

OTT Insights: Best Practices for optimizing bitrates, costs and viewer experiences



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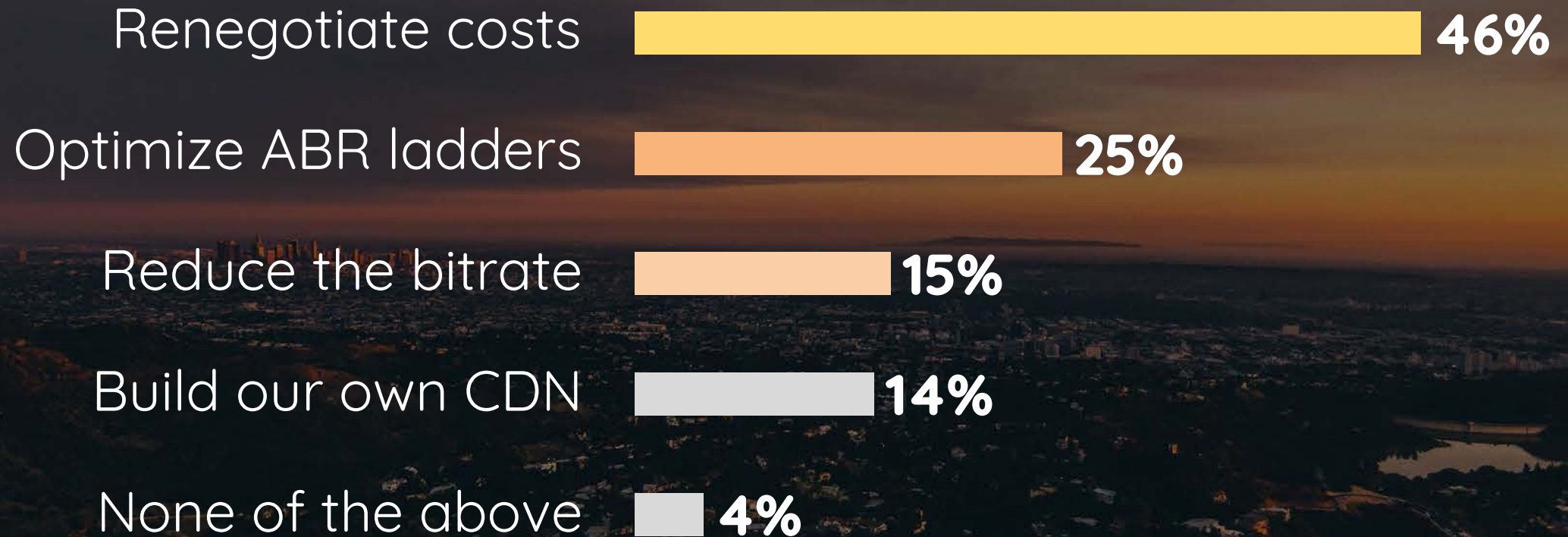
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Survey Set-up

- 13 questions
- 300 respondents
- OTTs, Broadcasters, (v)MVPDs, Studios, etc.
- Data gathered by Dan Rayburn, May–June 2020
- Main results included in the next pages*

*If you have any additional questions or you want to learn how you can Optimize costs while achieving your desired Viewer Experience level, reach out to hello@ssimwave.com

Are you currently looking at any of the following to reduce your overall spend on video delivery?



Has COVID-19 made you reassess your plans with regards to reducing CDN video delivery costs?

94%

Consider reducing the bitrate

33% for long-tail/less watched content

33% for certain geographies

15% have taken out the top profile

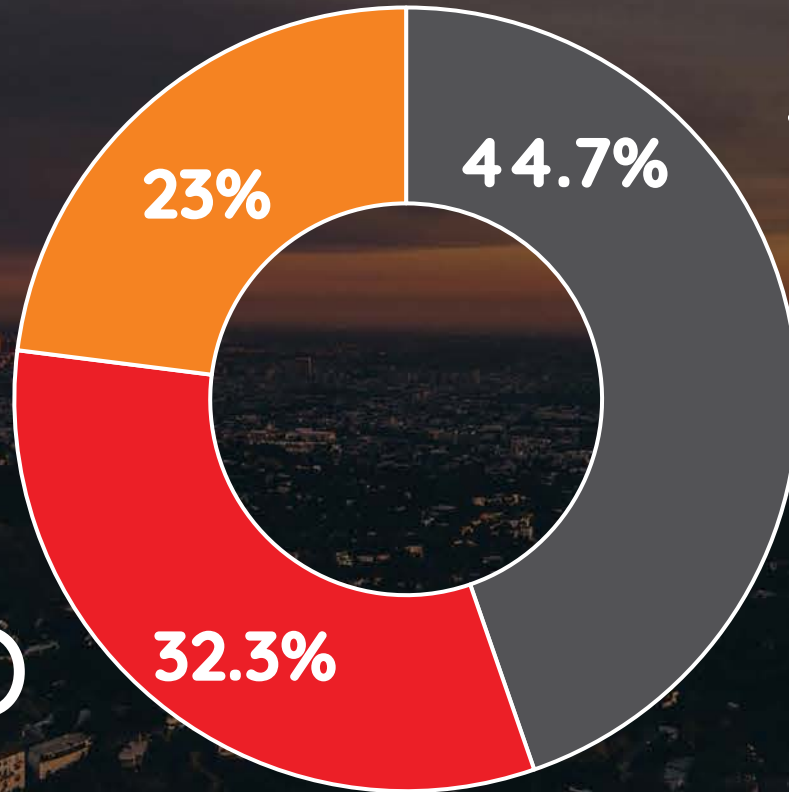
12% looking into reducing the overall bitrate

6% have not changed plans

Do you consider your QoE to be an advantage over your competitors in the market?

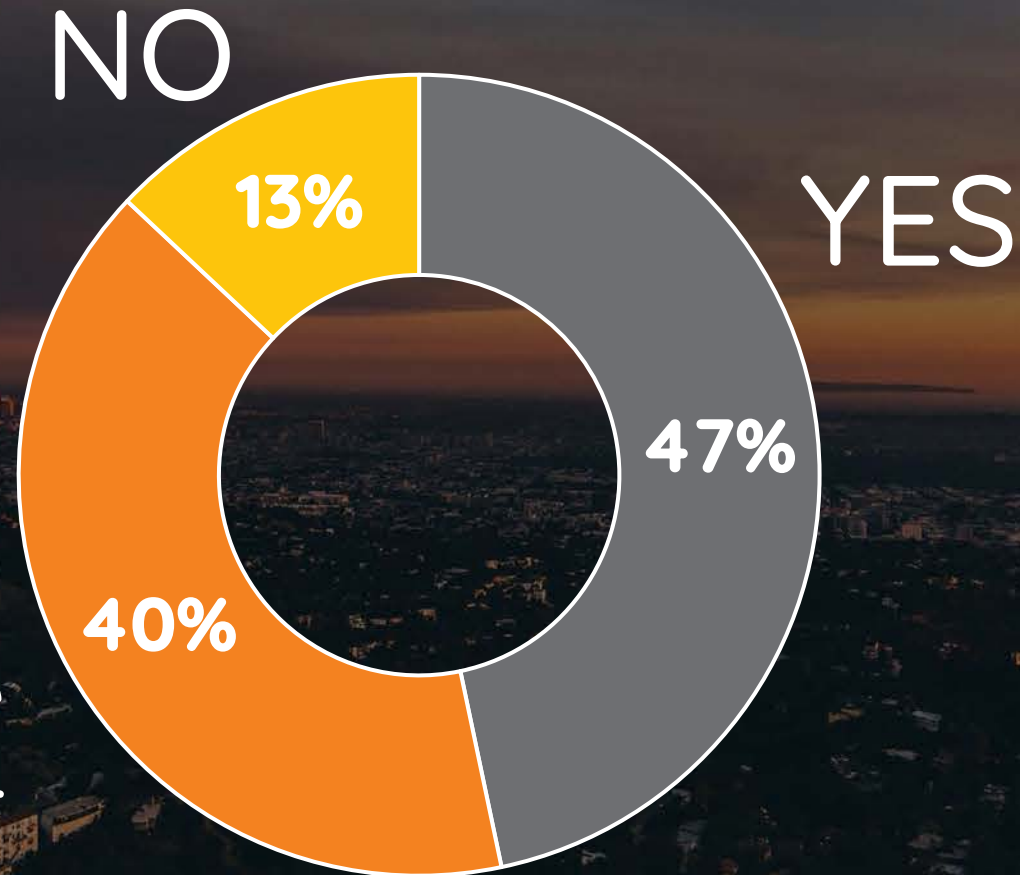
Not sure, hard to measure vs. competitors

NO



YES

Do you believe that the video quality you deliver is good enough?



Yes, but it can always be better

Are you interested in finding the best balance between distribution costs and video quality?

86%

YES

57.3% Interested and know a solution

28.3% Interested, but don't have a solution

14% Not Interested

Are these issues an obstacle when it comes to optimizing your video delivery?

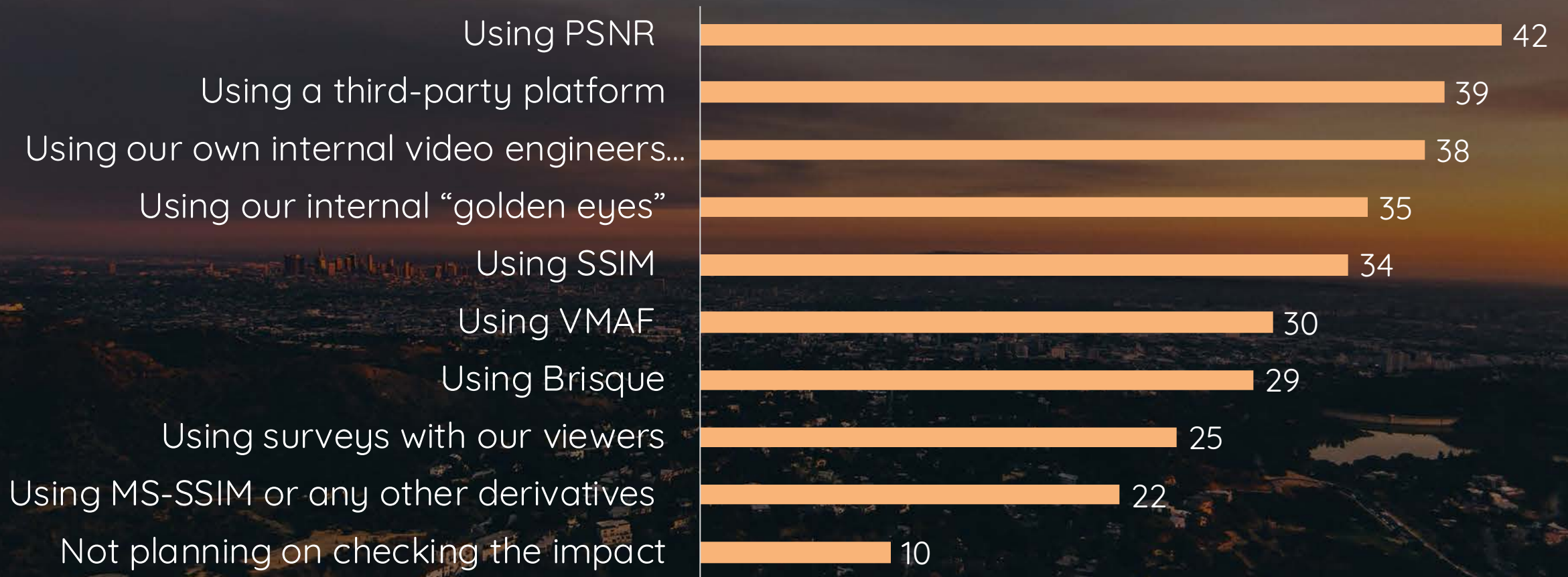
58% Uncertainty

- 20%** Hard to get management approval
- 15%** Benefits < effort, resources
- 14%** Don't know how it will impact viewers
- 9%** Concerns with changing current processes

42% Complexity

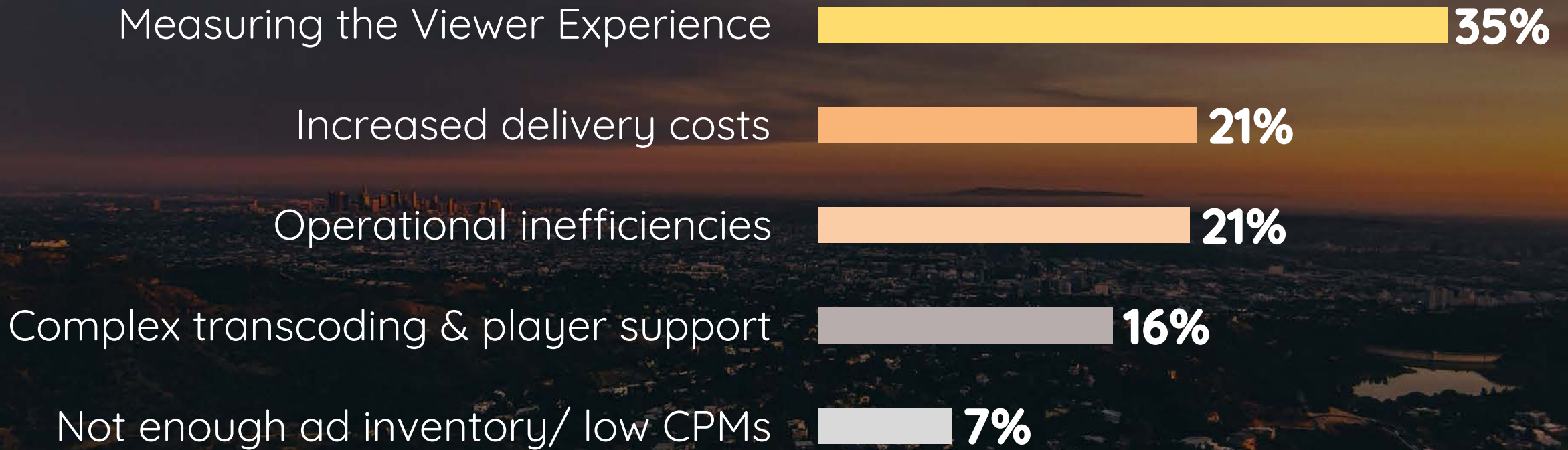
- 15%** Don't have proper tools
- 14%** Too time-consuming
- 7%** Sounds too complicated
- 6%** Don't have resources to research/know a solution

How would you measure the impact of bitrate optimization on the Viewer Experience?



*the above represent the number of people who selected each option

What are the top issues you are experiencing as you start to scale the number of viewers?



What video providers say:

- **Reducing costs** and **ensuring video quality** are priorities
- **Complexity** and **uncertain results** are the main obstacles to implementing optimization projects
- **Optimization Solutions should:**
 - Provide clear, predictable KPIs on both **cost reduction** and the **video quality** that viewers experience
 - Be simple to **deploy** and **operate**

Get in touch with us!



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Thank you once again for
registering for our webinar!

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