

# HOW WELL DO YOU KNOW THE OTT VIDEO MARKET?

## 5 MARKET INSIGHTS FROM OUR 2015 OTT SURVEY THROUGH STREAMINGMEDIA.COM

What are the primary business drivers, biggest commercial hurdles, and most relevant business trends in adopting over-the-top video delivery? Get the industry pulse on OTT adoption with these quick survey stats. Stay tuned for the technical insights from this survey coming soon!

**1** **Global** delivery is dominating the OTT market. Almost half of responses indicate that OTT companies offer services worldwide.

47% **GLOBAL**



**MULTI-REGION** 25%



28% **SINGLE REGION**



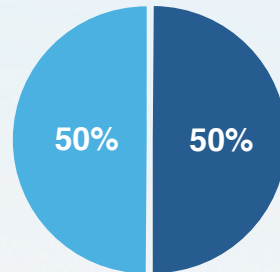
**2** Top three drivers to offering OTT are weighted heavily toward **subscriber** growth and **content** capitalization.

ATTRACT / RETAIN SUBSCRIBERS **39%**

DISTRIBUTION / MONETIZATION OF CONTENT **34.4%**

ENHANCE COMPETITIVE PROFILE / INCREASE PROFITABILITY **15.4%**

**3** Responses equally split on **customer experience** vs. **platform functionality** when choosing desired features for overall OTT solution.



**4** Providing high-demand **content** remains the largest business challenge in this space, dominating three of the top four commercial barriers to offering OTT.

**1** SECURING **CONTENT** RIGHTS FOR MULTIPLE SCREENS



**2** FINANCIAL BANDWIDTH CAPS



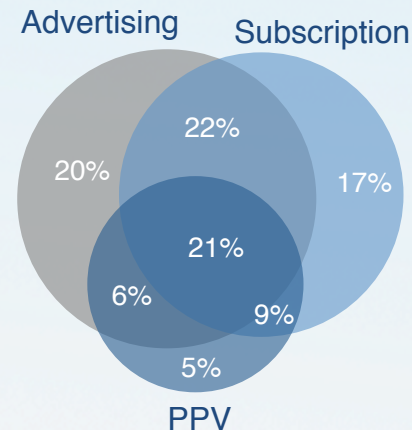
**3** COMPETITION FROM FREE DIRECT BROADCASTERS' **CONTENT**



**4** COMPETITION FROM FREE USER-GENERATED **CONTENT**



**5** 58% of OTT providers choose a **multi-layered monetization strategy**, with a proclivity for advertising and subscription as opposed to PPV.



From OTT to full time channel distribution, Level 3 brings 25+ years of video experience and a full portfolio of end-to-end video services and solutions on top of our global network.

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These responses represent a subset of the 809 total respondents that indicated their organizations' offers today. Check out the full report at [www.level3.com/OTTVideoReport](http://www.level3.com/OTTVideoReport)

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