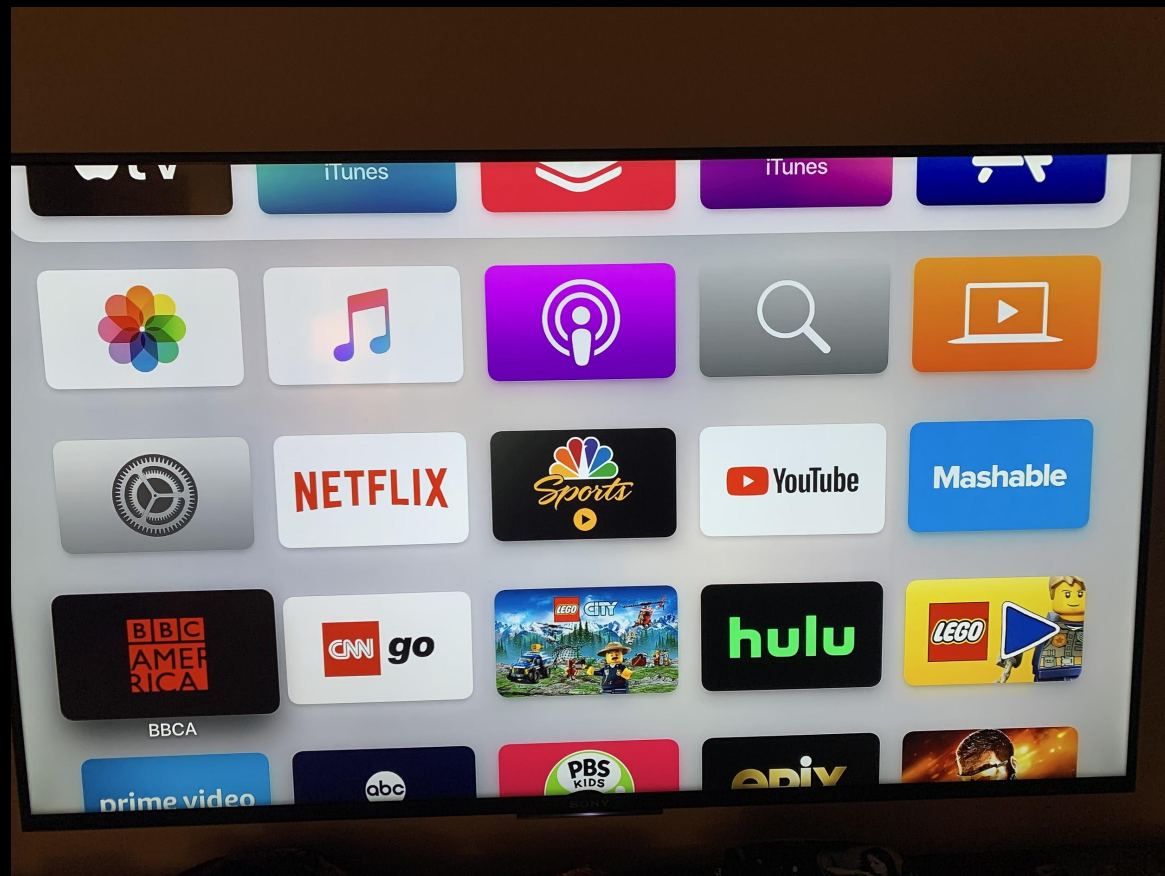
- + Exhibition Venue Flexibility \*\*
  - + Immediate Time to Release
  - + More Consistent Rev Share to Distributor or 100% if Own Platform
  - + Reduces Distribution Cost
  - + Increases Digital Re-monetization
- 
- Harder to Reach Mass
  - Lower Ave. Revenue per Viewer
  - Traditional Re-merchandising 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'?



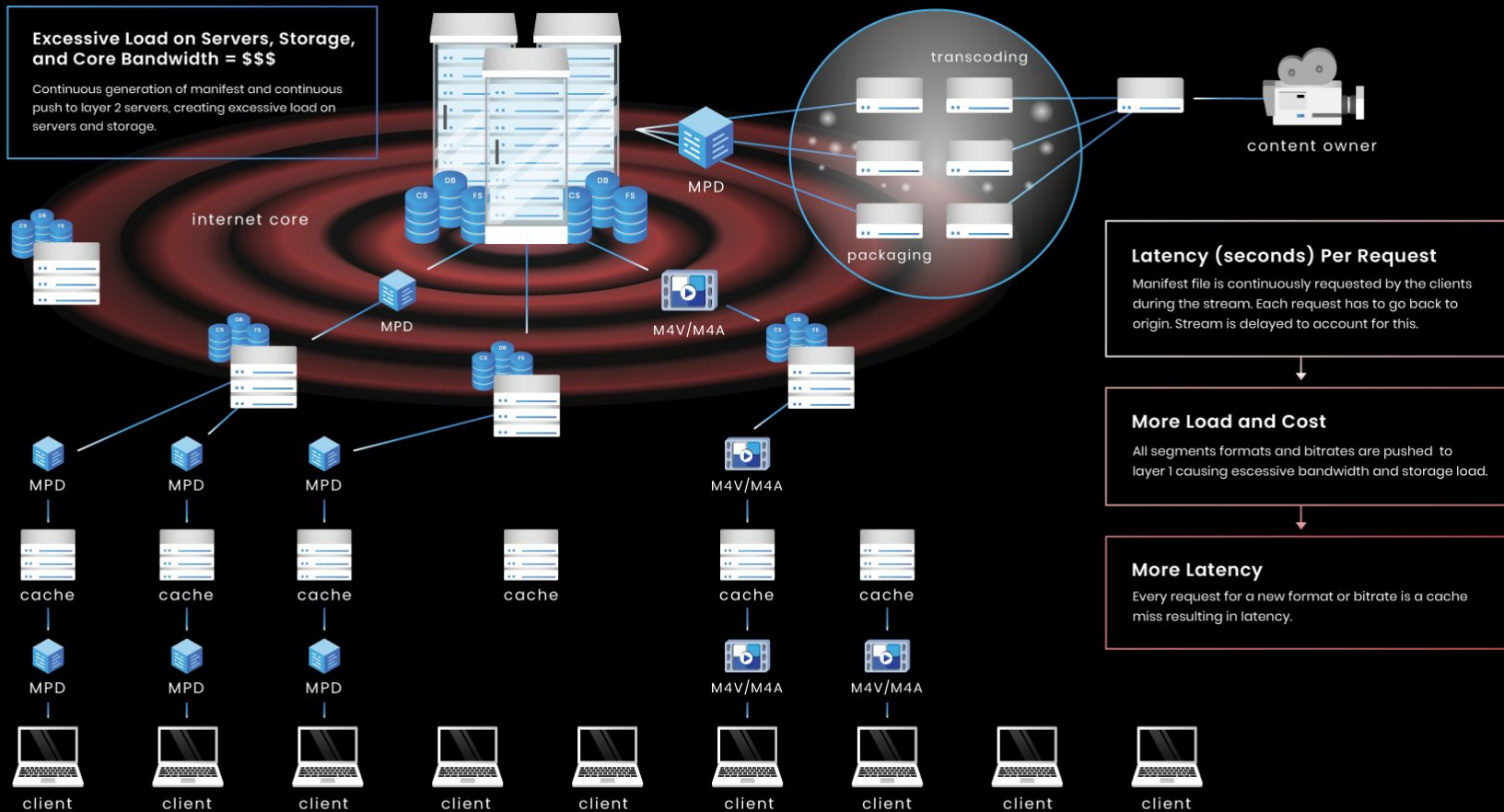
# Publisher Challenges

- 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

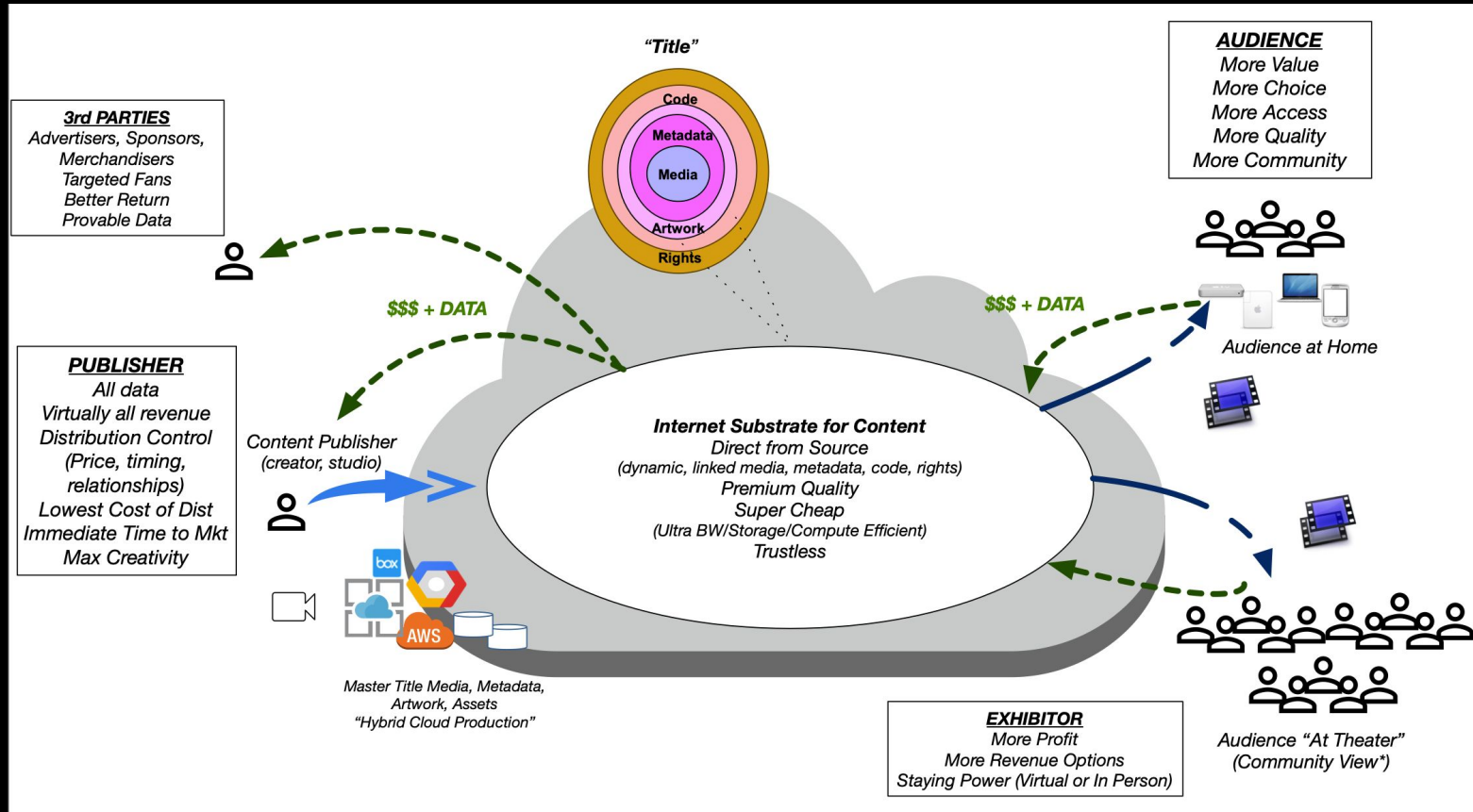
- Subscription fatigue
- Content – How to find what you want?
- Cost
- ALL ‘community’ is virtual?
- New exhibition monopoly – ‘mega’ OTT!
- Trade ‘attention’ for *your data*
  - more lucrative than content itself in ‘mega’ platforms
- Personalization + ‘choice’ at a premium

# And, Internet Melt w/ Current Streaming Tech





# Thinking Differently



# Eluvio Content Fabric

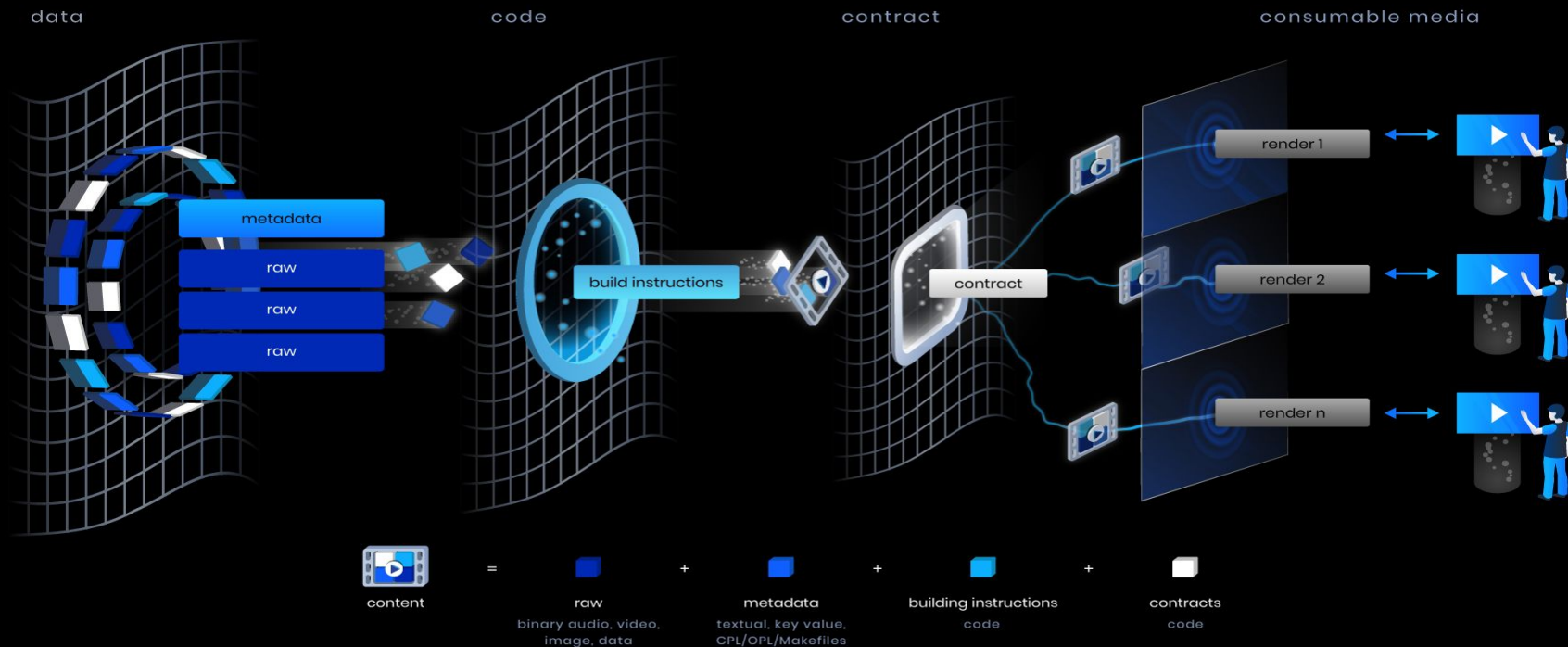
- **New Global Substrate**
  - Neither Cloud nor CDN
  - Premium Video from Source to Consumable
- **Eliminates need for transcoding, databases, microservices, CDN**
- **Single Software Stack**
  - Decentralized Data Distribution & Storage Protocol
  - BW/Storage Efficient
  - Ultra Fast Routing and 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

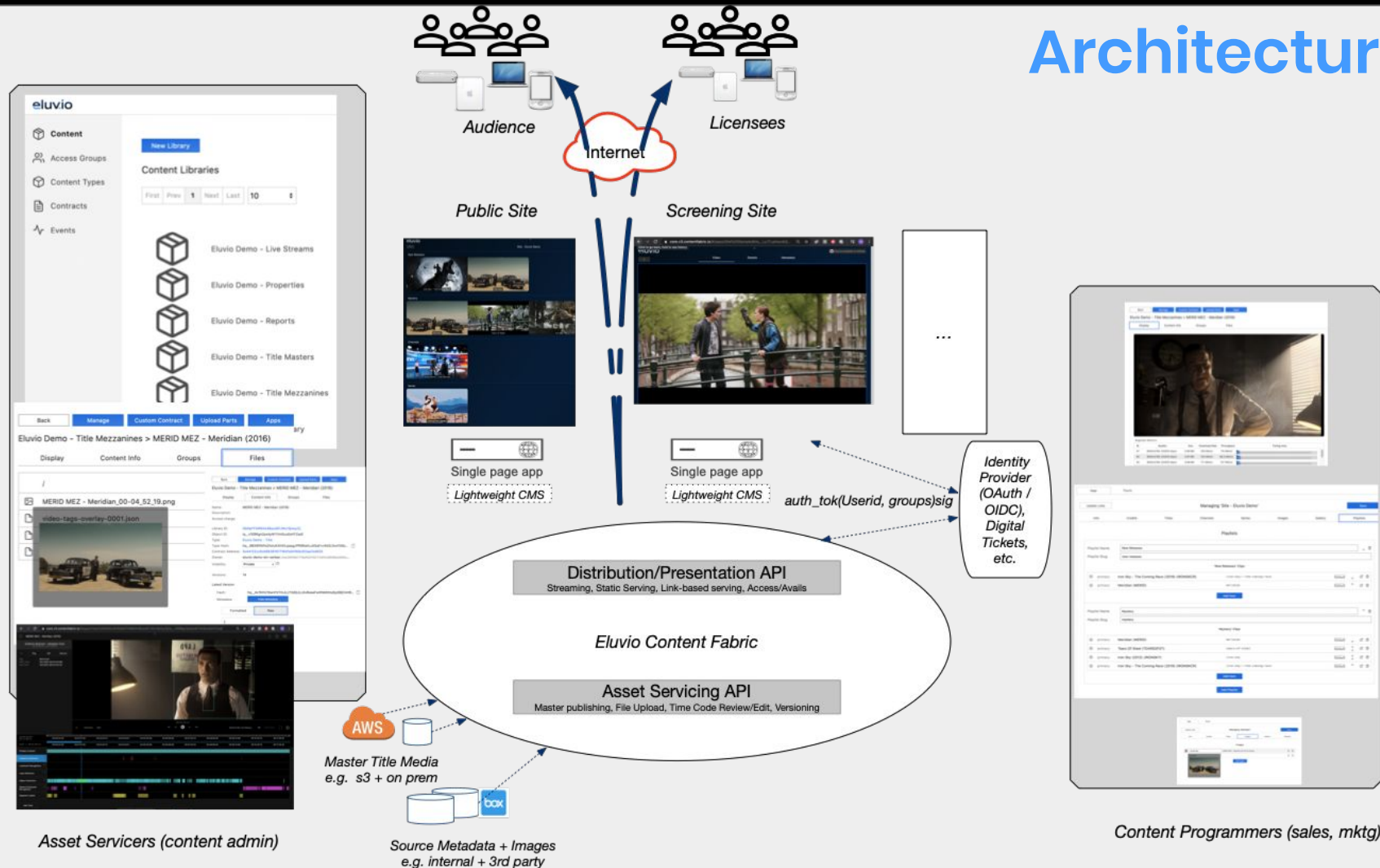


# **How to Use The Fabric to Power Your Media Properties**

# How To

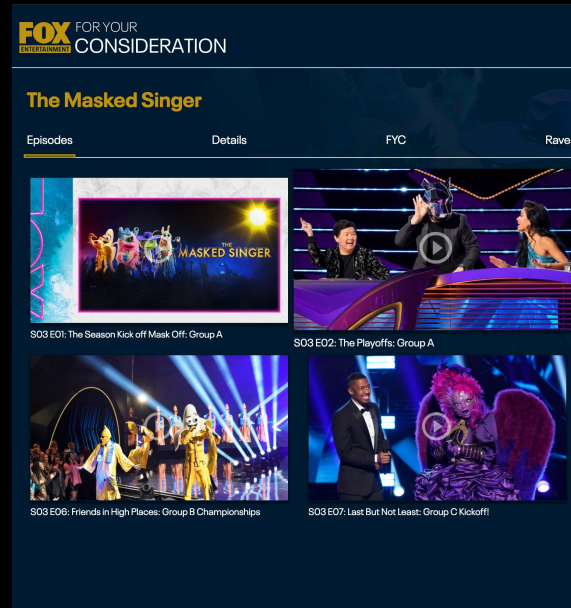
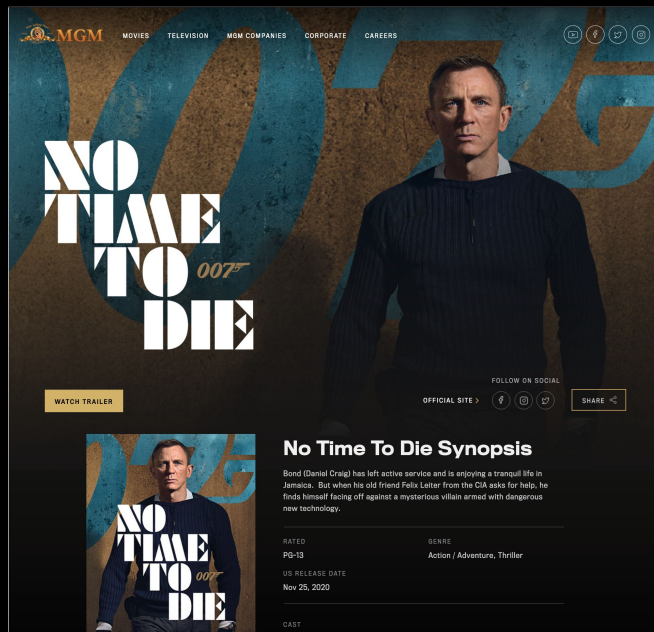
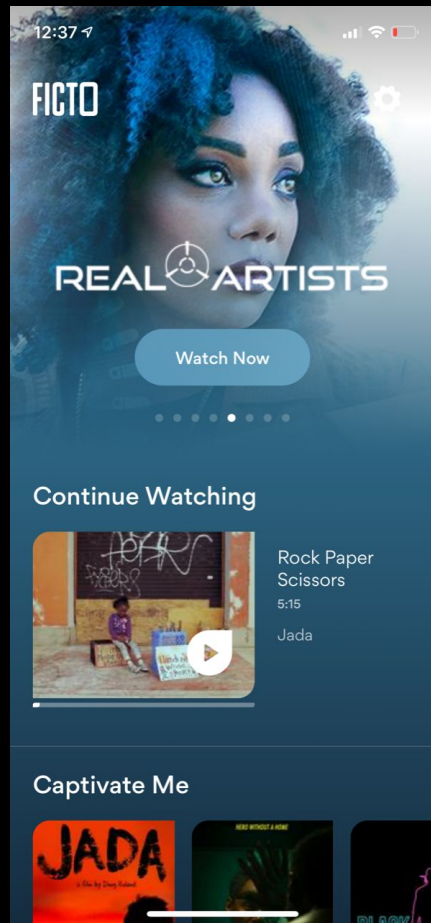
- Architecture
- Single Substrate of Active Content (Media, Metadata, Code linked)
- Streaming/Servicing from Source, Just-in-Time (Highest Quality)
- Re-use/re-versioning of Source without File Copies
- Inter-object Linking for Static and Dynamic Presentation
- Content Security does not trust the infrastructure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

# Architecture





# Examples On the Fabric



<https://eluv.io/webcast>

# The Eluvio Content Fabric

A Live Webcast for Content Providers



With the Founders Michelle Munson and Serban Simu

May 20, 2020