

# TRENDS IN DIGITAL VIDEO - WHAT'S HOT?



Video Advertising  
Summit 2019

# 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](#)



1



**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. [#ENGSWWE](#) Reluctant to change to normal picture in case I jinx it



1



**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...



3



7



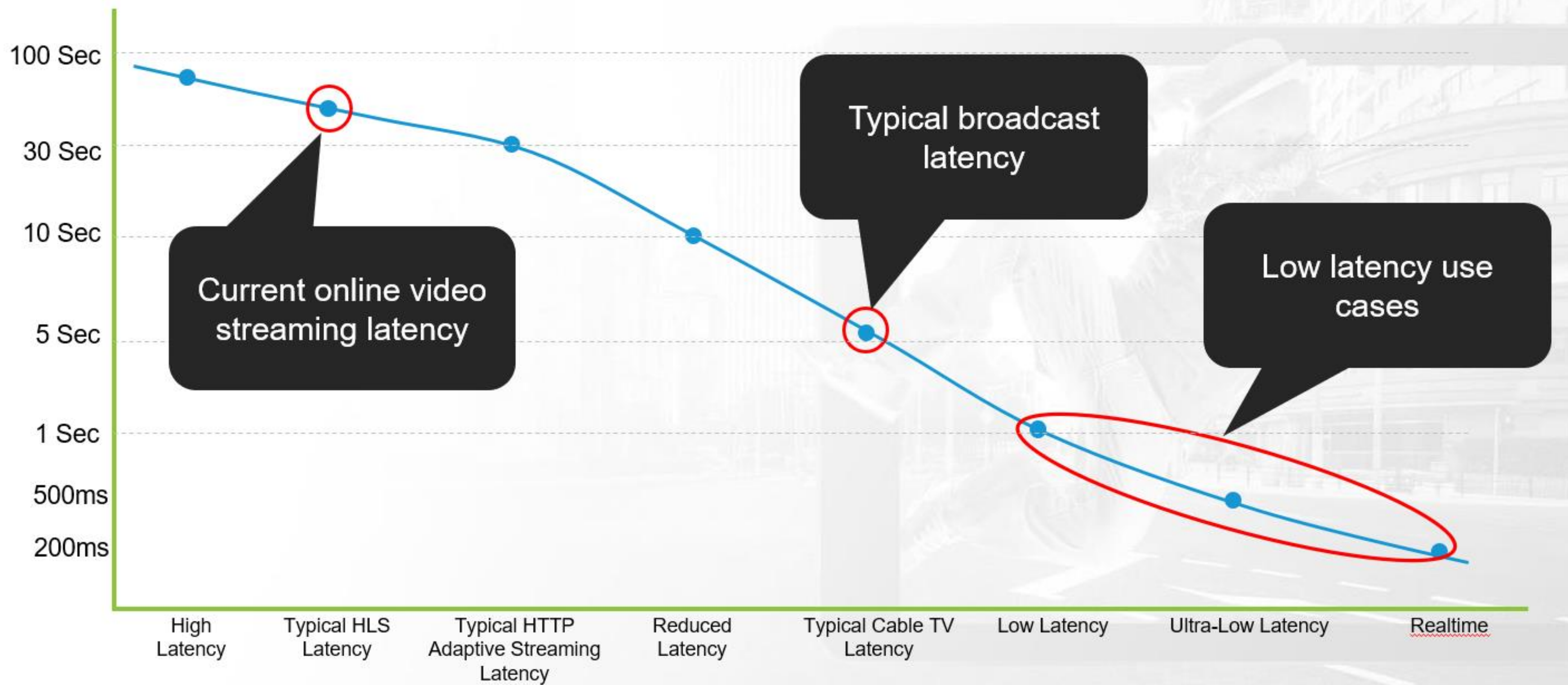




- No spoilers
- Real time bidding
- New Interactive Experiences

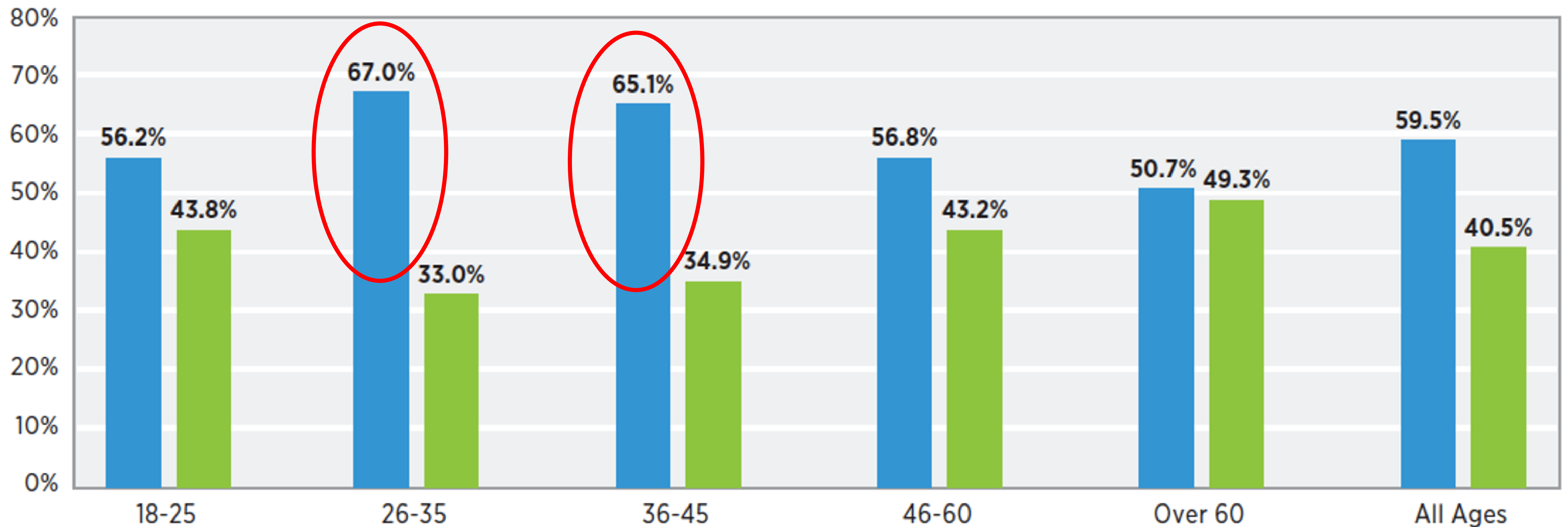






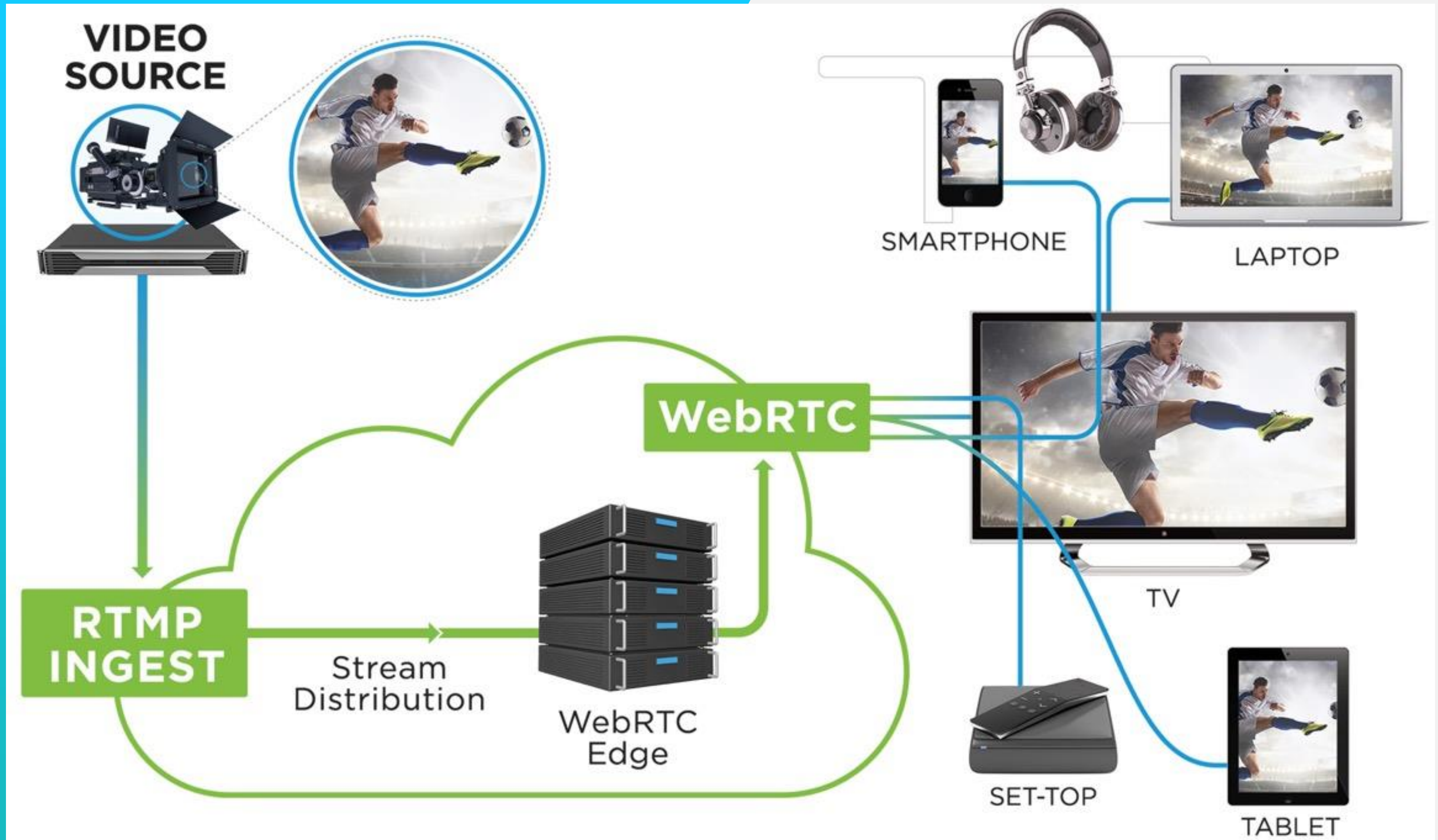
# WOULD YOU BE MORE LIKELY TO STREAM A LIVE SPORTING EVENT ONLINE IF YOU KNEW IT WASN'T DELAYED FROM THE TV BROADCAST?

■ Yes ■ No





- Sub-second latency, based on WebRTC
- Redundant RTMP ingest
- Standard browser support, no plugins



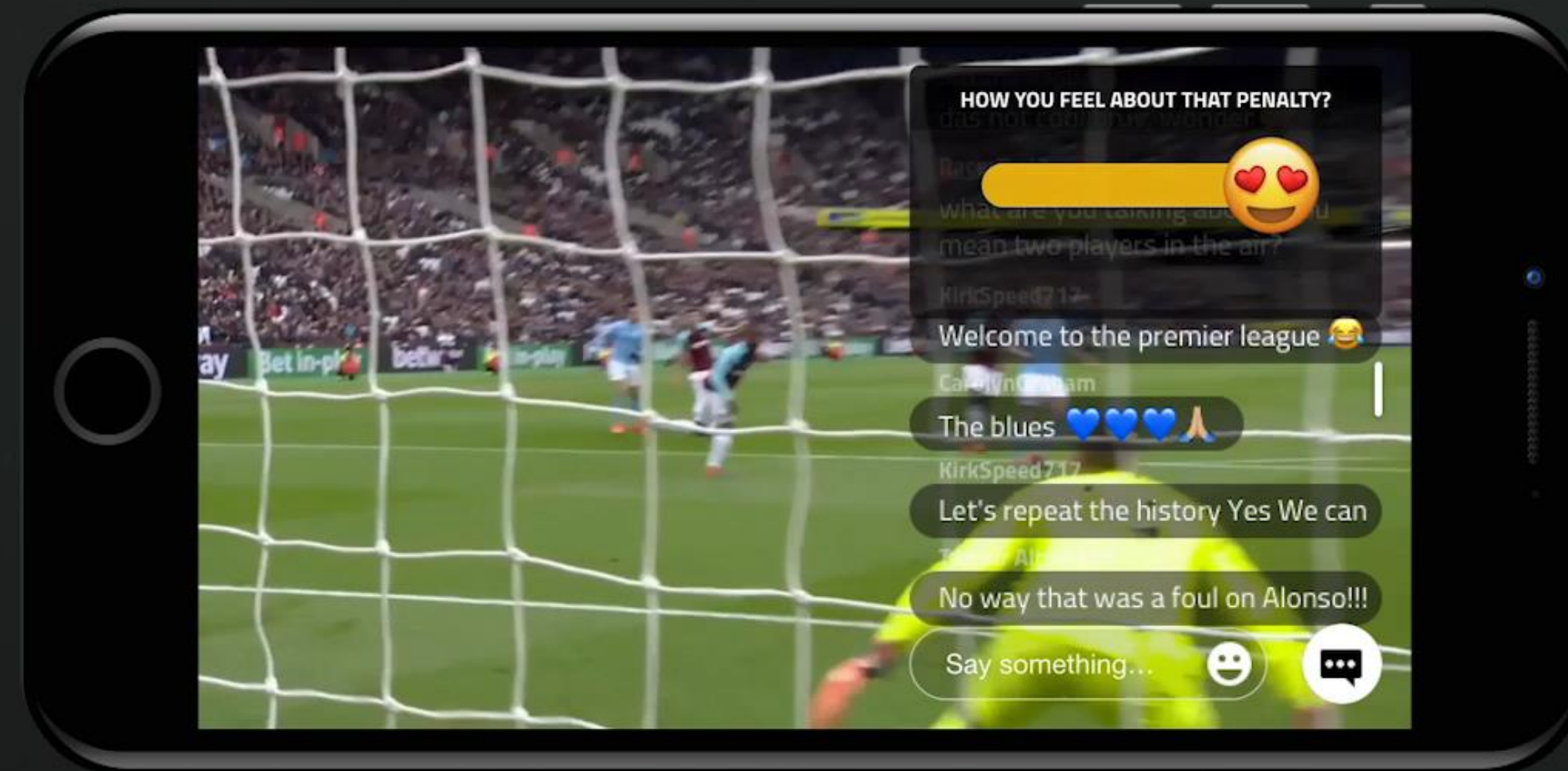


# PROBLEM #2: KEEPING USERS IN YOUR VIDEO PLATFORM OR APP





- Polls, Predictions, Quizzes, Meters
- Advertising & Interactive Sponsors
- Data: Owned and Monetisation



Widget & Chat Overlay







YOUR BEST FRANCE TACTICS?

4-4-2

4-2-3-1

4, 3, 3

RATE POGBA'S PERFORMANCE TODAY!

FANTASY FOOTBALL

Mandzukic Own-Goal | -2 Points

Check my team

WHO WILL TAKE THE PENALTY?

Pogba

Mbappé

Griezmann

GUESS THE PENALTY OUTCOME

Stay tuned to see the result

WHO DO YOU WANT ON THE PITCH?

Mbappé

Pjaca

MY SCORE 9

WHICH TEAM WON FIFA WORLD CUP 2006?

Italy 68%

Germany 12%

France 20%

GUESS THE PENALTY OUTCOME

Goal 58%

Saved 23%

Wide 19%

**BINGO!**

Create easily polls, predictions, quizzes, cheer-meters and more.

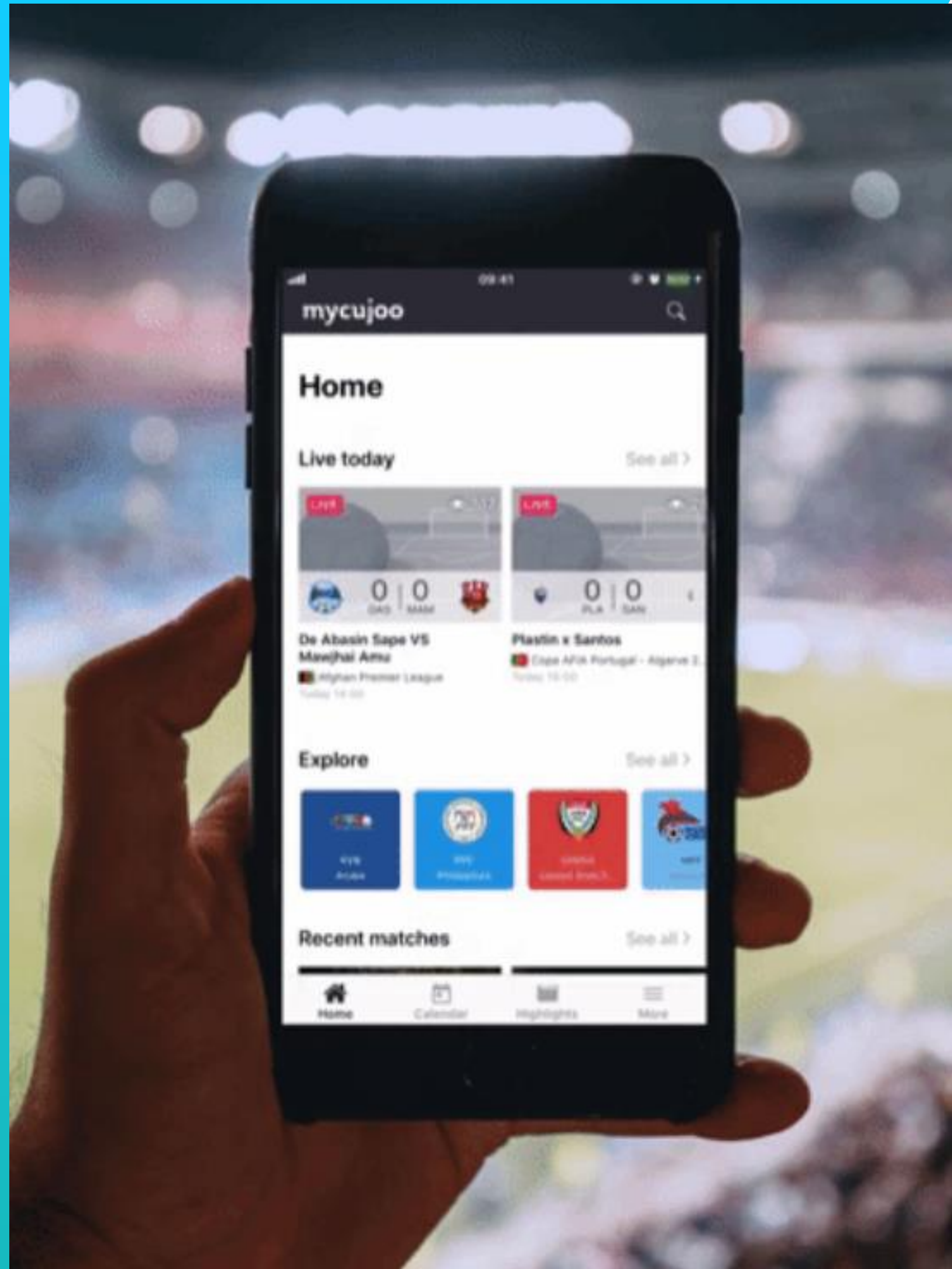
LIVE LIKE

## **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







# PROBLEM / TREND #4:

## USE OF VOICE





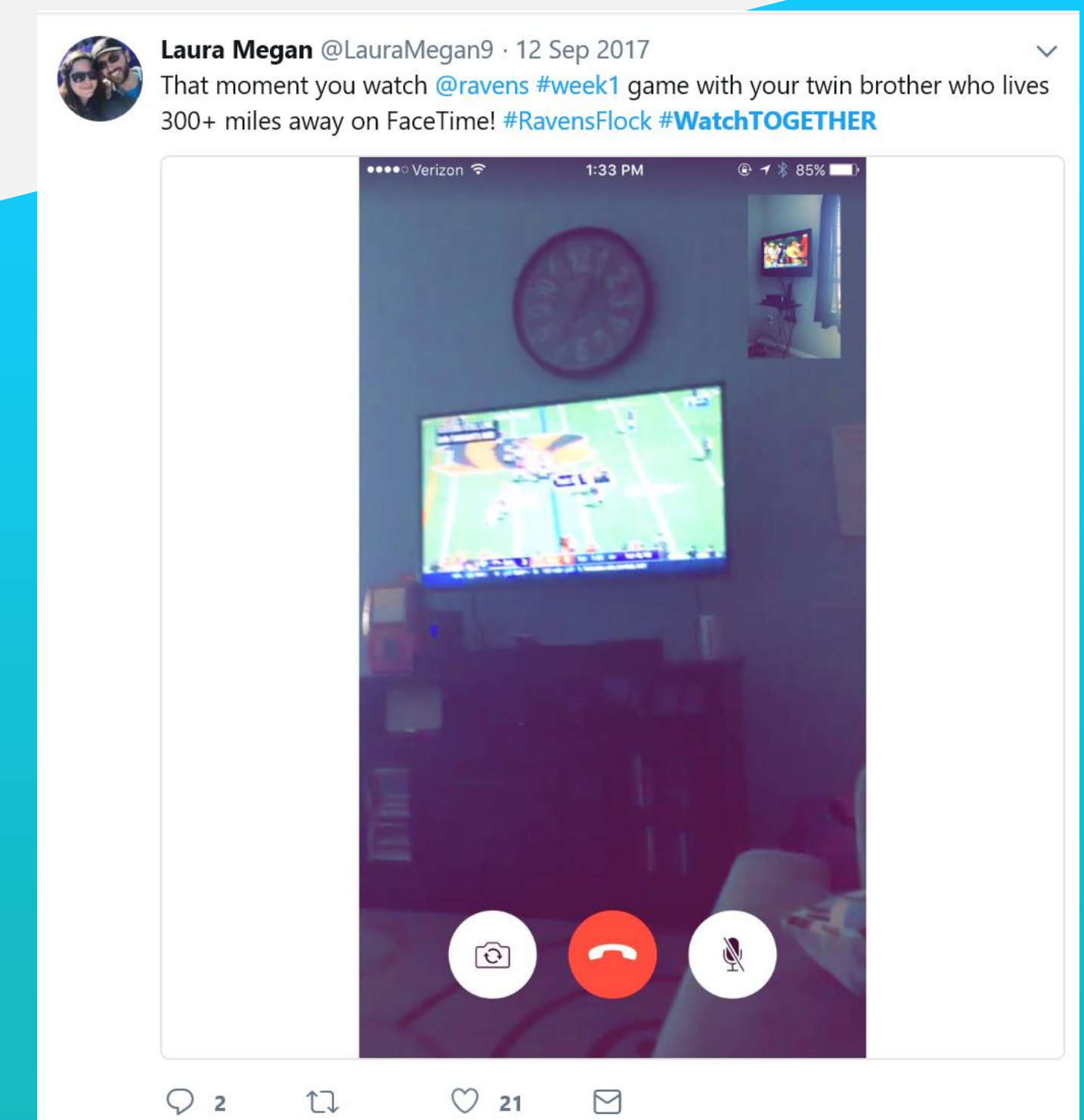
- Same screen user engagement





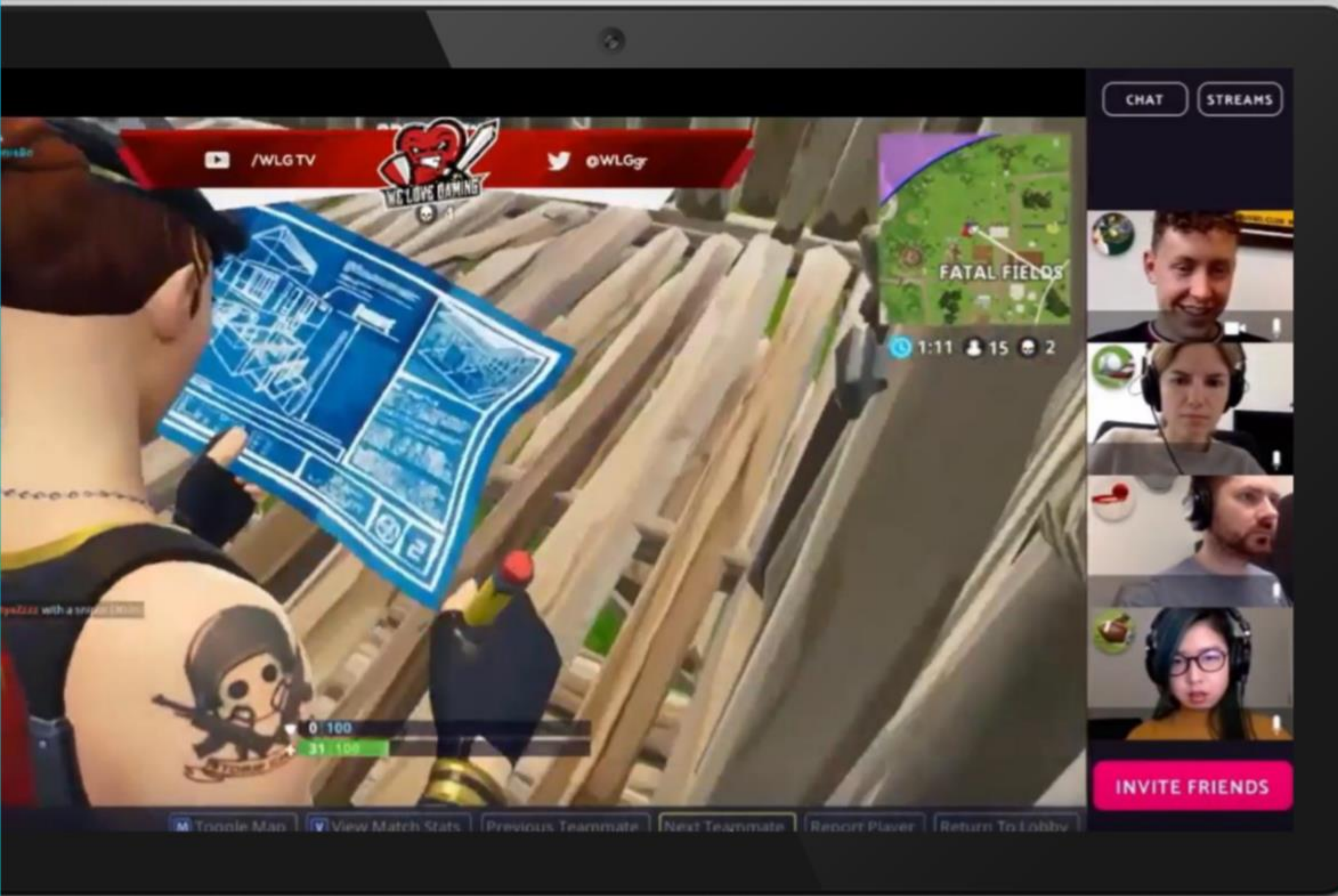
# PROBLEM #5:

## KEEP THE CONVERSATION IN YOUR OTT VIDEO PLATFORM





# ESPORTS DEPLOYMENTS



POWERED BY  
**SCEENIC**



A man with glasses and a beard, wearing a light blue denim shirt, is sitting on a grey couch and smiling while looking at a tablet. In the foreground, a hand holds a large tablet displaying a social media interface. The interface shows a grid of photos: a man in a grey tank top, a woman with long dark hair, and a man with glasses. A button labeled 'INVITE FRIENDS' is visible at the bottom right of the grid. The background is a warm, wooden wall.

# SCEENIC™

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