



BRIGHTCOVE FOR  
Digital Media

Monetising Audiences in a Multidevice World

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@Brightcove

# BRIGHTCOVE OVERVIEW 2014



FOUNDED

**2004**



HEADQUARTERS

**BOSTON  
MASSACHUSETTS**

PRODUCTS



CUSTOMERS

**6,300**

*in 70 countries*



SCALE

**963M**

*Average Video Cloud monthly streams in 2013*



REVENUES

**\$109.9M**

*in 2013*



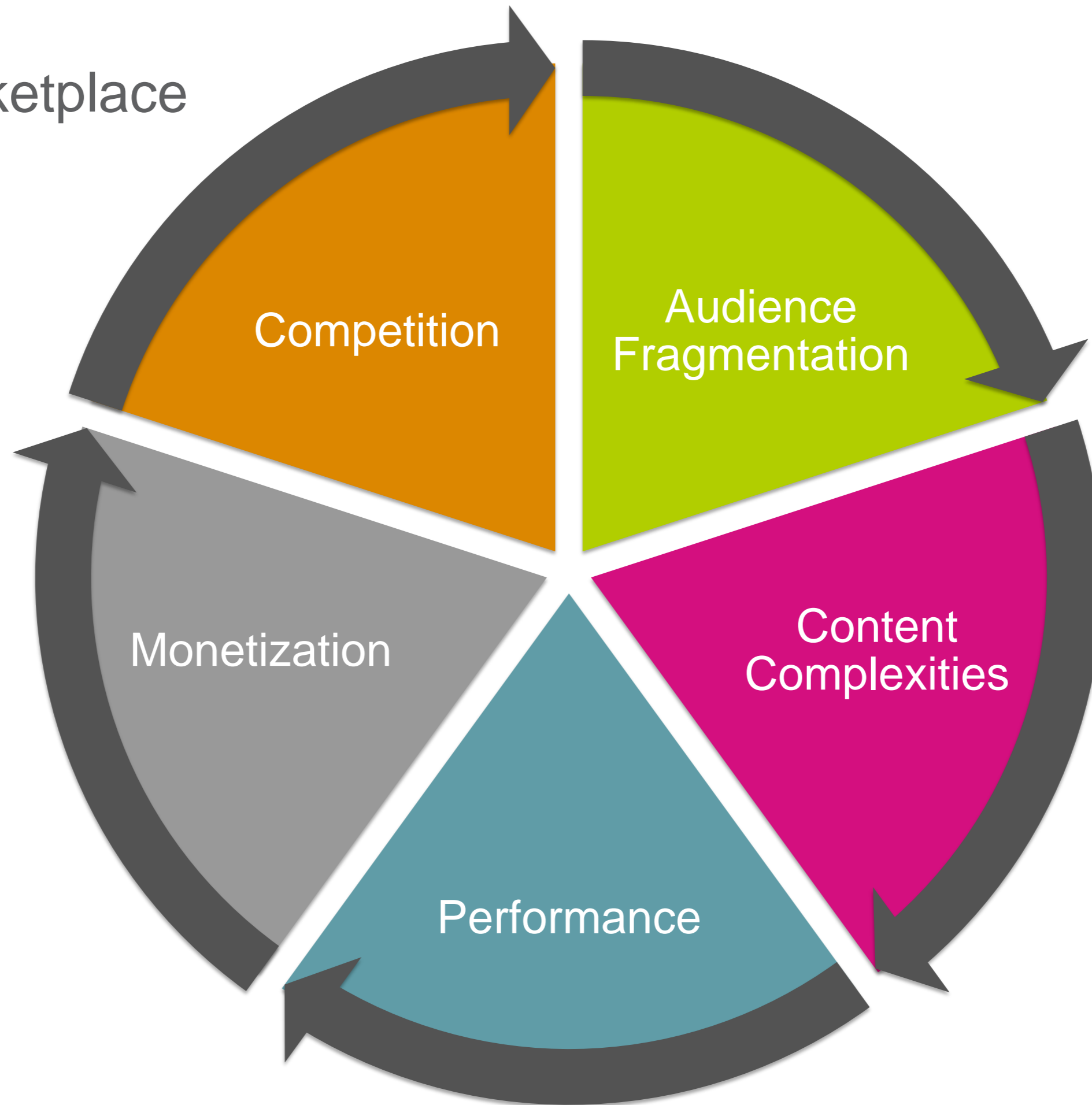
OUR MISSION is to Revolutionise the Way Organisations Deliver Video Experiences





# What is the Marketplace Talking About?

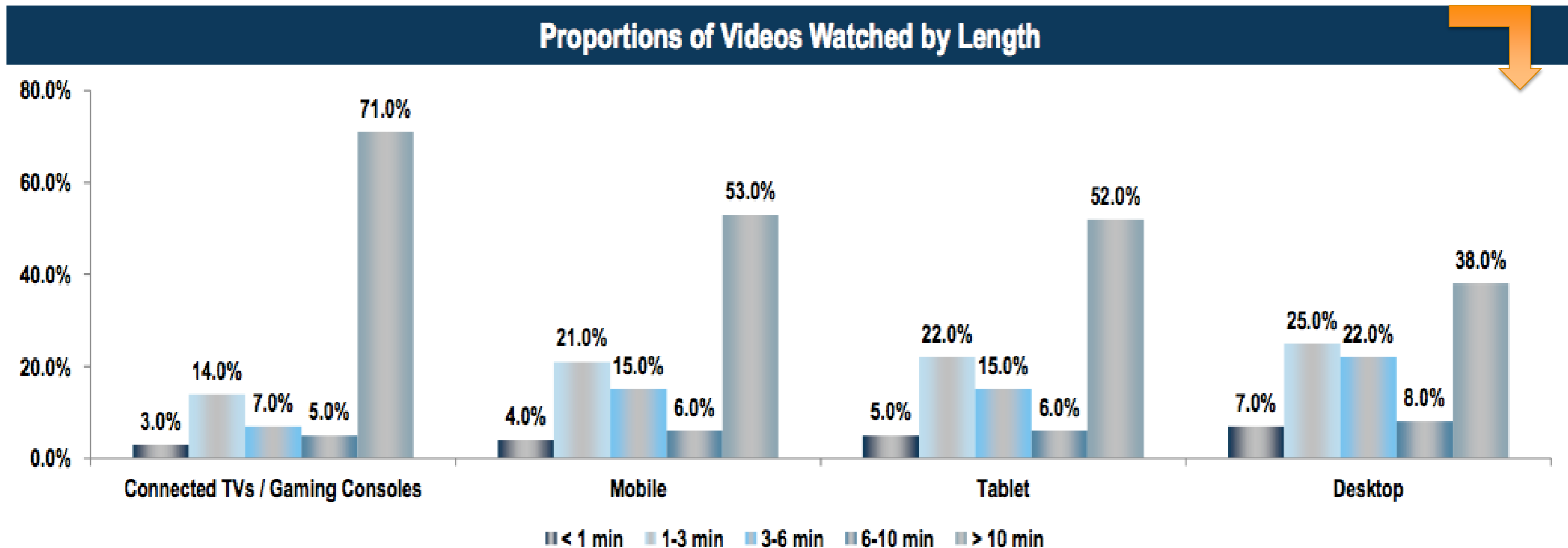
# What is the Marketplace Talking About?





# Content Complexities: How Do I Maximize Results?

- ▶ Complex rights and windowing
- ▶ Changing cost structures & experimentation
- ▶ 3<sup>rd</sup> Party Measurement
- ▶ Evolving viewing habits (i.e. bingeing)
- ▶ Analytics



Source: Wall Street Research, eMarketer



# Performance: How Does It Impact My Business?

- ▶ In 2011, a 1% increase in buffering time in VOD content resulted in a reduction of **three** minutes of viewing time. Today, that same 1% increase in buffering time cuts viewing time by **eight** minutes
- ▶ Viewers who experience re-buffer **delays of 1%** or more of a video's total duration **play 5% less** of it compared to a similar viewers who experience no re-buffering\*.

\*Conviva

\*\*Akamai



**Akamai** **brightcove**

## IN A FASTER FORWARD WORLD

Quality and simplicity to do not compete.

*Did you know you have 2 seconds before you lose your audience? Yes, a 2 second lapse in start-up time, availability or re-buffering is what viewers tolerate before they begin to abandon their online video experience!*

### THE 2-SECOND RULE: PREVENTING ABANDONMENT

Speed matters. Viewers will start abandoning a video if it takes longer than 2 seconds to begin playing. Moreover, another 5% of your audience leaves after every additional second of delay. After a 10-second delay, more than half of your audience has left.



Analyzing and understanding how online video performance impacts a viewer's behavior is key to protecting your video presence and retaining your audience. Therefore, measuring and monitoring client side analytics is now more important than ever.


Click here to sign-up for a 60-Day Free Trial of Akamai's Sola Analytics tool with Sola Analytics flexible modules for:

1. Audience Analytics
2. Quality of Service
3. Viewer Diagnostics

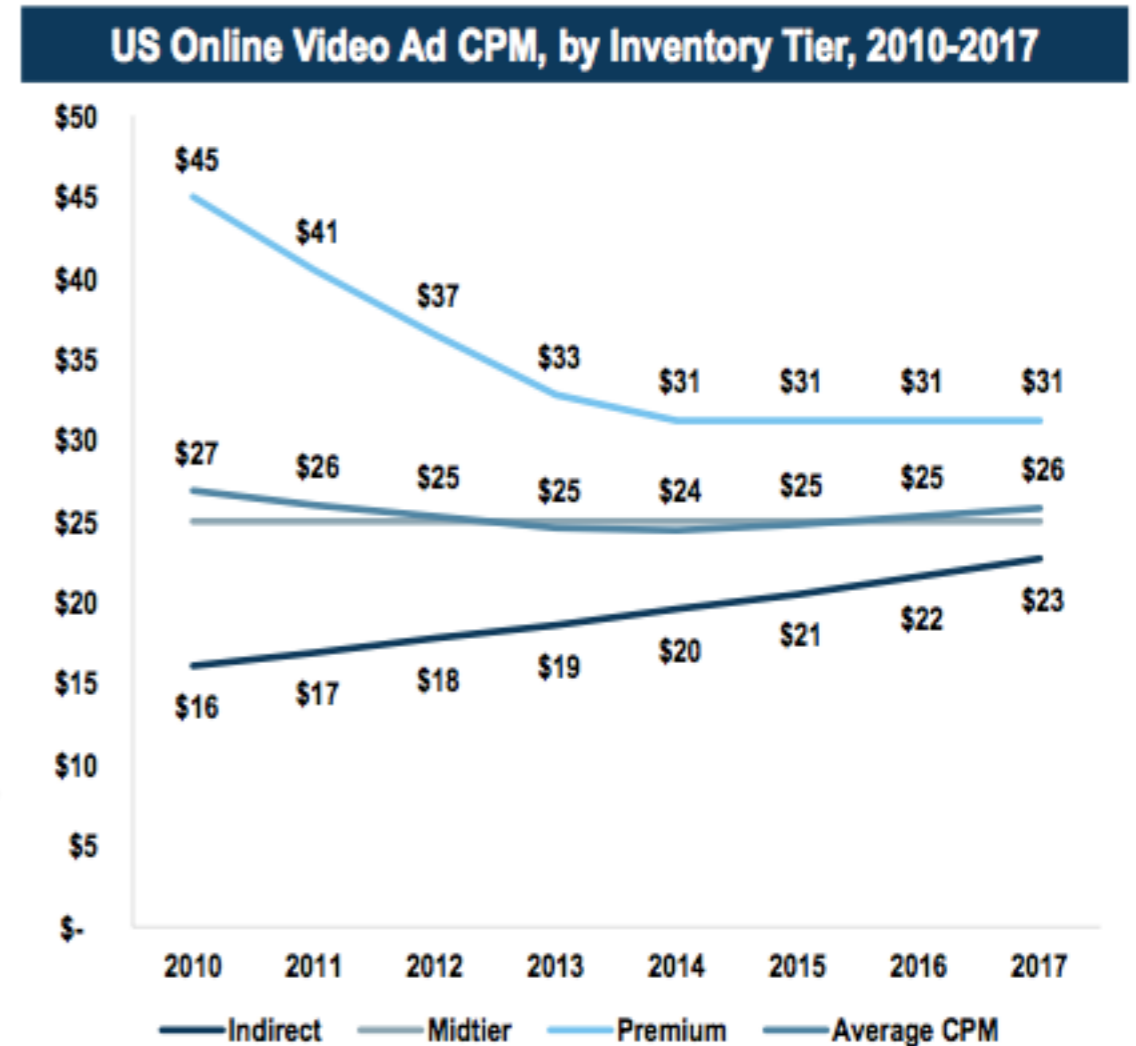
*Simplify your end-to-end integration needed to kick start your analytics solution!*

# Monetization: What do the Latest Models & Trends Mean for Me?



- ▶ Load: Long-form ad loads grew 28.0% from Q1 2012 to Q1 2013, an increase from 7.4 ad units per content segment to 9.5 units
- ▶ Coverage: Consumption of digital video ads is increasing – 23% of the 39 billion content videos viewed in December included video ads, up from 14% the prior year
- ▶ Volume: Digital Video Monthly UVs 172MM in 12\*, 191MM in 2014\*
- ▶ CPMs 
- ▶ New Ad Units and New Business Models

\*eMarketer "Digital Video, August 2013"



Source: Credit Suisse, Google – Doubleclick, Wall Street Journal, Forrester, Tubefilter

# Competition: My Distributors are My Competition Now...



The image shows a screenshot of the Variety website. At the top left is the 'VARIETY' logo. To its right are social media icons for Facebook, Twitter, and RSS, along with a 'SIGN IN' link. Further right is a search bar labeled 'Google™ Custom Search' with a magnifying glass icon. On the far right of the top navigation bar is a 'Subscribe Today!' button. Below the logo and search bar is a horizontal menu with several items: 'FILM +', 'TV +', 'DIGITAL +', 'VOICES +', 'VIDEO +', 'SCENE +', 'AWARDS +', and 'MORE +'. Below this menu, the text 'HOME | BIZ | NEWS' is visible. The main headline reads: 'Step Aside, Netflix: Amazon's Entering the Original Series Race'. The text is in a large, bold, black serif font. The entire screenshot is tilted slightly to the right.

...plus New New Media and New Old Media?



**ADWEEK**

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO **SUBSCRIBE** Search

Headlines: Press: **Big Hires at Glamour** TV: **Chicago P.D. Off to a Promisin...** Tech: **Will Washington Move to Quickl...** Ads & Brands: **Ad of the Day: The Guardian's ...**

**What's Hot at CES**  
Check out Adweek's coverage of the biggest (tech) show on Earth

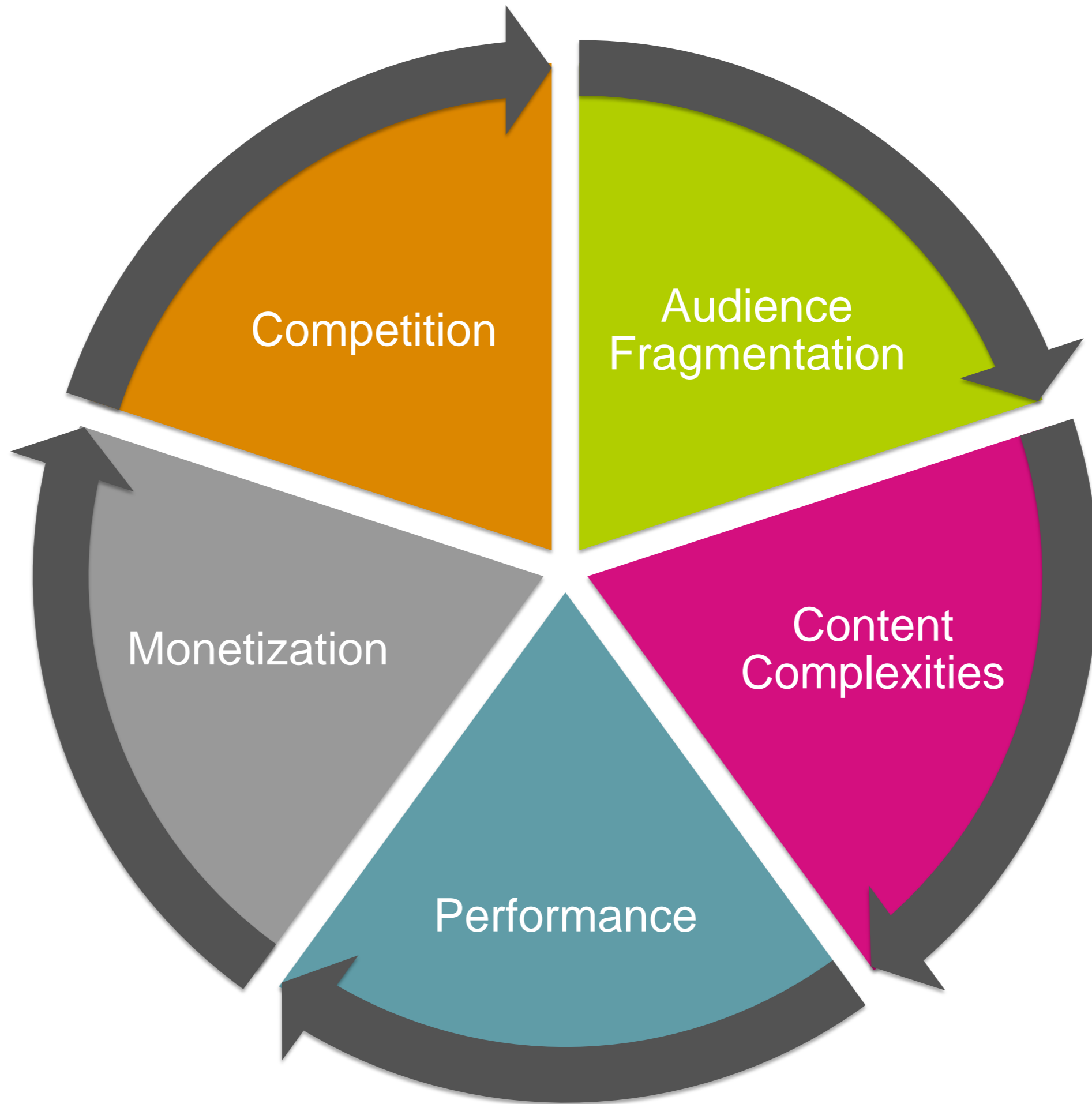
**2014 Super Bowl Ads**  
Who's in? Big Game tracker is constantly updated

**Subscribe to Adweek**  
The voice of media, marketing and technology

**Time Inc. Is Ready to Launch Its Ambitious New Video Strategy**

**Condé Nast ...**

**Wide distribution is key**





# Changes to Consumer Consumption

# Massive Changes In Viewer Behaviour



# The Connected Living Room is Emerging

69%

Smart TVs  
now online





# Proliferation of Connected Living Room Devices

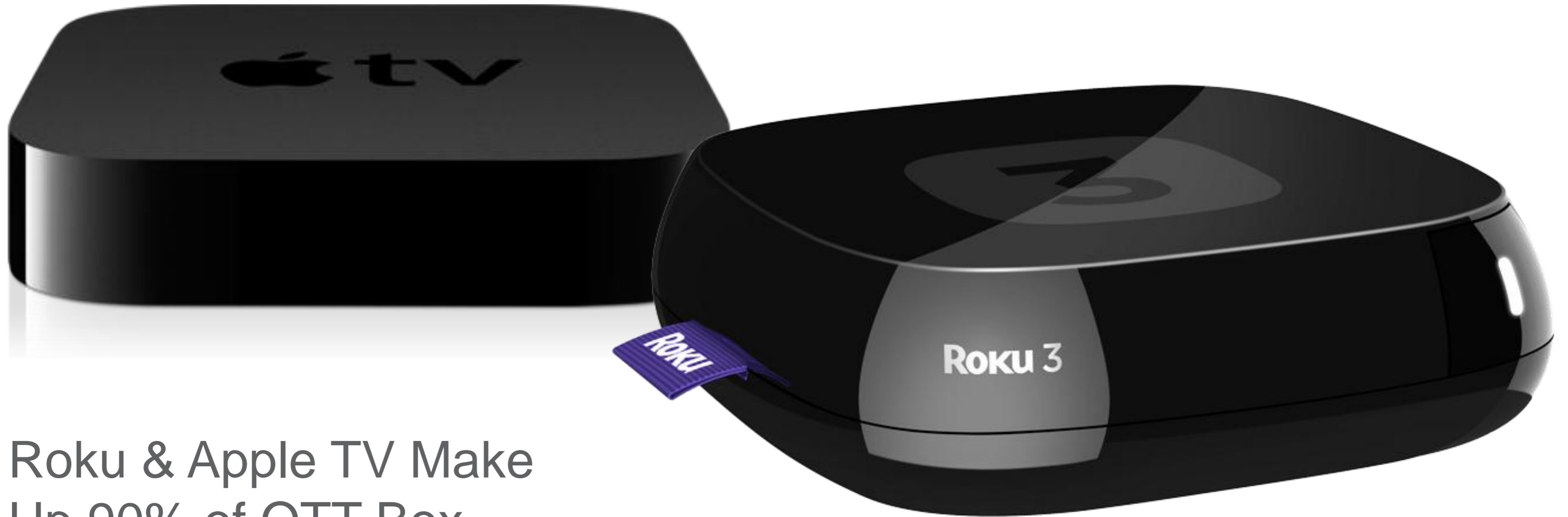


# Gaming Console Market Share



Source — VGCharts 2013

# TV Companion Devices



Roku & Apple TV Make  
Up 90% of OTT Box  
Market Share

Source — Roku 2013


# OTT services



 ready to cast

Living Room TV

4:25PM

 chromecast

 mynetwork





# ULTIMATE GOAL?



MAXIMUM CONSUMPTION

DISCOVERY

MONETISATION

ENGAGEMENT



HOW?





# MULTISCREEN ADVERTISING



## Monetisation comes in many forms

- Selling Ads (display, pre, post, mid-roll)
- Pay Per View
- Licensing
- Sponsorships
- Merchandising
- Freemium/Hybrid Model
- Paywall
- VAST
- VPAID
- TVE Authentication





# GOAL: Reliable Cross-Platform Monetisation & Measurement





# Take Advantage of Growing Popularity of Smart TV Platforms to Reach & Engage





# Add New Video Monetisation Opportunities with Subscription & Pay-Per-View Payment Gateways & Processing

The screenshot displays the spuul website interface. At the top, there is a navigation bar with the spuul logo, links for Movies, TV Shows, Stars, and Help, a search bar, and a Log In button. Below the navigation bar, there is a large promotional banner for the mobile app. The banner features a smartphone and a tablet displaying the app interface, with the text "Now with in-app purchase" and "Watch it on your iOS & Android device". It also includes the text "The latest Bollywood, Indian Movies & TV Shows" and a "Download the app" button. Below the banner, there are two sections of movie listings. The first section is titled "Free Movies" and includes a "See All" link. It lists five movies: Zila Ghaziabad, Kahaani, Bheja Fry 2, Once Upon A Time In Mumbai, and Love Sex Aur Dhokha. The second section is titled "Premium Movies" and includes a "See All" link. It lists five movies: Dil Kab Se Teri, Blood Money, Agent Vinod, Jab We Met, and a movie featuring a shirtless man.



# Reach & Expand Your Audiences by Distributing Content Across Social Media Platforms



Doctor Who - Video on Dem... x

https://apps.facebook.com/doctorwho\_vod/?video=998194727001

facebook Search for people, places and things

**DOCTOR WHO** Like Tweet

How it Works

Subscribe to our Newsletter close X  
 Register here to receive updates via email about Doctor Who, fantastic competitions and other great Doctor Who special offers and promotions  
 Email  Submit Privacy Policy

**All Videos**

- William Hartnell**  
An Unearthly Child  
Watch >>  
Like 585 people like this. Be the first of your friends.
- Patrick Troughton**  
Tomb of The Cybermen  
Watch >>  
Like 368 people like this. Be the first of your friends.
- Jon Pertwee**  
The Time Warrior  
Watch >>  
Like 344 people like this. Be the first of your friends.
- Tom Baker**  
City of Death  
Watch >>

**Watch! For only 15 Facebook Credits!**  
 After purchasing, you may watch This Episode as many times as you wish within a 48 hour period. Watch



# twitter

The screenshot displays the Twitter interface for the account 'The Weather Channel'. At the top, there is a search bar and a 'Sign In' link. The profile header includes the Twitter bird logo, a 'Sign up' button, and a 'Photos and videos' section with a grid of six images. Below this is a 'Worldwide Trends' section listing various hashtags and names. The main content is a tweet from 'The Weather Channel' (@weatherchannel) posted 30 minutes ago. The tweet text reads: "We are their biggest threat and only hope." @dolphin\_project ~ Brink wxch.nl/13mzS4z #WeatherFilms. It includes a video player for 'Brink: Dolphins For Dinner (Graphic War...)' with a play button and a progress bar. Below the video, the text says 'The Weather Channel Films - Brink' and provides a short paragraph about dolphins being hunted. At the bottom of the tweet, it shows '2 RETWEETS' and a small profile picture of the user who retweeted.

# WHAT ELSE CAN I DO TO DRIVE ENGAGEMENT?



Relevant  
continuous  
content



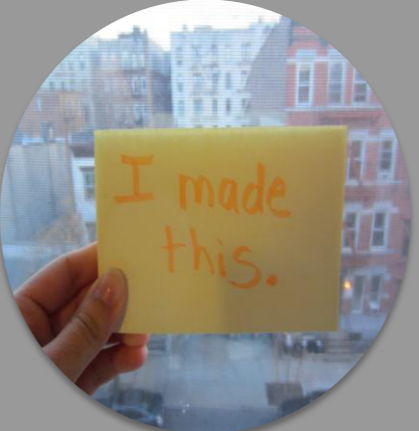
Original  
programming



Syndicate  
partner  
content



Content  
recommendation  
engines



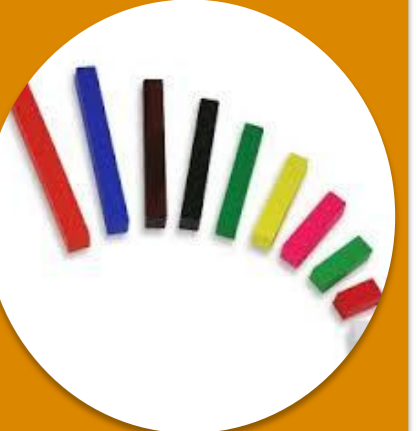
User  
Generated  
Content



Repurpose  
archival  
content



Live content

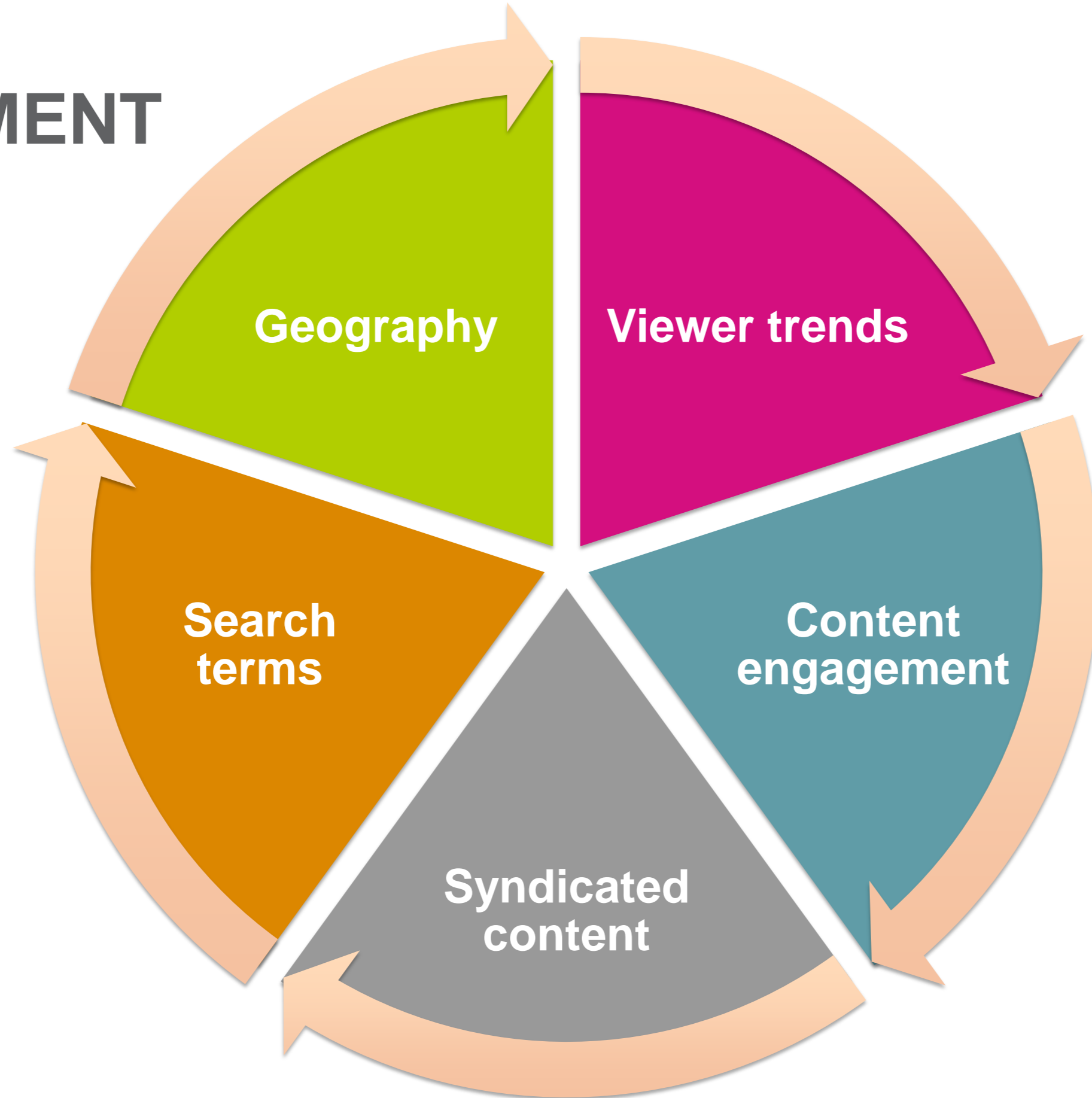


Multiple  
content  
lengths





# MEASUREMENT





# THE FUTURE?

# Rising Demand for Personalised Video Content



Large  
Audience



Rapid  
Technology  
Adoption



Huge Demand  
for Video Content

I WANT MY ME TV





BRIGHTCOVE FOR  
Digital Media

**Thank you**  
**[czuffante@brightcove.com](mailto:czuffante@brightcove.com)**  
**@brightcove**