

HOW TO SOLVE OTT DELIVERY CHALLENGES WITH IMAGEN



 imagen

WWW.IMAGEN.IO

LEVEL UP YOUR OTT CONTENT DELIVERY WORKFLOWS

OTT platforms have fast become the favourite way to access and watch content for many consumers.

In 2022, 1.88 billion people around the world will use subscription OTT services like Netflix, Disney+, and Amazon Prime Video. In spite of gradually slowing growth, the headroom for increased usership is still high. Fewer than 50% of internet users worldwide are watching subscription OTT services.

There's no question that consumers are keen to adopt tailored and convenient internet streaming experiences, often subscribing to multiple services at once. The question is, what's going on behind the scenes and who/what makes these experiences possible? Most importantly, could we make them better?

WHAT YOU'LL LEARN

In this whitepaper, we'll look at the key challenges facing OTT content delivery in the context of the growth of OTT services, the dramatic rise in OTT-exclusive content, and the impact of OTT services on consumer viewing behaviour and expectations.

You will discover how Imagen's cloud-based media asset management system integrates seamlessly with leading OTT platforms, providing fast, consistent and customisable workflows that enable content producers to deliver media securely and at scale.

1.88 BILLION

**THE NUMBER OF PEOPLE
AROUND THE WORLD
WHO WILL USE SUBSCRIPTION
OTT SERVICES LIKE
NETFLIX, DISNEY+, AND
AMAZON PRIME VIDEO
IN 2022**

ROOM FOR GROWTH

**FEWER THAN 50%
OF INTERNET USERS
WORLDWIDE ARE WATCHING
SUBSCRIPTION OTT SERVICES**



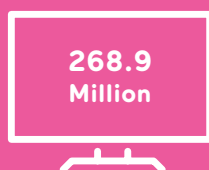
WHAT HAS FUELLED THE SUCCESS OF OTT?

There are a number of reasons why OTT services have shown tremendous growth in the past few years, notably:

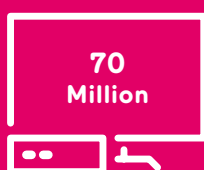
A GROWING NUMBER OF DIGITAL DEVICES

From smart TVs to smartphones, desktop PCs to tablets, USB sticks to Set-Top-Boxes (STBs), the range of digital devices that can access and stream OTT content has rocketed.

Price points for the hardware mentioned above are now so low that equipment cost has become a secondary factor to service costs.



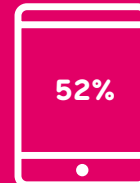
The global smart TV market demand stood at 268.9 million units in 2020.



In 2020, Cable STBs dominated the market with more than 70 million units sold during the year.



By 2025, the share of monthly active smartphone users in the United Kingdom (UK) is projected to reach 94 percent of the total population.



Tablet penetration in households in the United Kingdom (UK) in 2020 stood at 52 percent.

EXCLUSIVE NEW CONTENT

CONSUMER BEHAVIOUR AND EXPECTATIONS

In addition to these enabling factors, consumer behaviour and expectations have changed throughout the pandemic and beyond. Viewing times have fragmented thanks to different flexible working practices, and a tidal wave of content has led to new viewing behaviours. Binge watching new series, for example, and the increasing number of major blockbuster films that premiere on streaming platforms – often at a premium – have cemented the idea that consumers can choose their entertainment, and watch it when they want.

**GLOBAL SPEND ON CONTENT REACHED
\$220 BILLION IN 2021
AND IS SET TO EXCEED
\$230 BILLION IN 2022**

SOURCE: <https://amplify.nabshow.com/articles/230-billion-will-be-spent-on-content-in-2022/>

WHAT'S INVOLVED IN GETTING CONTENT TO AN OTT PLATFORM?



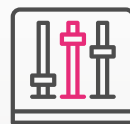
PRODUCTION HOUSES

Content delivery is a multi-stage process



CREATE CONTENT

Created content needs to be safely stored



EDIT

The content needs to be accessible for review



PREPARE

Content must be in the right format for delivery

MEDIA LIBRARY



INGEST

Automate your media ingestion



TRANSCODE

Predefine the format conversions needed for the OTT platform



PACKAGE

Package the video with a metadata XML and artwork



STORE

Final content packages are stored in your media library

DELIVERY TO OTT AUTOMATED BY IMAGEN

Roku TV

vimeo

YouTube

prime video

THE 3 KEY PROBLEMS DELIVERING CONTENT TO OTT CHANNELS



Production houses spend millions on creating content. Doesn't it make sense to deliver it properly and securely?

1 | PACKAGING COSTLY AND TIME CONSUMING

Multi-platform delivery is a challenge for content producers. When packaging content for various streaming devices or OTT platforms, there's a requirement for output in multiple different variants at pre-set data rates and resolutions. This causes headaches for media managers trying to adhere to the specifications of each OTT channel, is hugely time consuming, and open to human error - potentially costly problems at this stage of the production process.

2 | SECURITY LEAKS, ATTACKS AND BAD ACTORS

Whenever digital content that has a perceived value exists, it is of interest to attackers and bad actors, whether they are looking to acquire the data and resell it, or to force the

owners to pay a ransom for its safe return. When moving content from one place to another, security challenges are magnified, especially as human error can creep in. Ensuring exclusivity is a crucial part of content delivery, both for revenue maximisation and purely practical reasons.

3 | SCALABILITY AGILITY AND FLEXIBILITY

Business growth relies on creating scalable processes, but unfortunately, many businesses are plagued with complex and time-consuming workflows.

This is no different for businesses creating and distributing media content to OTT platforms. Many use too many tools, too many steps, and far too much manual intervention to make delivering content at scale a reality. To build consistently scalable OTT delivery workflows without compromising service, they need to be robust, agile and flexible.



6 | HOW TO SOLVE OTT DELIVERY CHALLENGES WITH IMAGEN

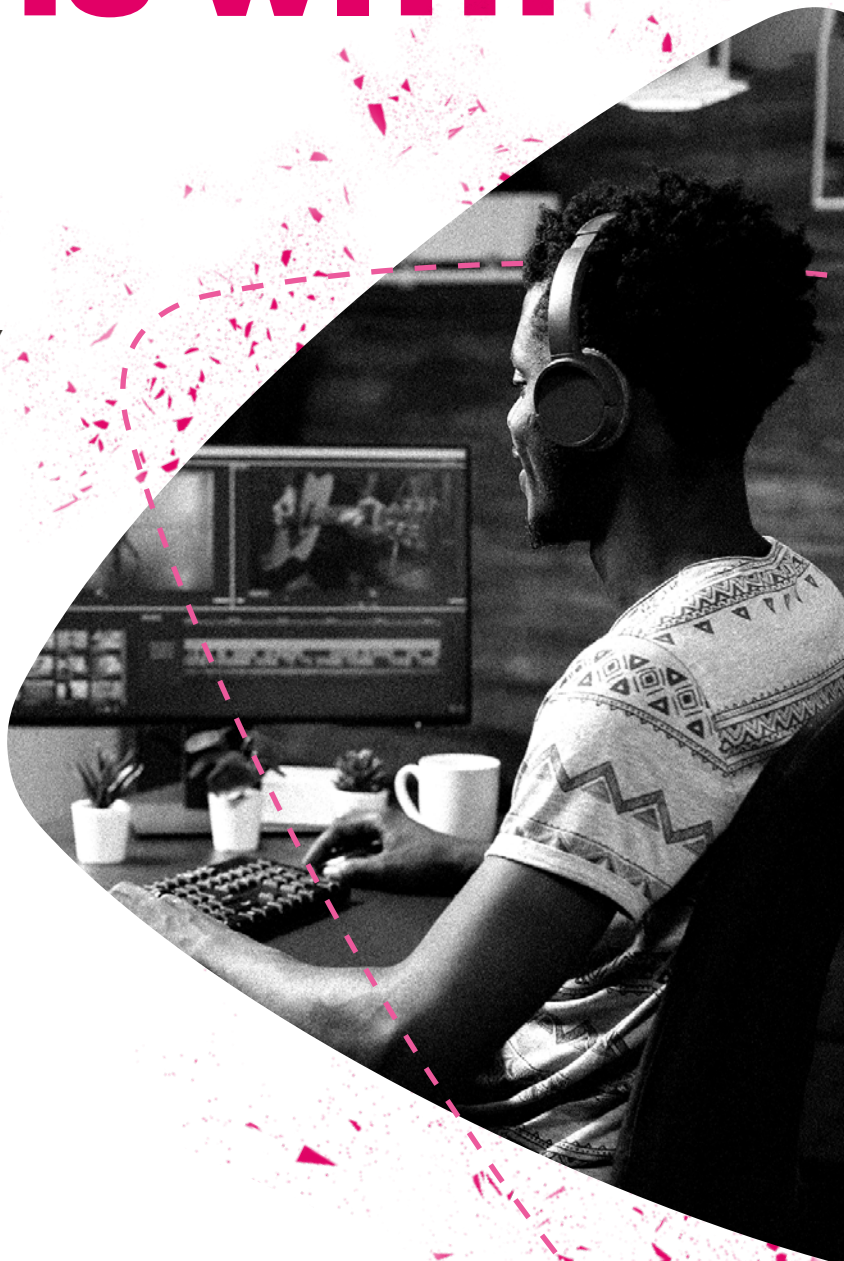
HOW TO SOLVE YOUR OTT CONTENT DELIVERY PROBLEMS WITH IMAGEN

1 | AUTO-PACKAGE VIDEO FILES FOR INSTANT DELIVERY TO ANY OTT PARTNER

Imagen's automated delivery workflows allow you to offer programmed file delivery for broadcasters, OTT platforms, subscribing clients, or even other departments in your organisation.

A workflow is set up in the Imagen platform enabling video files to be packaged up automatically at the click of a button to meet the exact requirements of the receiving OTT or other broadcast platform, such as: resolution, framerate, bitrate, subtitles, metadata, aspect ratio and so on. This means that a media manager doesn't need to spend hours manually creating files that adhere to detailed specifications. It all happens instantly and automatically in the platform.

Creating a common packaging and delivery workflow is valuable from many perspectives. It helps to speed up and smooth out internal processes and creates more efficient content handover to external partners, wherever they sit in the creation or value chain.



7 | HOW TO SOLVE OTT DELIVERY CHALLENGES WITH IMAGEN



Workflows can be applied throughout the content management process. For example, Imagen's Ingest workflow can be used to place content in quarantine before it's made more widely available. The system is highly configurable, so any approved content can then be given specific access permissions dependent on whether it is to be made publicly available, or only to be seen by specific groups or individuals.

2 | INCREASE AUTOMATION, SO TEAMS CAN FOCUS ON CREATING CONTENT

Enabling packaging and delivery workflows not only reduces wasted time and minimises mistakes, but it frees up creative teams to do what they do best. Ensuring that your creative engine room is not bogged down in admin tasks allows them to create and deliver their best content, while the delivery admin strain is handled by your Imagen platform.

If you are serving content to a wide range of OTT platforms, your Imagen platform will streamline the process significantly, enabling you to scale your operation successfully and prevent errors.

3 | STRENGTHEN SECURITY IN THE MEDIA DELIVERY PROCESS

Preventing unauthorised access to your content during the delivery process requires industry-standard browser security HTTPS to ensure that the connection between the data server and the user's browser is fully encrypted during data transfer. This ensures that video streaming and file downloads are as secure as they can be.

In addition, watermarking is baked into the Imagen platform, so that all assets can be automatically tagged – both with a logo and within the metadata – before delivery.

One of the most widely-used tools are Imagen's Access Control Lists, which can be used to set individual or group user access to the platform. In addition, segmentation by organisation and job role, as well as powerful administrator tools that allow managers to specify what each individual user or group can do with any media asset or groups of assets, mean that valuable assets are safeguarded at every step.



8 | HOW TO SOLVE OTT DELIVERY CHALLENGES WITH IMAGEN

IMAGEN DELIVERS FOR OTT

**Transform your business with
the world's smartest video
management platform.**

Imagen's innovative solutions to media asset management enable businesses to unlock the value in their ever-growing media libraries – enabling fast, secure and controllable cloud-based access to video and rich media content.

Imagen's OTT delivery workflows have been streamlined for speed and they:



Comply to all requirements at
the click of a button



Remove the risk of human error



Scale without limits

[Read more](#) ▶ ▶ ▶

KEY TAKEAWAYS:

- Learn all about the rise of OTT streaming
- Explore the 3 ways to improve the way your content gets to market
- Find out how you can double your creative output

SOURCES: <https://www.insiderintelligence.com/content/worldwide-subscription-ott-users-forecast-2022>



ABOUT IMAGEN

Imagen is the leading cloud-based media asset management platform. Used by sports brands, media companies and enterprise organisations who own and manage large amounts of video content, it enables them to drive more value from their ever-growing content libraries.

All these organisations face the same challenge: how to store, manage and distribute media content fast across borders and boundaries.

With Imagen, businesses get:

SECURE STORAGE Automated workflows upload and archive your content quickly, it takes a few clicks to ingest and transcode multiple files.

ACCELERATED FILE DOWNLOADS Deliver high-resolution files to broadcasters and media partners in seconds.

POWERFUL CATALOGUING Add rich metadata quickly with Imagen's cataloguing and shotlisting tools. Artificial intelligence features generate rich searchable metadata.

LIVE TO ARCHIVE Live ingest content, archive, or clip and publish incoming streams in real-time.

AUDIENCE ANALYTICS Drive user engagement and improve ROI across your archive with simple to use dashboards.

GET IN TOUCH

To discuss your video management and distribution requirements, please contact us and one of the team will be in touch.

Cambridge, UK

1 Grange Court, Covent Garden Willingham,
CB24 5AH

New York, USA

106 West 32nd Street, 2nd Floor, Office #115,
New York, NY



UK +44 (0)1954 262000
USA +1 (857) 574 9847



hello@imagen.io
helloUS@imagen.io



www.imagen.io

TRUSTED BY LEADING BRANDS

