

# Key Considerations for Building an OTT Platform

## Did You Know?

- The U.S. Pay TV Sector lost 600,000 subscribers in the second quarter of 2015 – the most ever.<sup>1</sup>
- 42% of binge viewers give up on a series after a bad experience. 50% never come back.<sup>2</sup>
- 80% of digital viewers leave if an episode does not appear quickly. Only 11% pick another episode.<sup>2</sup>

The OTT video market opportunity is huge, but the Quality of Experience publishers deliver is a critical factor for ongoing success.

Creating a sticky, engaging over-the-top (OTT) video platform hinges on your ability to deliver the best possible experience on every device, from every location, every time. How do you build a great experience that keeps your audience engaged? With the right mix of ingredients, as we've identified below:

## Delivery

How are you going to deliver your video? You can do it yourself, but scaling globally requires that you install your origin and delivery servers around the world so that your content is as close to viewers as possible. That can be expensive and difficult to manage long term.

Most OTT providers opt to focus on content creation, relying on a content delivery network (CDN) for delivery. Choosing the right CDN depends upon your requirements. Limelight Networks, for instance, owns and operates one of the world's largest private networks, enabling it to provide consistent, secure and fast content delivery for OTT providers that require global reach.

## Mobile

How are you going to ensure that your video is playable on all devices? Today's viewers expect broadcast quality experience on every device they use, every time. To deliver the best experience, your system must recognize which device is making each request so the content can be delivered in the correct format. Encoding, managing and storing copies of every video in every possible format requires a significant investment in resources and can be labor-intensive and error-prone.

There are a number of solutions available that help OTT providers reduce complexity and optimize mobile delivery. Some, like Limelight's Orchestrate Solution for Media and Broadcasters, automate the process with on-the-fly transmuxing to streamline the management of multiple video encoding standards and formats.

## Reporting and Analytics

How do you know who's watching what content, where, from what device, and other vital metrics? This is critical data you need to make accurate business decisions. As you evaluate technology partners, like a CDN, take a close look at the insight they provide into viewer behavior. Most delivery platforms offer some level of analytics. Limelight, for instance, provides detailed consumption reports. It preserves all advertising analytics with no overhead, and can integrate with other tools like Nielsen, Comscore, Omniture, and others.

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## Monetization

How do you monetize your content most effectively? Whether you are charging per view, a subscription fee, or subsidizing through advertising, you need a monetization strategy and the technology to help you implement it. Limelight's solution includes VAST 3.0- and DART-compliant ad insertion features (with integration to popular ad servers) for your pre-and post-roll needs. This enables you to quickly and easily monetize your video without additional third-party services.

## Security

How are you going to protect your content? There are multiple options: Digital Rights Management (DRM) for encryption, geo-fencing to restrict access geographically, tokenization to authorize websites or players, and DDoS protection to keep your web portal up and running. Limelight has a comprehensive suite of security services designed to ensure that your content is always available to the people who have the rights to view it.

## Interface

How will viewers engage with you? An important part of the experience is the interface you offer for viewers to consume, discover, and share content. Without an engaging user interface, you'll never get the stickiness that you need to make your OTT platform a success. Limelight helps you build that interface through powerful APIs that enable you to build a robust and integrated workflow to support your specific business requirements. These tools make it easy for you to seamlessly connect your interface with Limelight's network and software.

## Support

Building and launching your OTT is the easy part. The hard part comes when you need to ensure that your users are having the best possible experience, every time. That means that you're available to solve technical issues whenever your users are consuming your content. Thankfully, when you're using Limelight's services to power your OTT platform, we've got you covered 24/7/365.

Building an OTT solution is no Saturday night project but it doesn't have to be a Herculean task. Limelight can help you streamline the process of building, launching, and supporting an OTT platform that really delivers, so you can focus on creating the exceptional experiences that will keep your audience coming back again and again.

<sup>1</sup> <http://www.hollywoodreporter.com/news/us-pay-tv-sector-has-815100>

<sup>2</sup> <http://www.mediapost.com/publications/article/253476/how-a-bad-binge-experience-can-just-ruin-everythin.html>

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