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Advertising trends: how to keep the audience engaged in 2022

Author: Hanna Novikova

INFOMIR'S EXPERTS REVEAL WHAT YOUR ADS SHOULD BE LIKE TO PREVENT SUBSCRIBERS FROM QUITTING THE SERVICE.

Video service users are getting increasingly intolerant of ads. The digital advertising market is constantly growing. According to IAB and PwC, it'll reach USD 153.16 billion in 2022, hitting USD 200 billion by 2025. However, despite the overall growth of this market sector, marketers will face some challenges beginning in 2022.

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The first challenge may be new legal regulations restricting user data collection. Apple limited the ability to identify a device by its ID back in 2021. Google may soon stop using cookies as well: marketers have been anticipating this for several years. Data privacy protection raises a growing public awareness, which means that other companies will impose similar limitations. These factors will affect targeting capabilities and force experts to find alternative ways to communicate with the audience.

The second challenge is a tendency towards direct monetization. Fans increasingly opt for this model to support their favorite channels, podcasts, and authors. This, in turn, makes them less dependent on ads.

i

Patreon is the most famous direct monetization platform. It enables users to watch videos without ads, receive invites to exclusive or private events, and get early access to content in exchange for a subscription.

Twitch has promoted the idea of live streaming donations. Advertisers often sponsor streamers in real-time and directly. Leading platforms, such as YouTube, have picked up on this experience. The sponsorship feature enables subscribers to support video creators directly. Paid comments are spotlighted on streams to catch the creator's attention.

According to the experts, the main risk will be the inability of advertisers to adjust to the shifting preferences of the audience quickly. Intolerance of ads has become especially noticeable in recent years. Consumers are increasingly opting for ad-free platforms or platforms with a minimal number of ads. Unfortunately, many brands fail to optimize their strategies for this new reality, causing user experience to deteriorate.

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We'll explain in this article how to improve your video ads to make them more appealing and profitable. But to find the key to this problem, we first need to answer a question that's no less important:

Why is the quality of ads important to operators?

Regardless of the monetization model, advertising is essential to any IPTV/OTT project. Advertising becomes even more important for AVoD services because an operator's income is directly dependent on whether or not their customers watch it. If advertising is excessive, annoying, and irrelevant, there is a high probability that subscribers will switch to a competitor. Even the option to watch content for free won't retain users in these cases — ill-conceived and low-quality ads can still prompt them to sign up for a paid service.

Even if operators have high customer loyalty rates, the quality of advertising still has a significant effect on its revenues. For instance, with PPL, PPA, or PPS advertising, every user hitting the Skip button means a loss of potential income.

Finally, the performance of an operator's ad campaigns is important for attracting new advertisers: if this metric is low, market leaders are likely to turn to more successful services, i.e., competitors.

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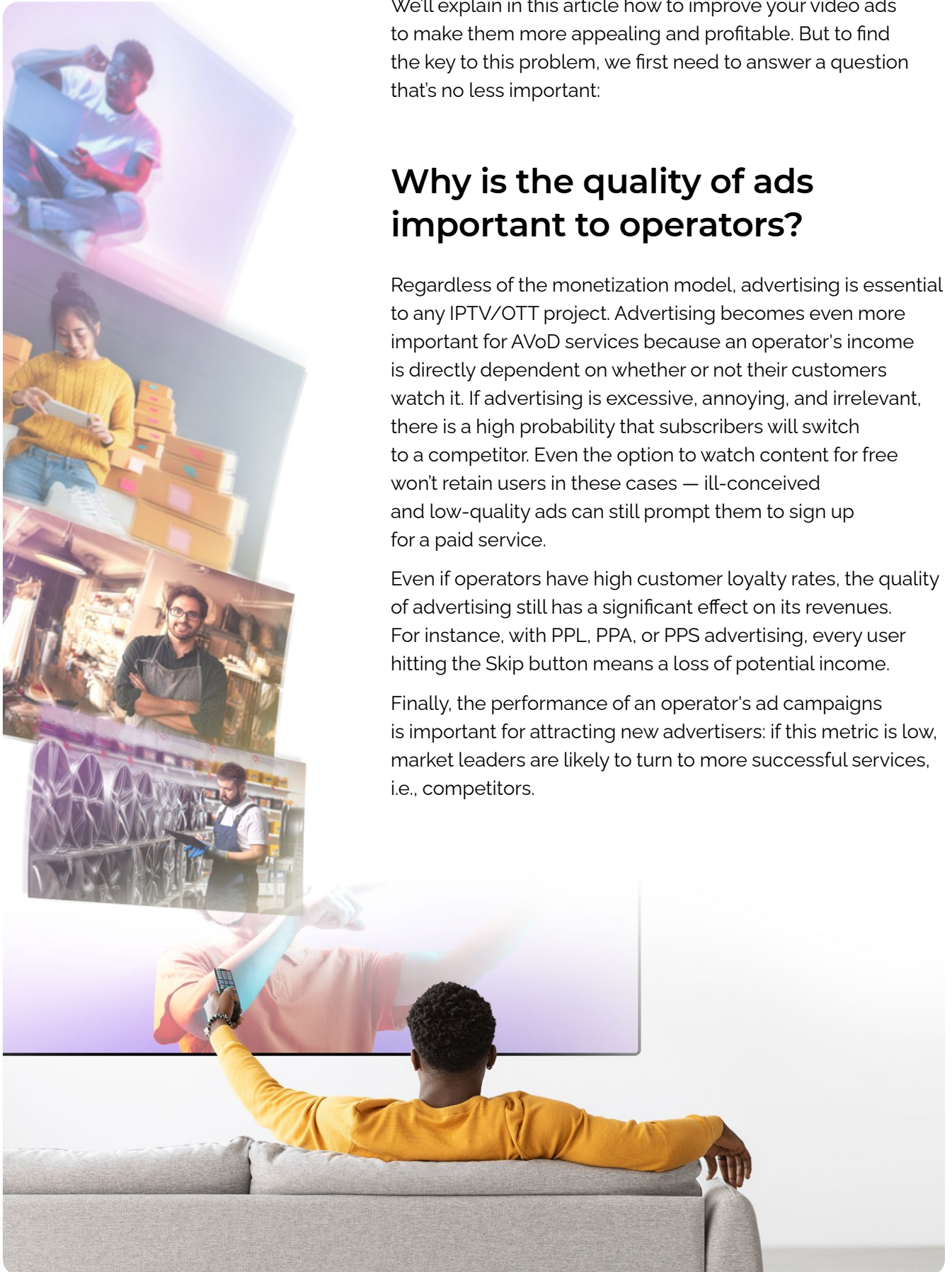
What do users watch nowadays?

To run successful ads, operators must figure out two things: into what content the ads will be integrated and what commercials users will watch unannoyed and, ideally, engaged. The tastes of viewers have changed significantly in recent years. Here's a look at the major trends in viewer preferences for video content.
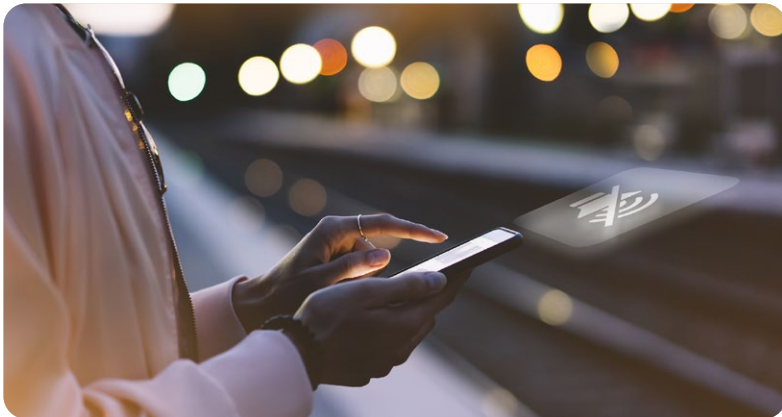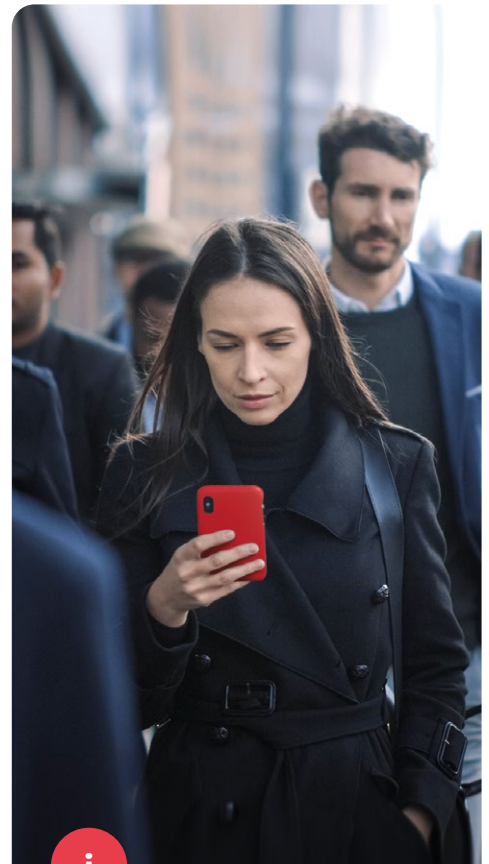

1. Videos without sound

A survey conducted by Verizon Media among American consumers showed that 69% of respondents watch videos in public places with the sound turned off. Furthermore, 25% of users don't turn the sound on even at home. The company conducted this research in 2019, but the tendency to watch videos without sound is still relevant: people don't want to disturb their loved ones, co-workers, or sleeping children. Watching videos using headphones isn't always convenient, and sometimes they may simply not be at hand.

The disadvantage of mute viewing is that users don't understand up to 41% of the content. Subtitles, action narration or memes can solve this problem. One of the most common examples is animated stickers, which are great at conveying ideas without sound, and their popularity is constantly growing.

However, audio-independent content has the advantage of being easier to unlock in new regions. Furthermore, the use of subtitles helps increase the viewing rate of a standard online video by 80%.

People tend to watch more videos on the go, so it's becoming increasingly important to understand the content without sound. Subtitles and other ways to semantically augment visuals are also important for people with hearing impairment.

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About 20% of Facebook videos are live streams.

—

Twitter sees a 14% increase in unique visitors during live streams.

—

By 2027, the streaming market will be worth more than USD 247 billion.

—

63% of people from 18 to 34 years old watch live streams regularly.

—

80% of consumers would rather watch a brand's live video than read its blog.

2. Live videos

Live streaming is becoming increasingly popular. The tendency was significantly boosted in 2020 by the COVID-19 pandemic. The number of live streams on Instagram increased by 70% during the first month of the lockdown. People need to communicate with others, even if only virtually. Facebook gets the most views in this format, followed by Snapchat, Instagram, and Twitter.

Using live videos, companies can introduce themselves in a more informal setting, promote events, share the latest news, answer the audience's questions, and feature the lives of the people behind the brand.

3. Short videos

Videos under a minute long are popular on YouTube, Snapchat, and Instagram. But the frontrunner in this format is TikTok.

Also, TikTok created the concept of an endless cycle: the video keeps repeating until the viewer moves on to the next piece of content. Users can't always distinguish the beginning and the end of these sorts of videos, so they often watch the video multiple times. This helps authors gain views quickly.

Video ads are also affected by the trend of short videos: 15-second ads are about 75% more effective than 30-second ones.

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4. Interactive

Content gamification is gaining momentum and becoming ubiquitous as well. Users get bored just watching; they also want to interact. Accordingly, many advertisers add buttons, challenges, masks, and quizzes to their posts. In 2022, the popularity of this kind of media will only grow.

An older video technique, where users can decide which way events develop, is also making a comeback. For example, some content makers rely on audience opinion when creating movies: first, they release one part of the movie, then conduct a survey and, based on its results, write a further script. In 2021, about 24% of video marketers used this technique. In 2022, expect to see even more fans of this genre.

You can make videos interactive by using a feedback form or a chatbot to answer user questions. Another trending type of interactive content is 360-degree videos.

5. VR and AR

In 2022, you can watch videos not only on your smartphone, but also get a fully immersive experience. For example, technology now allows us to walk around any existing or fictional city, wherever we are. Over time, such features will expand even further.

VR will become more accessible to users over time. Consequently, there will be an increasing variety of content. Both movies and ads will rush into virtual reality, but it probably won't happen in 2023.

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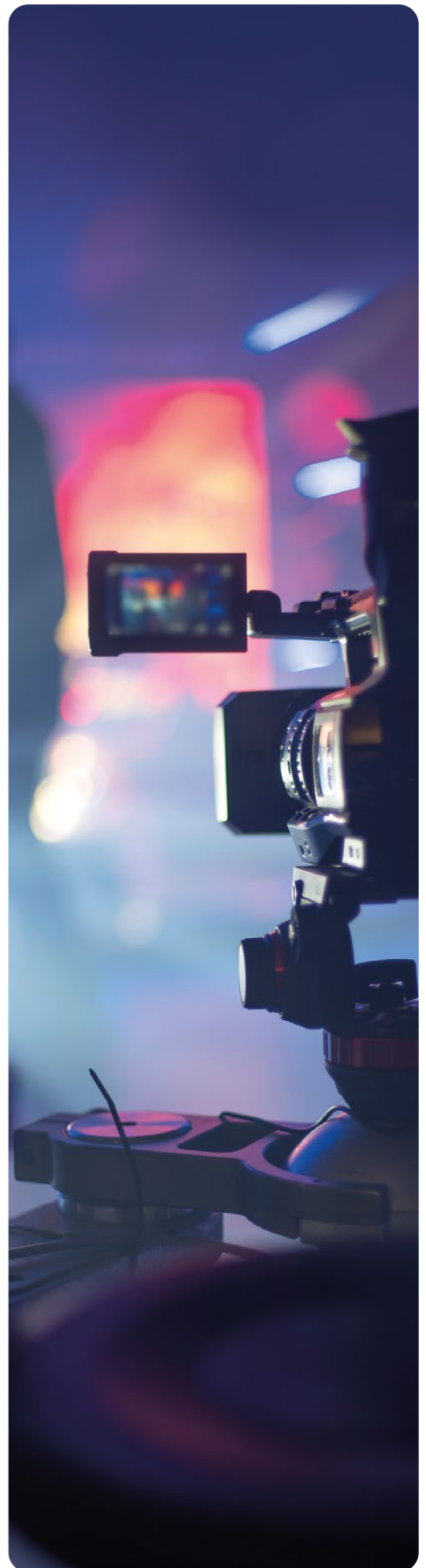
What advertising should be like in 2022

To be efficient and profitable, we recommend advertising adheres to the following:
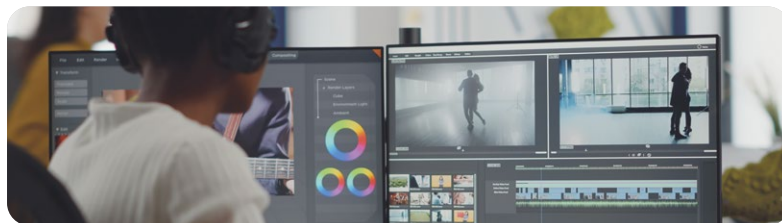
Things you should do

🤗 **Focus on users**

Consider every aspect of your ad strategy. Try to answer this question honestly: "Will viewers want this particular message in this particular format and integrated into this particular environment?"

🤩 **Explore different ad creatives, formats, and engagement opportunities**

For example, make a seamless transition between advertising and online commerce to shorten and simplify the sales funnel.

🥰 **Reconsider your measurement and monetization models**

Focus on building a long-term relationship with your audience and creating value.

🤓 **Diversify strategies according to possible innovations in privacy and targeting**

Find new ways to collect user data or target ads based on publicly available information.

🙄 **Be aware of the platform's capacity: some use horizontal video extensively, while others use vertical**

Instagram made the square format a mainstream one. Be aware that less than 30% of users are ready to turn their phones to view ads comfortably. Therefore, ensuring its format is appropriate for the platform is essential.

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Things you shouldn't do

👀 **Abandon the "simple move" approach**

You can't just cut a 30-second ad for analog TV to six seconds and expect it to have the same impact on digital subscribers. For successful results, you'll have to redesign the entire message.

😳 **The content should match your brand's purpose/values**

Consumers, especially young ones, perceive insincere ads negatively.

🤐 **Don't use the same metrics to evaluate different types of ads**

(short, long, simple, interactive, etc.).

🤕 **Don't use irrelevant and intrusive ads:**

this will force users to install AdBlock or switch to another platform.

😐 **Make fewer entertaining commercials and more helpful ones**

According to the study, 60% of viewers prefer useful ads to image-building ones, with only 15% wanting to see this kind of content.

💡

The advertising market continues to grow, but users have become increasingly sensitive to its quality. To retain subscribers and profit from advertising, operators have to make sure ads are as useful and relevant as possible. So don't be afraid to experiment with interactivity and new formats.

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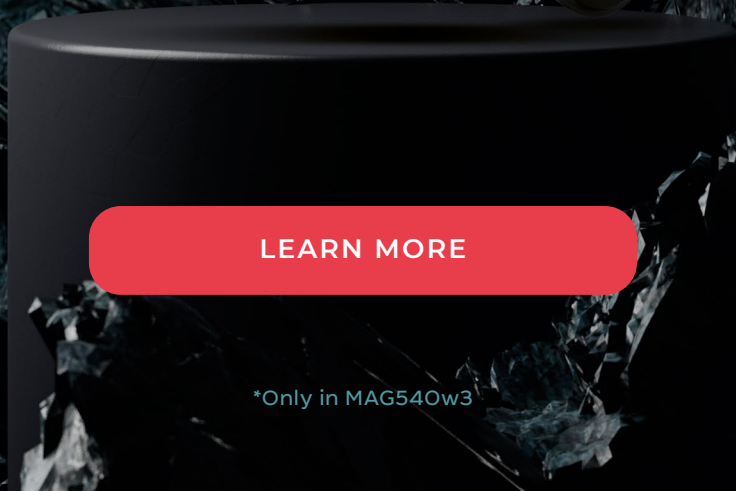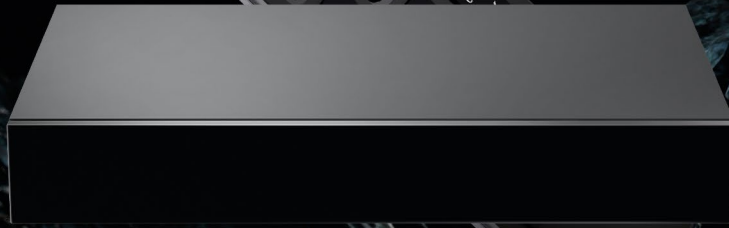
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Two years of COVID-19: what happened to the TV market?

Author: Hennadii Mitrov

THE YEARS 2020 AND 2021 SAW BIG CHANGES TO THE PAID TV MARKET FOREVER. LET'S TAKE A LOOK AT WHAT HAPPENED TO VIEWERS AND WHOSE BUSINESSES ADAPTED BEST.

Learn why IPTV beats cable and satellite TV, what made the audience love comedies and turn to streaming operators, what BVoD services are, and why video on demand is ahead of linear TV.

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Two years of the COVID-19 pandemic have dramatically changed the paid TV market. Viewers now prefer comedies and watch increasingly more video-on-demand, while the number of new subscriptions to SVoD services is skyrocketing. But some things haven't changed: Netflix is still the top streaming project, and IPTV stays ahead of satellite and cable TV. So, let's take a closer look at how the last two years have impacted the industry.

Comedy became the most popular genre

Many viewers changed their preferences during the first lockdown in the winter of 2020. For example, British people mostly watched news and weather forecasts, and demand for this type of content grew almost twofold after the start of the pandemic. Entertainment shows and dramas also became more popular since there were noticeably fewer sports broadcasts on TV.

Meanwhile, the USA saw a 20% increase in animation views, 16% in family shows, 15% in religious programs, and 10% in fantasy and sci-fi. Conversely, the proportion of horror, historical, documentary, and war shows in total views decreased.

As of February 2021, comedy, animation, drama, action, thriller, and romance were the most popular movie genres on Netflix. With respect to series genres, drama, documentary, comedy, animation, and reality shows were the most popular.

Comedies became popular not only in the USA but also around the world. An average British family with a Netflix subscription watched comedy content for 57 minutes per day on average in Q1 2021, 78% more than the previous year. Similarly, the proportion of comedy views on Netflix reached 50% in all countries.

Trends were similar to linear TV. In 2022, American viewers are mostly watching comedies, dramas, documentaries, news, and thrillers. Sports, cartoons and anime, horror, and reality shows are also in the top 10.

The content watched on Netflix in the UK (Q1 2021)

Comedy
50%

Drama
27%

Animation
11%

Documentary movies
4%

Reality show
3%
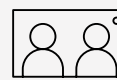
Family shows
0,7%
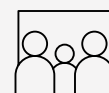
Horror
0,4%

Source: Digital-i UK

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The content watched on linear TV in the USA (Q1 2021)

Comedy
63%

Children's show
19%

Thriller/mystic/crime
44%

Documentary
45%

Reality show
32%

Sci-fi/fantasy
30%

Talk show
21%

Sports
38%

Drama
55%

Horror
34%

Music
28%

Animation (cartoon and anime)
36%

Religion
11%

Soap opera
11%

News (local and national)
44%

Other
7%

TV game
32%

Source: Statista

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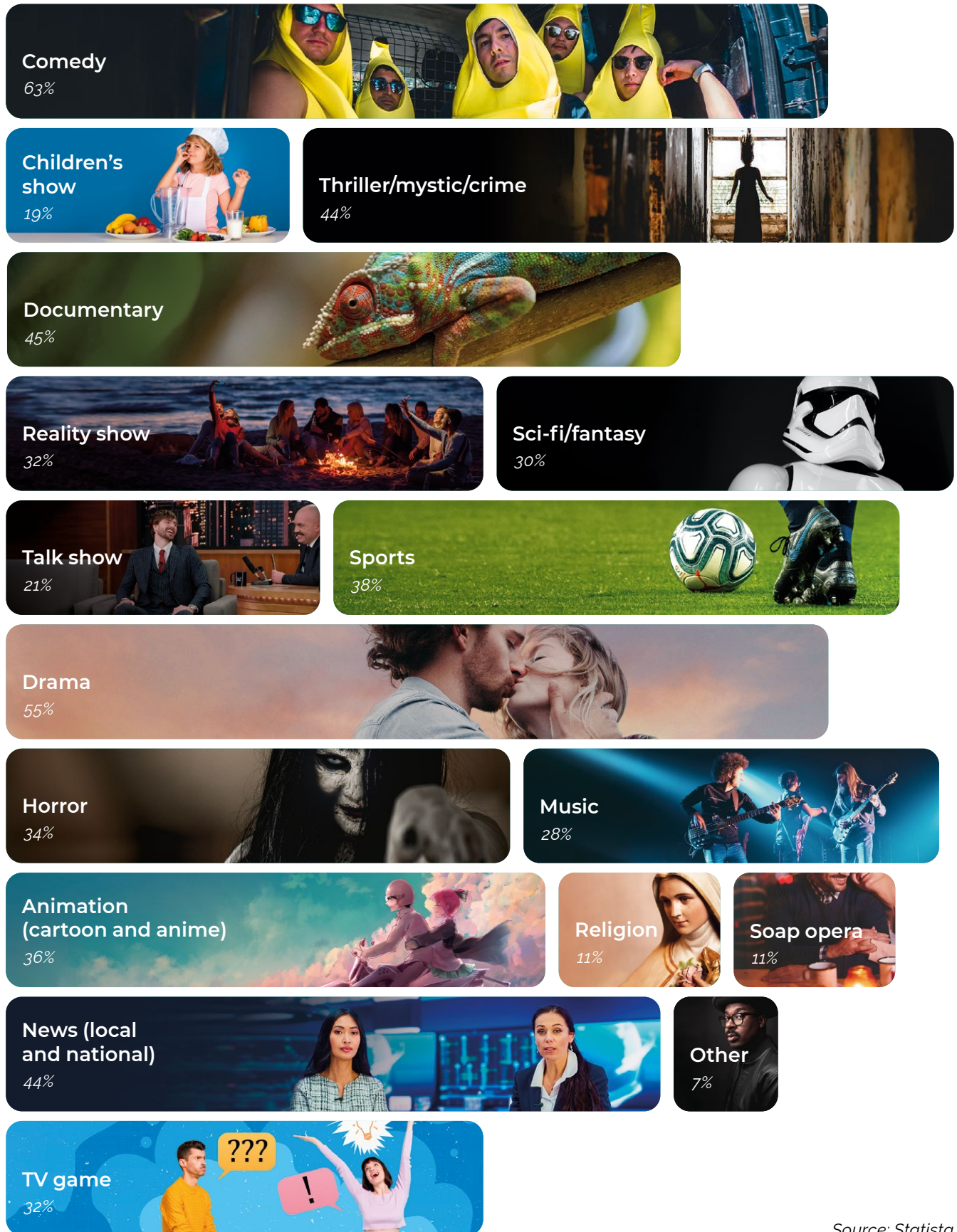
What devices is content most often viewed on?

British viewers mostly watch streaming content on smart TVs, using set-top boxes, dongles, computers, phones, gaming consoles, and tablets less often.

Popular streaming devices in the UK ▾

Device	Percentage
TV	79%
Set-top box	35%
Media player/dongle	29%
Laptop/PC	14%
Phone	14%
Gaming console	12%
Tablet	8%
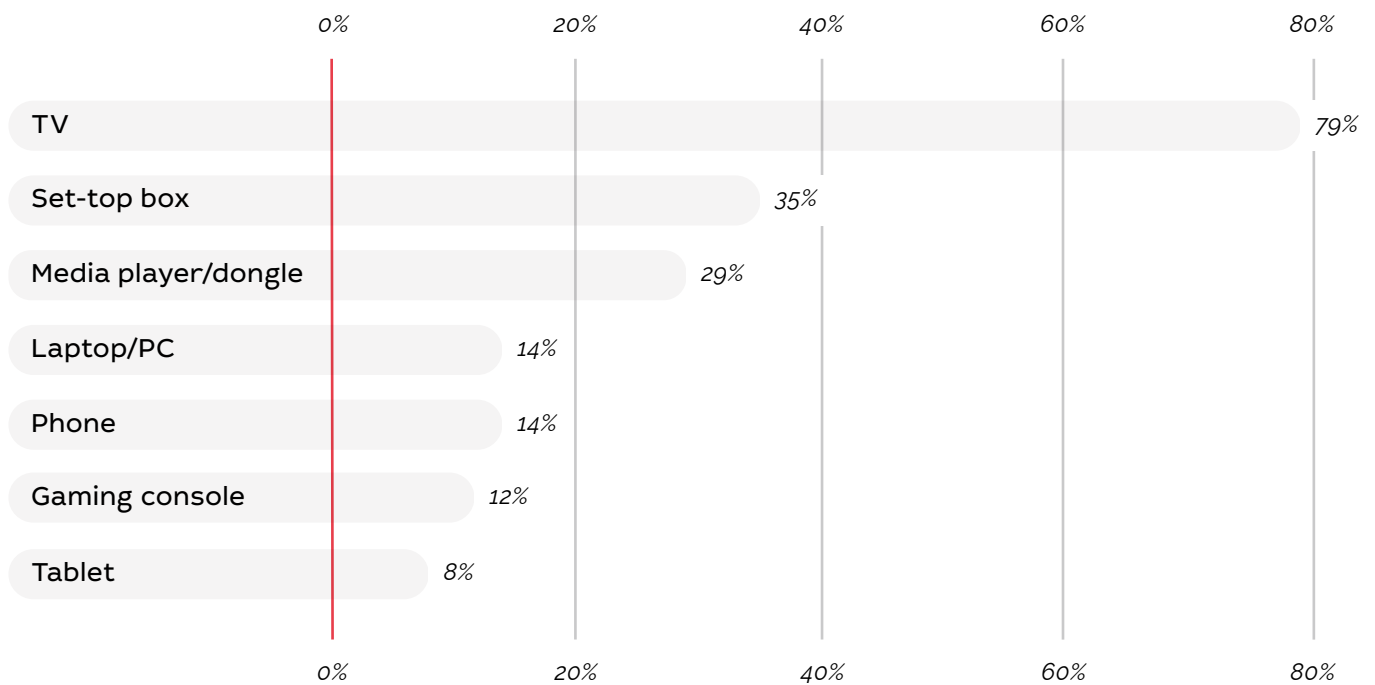
Source: Ofcom

Americans spend less time watching TV. Between 2018 and 2020, the average adult in the USA increasingly played on gaming consoles. Furthermore, many used multiple devices, such as a phone and TV, simultaneously.

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Hours per day users spend on different devices (US)

Q3 2020

- 🔴 TV (linear)
- 🔴 TV (Time-Shift)
- 🔴 Radio
- 🔴 DVD/Blu-ray
- 🟡 Gaming console
- 🟠 Internet on other devices
- 🟠 Internet on PC
- 🟢 Internet and apps on phone
- 🔵 Internet and apps on tablet

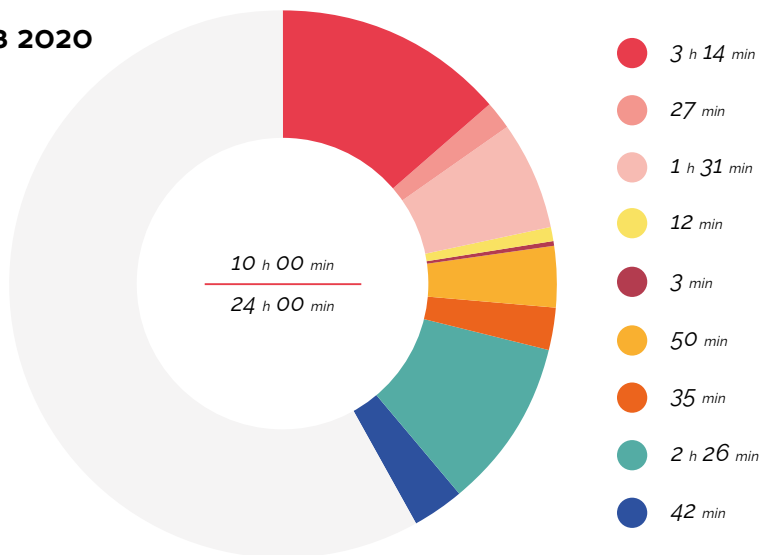*Source: Nielsen Total
Audience Report*

10 h 00 min
24 h 00 min

- 3 h 14 min
- 27 min
- 1 h 31 min
- 12 min
- 3 min
- 50 min
- 35 min
- 2 h 26 min
- 42 min

Q3 2019

11 h 54 min
24 h 00 min

- 3 h 27 min
- 29 min
- 1 h 41 min
- 13 min
- 4 min
- 38 min
- 32 min
- 3 h 58 min
- 52 min

Q3 2018

10 h 30 min
24 h 00 min

- 3 h 44 min
- 30 min
- 1 h 44 min
- 13 min
- 5 min
- 29 min
- 31 min
- 2 h 31 min
- 43 min
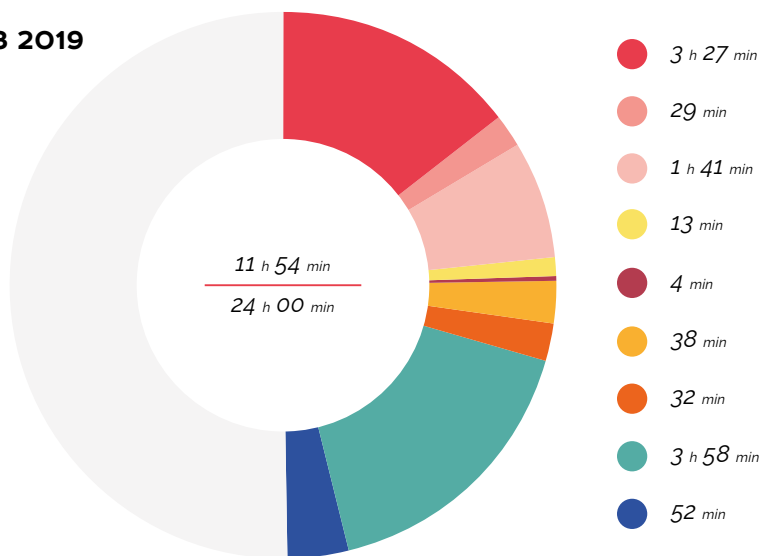
Every day, users watched four hours of linear TV and up to one hour of content on streaming devices and DVDs. However, Americans spent the least time watching video on PCs and tablets (around 8–12 minutes per day).

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Daily video viewing time on different devices

Q3 2020

3 h 41 min ▼   12 min ▼   8 min ▼

▲ 1 h 05 min   ▲ 15 min

Total — 5 h 21 min

Q3 2019

3 h 56 min ▼   7 min ▼   8 min ▼

▲ 55 min   ▲ 16 min
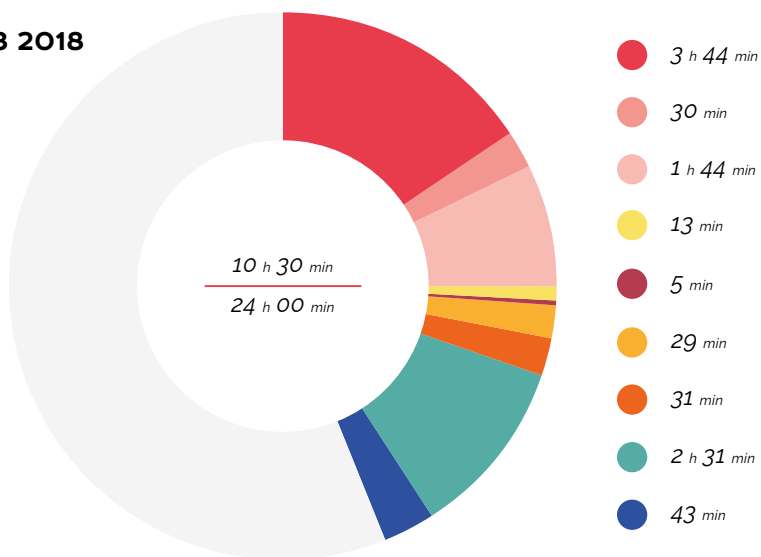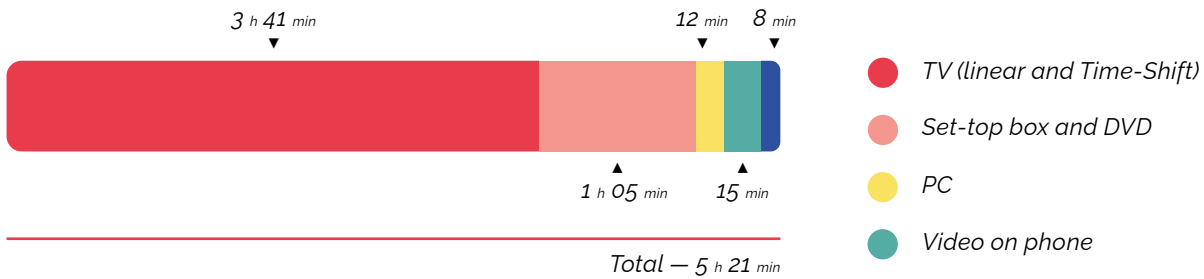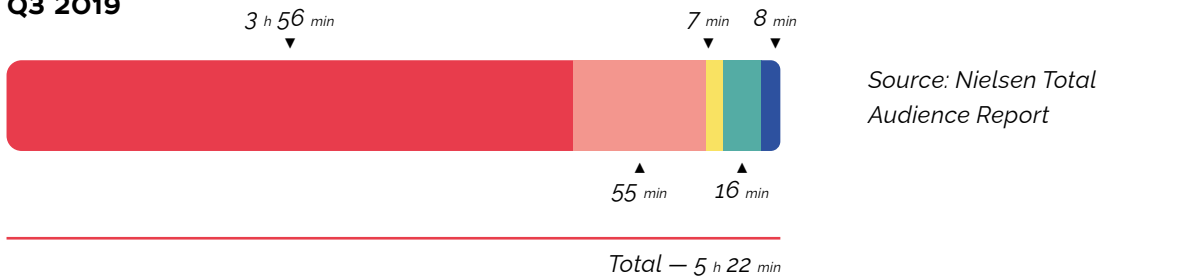
Total — 5 h 22 min

Q3 2018

4 h 13 min ▼   7 min ▼

◄ 6 min

▲ 47 min   ▲ 11 min

Total — 5 h 24 min

Legend:
- ● TV (linear and Time-Shift)
- ● Set-top box and DVD
- ● PC
- ● Video on phone
- ● Tablet
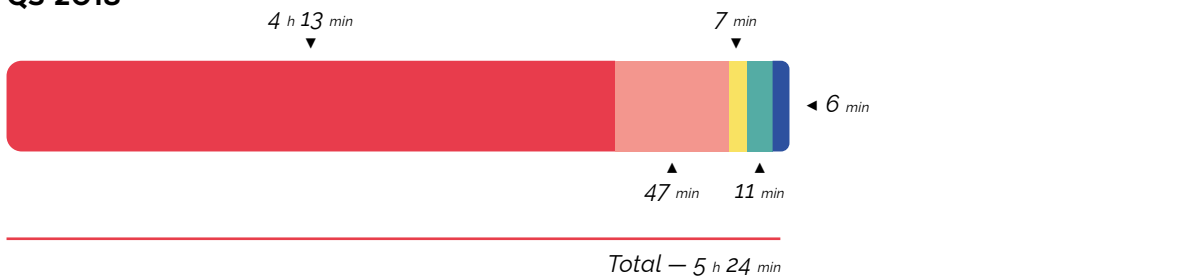
Source: Nielsen Total Audience Report

Young viewers rarely watch linear TV

Due to quarantine restrictions in April 2020, British people aged 16 to 34 spent two more hours watching content than a year before: 6.5 hours on average per viewer. At the same time, young people more often chose YouTube over linear TV, watching 1.5 hours of videos and 1.25 hours of content on TV channels.

Research by Nielsen shows that linear TV is mostly watched by the audience aged 65+, whereas people under 34 watch it the least. Instead, young people spend time using their phones, albeit 1.5 times less often in 2020 compared to 2019.

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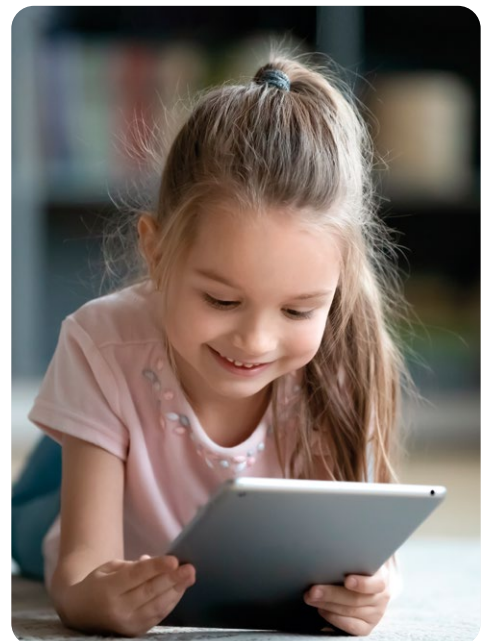
Time spent using different devices

18–34 years

Q3 19 — 10 h 05 min
- 39 min (Tablet)
- 4 h 45 min (Phone)
- 29 min (Internet on PC)
- 1 h 20 min (Set-top box and DVD)
- 1 h 18 min (Radio)
- 1 h 34 min (Linear and Time-Shift TV)

Q3 20 — 7 h 38 min
- 32 min (Tablet)
- 2 h 53 min (Phone)
- 32 min (Internet on PC)
- 1 h 22 min (Set-top box and DVD)
- 1 h 07 min (Radio)
- 1 h 12 min (Linear and Time-Shift TV)

35–49 years

Q3 19 — 11 h 58 min
- 53 min (Tablet)
- 4 h 32 min (Phone)
- 35 min (Internet on PC)
- 1 h 03 min (Set-top box and DVD)
- 1 h 44 min (Radio)
- 3 h 09 min (Linear and Time-Shift TV)

Q3 20 — 9 h 36 min
- 41 min (Tablet)
- 2 h 45 min (Phone)
- 37 min (Internet on PC)
- 1 h 18 min (Set-top box and DVD)
- 1 h 31 min (Radio)
- 2 h 44 min (Linear and Time-Shift TV)

50–64 years

Q3 19 — 13 h 10 min
- 1 h (Tablet)
- 3 h 37 min (Phone)
- 39 min (Internet on PC)
- 39 min (Set-top box and DVD)
- 2 h 05 min (Radio)
- 5 h 10 min (Linear and Time-Shift TV)

Q3 20 — 11 h 28 min
- 46 min (Tablet)
- 2 h 12 min (Phone)
- 41 min (Internet on PC)
- 56 min (Set-top box and DVD)
- 1 h 54 min (Radio)
- 4 h 59 min (Linear and Time-Shift TV)

65+ years

Q3 19 — 12 h 48 min
- 1 h (Tablet)
- 2 h 37 min (Phone)
- 24 min (Internet on PC)
- 27 min (Set-top box and DVD)
- 1 h 42 min (Radio)
- 6 h 38 min (Linear and Time-Shift TV)

Q3 20 — 11 h 53 min
- 51 min (Tablet)
- 1 h 42 min (Phone)
- 28 min (Internet on PC)
- 37 min (Set-top box and DVD)
- 1 h 36 min (Radio)
- 6 h 39 min (Linear and Time-Shift TV)

Legend
- Linear and Time-Shift TV
- Radio
- Set-top box and DVD
- Internet on PC
- Phone
- Tablet

SVoD and BVoD services gain more viewers

Even though quarantine was keeping streaming giants from shooting original content, SVoD services gained more than 300 million subscribers in 2020, increasing their audience to 1.2 billion. Experts believe that was due to the COVID-19 pandemic, original content from streaming giants, and increased average Internet connection speeds.

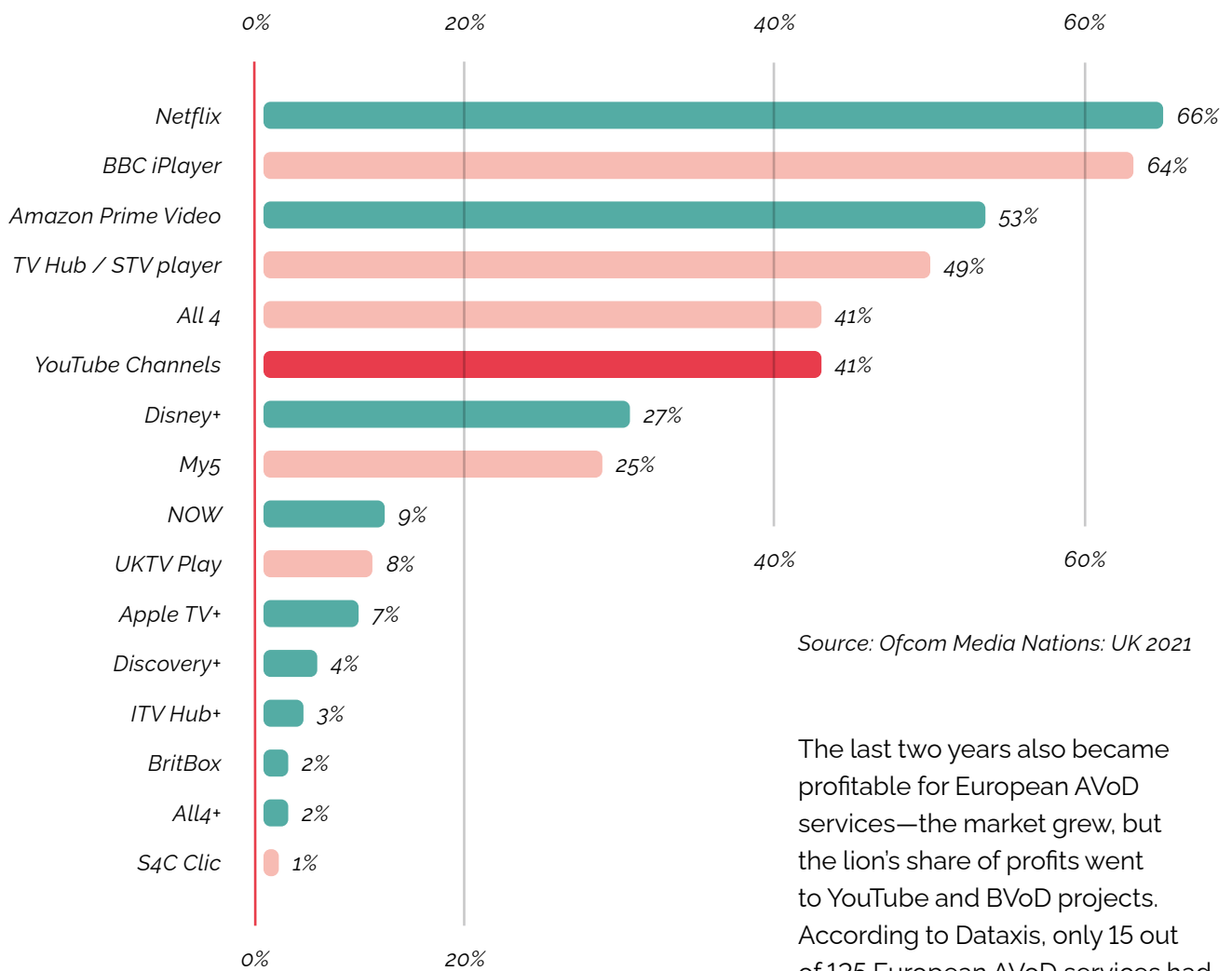*Source: Nielsen Total Audience Report*

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By the end of 2020, 17 million families in the UK signed up for at least one SVoD service, showing a 2.7 million increase over the year. Additionally, almost 70% of households that were subscribed to cable or other types of paid TV also decided to pay for streaming content.

According to Ofcom, almost half of British people watch movies and series mostly on streaming services, and 42% of SVoD subscribers think they'll stop watching regular channels in five years. Still, it takes more time for users in the UK to abandon traditional subscriptions compared to those in the USA.

Proportion of British families subscribed to SVoD and BVoD services

Service	Value
Netflix	66%
BBC iPlayer	64%
Amazon Prime Video	53%
TV Hub / STV player	49%
All 4	41%
YouTube Channels	41%
Disney+	27%
My5	25%
NOW	9%
UKTV Play	8%
Apple TV+	7%
Discovery+	4%
ITV Hub+	3%
BritBox	2%
All4+	2%
S4C Clic	1%

● SVoD   ● BVoD   ● YouTube Channels

Source: Ofcom Media Nations: UK 2021

The last two years also became profitable for European AVoD services—the market grew, but the lion's share of profits went to YouTube and BVoD projects. According to Dataxis, only 15 out of 125 European AVoD services had revenue per subscriber above EUR 1 in H1 2021.

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Netflix remained the most popular SVoD service in the world

In Q4 2020, Netflix was still the leading SVoD service with 203.7 million subscribers. It was followed by Amazon Prime Video, Tencent Video, iQIYI, Disney+, and Youku.
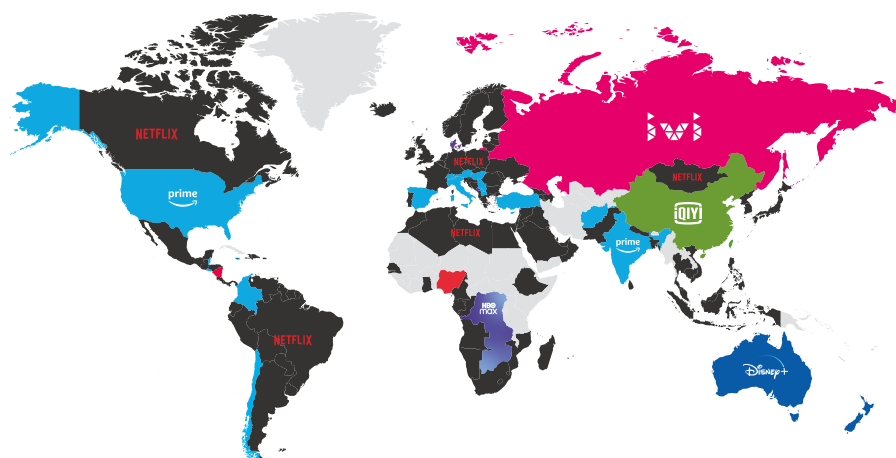
At the end of 2021, while Netflix was still the most popular streaming service, it did lose positions to its rivals in half of the countries. For example, users in India and the USA more often watched Amazon Prime Video, while iQIYI was the most popular in China and HBO Max in Australia.

Streaming services' audience (Q4 2020)

Netflix	203,7 million
Amazon Prime Video	150 million
Tencent Video	120 million
iQIYI	119 million
Disney+	94,9 million
Youku	90 million

Source: Visual Capitalist

Most popular streaming services by country (2021)

#1 94 countries	NETFLIX	**#2** 11 countries	prime
#3 4 countries	ivi	**#4** 3 countries	BET★
#5 3 countries	Disney+	**#6** 3 countries	ESPN
#7 1 country	iQIYI	**#8** 1 country	HBO max

Source: Electrical Direct

Video-on-demand is more popular than linear TV

In 2020, Video-on-demand (VoD) overtook linear TV in Europe for the first time in history. VoD accounted for more than half of viewing time at the start of summer, with subscribers watching 23% more streaming content compared to January 2020.

The popularity of linear TV also shrank in the USA. In 2017, 83% of viewers watched TV channels at least once per week, whereas the share fell to 61% in 2021. Instead, 77% of the audience watched movies or series on streaming services.

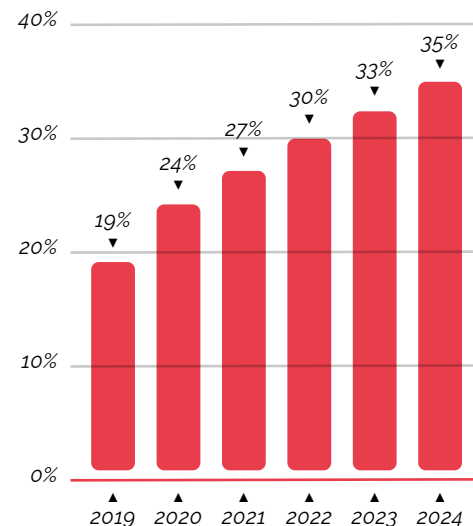Subscribe

VoD popularity in Europe (2020)

Country	Proportion of VoD streaming	Daily viewing	Change, January to June
UK	59%	2 h 24 min	+36%
France	55%	2 h 08 min	+19%
Spain	52%	2 h 03 min	+27%
Germany	49%	2 h 03 min	+11%
Italy	47%	1 h 36 min	+21%

Source: Behind the Screens (Samsung)

IPTV will beat cable and satellite TV by 2026

The pandemic harmed traditional satellite and cable operators as 6 million families terminated their subscriptions in the USA alone in 2020. Over 31 million households no longer watch cable or satellite TV there. According to eMarketer's forecast, these households will increase to 46.6 million by 2024, which accounts for one-third of all families in the country.

How many Americans abandoned cable and satellite TV (2019–2024)

Source: eMarketer

Digital TV Research forecast that IPTV services will hit almost 400 million subscribers by 2026, gaining 63 million new subscribers over the next few years. The main reason is the increasing popularity of IPTV in India and China.

Two years of the pandemic have changed the TV industry without harming local IPTV/OTT operators and streaming giants. Everyone has to adapt to the new reality where video-on-demand and multiscreen prevail, but it also gives companies new opportunities. Learn more about those in the following issues of BroadVision.

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Marketing in the IPTV/OTT industry: needless spending or a must for growth?

Author: Daria Pozharska

WHY DO BUSINESSES NEED MARKETING? IS IT NECESSARY, OR ARE YOU BETTER OFF INVESTING IN NEW EQUIPMENT?

Let's talk about what digital marketing is and how it works.

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Technology provides entrepreneurs access to information from multiple sources: social media, the Internet, or databases. Combined with software, it helps them take into account numerous indicators and trends. All of this can be used to make your business grow.


The tasks of marketing

The common understanding of marketing is often associated with obtrusive offers of useless goods and services, forced advertising, pesky phone calls, and spam.

Marketing is about processes and actions through which consumers can enjoy useful, quality products, while manufacturers profit from selling them.

The goal of professional marketers is to attract customers to the brand's services or products. To do so, they create and maintain trusting relationships between the company and its customers, establishing long-term partnerships. Marketers focus on the needs of the customer and help the company improve its product to make it meet the highest standards. It's a win-win situation: customers get what they really need, and the manufacturer receives well-deserved profits.

Businesses also use marketing tools to maintain communication with those who consume their services: digital marketing allows them to keep customers informed about the goods, promotions, and new products. It also reminds customers about a company's services and is an effective way to elicit feedback about what they do and what customers want.

For marketing to deliver meaningful results, all of its elements must be used comprehensively and systematically: chaotic actions in this field won't bring success. Let's delve into how complex or integrated marketing works, what tools it offers, and whether it's possible to measure its effectiveness.

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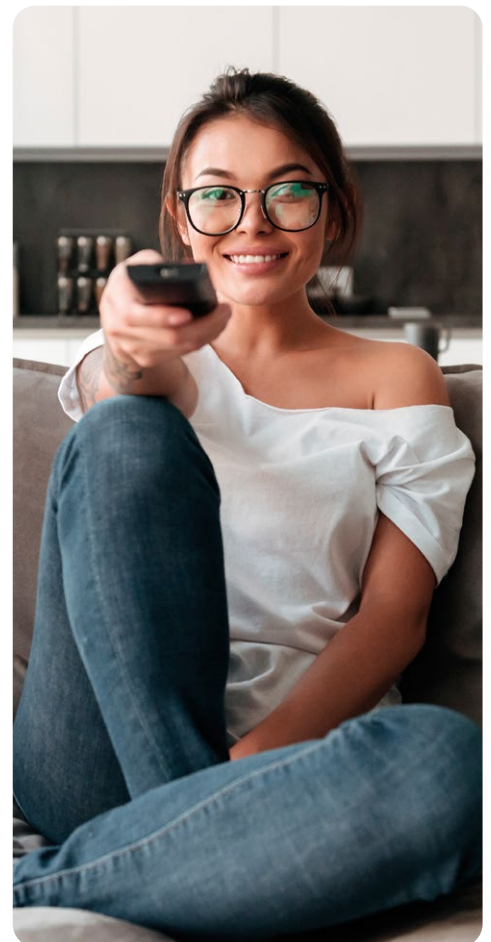
SEO optimization

Your website should be as clear as possible for search engines to let potential customers find it. That's what SEO (Search Engine Optimization) does.

Unless people who want to sign up for Internet TV get a recommendation from their friends, they'll most likely look for a service on the Internet. Most users browse through the first page of search results or the second at most. Whether they see your ad there largely depends on how well your website is optimized.

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Search engines use crawlers to determine where a website ranks in search results. These programs perform three tasks:

- **Scanning new and updated website pages to examine their text and images**

- **Indexing, i.e., adding the retrieved data into the search engine database**

- **Displaying results, i.e., selecting the most relevant pages for each inquiry based on ranking algorithms**

SEO specialists configure websites to make sure the robots give them the highest rank. Previously, it was easier: the website could be brought to the top just by adding dozens of keywords on its pages and placing them in various references and catalogs. Modern search engines use more sophisticated algorithms and can't be tricked so easily: you need to follow the rules of internal and external optimization to hit the top. More and more requirements have emerged, and websites can be penalized for not meeting them.

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Internal optimization

✅ **Niche analysis:** SEO specialists research various resources in their niche and build the website optimization strategy. At this stage, they determine how to make the website's contents as visible as possible to search engines.

✅ **Building a semantic core:** collecting every possible inquiry. After that, SEO specialists divide this array of keywords into clusters and select the most accurate and frequently used words and terms that users will enter when searching.

✅ **Checking website navigation:** making sure all the buttons, links, forms, and interactive elements work as intended.

✅ **Checking indexation:** removing certain pages from search results, i.e., shopping cart and sorting pages.

External optimization

✅ SEO controls **inbound links**, which are the mentions of your website on other resources. Websites with "white hat" links rank the highest—those are links users share themselves because they find the content interesting.
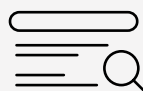
When content is of poor quality, the number of links is increased artificially. If such links violate search engine rules, robots can impose penalties on the website.

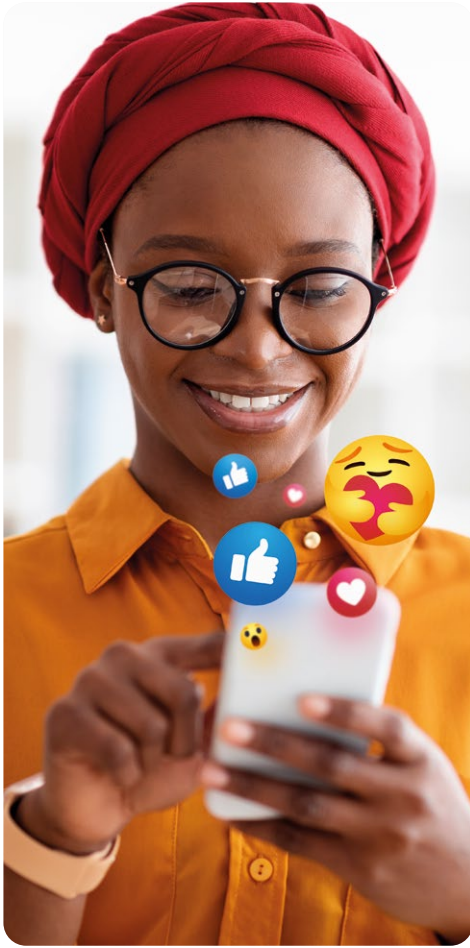## Correct SEO provides the following benefits:
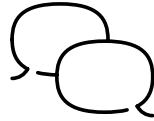
Traffic growth

High ranks in search results

Customer trust

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SMM

A smart content strategy on social media is an important tool for direct communication with your audience. It helps obtain valuable objective information and influence how customers perceive your brand.

Social media provides the following benefits:

Gather feedback
Surveys, comments, and feedback help understand what customers like or don't like about your service. By knowing their tastes and desires, an operator can tweak its service to meet customer expectations, making them happier and reducing the chances of them leaving.

Attracting new subscribers
Social media has huge amounts of data on its users, including their age, gender, interests, hobbies, etc. Algorithms can be used to set up ads on social media so that they're shown to those users who are potentially interested in your service. Social media helps boost audience engagement, attract new users, and increase traffic.

Enhancing brand reputation
Besides advertising your services on social media, you can also make posts there about subjects that will demonstrate your values to the audience. For example, you can let people know that you're environmentally conscious and offer products that don't use harmful substances. Such publications will increase trust and loyalty to your brand.

i

According to research by Braze, users are more willing to deal with businesses that endorse universal values. People want to be sure that manufacturers and service providers share their values – they deal with these businesses 1.7 times more often.

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Email marketing

Email is a trusted and effective tool for interacting with your customers. It can be used to boost your ROI and brand loyalty, keep the audience interested in your service, and win back users who left.
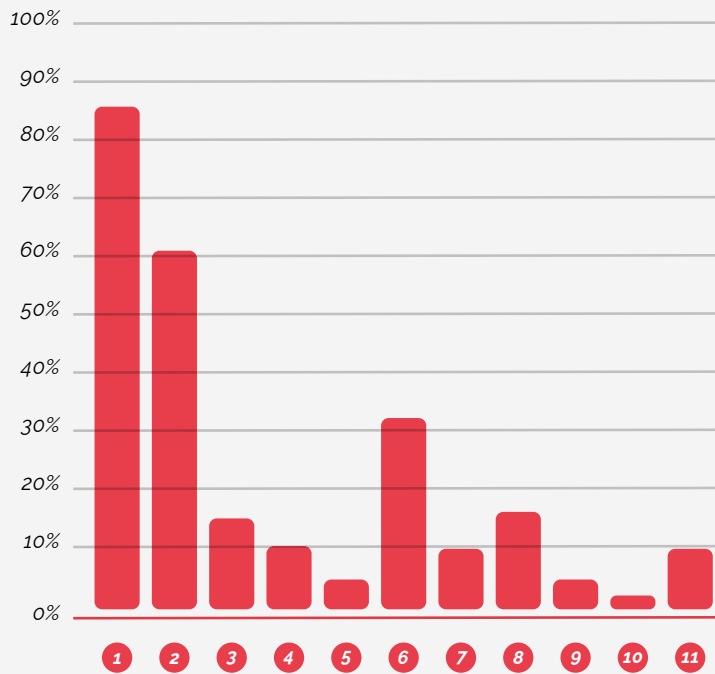
| 1 | At least once a month |
2	At least once a week
3	Daily
4	Twice a week
5	Three times a week
6	Weekly
7	Twice a month
8	Monthly
9	Quarterly (once in three months)
10	Yearly
11	Never

More than half of users are willing to get monthly and weekly emails.

Almost every adult with access to the Internet has an email address. There are more than 4 billion active email users in 2022, and their number is projected to reach 4.6 billion by 2025.

A popular opinion is that most users don't want to receive emails with ads. However, a survey conducted by MarketingSherpa in the US showed a high proportion of users who were interested in getting these emails with varying frequency.

Source: marketingsherpa

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Average OTT service subscription duration
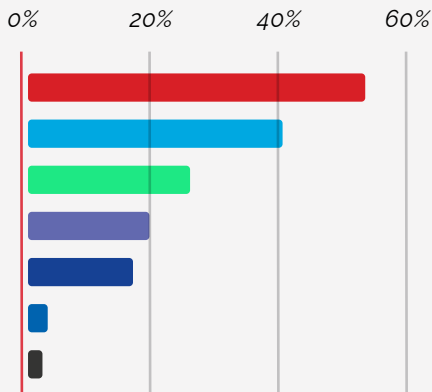
US households with access to broadband Internet that signed up for the following services:

- 🔴 Netflix
- 🔵 Amazon Prime Video
- 🟢 Hulu
- 🟣 HBO Now
- 🔵 CBS All Access
- 🔵 Disney+
- ⚫ Apple TV+

Leading companies like Netflix use email marketing to retain and activate its audience. According to Parks Associates, this video service had the highest customer retention rate in 2020: users extended their Netflix subscriptions by more than 50 months on average.

Source: Parks Associates

The company is able to achieve such impressive results thanks, in part, to electronic mailing. Subscribers receive from four to seven personalized emails about Netflix's new shows, movies, and original content each month. The email format allows integrating animation, which also helps keep recipients engaged.

Users who haven't been active in a long time receive emails with fragments of content they watched previously. These reminders often prompt people to renew their subscriptions.

Email newsletters help with the following tasks:

- · Keeping subscribers interested in the content
- · Winning back the users who left the service
- · Prompting subscribers to buy new or additional services

Google paid advertising (PPC)

Pay-per-click (PPC) is the most beneficial and effective advertising model as advertisers pay only for desired actions—clicking a link or banner—rather than the number of ad impressions.
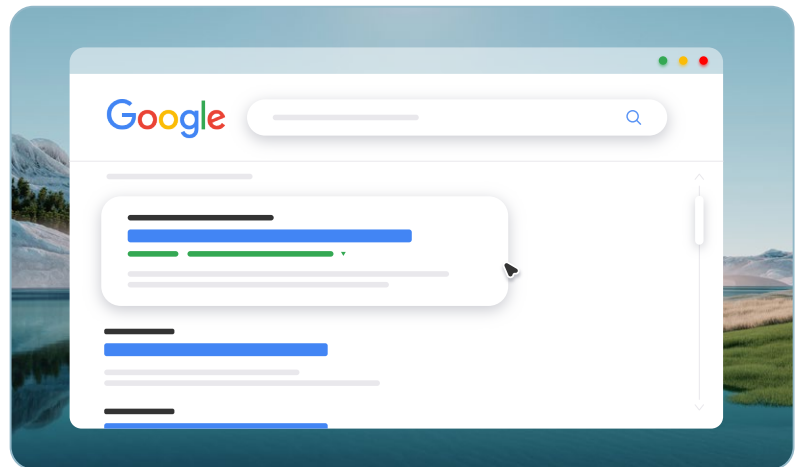
Paid ads are shown in the search system when keywords are entered at the top of the page: these are the first and second lines that will appear. These ads are intended specifically for targeted users. PPC helps advertise your website to people who are potentially interested in your service and may be ready to sign up for it.

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Paid advertising is the fastest and most effective way to attract customers within the first week of starting your service. At the same time, PPC is super flexible and can be tailored to meet any goals and budget.
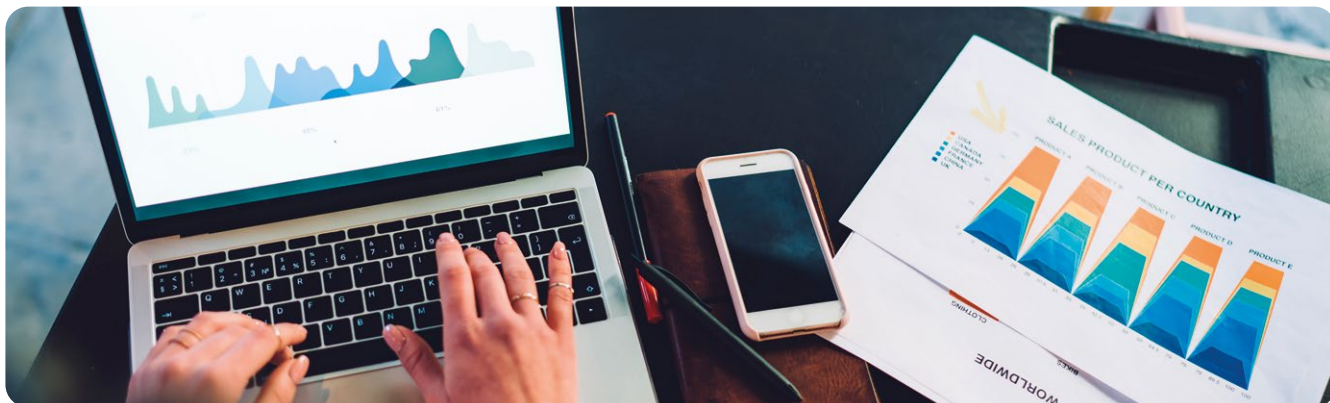
Web analytics

To make sure customers buy targeted content, the operator needs to know the interests of its audience. Web analytics provides extensive statistical data about users, their reactions to content, and website visits. Operators who are aware of these indicators can choose the most effective strategies to interact with their audience.

Complex analytics monitors website visitor statistics. This data helps get a picture of overall visits to the website and visits to its specific pages, boosts its ranking in search results, and increases traffic and conversion rates.

End-to-end analytics follows customer behavior all the way from seeing the ad to performing the desired action—subscribing or submitting a form.

The following indicators are analyzed for this purpose:

- Session duration
- Number of viewed pages
- Transitions between website pages
- Reaction to popups
- User geography, age, gender, and interests
- Resources from which users were redirected to the website
- Behavior on the website: the pages users visit and whether they perform desired actions

Web analytics helps visualize the state of your business, see its strengths and weaknesses, and build an effective development strategy. It gives operators the following opportunities:

Exploring the target audience:

web analytics is an ideal tool for start-ups and new projects. User data will help create an accurate description of a subscriber.

Optimizing budget

The data provided by web analytics helps to identify the most effective communication channels and strategies to focus on. Platforms that don't generate enough leads can be scrapped. This way, an operator can cut costs and increase the efficiency of investments.

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Optimizing content:

data on views, clicks, and interactions can be used to fine-tune your website to match the audience's needs and tastes.

Segmenting the audience

To make the USP more effective, marketers isolate groups with similar needs and interests. For IPTV/OTT services, those can be groups such as "sport enthusiasts", "movie fans", or "pre-school children's moms." Each of them has different interests. If you want customers to be more loyal to your service, take care of every group. Create posts that will interest them and offer them special packages.

How it works in practice

Infomir's specialists analyzed the marketing tools used by ten local European services.

	Traffic per 6 months, traffic visitors						Traffic sources, %					
	01. 2022 ▼	02. 2022 ▼	03. 2022 ▼	04. 2022 ▼	05. 2022 ▼	06. 2022 ▼	Traffic Search ▼	Traffic Direct ▼	Traffic Social ▼	Traffic Mail ▼	Traffic Paidreferrals ▼	Traffic Referrals ▼
Operator 1	1 150	1 313	1 443	1 015	984	1 564	8	92	0	0	0	0
Operator 2	237	303	227	265	264	249	51	49	0	0	0	0
Operator 3	83	83	83	83	92	92	3	83	0	0	0	14
Operator 4	246	238	268	157	0	300	0	100	0	0	0	0
Operator 5	596	920	159	896	1 533	628	42	58	0	0	0	0
Operator 6	3 416	1 130	744	746	3 927	1 925	65	27	0	0	0	8
Operator 7	304	294	298	312	373	328	63	28	0	0	0	9
Operator 8	1 298	291	291	1 241	3 641	1 901	58	37	0	0	0	5
Operator 9	550	496	304	464	248	534	42	58	0	0	0	0
Operator 10	246	236	224	221	172	156	0	100	0	0	0	0

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	MQL features			Social media				
	Blog	MQL form	Chatbot	Facebook	Instagram	Twitter	LinkedIn	YouTube
Operator 1	➕	➖	➖	➕	➕	last publication on 9/18/20	➕	➕
Operator 2	➖	in contacts only	offline	but a Facebook account is inactive	➕	➖	➖	but a Youtube account is inactive
Operator 3	➖	➖	offline	➕	➖	➕	➖	➖
Operator 4	➖	in contacts only	➖	➖	➖	➖	➖	➖
Operator 5	➖	in contacts only	➖	➖	➖	➖	➖	➖
Operator 6	➖	➕	➖	➖	➖	➖	➖	➖
Operator 7	➖	➖	➖	➖	➖	➖	➖	➖
Operator 8	➕	➕	➖	➖	➖	➖	➖	➖
Operator 9	➕	➖	➖	➕	➖	inactive	➖	➖
Operator 10	➖	➕	➖	but a Facebook account is inactive	➖	➖	➖	➖

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The research helped pinpoint the weaknesses in their marketing strategies:

Up to 50% of operators don't use social media, targeted ads, and email newsletters. Most visits to operators' websites are either direct traffic (visitors enter the website URL in the browser) or come from search results rather than links in emails, on social media, or ad banners.

Around 40% of the projects don't have a feedback form for their customers. Operators don't encourage users to contact them by phone or email. The websites that use feedback forms don't place them on the main page, and some clients leave the website without seeing the company's contact details.

As many as 76% of operators don't have social media accounts. Most services aren't on social media or haven't updated their accounts in a long time.

Approximately 50% of operators don't analyze the results of their business decisions and possible growth areas. Those services lose a major part of their potential audience due to the limited use of marketing instruments or by ignoring them completely. It's possible to boost a website's conversion rate—and consequently, the operator's profit—by optimizing the site and expanding communication with the target audience.

Competent, integrated marketing helps to understand your audience, establish communication with it, boost brand loyalty, find the most effective tools and platforms, build a strategy, and optimize costs.

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Content, services, and support: what modern business needs

Author: Alexey Kuznetsov

STAYING ABREAST OF THE COMPETITION AND OFFERING THE BEST SERVICES POSSIBLE TO YOUR CLIENTS TAKES UNDERSTANDING NOT ONLY THE IPTV/OTT INDUSTRY TRENDS BUT ALSO HOW TO LEVERAGE THEM.

In this article, we take an in-depth look at the services an operator should offer to secure the lead in the IPTV sector.

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Content

Adapting to consumers' demands is crucial for operators who want to remain relevant and sought-after. Content is of prime importance for achieving this goal. Don't limit your service to trending TV channels. Instead, offer your clients a library of popular and classic movies, TV shows, documentaries, and history broadcasts. The larger your video library is, the more often and the more readily your clients will use your service.

Local video services have an advantage over global ones in that a local operator's services can include more unique content, e.g., regional news, live streams, and thematic videos. Your clients will enjoy following global events as much as everything that happens in their native city.

We also recommend paying attention to the resolution of the content you provide. According to Statista, over 25% of respondents aged 18–54 in the USA own 4K TVs. Demand for high-resolution content is on the rise, and users want their investments in home electronics to pay off. Operators offering movies and sports streams in 4K can thus continuously grow their audiences.

Client devices

Not all potential subscribers own IPTV/OTT-compatible devices. Therefore, even though an operator might stream the content in 4K, not all their client base may be able to watch it. We recommend getting a fleet of client devices, e.g., IPTV set-top boxes or smart TVs, to cover more of your potential audience. Offering not only IPTV services but also the equipment for enjoying their content, an operator can sell the devices in a package with their service or rent them for an additional fee with the optional buyout.

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For long-term contracts, operators can fully recoup the devices' cost in 12–18 months and keep earning on their new client. The actual payback period may depend on the region, device type, and plan, however.

Something important to note, though, is that smartphones and tablets can also be considered client devices. However, the operator would have to integrate multiscreen for their subscribers to enjoy video services on them.

Multiscreen

Multiscreen services let operators attract even more clients, letting the user decide which device they want to watch content on—a set-top box, TV, smartphone, or tablet. Multiscreen services are an excellent choice for families because every family member can stream content on their device simultaneously with others. They are also great for users who prefer to watch their favorite content on the go.

This service enables superior subscriber attraction and retention for the operator integrating it. Similarly, it can boost ad revenue, as more devices mean more impressions.

> **i**
>
> *Important! Multiscreen integration calls for substantial capital investments. It requires middleware and listing the service's mobile app on the stores of the operator's platform of choice. Therefore, we suggest providing multiscreen for the most widespread mobile platforms, e.g., Android and iOS.*

Tech support

Operators should also remember that subscribers are interested in disruption-free access to their services. Sometimes, however, the quality of the operator's equipment or software has nothing to do with that. Natural disasters, network overload, or other events can all affect a service provider's infrastructure operation.

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It's important to explain at least what has happened if a disruption like that occurs, lest the users feel abandoned and lose trust in your services' quality. Situations of this kind can be avoided only through reliable tech support.

It needs to react to all subscriber inquiries 24/7 should any service disruptions happen. An operator that cares about their clients would help resolve problems on the phone or at least try to assure the users that the company's professionals are already investigating the problem.

Rapid-response tech support helps stay in touch with the clients and keep them loyal.

Additional services

The operators running in-house infrastructure can attract new clients by offering additional services. For instance, here is what you can do with the equipment you might already have:

- IP telephony

- Home and office alarm

- Smart home functionality

Furthermore, you can provide remote utility consumption tracking services. Jooby RDC, for instance, offers a comprehensive solution for operators to simplify reporting their subscribers' water, electricity, natural gas, and heating consumption to utility suppliers.

All subscribers need is to attach a wireless module to their meter and connect it to the base station within the operator's infrastructure. The modules will automatically collect consumption data from the meters and send them to the unified dashboard. The data can be monitored and processed in real-time.

Integration of additional services not only ensures convenience and security for subscribers but also enables operators to earn more from the available equipment.
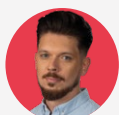
By integrating new technologies and solutions, operators improve their chances of outpacing their competition and offering more advanced services. Relevant high-resolution content, multiscreen, and additional services improving subscribers' quality of life can help you achieve that.

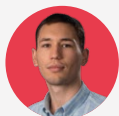Subscribe

This issue was created by:

◄ *Project founder*
Igor Oklander

◄ *Project manager*
Aleksandr Vlasenko
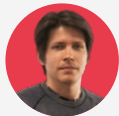
◄ *Editor, author*
Daria Pozharska

◄ *Editor, author*
Alexey Kuznetsov

◄ *Author*
Hennadii Mitrov

◄ *Author*
Hanna Novikova

◄ *Designer*
Pavel Oreshchenko

◄ *Designer*
Danylo Tkachenko

Editorial

We're happy to present our fourteenth issue.

We hope you'll enjoy reading our magazine as much as we enjoy working on it. Sign up for our newsletter and share this issue on social media. It's the best way to show us that you like what we're doing.

And feel free to let us know what you would like to see on the pages of BROADVISION next time. E-mail your ideas and suggestions to us at **broadvision@infomir.com.**

Let's grow together!

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