

VIDEO & AUDIO ARCHIVES

Tailor-made VOD & AOD archives for Addressable TVs



Use case sheet

by **hybrid**

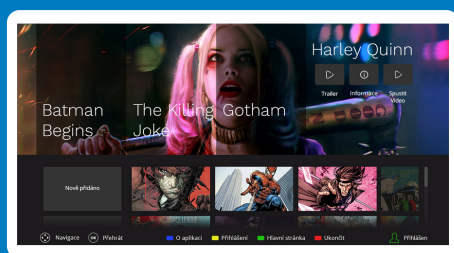
What is?

VIDEO & AUDIO ARCHIVES

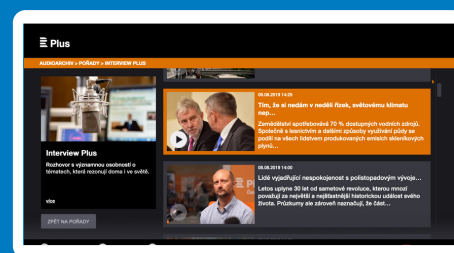
Video & Audio archive is a cornerstone service for Addressable TV environment providing Video-On-Demand and Audio-On-Demand content and contextual video related services. Video & Audio archives can be provided by Broadcaster or anyone who has a video or audio content. The goal is to deliver its video or audio content to the end user, who can play its favorite show or programe, show or podcasts anytime he/she wants based on his preferences.

Nowadays the Video or Audio archives plays a key role in television broadcasting. More more viewers watch VOD or listen AOD instead of the linear broadcast, the more the videoarchive or audioarchive will be indispensable for TV broadcasters.

In addition the broadcaster has a great opportunity to deliver additional content, increase its additional values and, last but not least, increase its revenues based on the bussines model applied.



VOD



AOD

Benefits

- Content monetization
- Additional value for the TV viewer
- Easy way to get its content on TV screen (for non-TV broadcasters)
- Ease access and user-friendly services
- Massive reach
- All the content at one place
- Various sales opportunities and new revenue streams
- Customization
- Precise measuring and great source for data mining
- Contextual for other VOD & AOD services and product packaging
- Content personalization
- Great for marketing communication
- Long durability of service

Usage for TV broadcaster

1. Programing

- a) All video at one place
- b) Timeshift TV watching and rating increase
- c) Video & Audio management (Pre-launches, series scheduling etc...)
- d) Customization for special events & contents f.e. live-streaming of show
- e) Content testing (f.e. A/B testing)

2. Sales

- a) Videoadvertising inventory
- b) Display inventory
- c) Additional revenues from business models applied

3. Marketing

- a) User data & user collection (f.e. subscribers informations)
- b) Cross platform integration (f.e. OTT)
- c) Ease scalability & cross channel customization
- d) Selfpromotion activities & Sales promotion

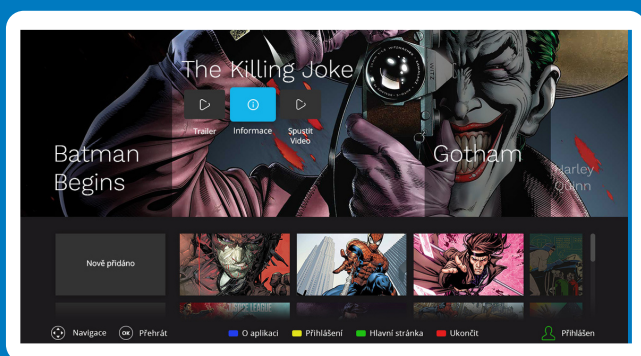
Product

1. Full VOD/AOD archive

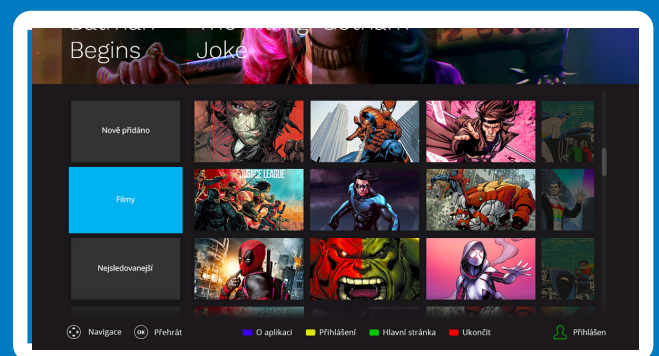
Full VOD archive is great way for the content owner or provider to deliver its content via interactive platform of Addressable TVs to consumer (TV viewers). In such application, the TV viewer has a chance to display and play all video content from the broadcaster or operator in the VOD archive directly on the TV screen. Full VOD archive is a perfect choice for placing large number of content categories display within more TV channels in a unified form.

Use case:

A client that is web based video service provider decided to launch its service on the TV screen. Based on significant number of his own and third party content, the VOD archive has been created. The inspiration was "Netflix" like design and user-friendliness.

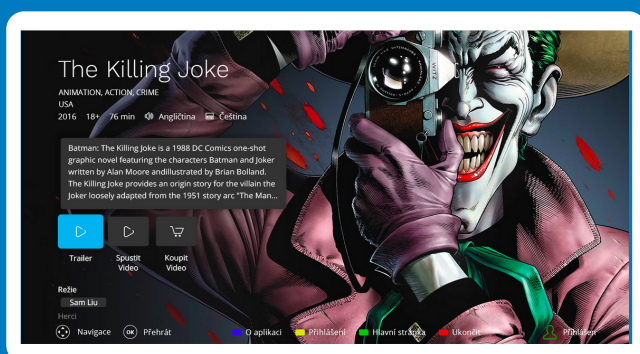


Homepage

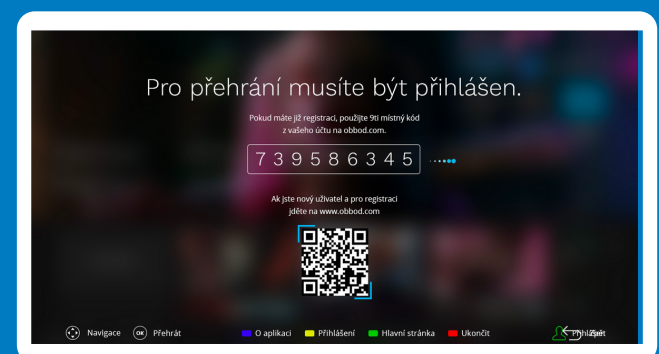


Carousel menu

The video content was divided into several thematic categories based on its similarity. To each category hundreds of movies and series were assigned. User had an option to play it for free while watching advertising or subscribe for unlimited access.



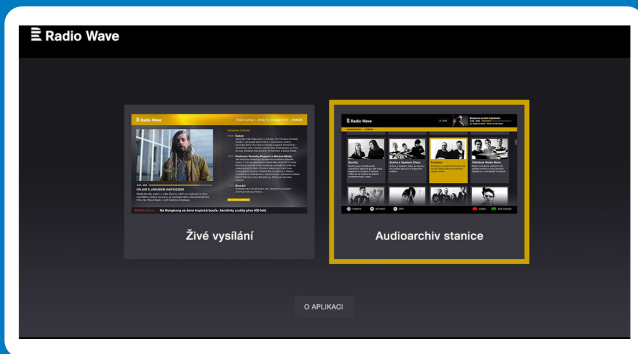
Movie detail



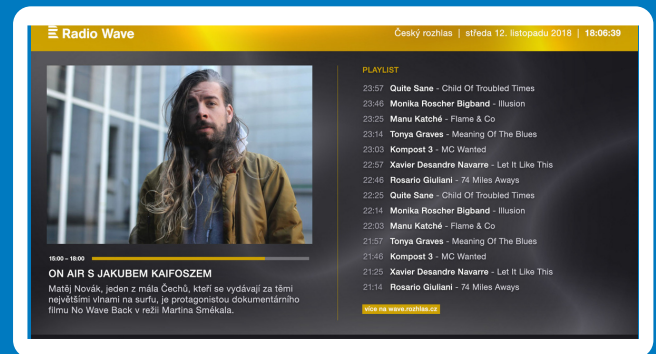
Subscription page

Use case #2:

Our client, leading Public Radio Broadcaster has a goal to maximize the reach of its services on the radio market and spread its interactive services. Client provides Radio broadcasting via terrestrial TV distribution with broad reach. Secondary goal was to visualize its services and enhance it with interactive options for its all 8 channels.

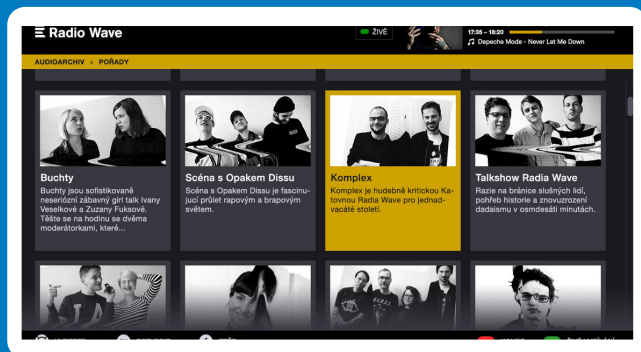


Landing page

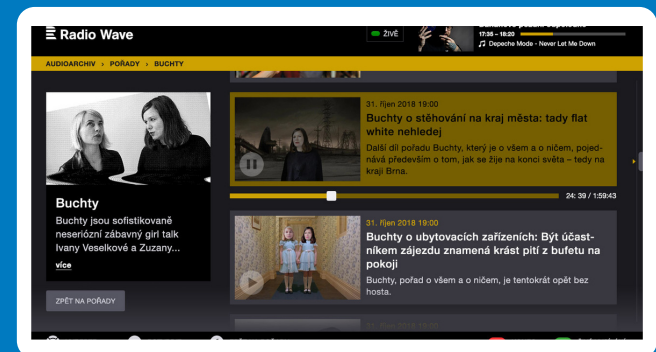


Livestream page

Application was divided into two major sections. First, livestreaming page with additional information relating to the broadcast such as webcam, playlist and others. Second, full AOD archive with Radio series, podcast page indication of currently played, browser and podcasts page, where audio is played



Series archive



Podcast page & player

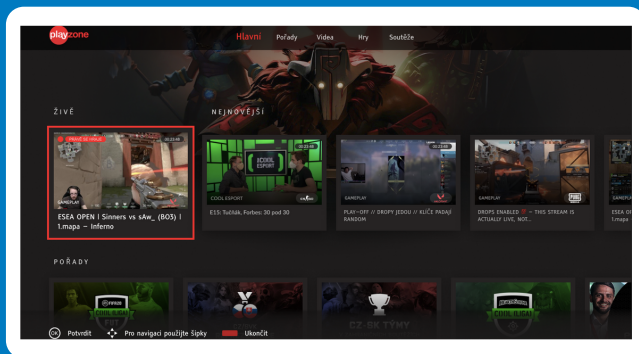
Applications were accompanied with several features for user-friendliness. Namely, timeshift, broadcast livestreaming, memory caching, real-time playlist upgrades and others.

2. Thematic VOD & AOD

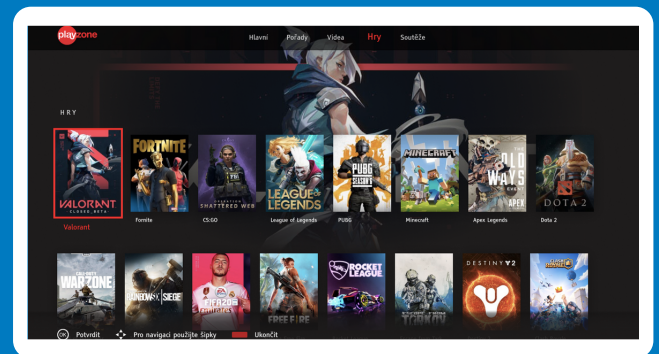
Apart from Full VOD archive, the goal of Thematic VOD & AOD is not deliver full scope of the content, but focus on narrow scope content category or VOD & AOD segments. Here, the number of content is limited, however is deeper in terms of variety and content segmentation. Along with the video content, Thematic VOD & AOD goes perfectly with additional information service and other data services that is expected by TV consumer.

Use case:

A client, TV broadcaster, runs its e-sports department and creates decent number of its e-sport content. He decided to promote its e-sports activity directly on the Addressable TV screen, where its target ground, younger TV viewers, can directly play its favorite content.

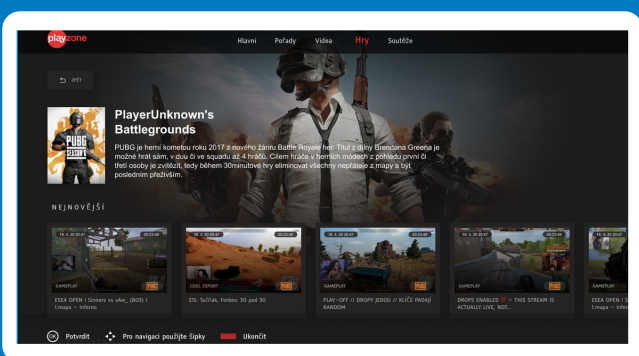


Main menu

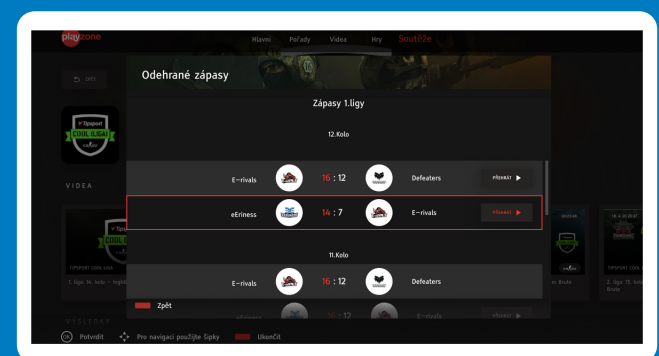


Games menu

The video content was divided into several thematic categories based on its similarity. To each category hundreds of movies and series were assigned. User had an option to play it for free while watching advertising or subscribe for unlimited access.



Game detail



Live Results & Highlights

Key Features

VOD & AOD Archives can contain various features in order to achieve maximum user-friendly environment to exploit the potential of provider's content. Subsequently, it can provide several key back-end tools in order to fulfill its business goals and maximum revenues. Here are key features often employed in order to achieve such goals:

a. Livestreaming

Favorite part, where short-term VOD & AOD livestreaming is directly broadcaster within part of VOD or AOD Videoarchive. Usually appears within Dashboard or Main Menu pages. Livestreams are managed instantly and automatically based on client's request. After its launched user goes directly to the livestreaming page where player is loaded. Multiple livestreams can be at disposal at the same time.

b. Time-shift

Feature enabling user to watch any part of the livestream or broadcast anytime he wants, even hours or days after/before it is On Air. It has secondary usage also as Catch-Up and Start-over. These features are vital for TV viewers for its easy manipulation and simplicity.

c. Search

Feature enables user to search for any content within the VOD or AOD. User friendly solution finding its favorite content in easy way. Multiple attitudes may be applied depends on content size, language, target customers and VOD or AOD archive structure.

d. User registration

Advance feature enabling user to sign-up and sign-in into the VOD & AOD archive. Based on this, TV viewer has ability to proceed to another premium content or premium features. If User registration applied, then the content provider has additional ability to deliver premium services due to user synchronization with its others services (f.e. OTT). Moreover, User Registration is often subject to paid services, therefore new revenues and better user experience provided by the service.

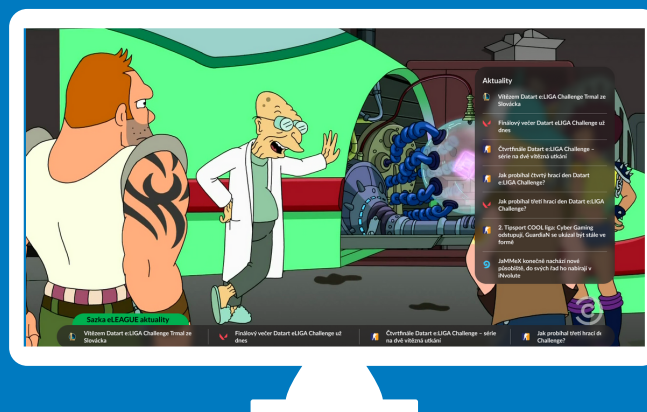
e. Recommendation engine

Critical feature in case the User Registration feature is adopted. Recommendation engine delivers additional content for the user based on its previous behavior and its context. The main goal of this feature is to match user's preferences, habits and behavior with the content being at disposal by the provider. Recommendation services results in:

- Average Time Spent content consumption increase per user
- Better user experience
- Significant data collection for the provider
- Sales inventory increase vs. Subscription revenues increase

f. Newsfeed & Push Notification

In case user has been signed-up, then, provider has an opportunity to adapt targeted communication based on his previous action and behavior to meet his preferences. In order to achieve this, provider can deliver personalize information to the viewer via Newsfeed and Push Notification appearing on directly on his/her TV screen. It provides additional information and address the user with attractive news content in order to increase the time spend within the app due to user has instant access. Even during he/she watch the broadcast.



News Feed interface on the main screen

g. Favorites

Another feature and an option for registered user is a "Favorite" button. User marks his favorite content which later has later has different priority. Favorite feature serves as "DIY" feature for the TV viewer so he/she can customize the application. Favorite is relevant to Recommendation system to which is subordinate. Favorite feature delivers content provider critical data about user preferences adding information to the data matrix. Closely relevant to business model adoption and push notification services.

Business models

Vital component of VOD & AOD archives is its business perspective and revenues on the same side. Therefore VOD or AOD archives employs business models in order to maximize profits from its services. There are 3 basic business models which may be applied, however more of them can be combined. Each model differs from others significantly and each model is usually applied based on several variables such as: content size, content exclusivity, accessibility, costs, etc.. and market- economic factor such as purchasing power, willingness to pay for content, competitors offer and so on. Basic models are namely:

- a. AVOD - Advertising Video On Demand
- b. SVOD - Subscription Video On Demand
- c. TVOD - Temporary Video On Demand
- d. Combined models

All these models are also modified into the Audio sections - AAOD, SAOD, TAOD.

a. AVOD

In this business model, the user does not pay for video service with money but advertising from the 3rd party is displayed. Various forms of advertising can be applied, however standard forms here are:

- display advertising by showing banner advertising
- videoadvertising such as pre-roll, mid-roll, post-roll where user cannot skip video ads.
- branding such as application branding, sponsorship branding and so on.

In this model the currency for advertising is CPT - cost per one thousand. CPT differs from the type of advertising. Overall inventory can be sold not just by Direct Sales (Providers sales representative) but as well by programmatic buying via DSP (automatic demand platform).

Core of this model is precise tracking a data management of users within the service and reporting for advertisers. AVOD's benefit is easy access for TV viewers without payment and security issue barriers.

b. SVOD

Here, business revenues of the service comes from user's subscription which is paid with money on time range period, usually a month. Condition for such business model is have an integration with user database (if multiscreen service) or development of its own. Core part is payment method in order to be user friendly and not a blockage for user.

c. TVOD

Transaction Video On Demand enables user to pay for each individual content, namely movies, series or shows. TVOD business model may be limited to the number of plays, limited time range or type of the content. TVOD is preferred model for highly exclusive content while users have limited access to obtain it anywhere else. Alternatively is also used for narrow scope video content or short-time content, such as livestreaming. Usually is applied with combination with AVOD.

d. Combined models

This approach combines two above mentioned models. Namely for VODs that provides different type of content, which significantly differs from each other and has different value both for provider and TV viewer. Hence provider approaches to different business models in order to maximize the revenues

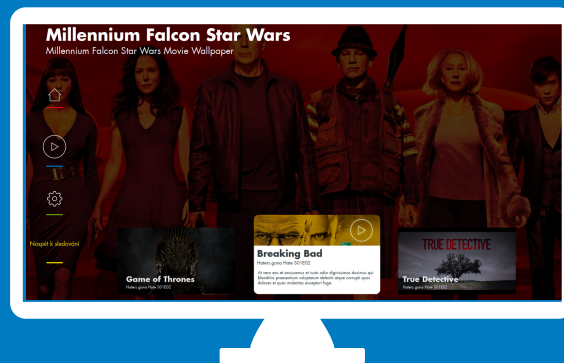
Obstacle here is condition to for precise user-friendliness and orientation in the service. In such case, to be profitable, the provider has to provide clear benefits for applying secondary business model and, of course, provide exclusive content to be worth paying for.

This approach may have brilliant perspective in terms of revenues increase. Namely it allows provider to develop premium features and premium services for TV viewers in both segments: content and additional services for multiscreen services (OTT) and later upselling.

Most popular approach is combination of AVOD and TVOD. Avod serves as primary business model for common content, whereas TVOD for exclusive and limited one. If applied additional functions such Pre-View, No- Ads viewing, this combination has massive impact on revenues upstream.

Audio & Video Player

Essential component of each VOD or AOD archive is player, by which user plays the video or audio he has chosen. Hybrid Company includes Player to its developed applications. It has been tested on more than 120 different devices from 16 manufacturers assuring compactibility with more than 99% TV sets on the market.



Player with vertical control panel

Hybrid Player provides various functions and features in order to achieve perfect experience while watching or listen Video and Audio content. Player has been developed purely for Addressable TV purposes and characteristics. Player is on the market since 2016.

Supported regimes:

- Livestream
- AVOD
- SVOD
- TVOD

Supported features:

- DRM
- Stream quality settings
- Timeshift
- Add to favorite
- Continue playing recently watched show
- Control panel pairing with other devices
- Pairing with QR or other numerical codes

Featured Video advertising is based on VAST technology and supports Ads types of:

Pre-Roll (advertising displayed before content launch)

Mid-Roll (advertising displayed during content is played)

Post-Roll (advertising display after content is finished)

Player measures VideoAds data and provides statistics for Broadcasters and Advertisers:

- Start
- 25% Video played
- 50% Video played
- 75% Video played
- 100% Video played

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