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VU BIQUITY®

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The Democratisation of Content

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MESA: Content Management Workflow Forum

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Vubiquity: Solving the complexities of premium content, at scale, for over 20 years

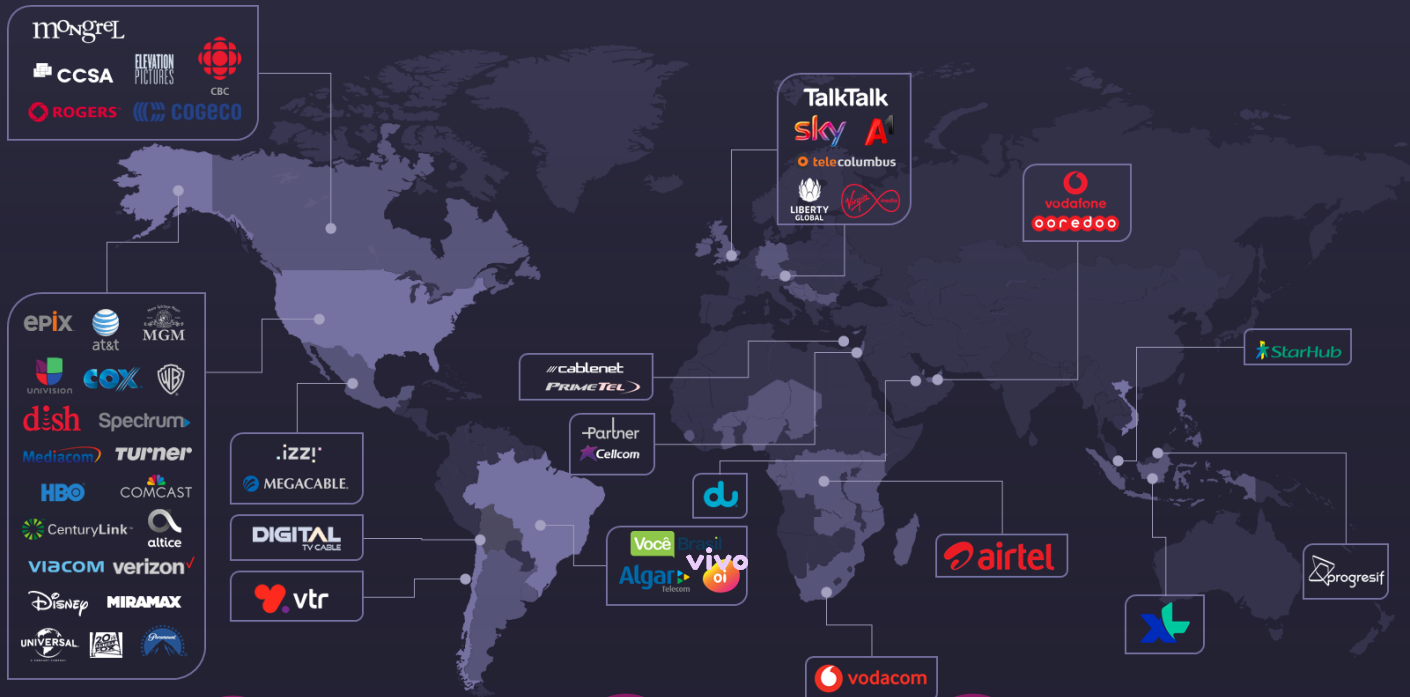


850+ content suppliers



TVOD EST AVOD SVOD Linear

Strategy Licensing & curation Technical integration Processing Subscription management UX Marketing & promos



50+ languages 110+ countries 500+ service providers

Key Consumer Trends: New Streamer 'LOCKDOWN' Report - 2021



1/3

Added a new video streaming service*

48% Watching more on their video streaming services⁺

43%

2 or more



27%

3 or more



15%

4 or more



of Video Streaming Services**

CONTENT over Price



Nearly **50%** say amount of content is **#1 loyalty driver**⁺⁺

44%

of consumers **would pay more** for unique content bundles if they can pick content[#]

- Did you cancel or add any subscription services since the start of the pandemic in March 2020?
- ** How many of the following types of subscriptions do you and/or the people in your household currently use?
- + Did you find yourself accessing any of the following subscription services, more or less, since the start of the pandemic in March 2020?
- ++ What drives your loyalty to a video streaming service?
- # Would you prefer to create and pay for a content package that is limited to only content you are interested in?

• - Olsberg - SPI (<https://www.o-spi.co.uk/recent-reports/>)

Content Windows Lifecycle.

COVID-19 impact?



Plus, additional workflows come into play for Localization (subtitles, dubbing, closed captions, etc.), Formats, and other versioning requirements.

Content as a Service - Enabling any service provider to pull content across multiple territories from a single source



Reduced time to market (TTM)



Owners - Centralised control



Affiliates - Reduced complexity



Mitigates the complexity & costs of running a VOD service



Cloud hosted asset repository

Multi bitrate + Multi language



Asset delivery

Retail + Wholesale



Avails & Rights management



Metadata & image service

Multi language



Search service



Frontend integration to 3rd party OVPs



Multi tenanted Identity service



Content protection

GEO IP + Device management + License management + Widevine/Fairplay/PlayReady



Analytics & Reporting

Solving the Complexity between Owners and Consumers.



Content Owners

VIACOMCBS

NBC abc

A&E Disney

MGM UNIVERSAL

FOX WARNER MEDIA

ESPN

NATIONAL GEOGRAPHIC WHISTLE SPORTS



Content

Licensing Processing Distribution

Streaming Localization Metadata

Experience

Experience-driven Transformation UX Design

Business Process Redesign

Identity & Commerce

Subscription Billing Subscription Intelligence User Management

Retention Tools Digital Identity

Partner Management

Onboarding Subscription Bundling

Provisioning Settlements & Reporting

Managed Services

Integration Services Quality Assurance Program Management

Biz Intelligence Workflow Orchestration Dev Ops Practices

Distributors

T-Mobile

vodafone

Telefonica

verizon

AT&T PLDT

Singtel astro

prime video

HBO max

iTunes

NETFLIX

hulu

Consumers

Smartphone icon

Car with signal icon

Laptop with play icon

Game controller icon

Router icon

TV with play icon



Thank you

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