TRENDS IN DIGITAL VIDEO - WHAT’S HOT?
PROBLEM #1:
OTT STREAMING LATENCY / DELAY:
WORLD CUP 2018

Opie @AyoCarl · Jun 27, 2018
The *delay* on these *World Cup* matches on BBC *iPlayer* is horrible.

David Munday @DavidMunday815 · Jun 26, 2018
The *delay* on BBC *iPlayer* means the #NGAARG game just gave me spoilers for #ICECRO 🎌 #bbcfootball #WorldCup

Roy Burgess @royburgess40 · Jul 7, 2018
Followed BBC advice to watch on *iPlayer* in UHD. Great picture but nobody mentioned the *delay* on the pictures. Huge cheers from the *neighbours* then we score 30 seconds later. #ENGSWE Reluctant to change to normal picture in case I jinx it

Helen Prowse @hlp · Jul 7, 2018
So turns out there’s a 30second *delay* watching this on *iplayer* our smart tv. And our *neighbours* are watching live, and it’s kind of taking the fun out of things...
- No spoilers
- Real time bidding
- New Interactive Experiences
WOULD YOU BE MORE LIKELY TO STREAM A LIVE SPORTING EVENT ONLINE IF YOU KNEW IT WASN’T DELAYED FROM THE TV BROADCAST?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>56.2%</td>
<td>43.8%</td>
</tr>
<tr>
<td>26-35</td>
<td>67.0%</td>
<td>33.0%</td>
</tr>
<tr>
<td>36-45</td>
<td>65.1%</td>
<td>34.9%</td>
</tr>
<tr>
<td>46-60</td>
<td>56.8%</td>
<td>43.2%</td>
</tr>
<tr>
<td>Over 60</td>
<td>50.7%</td>
<td>49.3%</td>
</tr>
<tr>
<td>All Ages</td>
<td>59.5%</td>
<td>40.5%</td>
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</table>
- Sub-second latency, based on WebRTC
- Redundant RTMP ingest
- Standard browser support, no plugins
PROBLEM #2: KEEPING USERS IN YOUR VIDEO PLATFORM OR APP
- Polls, Predictions, Quizzes, Meters
- Advertising & Interactive Sponsors
- Data: Owned and Monetisation
Create easily polls, predictions, quizzes, cheer-meters and more.
PROBLEM #3:

a) OF ALL FOOTBALL GAMES, ONLY 0.01% ARE AVAILABLE TO WATCH IN GOOD QUALITY

b) RIGHTS HOLDER REVENUE

c) DISCOVER NEW TALENT
- Web based **in-built studio** (with overlays, player stats) making all streams **high end** (free)

- Revenue share model, **monetisable for rights holders** and **enticing for brands**

- **15 mins** average watch time
player and object detection driving content scalability through machine learning
PROBLEM / TREND #4:

USE OF VOICE
- Same screen user engagement
PROBLEM #5:

KEEP THE CONVERSATION IN YOUR OTT VIDEO PLATFORM
ESPORTS DEPLOYMENTS