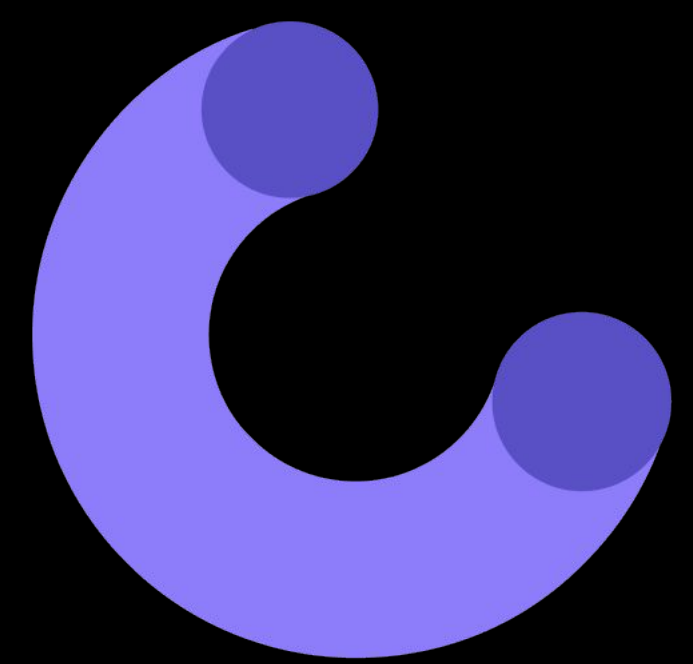


Expanding globally – what tools are needed to achieve long term success?

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2022

Back in 2020 we discussed....

massive
changes
in the video
distribution
market

→
require

agility

efficient operations

→

great
operational
tools

Our 2022 predictions....

1. The line between traditional TV and video on demand will continue to blur
2. Operational efficiency will be key to long term success and profitability
3. Regional competition between global players and local services - is there room for both?

success is...

content

marketing

So what do good tools look like?



To scale up your VoD operations efficiently, we recommend you:

- Map your end-to-end content ops workflow
- Design a solution that brings efficiency to your overall organisation
- Design a solution that smooths out the peaks and troughs of content ops work
- Look for true SaaS products
- Look for best-of-breed products
- Look for solutions with open data and events-based APIs
- Look for solutions with good user interfaces
- Look for people you can work with effectively, not just tick boxes on an RFP matrix
- Roll-out gradually
- Treat this as a business transformation project.

Balance editorial control with automation; finding the right tools for the job

Have full editorial control where it matters

efficient user interfaces

Automate business-as-usual

structured data &
modern APIs

Business rules



Thank you!

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