



INDUSTRY REPORT

Video Industry Insights for Digital Broadcasters:

What broadcasters need to know to succeed
with digital video in 2021 and beyond

Executive Summary

To better understand how broadcasters are using digital video in 2021, JW Player undertook an extensive survey across film and TV media companies who use our platform—ranging from independent niche broadcasters to comScore Top 100 media giants. We asked them about the major challenges they face for their video business, the KPIs they measure, and how they make use of online video platforms to achieve their goals. The responses provide valuable insight into market trends across all film and television broadcasters.

Across the board, it's evident that as video consumption increases online, so do the needs of film & TV media companies to increase video engagement and viewership. As broadcasting has become more accessible, independent and niche broadcasters are working to reach new audiences wherever they may be. Reaching audiences on new screens with unique programming allows them to diversify revenue streams and connect with their audiences deeper than ever before.

Key Findings

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As consumption increases across new screens & devices, broadcasters are prioritizing audience engagement as a measure of success.

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Recent consumption trends indicate an opportunity for digital-first broadcasters to monetize audiences with a strategic mix of monetization models.

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Branded OTT apps allow niche broadcasters to differentiate themselves from competitors with unique viewer experiences on connected TV platforms.

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1 As consumption increases across new screens & devices, broadcasters are prioritizing engagement as a measure of success

In the new digital video economy, attention is currency. Although the COVID-19 pandemic certainly amplified video consumption trends, as evidenced by the sharp 73.7% rise in hours watched per day across the JW Player network of publishers in late March 2020,¹ online video viewing is still continuing to grow rapidly.

With more digital video providers than ever competing for consumer attention, increasing engagement has become essential for film and television broadcasters to maximize both ad and subscription revenue. For digital broadcasters, reaching and retaining audiences starts with understanding and anticipating consumer viewing habits, and providing a superior user experience to serve those needs.

In this section:

Consumption Habits of Viewers from 2020 to Today

- Comparison by device: OTT, web, mobile

The Importance of Engagement

- How to Measure Engagement
- How to Increase Engagement
- Case Study: How Knowledge Network doubled their video consumption by Knowing their audience and analytics

How Live Streaming Helps Broadcasters Increase Audience Engagement and Reach New Audiences

- Case Study: How ITV used niche live streaming content with VUALTO (a JW Player company) to increase engagement

Consumption Habits of Viewers from 2020 to Today

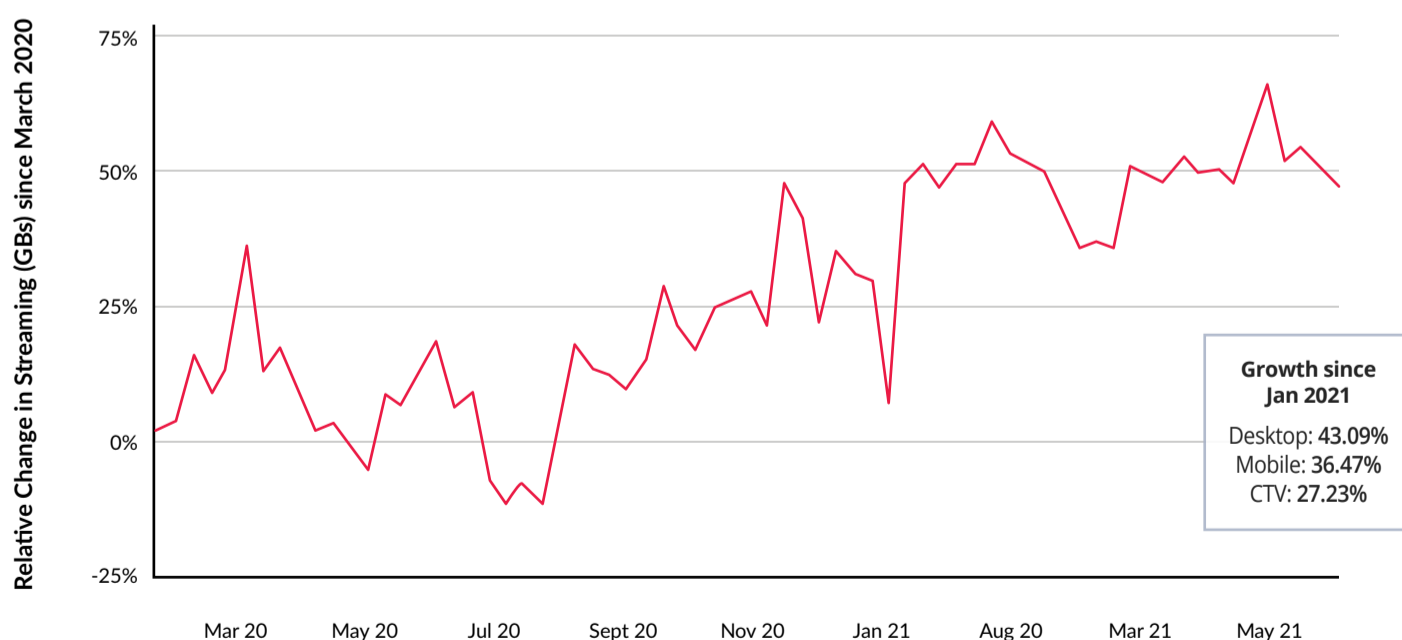
For years, audiences – younger audiences, in particular – have been migrating away from linear TV in favor of streaming services and digital destinations. With greater flexibility and choice for viewers, streaming content is becoming more and more attractive to film & TV broadcasters as a way to complement or even replace traditional content delivery. For their advertisers as well, digital video can offer even more precise targeting abilities.

Across the JW Player network of broadcasters, there was a 28.6% increase in video consumption since the beginning of 2021. Connected TV consumption, in particular, saw a 27.23% growth - indicating that audience appetite for lean-back, immersive video experiences has not waned since the pandemic. In fact, US viewers are spending an average of 72 minutes watching cTV in 2021, up from 65 minutes in 2021. This is projected to grow only more in the coming years.

Daily Video Watching³

	2020	2021	Expected Growth (2023)
Mobile	49 min	51 min	+12.2%
Desktop	26 min	26 min	-3.8%
cTV	65 min	72 min	+26.2%

Consumption of Broadcaster Content in JW Player Network



² Video Consumption Trends Across JW Player Network Amidst COVID-19 Pandemic, <https://www.jwplayer.com/blog/video-consumption-trends-jwplayer-network-covid19/>

³ eMarketer, "Digital Video: Average Time Spent in the US, by Device, 2019-2023," <https://chart-na1.emarketer.com/c/T11511/digital-video-average-time-spent-us-by-device-2019-2023-hrsmins-per-day-among-population-1>

Why Engagement is Important to Broadcasters

In a recent report conducted by JW Player, **76% broadcasters say increasing engagement is their top challenge this year.** With traditional broadcasters all launching streaming services, and with publishing video content online now as easy as tapping a button on a phone, digital media outlets are facing new and unique competition for consumer attention.

To combat this, broadcasters are looking for more ways to increase engagement. Doing so not only attracts and extends the time spent by their audiences, but also ultimately drives more advertising dollars and subscription value.

Key Challenges for 2021 Broadcasters in the JW Player network ⁴	
Increasing video engagement	76%
Reaching audiences on new screens	54%
Doing more with less	54%
Exploring SVOD and/or PPV	41%
Insufficient advertising demand	41%
Producing/acquiring more video content	33%
More compelling live video experiences	25%

How to Increase Engagement

Because of the rise in online video consumption and changing consumer habits, film & TV companies have an incredible opportunity to be at the forefront of this next evolution in media consumption. Broadcasters can increase their user engagement by paying attention to audience engagement analytics and prioritizing the user experience. An actively engaged audience is the best kind of audience; one that is more likely to stay subscribed, advocate for your brand, and deliver ad impressions.

Broadcasters should prioritize the following to increase engagement:

- Easy to understand and clickable navigation, with a focus on searchable content
- Access across multiple devices, including web, mobile, and OTT
- Live streaming for special broadcasts
- Superior user experience based on industry standards

How to Measure Engagement

Every broadcaster should regularly monitor video engagement analytics to better understand their audience viewing habits. By defining and tracking month-over-month and year-over-year changes, film & TV broadcasters can more effectively drive long-term potential for increased revenue. For one-off events and special programming, some broadcasters may choose to track individual reach at the show-specific level.

For most film & TV companies, audience engagement can be measured and reported with real-time analytics based on reach and audience retention. This can be measured according to the number of total video plays, a click-to-play rate, plays per viewer, viewing time, or completion rate.

Reach Metrics

Unique Viewers: Provides the number of unique viewers who have watched at least one of your videos, a metric that illustrates your true audience reach.

Ad Impressions by Viewer: Represents the average number of ad impressions for a unique viewer, painting a clearer picture of revenue potential and viewer experience. This engagement measurement metric is only applicable to broadcasters with an AVOD monetization strategy.

Share/interaction rates: Broadcasters regularly monitor media coverage and exposure across social media as a way of measuring potential reach. Knowing how much unique content is shared on social media can help broadcasters better understand social sentiment for their content and possible reach.

Retention Metrics

Complete Rate: One of the most useful measures of video engagement is video completion rate, which measures completes against plays. A high complete rate shows that a video can keep a viewer engaged through its entirety.

25%, 50%, and 75% Completes: These metrics provide a more granular view into how long viewers stayed engaged with a video asset. It helps broadcasters to optimize content strategy by understanding common drop-off points, especially with long-form videos.

Churn Analytics: For SVOD broadcasters, tracking every stage of the subscriber journey is important to mitigate churn and initiate win-back campaigns when necessary.



Data provided by third party platforms is limited. Key to driving better engagement is by diving deep into your audience's consumption/viewing habits. Where are they coming from, what are they watching? The only way to get at that level is to build your own app. Building out your own apps is critical to getting that insight.

—Cesar Chavez, Director of Digital Ops at Fuse

How Knowledge Network doubled their video consumption by knowing their audience & analytics

With a mission to bring public broadcasting to the province of British Columbia, Knowledge Network has been serving its community since 1981. Operating as an independent, government funded public education broadcaster (with the support of 42,000+ donors), Knowledge Network has broad but substantial goals to provide for its viewers in British Columbia as a truly independent voice and 100% free and commercial free.

Knowledge Network focuses on content that is valuable and educational for British Columbians by partnering with independent producers to create award-winning documentaries, acquired dramas, and a robust selection of kids' and educational programming from Canada and abroad.

One of their challenges was the transition from linear to digital broadcasting to enable Knowledge Network to reach even more people across Canada. With its mission to be accessible for all it was vital for them to not only deliver a broadcast quality viewing experience online but to ensure they meet accessibility standards and build true engagement online.

THE SOLUTION

JW Player offered an easy and high quality video solution to accommodate Knowledge Network's needs as they increased their digital presence. And, during the 2020 pandemic, when online video consumption increased globally upwards of 40% or more, it was especially important for Knowledge Network to provide uninterrupted service and unparalleled programming to serve their audiences effectively.

JW Player's out-of-the-box web video player includes [accessibility features](#) such as keyboard accessibility (for web), screen reader support, and customizable closed captioning—essential features for a public broadcaster which enables the broadcaster to improve audience engagement.

RESULTS

As a public broadcaster, Knowledge Network needed a reliable technology partner. Funded in part by the government and donations from viewers, the broadcaster needs to make sure accessibility is accounted for and that their broadcasts can reach every citizen in British Columbia. JW Player provides them reliable technology so they can produce meaningful and engaging content for their regional audience.



JW Player helps us keep up with the technology changes that people are expecting. We always have our eye on the gold standard.

—Ravi Singh, Director of Streaming Platforms, Knowledge Network

55%
viewership growth
from 2020 to 2021

200k+
subscribers

306k
average views
per month

How 24/7 live streaming helps broadcasters increase audience engagement & reach new audiences

The Rise of Sports Streaming

Sports streaming has really taken off in the past year. Sports was slow to switch to streaming because quality of service is so important. You can't have buffering & miss a goal during a match!

Now that streaming quality has improved so much, consumer habits are changing and people are more willing to watch streamed live sports. Improvements in streaming technology and better network speeds in many parts of the world allow sports broadcasters to easily & quickly launch live streams.

Today, live sports content can be streamed anywhere and across any device—whether it's on a mobile device when they're on the go, or an HD stream on a large screen in their living room. This has specifically helped to increase the reach of more niche sports that don't typically attract the same crowds on linear TV.

Streaming offers a lower barrier to entry than traditional cable/satellite TV distribution while allowing content owners to reach a global market. There's less risk in setting up a live channel, but the rewards are potentially greater than with TV because you're not limited by geographical area.

One of the reasons live streaming will continue to eat into the traditional live TV market share (and even overtake it), is that it offers cost effective ways of regionalizing live content by:

- Allowing the same content to reach more audiences in a more targeted way.
- Being a cost effective way to stream niche content, because broadcasters can use live streams to test the waters and build up new audiences.
- Using AI to insert automated multi-language subtitles.

For niche content, both 24/7 live streaming and repurposing obscure VOD content into linear channels are easy-to-implement solutions that can:

- Drive viewer acquisition and engagement around exclusive, timely content such as breaking news, live sports events, or concerts.
- Act as a passive-viewing destination for those looking for entertainment, but not wanting to select a program from a library.

Additionally, live content can also be repurposed with the help of features like live-clipping. In a June 2021 survey, 63.8% of publishers & broadcasters⁵ reported the ability to share clips in real-time to social media as a top need for live streaming platforms—a quick solution to increase engagement in real-time.

As the demand for live streaming continues to grow rapidly⁶, **scalability is key**—both in terms of adding large numbers of new channels with a quick time-to-market, and in terms of streaming platforms comfortably handling large audience peaks.

What would you do with clips of live events?

1. Post them on social media

63.8%

2. Put them on my organization's website

59.6%

3. Syndicate them to a partner

31.9%

4. Merge them with other assets to create a longer broadcast

29.8%

5. Other

19.1%

How ITV increases engagement with niche live streams

ITV, a leading media and entertainment company and the largest commercial television network in the UK, reaches over 40 million viewers every week. Broadcasting some of the biggest programs in news, drama, factual, and entertainment, ITV has expanded its video-on-demand service ITV Hub to be available on 28 platforms and over 90% of connected televisions sold in the UK.

The broadcaster needed a solution to drive incremental views and provide increased exposure for their more niche events. The broadcasting giant selected VUALTO to deliver the necessary infrastructure to enable the spinning up of pop-up channels for the streaming of live events via its ITV Hub. Today, ITV uses VUALTO's Dynamic Event Orchestration technology to deliver live streamed events via its ITV Hub video-on-demand service, integrated with VUALTO's scalable DRM solution (VUDRM) to protect the broadcaster's valuable video content.



Photographer: Jakob Ebrey



THE SOLUTION

The VUALTO CONTROL HUB provides ITV with dynamic event orchestration, allowing for the scaling up of resources for a live streaming event immediately before it begins and ability to scale down once it is over, enabling the broadcaster to save on cloud-hosting costs that would otherwise be accrued from having the service continuously running. Following a successful first test with ITV via its ITV Hub platform for the **British Touring Car Championship**, VUALTO will deliver further support for a calendar of live event streams, including more niche sporting events.

Integrated with this solution is DRM content protection which ensures protection of ITV's valuable content. The scalable service ensures compatibility with the three leading DRM technologies and a range of different browsers, enabling protected content to be delivered to as many end users as possible, regardless of device.

500k
subscribers to
Hub+ (ad-free)

45k+
hours of
programming

(including 8,400 hours of
original programming via
ITV Studios)

300
broadcasters

ITV HUB
available on 35 platforms,
90% of connected TVs
sold in the UK

40M
viewers/week
(across all ITV channels)



VUALTO's solutions and expertise have been invaluable in delivering the necessary infrastructure to ensure the commercial success of some of our more niche sporting events, and we look forward to the next stage of the project.

— Vinay Kumar Gupta, Senior Architect, ITV Video Platform

2 Recent consumption trends indicate an opportunity for digital-first broadcasters to utilize a strategic mix of monetization models

In 2021, broadcasters can leverage offering flexible consumption models to their viewers to maximize conversion, retention, and revenue. Video consumption dramatically increased in 2020, with consumers turning to streaming services in their living rooms for entertainment, fitness, sports, and learning during the pandemic. Subscription services skyrocketed, as did the potential for ad revenue.

The momentum hasn't slowed in 2021. Standalone OTT apps, in particular, are experiencing exponential growth. At JW Player, we saw a **133% increase** in distinct apps active in our network from 2020 to 2021, driving an overall **361% increase** in OTT app-based video consumption.

Key Challenges for 2021 Broadcasters in the JW Player network ⁷	
Increasing video engagement	76%
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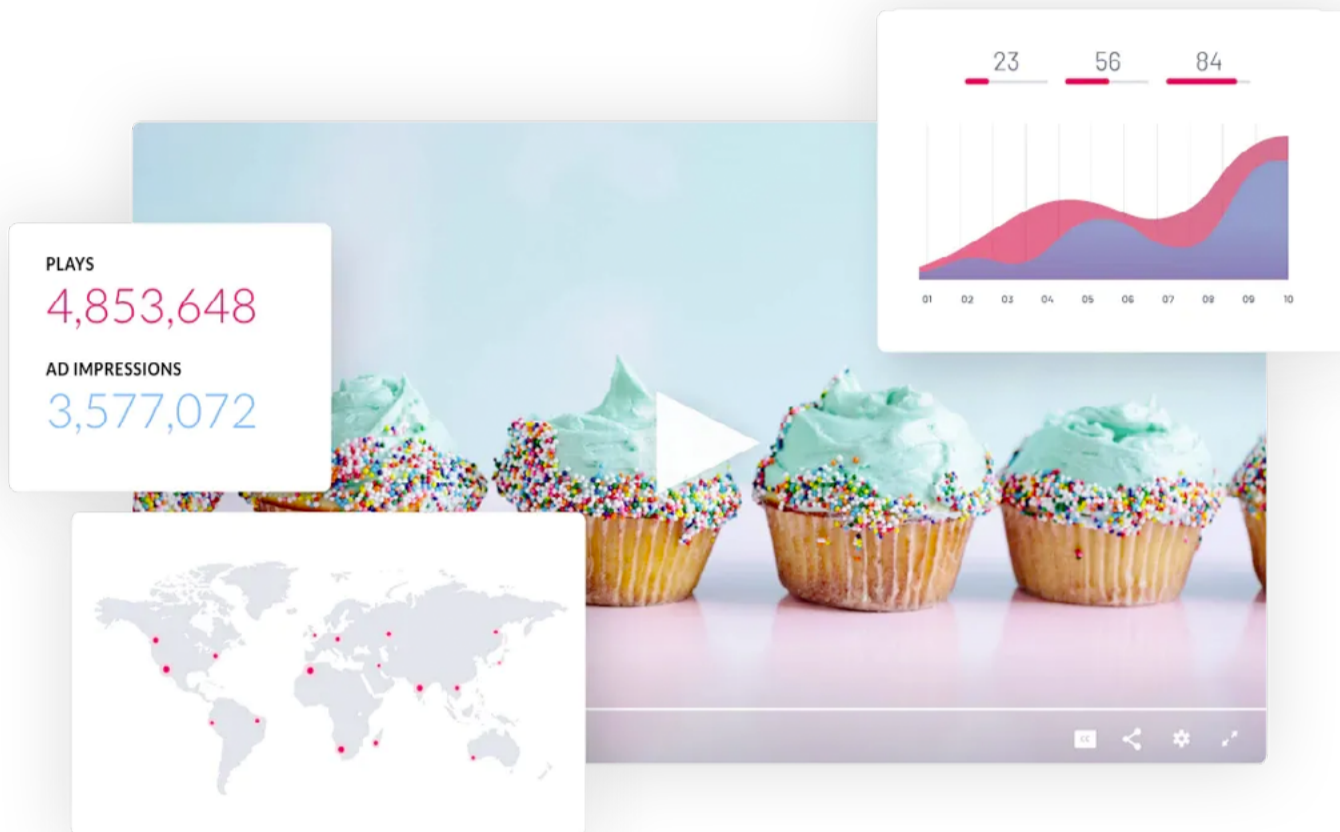
However, with more entertainment options than ever before, broadcasters have reached an inflection point. How can film & TV companies overcome consumers' subscription fatigue while also providing superior viewing experiences that aren't completely overrun by advertisements? The answer lies in utilizing a strategic mix of monetization models to entice and retain audiences. According to a JW Player survey, 41% of digital-first broadcasters are increasingly interested in exploring new monetization strategies.

In this section:

- Best Practices for Freemium Models
- Best Practices for Ad-supported Content
- Best Practices for Increasing Subscriptions

Best Practices for Hybrid (Freemium) Models

Across the JW Player network of OTT providers, the average revenue per user (ARPU) for SVOD services is 100x that of ad-supported services, but conversion is at ~10%. Providing a freemium model can help broadcasters effectively marry reach and revenue. When doing so, make sure that you...



Put compelling videos in front of paywall

Place trailers and snippets from top-performing series and programs in front of the paywall to whet viewer appetites. Use content analytics to understand what kind of content you should be highlighting here.

Enable pay-per-view for special events

Implementing TVOD is another gateway to your content for potential subscribers.

Offer choice through pricing tiers

Allowing subscribers to select the amount of advertising they see by providing low-to-high pricing options. Note however that you shouldn't overwhelm subscribers with too many options—one ad-free tier and an ad-supported tier available via monthly and annual pricing is a good balance.

Pay-per-view & TVOD Broadcasts

Transactional video-on-demand, TVOD, enables broadcasters sell access to one-off events. For example, sports broadcasters can offer special one-time pay-per-view broadcasts of special sporting events & competitions.

The benefits of a TVOD model allow broadcasters to gain add-on revenue separate from recurring subscriptions while simultaneously acquiring new audiences who may not be ready to commit to a subscription.

Best Practices for Ad-supported Content

Over a third (34%)⁸ of US households that have video streaming capability use ad-supported streaming services. Consumers are increasingly price-conscious and wary of the growing number of subscriptions, which has allowed AVOD broadcasters to gain market share.

Because traditional TV no longer has the reach it once had, advertisers are shifting their dollars to digital-only broadcasters. Connected TV ad revenue is predicted to grow 25% this year.⁹ Due to the proliferation of subscriber services and subscription fatigue, **ad-supported business models** are expected to grow. Follow these best practices to maximize revenue through ad supported content.

Use a mix of live and VOD content

For ad-supported streaming services, a mixture of VOD content and live channels works well: if you're showing time-critical live content (such as sports matches), people are less likely to switch off during the ad breaks because they don't want to risk missing any of the premium live content.



Schedule proper timing for ad breaks

Broadcasters should utilize pre-roll, mid-roll, and post-roll ads to optimize revenue. For most videos, it's recommended to include an ad break every 10 minutes, though content up to 8 minutes performs best with only a pre-roll. While it's possible to include multiple prerolls, it's recommended to only show one pre-roll ad for short content.

For mid-rolls, viewers are generally comfortable enough to see up to four ads at a time in an ad pod. As users are already engaged and invested in the content, the viewer can watch up to three (max four) 15-30 second ads per break.¹⁰

Diversify ad inventory & creative content

As viewership increases, allowing more ad networks to compete will create a diversified range of ads and increase the aggregate fill rate. Repetitive ads due to limited ad availability will create a poor user experience. Broadcasters can also work to ensure the creative content of the advertisements are appropriate for the target consumption device. Ads should be tailored to the device they'll be viewed on.

⁸eMarketer, "Ad-supported video viewership is on the rise, and so are marketing opportunities," <https://content-na1.emarketer.com/ad-supported-video-viewership-on-rise-opportunities-marketers>

⁹eMarketer, "US Time Spent with Media 2020," <https://content-na1.emarketer.com/us-time-spent-with-media-2020>

¹⁰Float Left, "User Experience Considerations for AVOD Services," <https://medium.com/float-left-insights/user-experience-considerations-for-avod-services-badc5cc10614>

Best Practices for Increasing Subscriptions

In 2021, consumers are subscription-wary so it's more important than ever to focus on audience retention. SVOD broadcasters should focus on content, viewer experience, and pricing/discounts to retain audience loyalty.

Produce new content regularly

Fresh and new content is an essential part in keeping paying subscribers regularly engaged. Whether through series releases, live exclusives, or topical & newsworthy stories, broadcasters can both retain existing subscribers and gain new ones with an effective content strategy.

Communicate often with existing subscribers

Broadcasters can effectively use notifications, emails, and other alerts to regularly communicate with subscribers. This enables subscribers to keep the channel top-of-mind when it's time to renew.

Set competitive pricing and use coupons

Coupons and discounts are one of the most effective ways for broadcasters to gain new subscribers. These can be utilized for win-back campaigns as well. Free trial memberships and tiered pricing are useful for reaching new audiences.

CLEENG

How to Price Subscriptions¹¹

Market trends help to set the pricing structure across subscription-based broadcasts. Depending upon the content vertical, niche industry standards, or regional rates, subscription prices can vary greatly.

Consider these five tips when setting subscription prices:

1. Determine what the value of your content is to the customer
2. Consider tiered pricing models for regional variations
3. Be willing to update and adapt pricing when needed
4. Use coupons, trial memberships, and discounts to gain market share
5. Monitor customer satisfaction and schedule pricing changes accordingly

Learn more about SVOD pricing from our partner, Cleeng, cleeng.com

3 Niche broadcasters are using OTT apps to differentiate themselves from competitors with unique viewer experiences on connected TV platforms

As broadcasting becomes more accessible for all, broadcasters outside the big six¹² have the unique opportunity to leverage OTT apps to reach niche audiences. Attracting audiences with specialized programming allows them to compete against the major broadcasters while growing engagement, increasing subscription revenue, and selling high demand Connected TV ad inventory.

Connected TV digital video viewing is nearly 2x desktop/laptop viewing¹³ and is forecasted to overtake mobile viewing in 2021. Through OTT apps, digital native broadcasters can reach new audiences where they are already primarily consuming entertainment content.

In this section:

- Benefits of Launching an OTT app
- Best Practices for Branded OTT apps
- **Case Study:** How OTT Apps helped BabyFirst reach new audiences

Key Challenges for 2021 Broadcasters in the JW Player network ¹⁴	
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More compelling live video experiences	25%

“TV brands with niche content and loyal followers are particularly well positioned to grow their audiences through standalone OTT apps

— Jeroen Wijering | Co-Founder & Chief Innovation Officer at JW Player

Benefits of Launching an OTT App

Reach audiences where they're already consuming content

By using native OTT apps, digital broadcasters can grow, monetize, and engage directly with audiences—on the platforms where they're already active.

Produce premium, branded viewing experiences

Users can watch your content whenever, wherever, however they want. Promote new content discovery with custom designs optimized to maximize viewing, such as in-app library search, content recommendations, and mobile notifications.

JW Player OTT apps are built for speed and SEO using React, and allow you to easily update branding with custom logos, themes, layouts, and colors for a premium, branded experience.



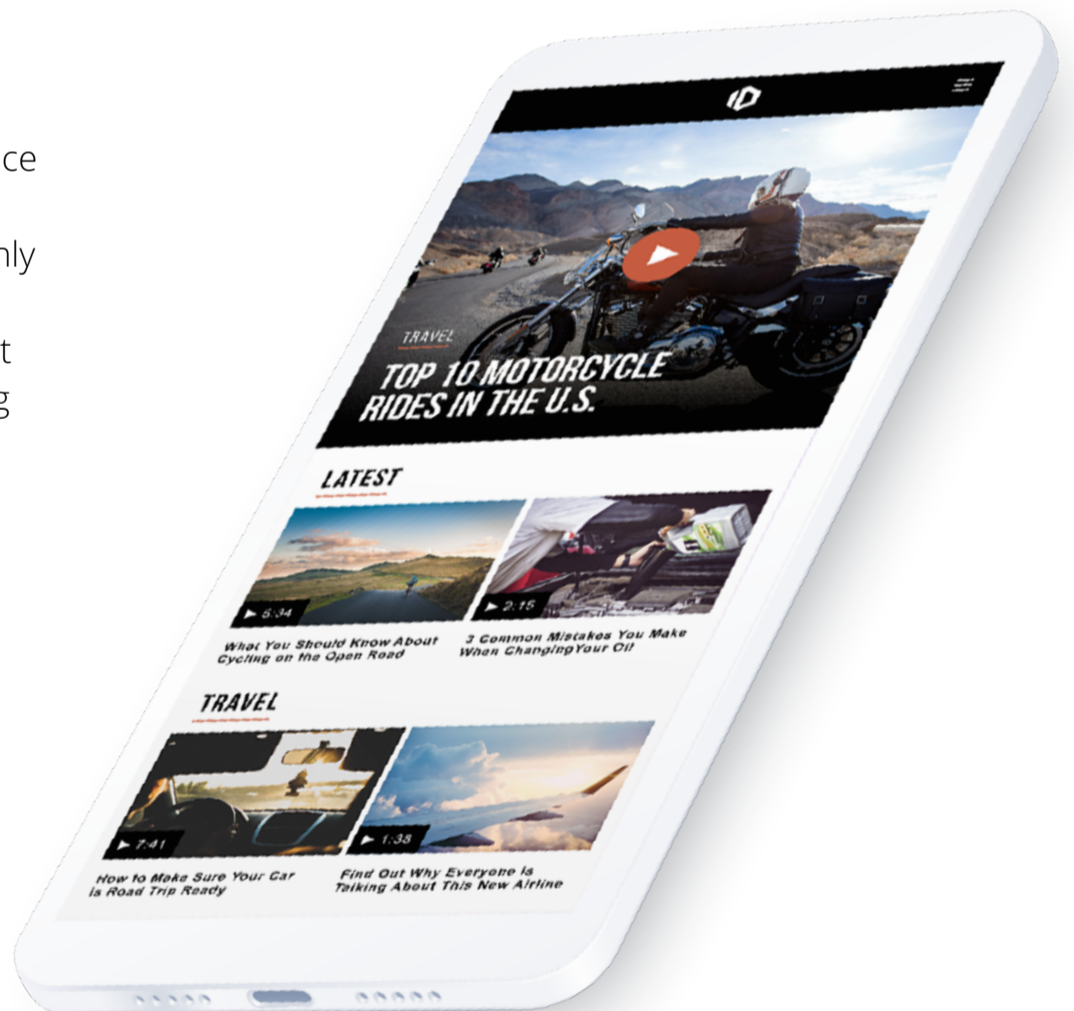
Improved data and analytics to improve engagement

Data provided by third party platforms is limited. Improving the breadth and depth of your audience analytics is the key to diving deep into your audience's consumption & viewing habits. The only way to access the most actionable insights, such as where your audience is coming from and what they're watching (and for how long), is by building your own app.

More monetization opportunities

Creating a custom app allows for the flexible implementation of subscription, advertising, and transactional monetization options. Not only do you maintain close control over the design and placement of editorial content and advertising content, but most importantly you'll see higher margins on advertising revenue.

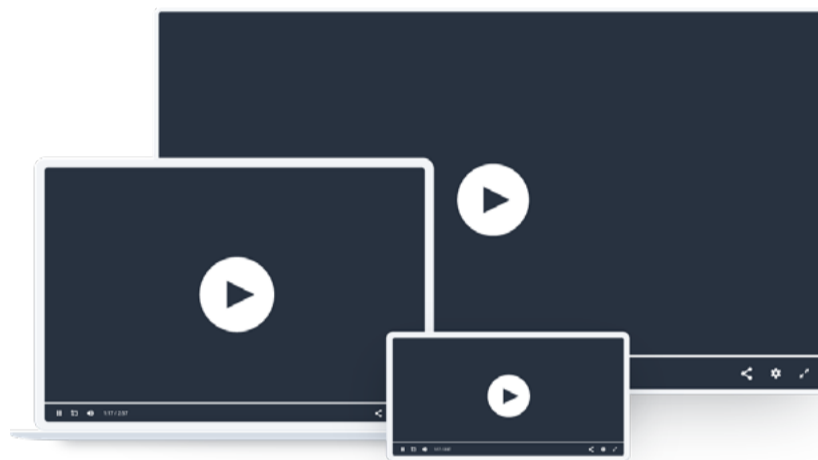
OTT apps from JW Player are designed with best practices for advertising, pay-per-view & subscriptions membership options.



Best Practices for Branded OTT Apps

Audiences expect media brands to deliver compelling video experiences to them across web, mobile, and connected TV. With churn rates for subscription OTT services hitting 20% at the end of 2020,¹⁵ and as the industry expands with more niche broadcasters turning to their own OTT apps, it's more important than ever to provide optimum viewing experiences.

JW Player provides quick and scalable solutions for launching premium viewing experiences across every video screen. Based on our learnings from working with some of the top broadcasters in the industry, launching a branded OTT app that successfully converts means ensuring that it's a discoverable, flexible, and enjoyable destination for fans.



Discoverability is key to competing in a saturated market

As the fastest growing platform for video, OTT broadcasters are competing in a saturated market that includes heavy-hitters like Netflix and Hulu. To drive consumption, find as many entry points to your OTT app as you can.

Ensure that your OTT web app is SEO-friendly: building your web app using an OTT provider that prioritizes SEO optimization increases its discoverability. This way, web users searching for terms related to your brand or content can easily find your service.

Optimize for third-party platforms like Roku, Fire TV, and Apple TV: meet audiences where they are already, and ensure that your app is readily discoverable on key OTT platforms. For example, integrating Universal Search and Discovery surfaces all services and apps that contain a specific keyword or phrase when viewers search within a platform (for example, using Siri to search while on Apple TV's home screen). What works for one platform might not work for another, so it's important to keep a pulse on where your audiences are coming from, and optimize for those channels.

Promote with existing audiences: point your loyal fans towards your OTT-only offerings through traditional marketing campaigns, social media, and by referencing them on your most active channels. For example, local news stations can promote a new app on-air or via their popular Twitter account.

Provide a superior viewing experience wherever, whenever

In 2021, viewers have dozens of streaming services at their fingertips to choose from. Ultimately, they'll open up their wallets for one thing: content that they can't find anywhere else. To retain those viewers long-term and to win their business if the content *isn't* exclusive to their service, however, OTT content providers need to deliver the best viewing experience possible.



Ensure flexibility for your viewers: allow your viewers access wherever, whenever, however to drive maximum usage from your audiences. This translates to...

- Offering your content on multiple platforms and devices, and making sure that viewers can easily find the videos that they're looking for.
- Enabling functionality that allows viewers to pick up where they left off on any device - such as JW Player's Continue Watching feature.
- Providing multiple languages (and captions) and multi-track audio, which is a feature for content providers to enable viewers to choose from a variety of audio sources for the video they are watching.
- Offering a 24/7 live channel for those opting for passive viewing.
- Catch-up functionality like "Live-to-VOD" for engaging viewers unable to make a live stream.

Optimized viewing experience on and across every device: the nature of connected TV's lean-back content, mobile's on-the-go content, and desktop's easily searchable content is inherently different. Consumers turn to each at different times, for different reasons. As you build out your OTT offering for your audience, design with this in mind. For example, enable features such as "tap to rewind or fast forward" on mobile-only.

- With Showcase, JW Player provides industry-standard UX design for landing screens that are proven to increase engagement and viewership on any screen. Showcase ensures that your videos and website not only be responsive to all screens, but are optimized for each.

Use viewer and subscriber data to inform your engagement strategy

Providing the best content and the best viewing experiences for your audience starts with understanding your viewers in the first place. Deep data and insights are key to achieving this.

Personalize viewing for your audience: using built in analytics & recommendations, you can track and optimize viewer engagement. Analytics help you to understand where your viewers are coming from, the kinds of content they're viewing, and the types of content that they're completing. This knowledge can help to determine an effective content strategy that is sure to resonate with existing fans.

- JW Player's Recommendations and Series Management functionalities also aim to extend viewers' time spent in your app by using metadata to anticipate and serve up the content that a viewer might want to watch next.

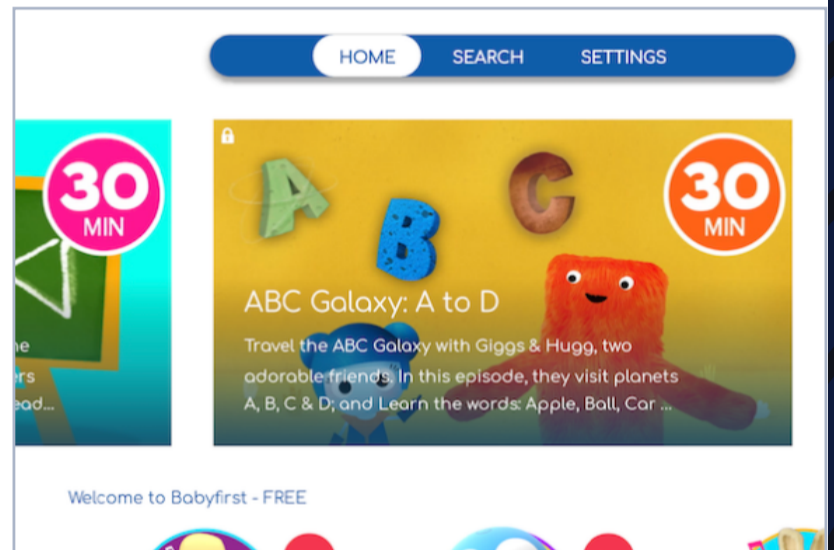
Use subscriber analytics to manage trials, users, and win-back campaigns: automating communications and targeting at scale can mean up to 20% growth in subscribers. An actionable data source enables niche broadcasters to provide personalized, engaging experiences for their potential and existing audiences.

“ **JW Player helps us keep up with the technology changes that people are expecting. We always have our eye on the gold standard. We're always trying to see what we can do to improve our experience. JW Player is a partner in that, as the appetite and the consumption patterns of people change, we need a company that can back us on that and how we have to change.**

— Ravi Singh, Director of Streaming Platforms, Knowledge Network

How OTT Apps helped BabyFirst reach new audiences

BabyFirst is an international TV and digital video network that produces original, kid-friendly programming for toddlers, preschoolers and all children aged 0-5, reaching more than 60 million linear TV households and over 100 hundred thousand active viewers via its streaming channels and OTT distributors. In order to expand to new screens and audiences, BabyFirst needed a more streamlined, customized OTT app solution across all platforms in multiple languages, and a technology partner that could seamlessly manage and deliver its content across all desktop, tablet, mobile and connected TV touch points.



THE SOLUTION

BabyFirst selected [OTT Apps from JW Player](#) in partnership with Float Left to build a suite of subscription-based apps across Roku, Apple TV, Amazon Fire TV and Android devices. Through a complete solution they were able to go live with new OTT apps in a matter of weeks. JW Player's content management and delivery infrastructure empowered BabyFirst to seamlessly host, stream, and analyze its video content across its entire suite of touch points.

Each app offers multi-language support which also widened the discoverability in the app store, increasing brand awareness. The ability to customize their apps helped BabyFirst cater to a more kid-friendly audience with changes such as larger font sizes.

RESULTS

Within a short time period, the broadcaster was acquiring new audiences and delivering quality streaming and on-demand content to viewers around the world—and across a range of devices. JW Player's OTT Apps substantially grew BabyFirst's audience. After switching to OTT Apps on Apple TV & Roku:



200%
increase in average
viewing time on Roku

250%
increase in viewing
sessions on Apple TV

200%
increase in monthly
active users on Apple TV

Conclusion

The pandemic was a catalyst for a fundamental shift in digital video. Today, every company, publisher, and broadcaster is a video company. Video consumption dramatically increased across all screens in 2020, and so did ad demand and the potential for new revenue for digital broadcasters. With this paradigm shift in video usage, it's more important than ever for film & TV companies to connect, engage, and monetize their audience in new and creative ways. The opportunities match the challenges, and with the right tools, companies are just beginning to realize the power of video in this new world.

“ We now live in the digital video economy. Every company is a video company now. JW Player helps video companies connect with their audiences on the screens they choose

— Dave Otten, CEO & Co-Founder

Who is JW Player?

JW Player is the most powerful & flexible video platform powered by the fastest, most-used HTML5 online video player. We combine world-class software with unique data insights to help digital businesses deliver amazing video experiences, grow audiences, and maximize revenue. JW Player pioneered video on the web over a decade ago and continues to innovate as the world's largest network-independent platform for video delivery and intelligence.

JW Player powers over 10B monthly video plays across 12,000+ publishing sites. Our video player is the number one source of all views on the open web.

JW Player for Broadcasters

JW Player is the online video platform of choice for digital media companies of all sizes. We enable film and TV companies across the globe to deliver compelling viewing experiences to their audiences, improve their operational efficiency and grow their video revenue.

Compelling viewing experiences across screens

Deliver buffer-free, error-free playback with the fastest HTML5 Player on the Web for state-of-the-art viewing on desktop and mobile web. Plus quickly and easily deploy videos to your iOS & Android applications with our mobile SDKs or OTT Apps solution as needed. Easily add customizable branding, accessibility support, thumbnails, and more to complete the best video viewing experience for your audiences.

Video Streaming Made Easy

Our powerful end-to-end solution enables you to upload, transcode, and manage content effortlessly. Comprehensive APIs enable you to plug JW Player's powerful capabilities into existing workflows to efficiently create immersive learning. Our multi-CDN approach with POPs in 130+ countries means reliable delivery to any region, with 99.99% global delivery uptime. With high-quality on-demand and live streaming options available, to deliver the best viewing experiences to your audience.

Deepen Audience Engagement

Dive deep into unparalleled real-time insights to better understand fan engagement and content adoption. Leverage analytics to serve up the content that your audience wants the most. And increase video plays and viewing times with Recommendations from JW Player.