



OTT/Streaming UX/CX Study

Current challenges, best practices, and recommendations.

OVER THE TOP
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TRENDER
RESEARCH


Robosoft
EMOTION ENGINEERING & DESIGN

OTT/Streaming UX/CX Study Read-Out Webinar

February 14, 2024



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Focus of this Study

Six major components of the OTT/streaming experience:

- 1) Subscriber/viewer acquisition
- 2) Content discovery
- 3) Subscriber/viewer engagement
- 4) Subscriber/viewer retention
- 5) Monetization

New! – 6) Adoption of new services and technologies





Respondent Profile

45 Survey Responses Across the Entire Media Industry

NETFLIX

ROKU Channel

prime video

TikTok

Disney+

peacock

YouTubeTV



plex

YUPPTV



hulu

twitch

discovery+



gray



WARNER BROS. DISCOVERY

MAVTV MOTORSPORTS NETWORK



FreeCast

gusto tv



AMD ALLEN MEDIA DIGITAL

ACWTV a division of Attila's Creative Works LLC

The Weather Channel



swisscom



bouygues TELECOM



FUSE MEDIA

GTV DUBAITELEVISION

THE WONDER PROJECT

mometu free movies and tv



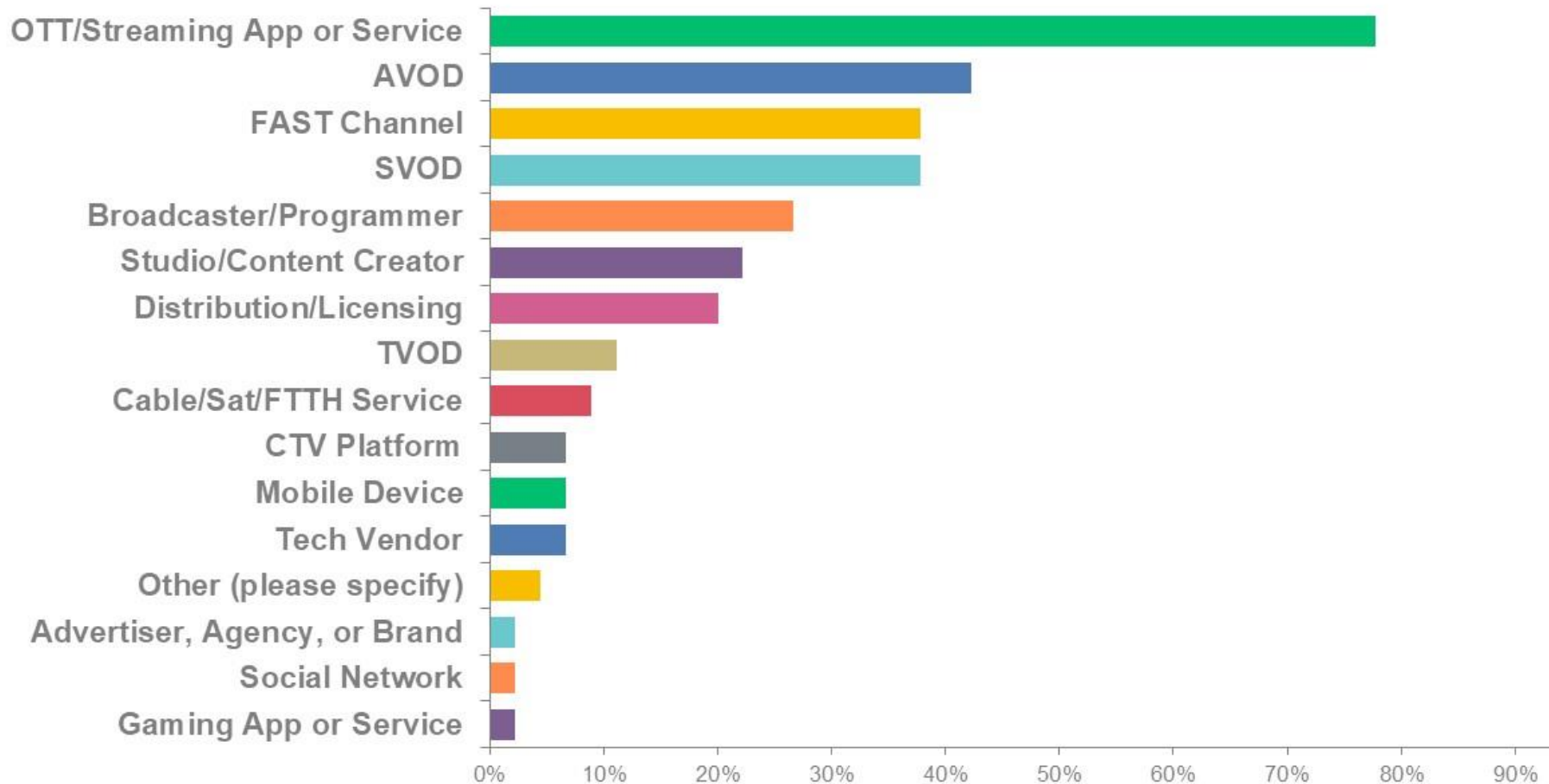
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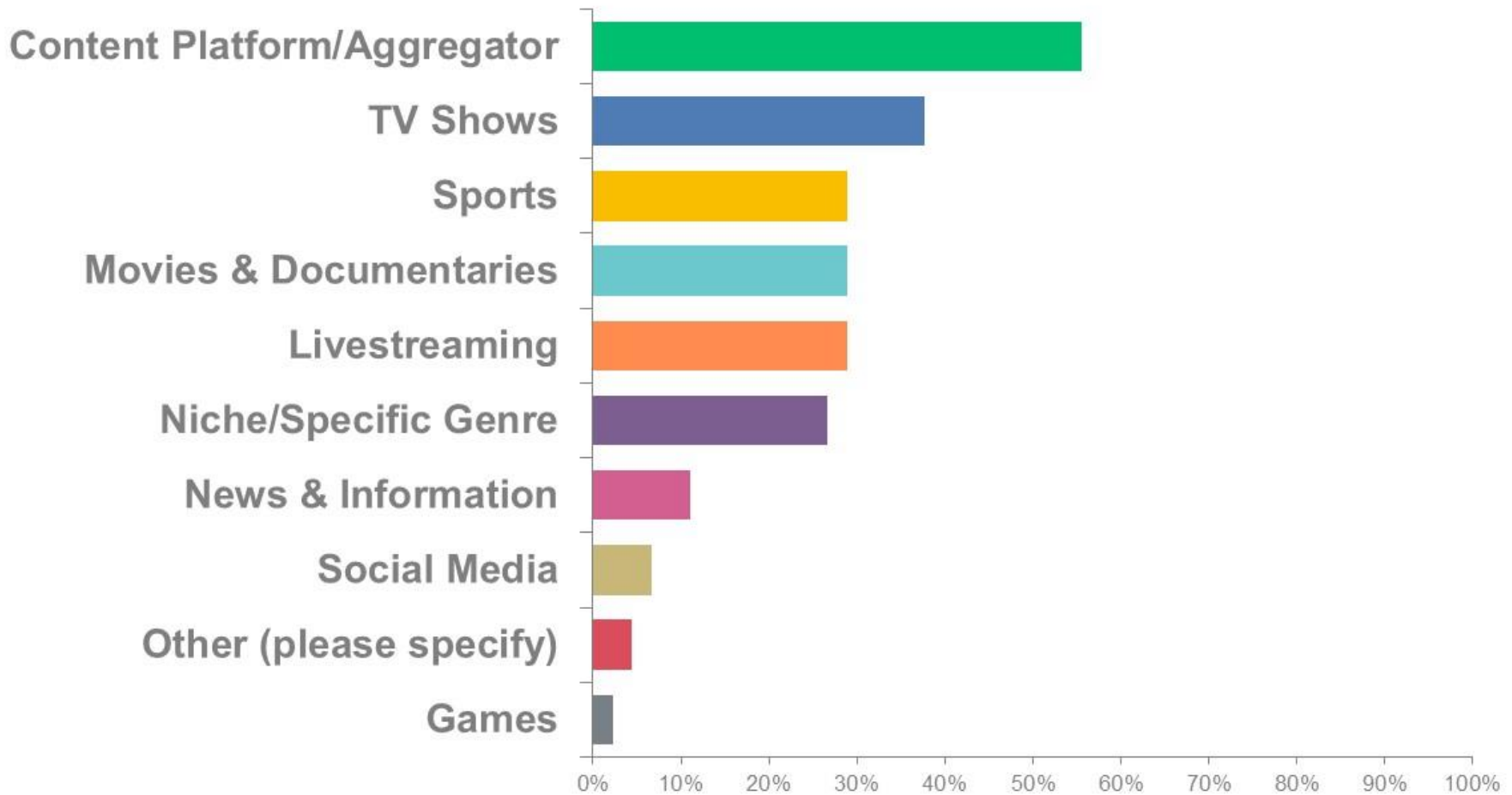


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What type of organization do you represent (check all that apply)?



What is your primary content strategy? (pick up to three)



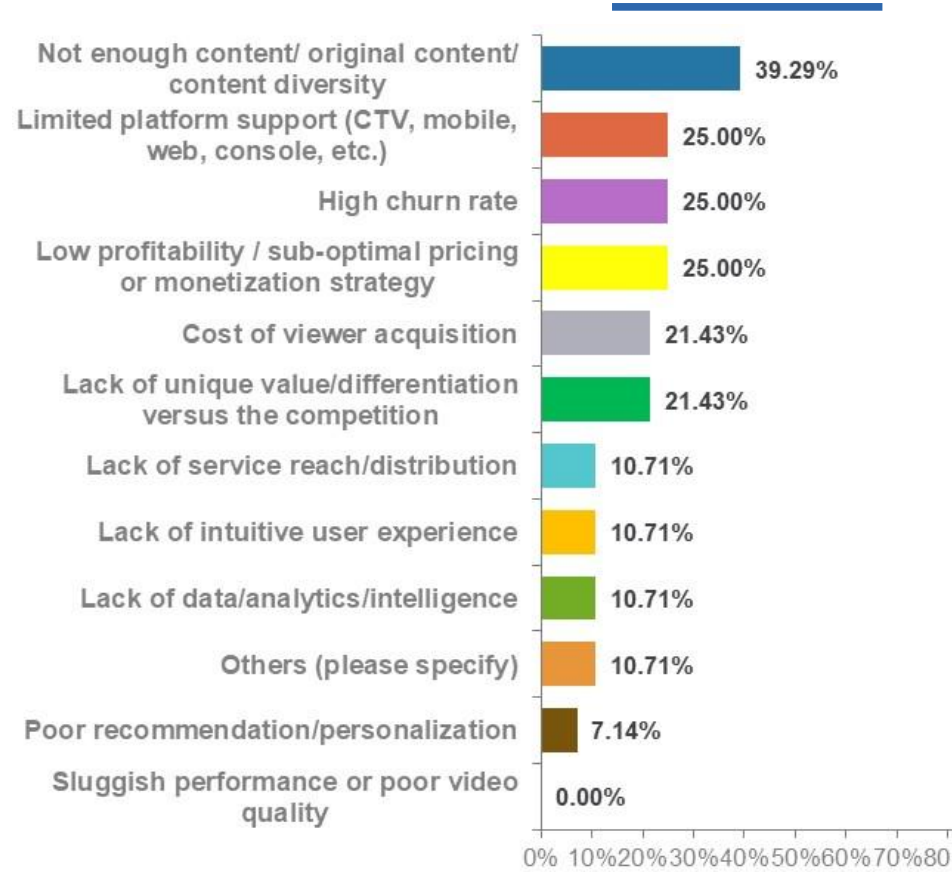
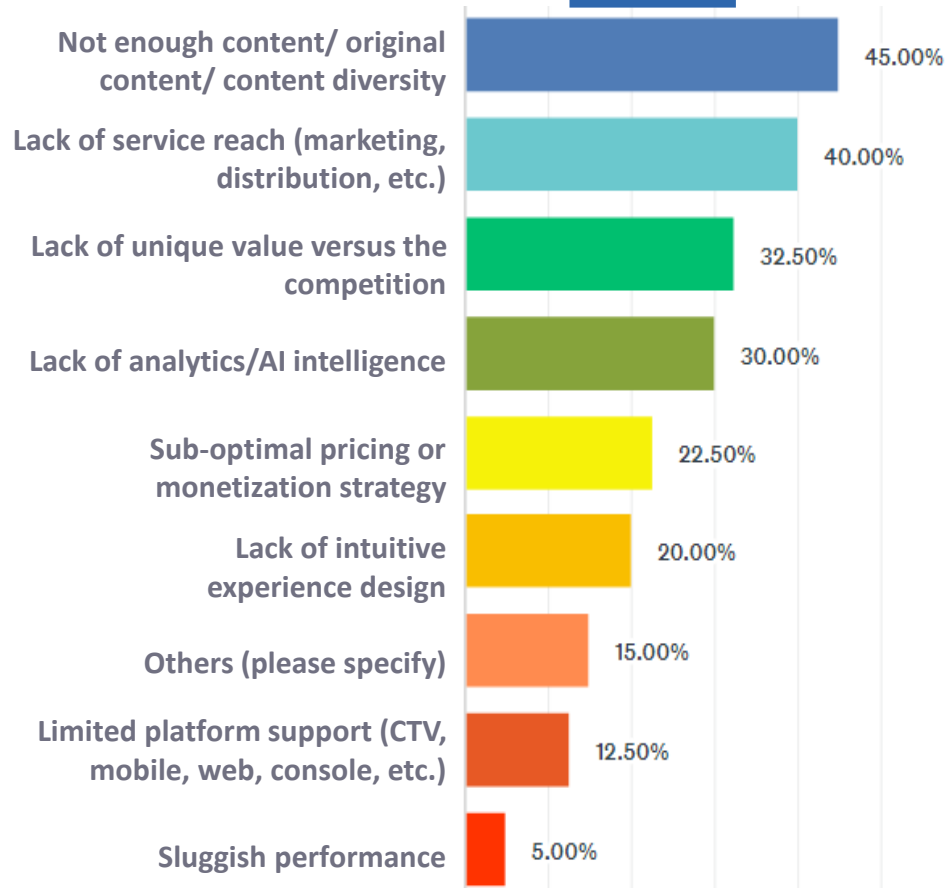


Challenges & Opportunities

What are the biggest challenges your OTT/streaming service is facing?

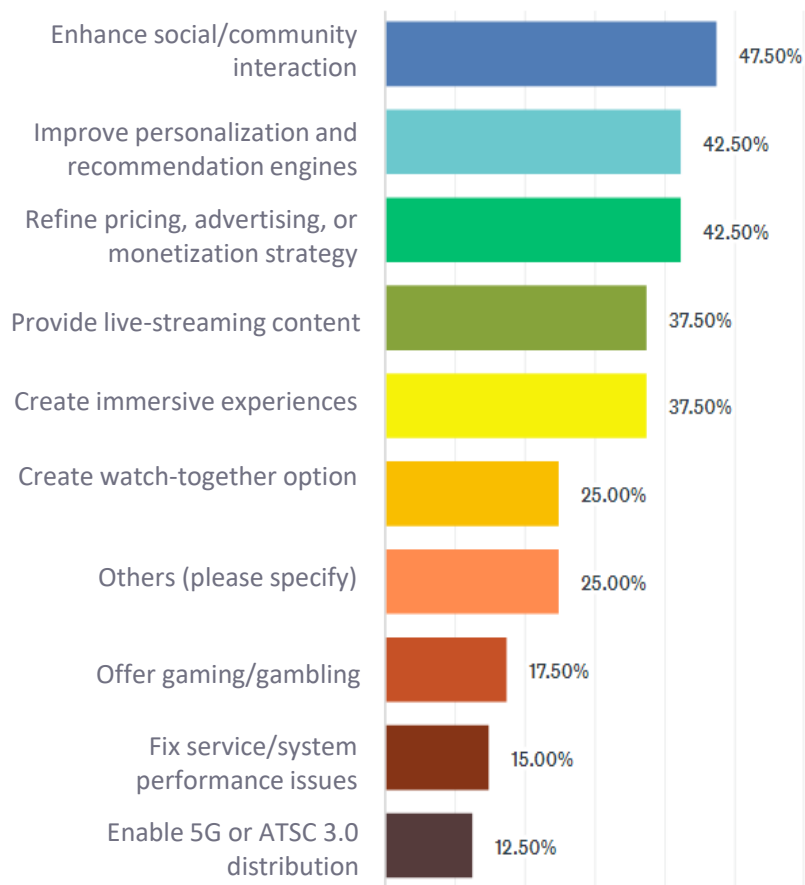
2022

2023/24

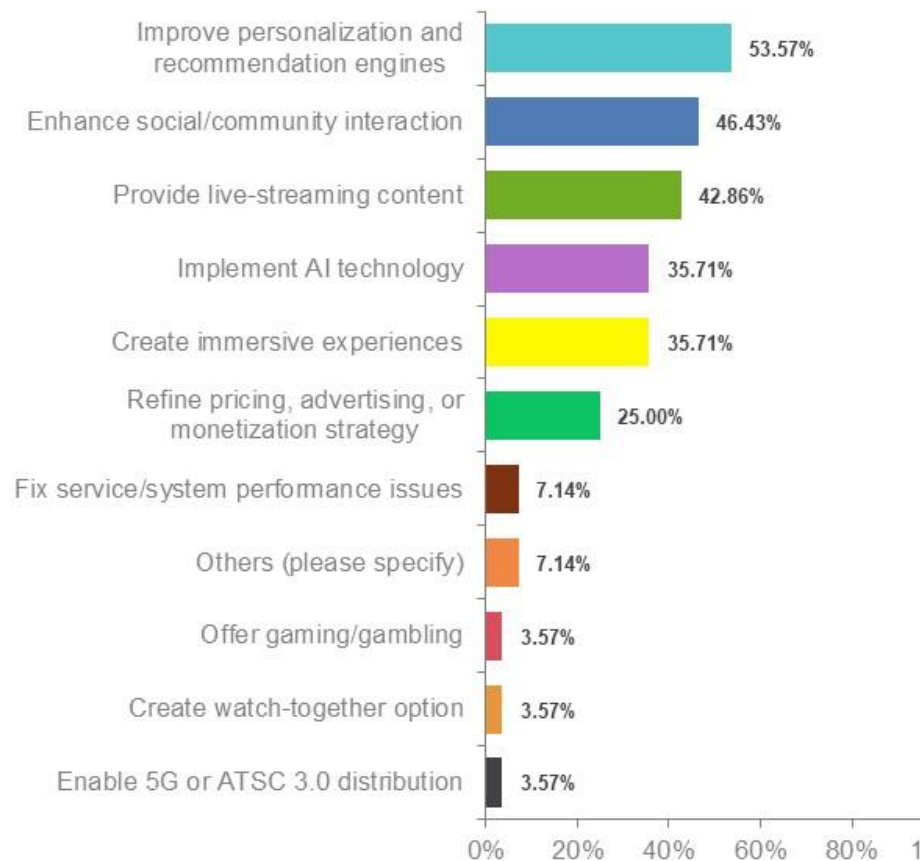


What are the biggest opportunities to drive engagement and growth?

2022



2023/24



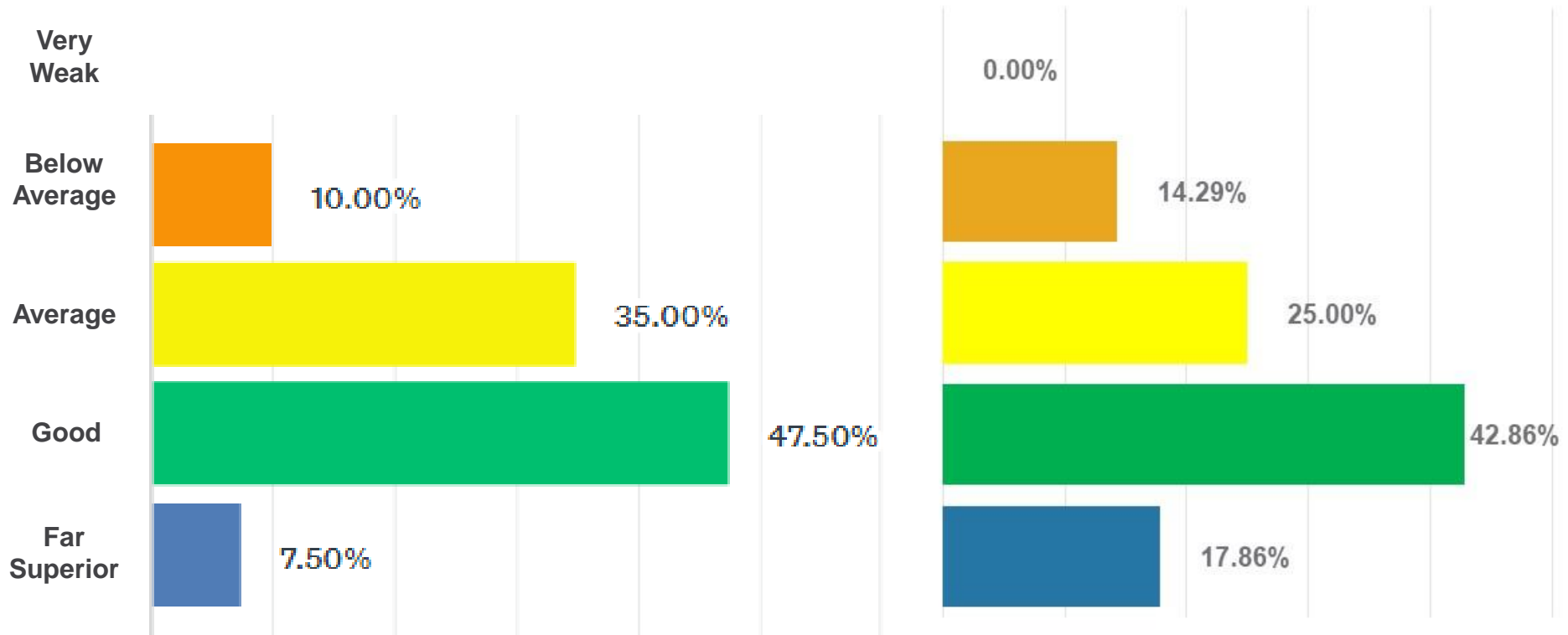


Overall Rating

How would you rate your OTT/streaming service's overall experience?

2022

2023/24



Comments:

Overall experience

Current Challenges

- Trying to do everything but just end up doing nothing all that well.
- Too much content and content types make discovery a challenge.
- Creating user experiences across different platforms.
- Providing simplicity for users.
- Making sure the interface is simple, large and easy to navigate.

Best Practices

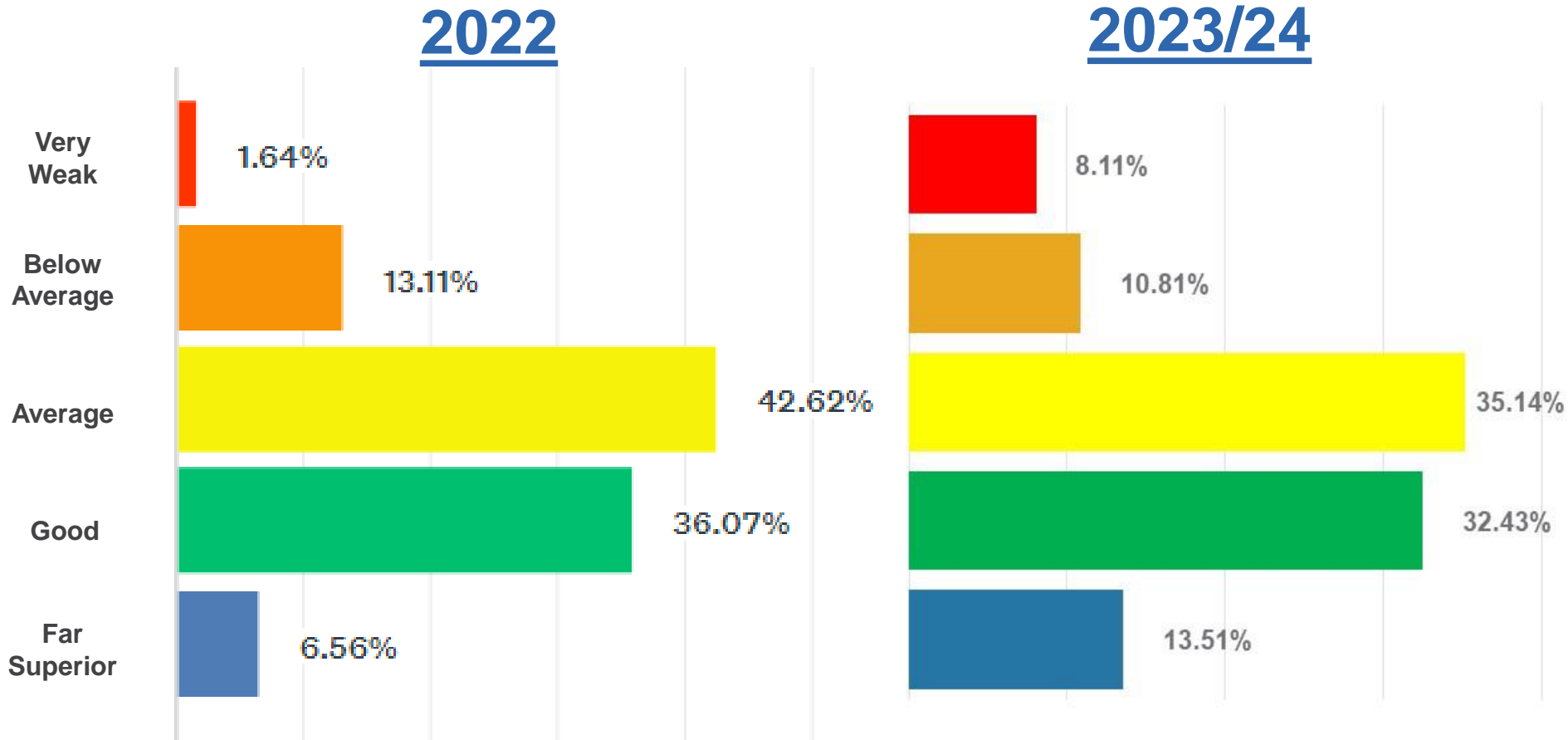
- Produce visually captivating and easily recognizable video thumbnails.
- Use Featured/Continue Watching Rows/Hubs.
- Some type of autoplay across the experience.
- Choosing the right vendors; the right partners to work with is critical.
- Constantly review user feedback and launch new features.





Viewer Acquisition

How would you rate your OTT/streaming service's current subscriber/viewer acquisition experience?



Comments:

Subscriber/viewer acquisition experience

Current Challenges

- Converting offline brand awareness to actual OTT user engagement.
- How to ensure that a user comes to the platform over and over.
- Cost of customer acquisition.
- Competition in marketplace.
- Uncooperative platforms.
- Simplifying onboarding - usage and device access with one convenient access.
- We need to do a better job of marketing.
- Churn on free trials.

Best Practices

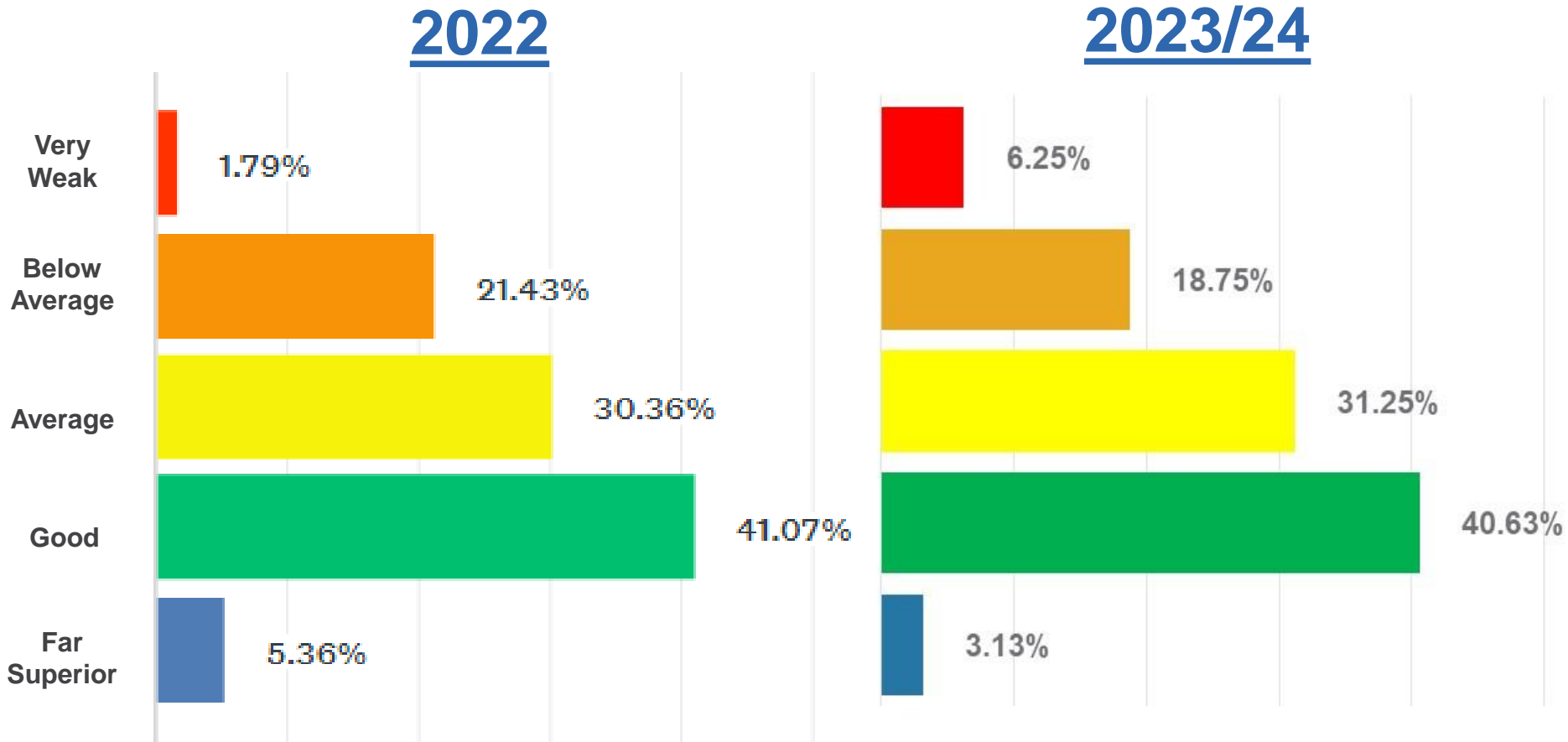
- We're finding success in niche content marketing on Facebook.
- Targeting campaigns via carrier billing.
- We deploy paid media.
- O&O marketing through email.
- Utilize unused inventory to cross promote apps.
- Diversify content across social media platforms.
- Combining Free and Paid in one ecosystem.



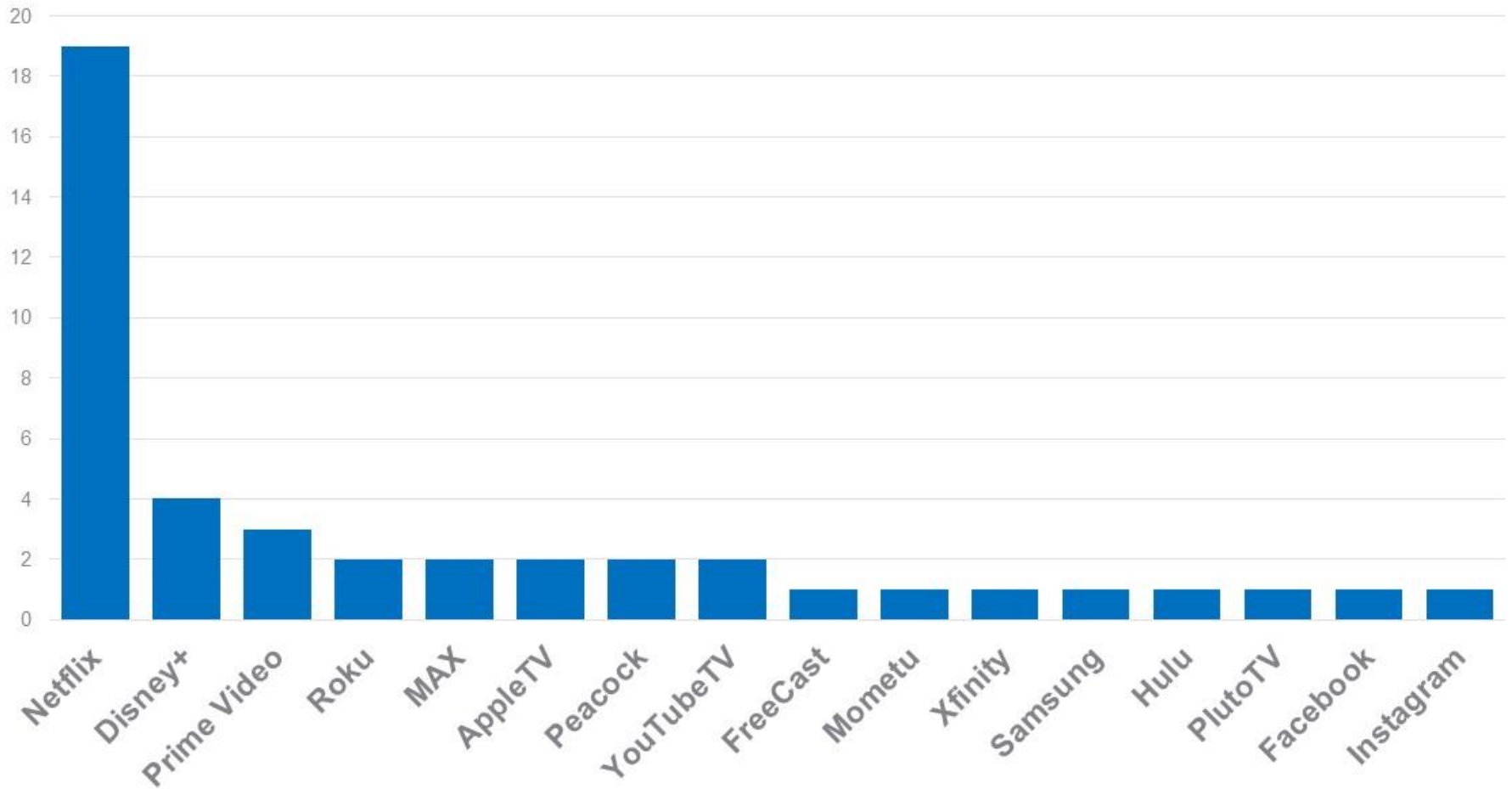


Content Discovery

How would you rate your OTT/streaming service's current content discovery experience?



Which OTT/Streaming app or service does the best job at content discovery? (mentions)



Comments:

Content discovery experience

Current Challenges

- It's run by marketing team and not UX team.
- Multiple content sourcing workflows, creating different end-user experiences.
- We have no search bar yet.
- Roku redesigning their STREAMING STORE-- afterwards, only a few of my apps remained in the visible list.
- Uncooperative platforms.
- Discovery outside of home screen and initial carousels.
- Convincing users to take a chance on content they might not otherwise like.

Best Practices

- User profiling and mood profiling.
- Increased website content marketing.
- Facebook supported posts.
- Use a good recommendation engine.
- Ensure to expose the various genres.
- Personalize per day, week, mood, holidays, and local impact.
- Voice search bar.
- Provide a continuous FAST channel of featured trailers to entice users.
- New metric should be: fastest time user finds the content to watch in full.



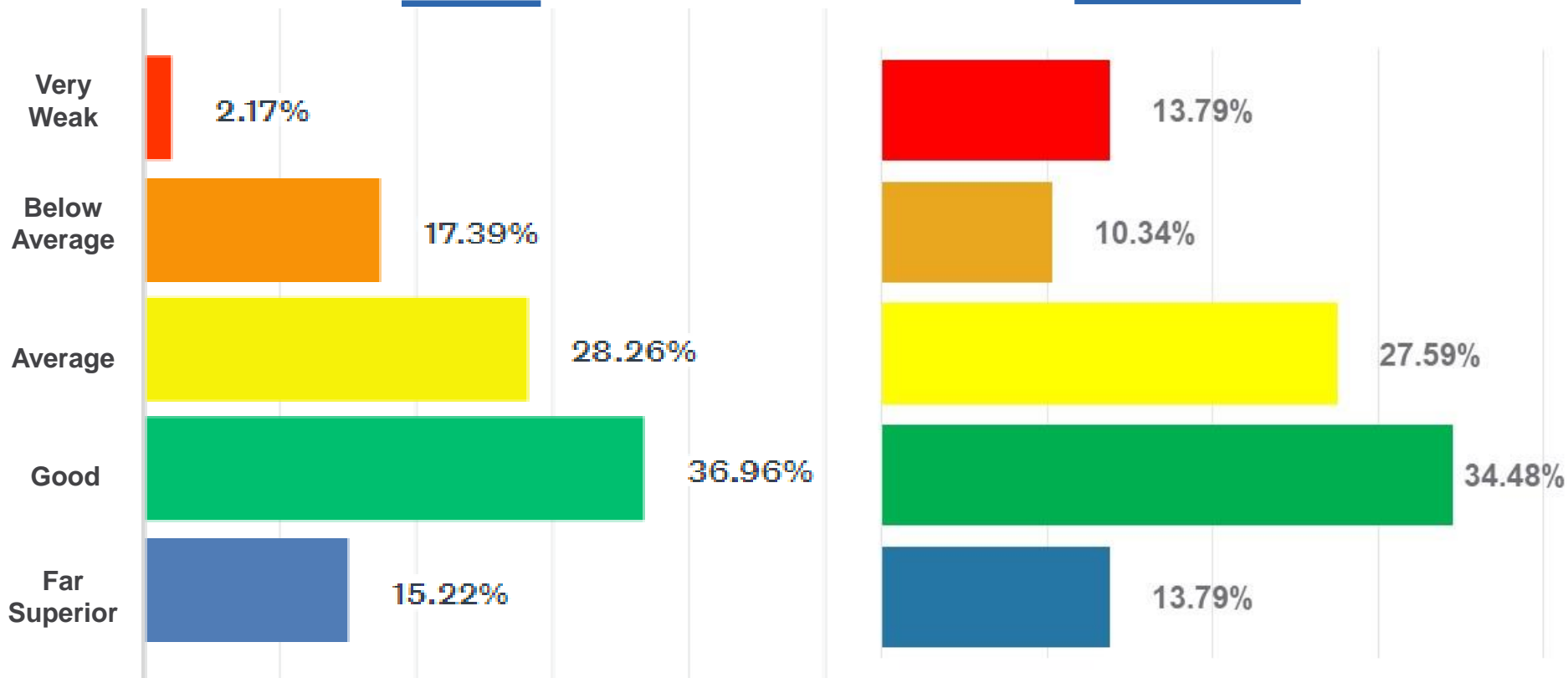


Viewer Engagement

How would you rate your OTT/streaming service's current subscriber/viewer engagement experience?

2022

2023/24



Comments:

Subscriber/viewer engagement experience

Current Challenges

- UI is too full of everything.
- Hybrid platform (FAST/ AVOD/ SVOD) needs to have one common use data (EPG, title, synopsis) across all bundles. Find your content everywhere, always.
- Cost and diversity of analytic SDKs.
- Data to help understand the gaps.
- Dedicating enough effort to stimulate engagement through social.
- App performance.
- Customers have proven to be resilient to start-up times-- the need for "low latency" is snake oil.

Best Practices

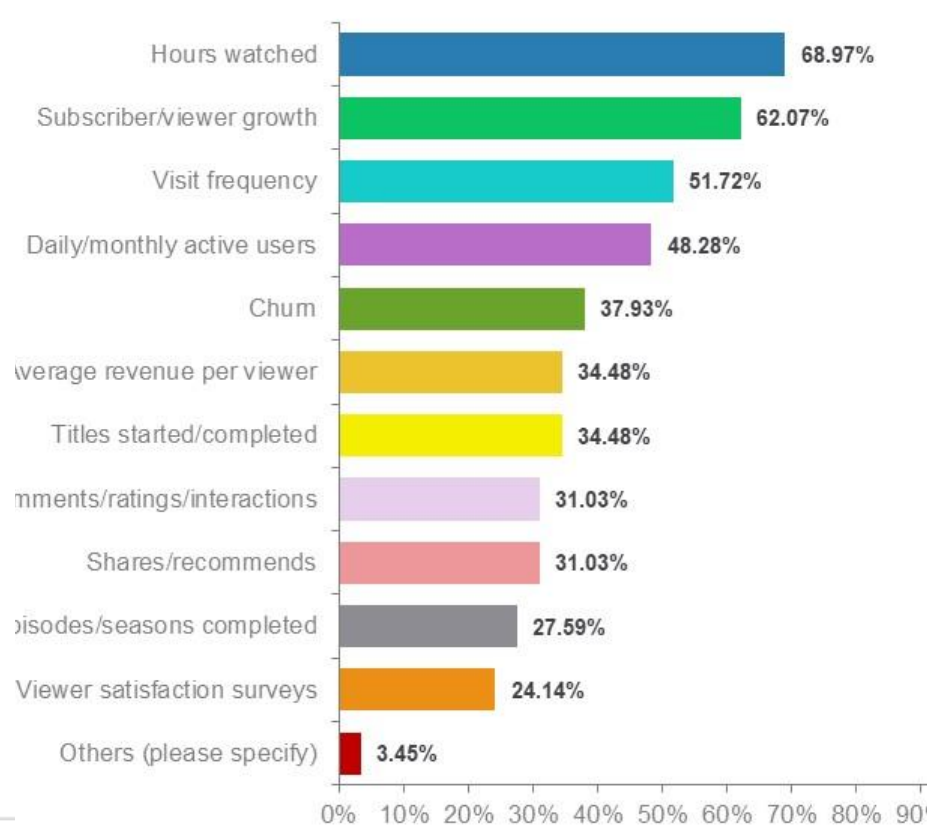
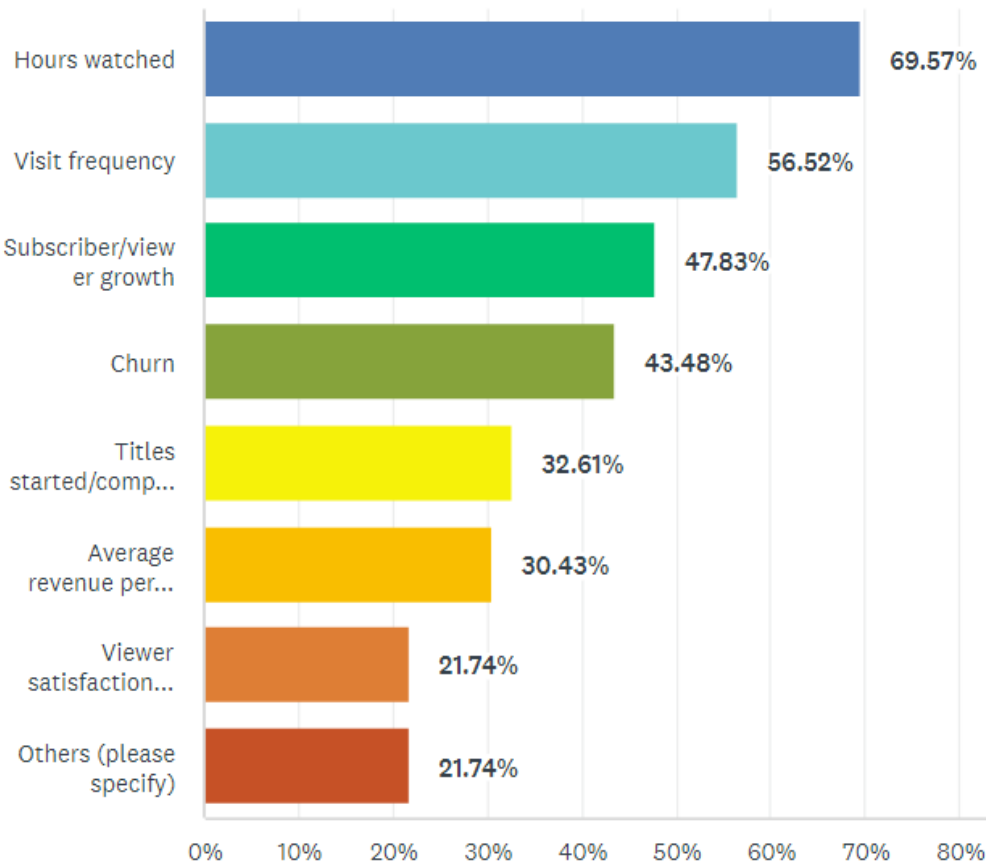
- Implement gamification.
- Keep the focus on diversifying content.
- Place all ad breaks at the appropriate time so there's no unexpected or unnatural interruptions.
- Run contests and give out prizes.
- Some form of autoplay.
- Update artwork especially for the lesser viewed programs.
- Heavily encourage interaction, discussion, and sharing the content on the platform you're streaming on.



What metrics do you think are most important for measuring engagement?

2022

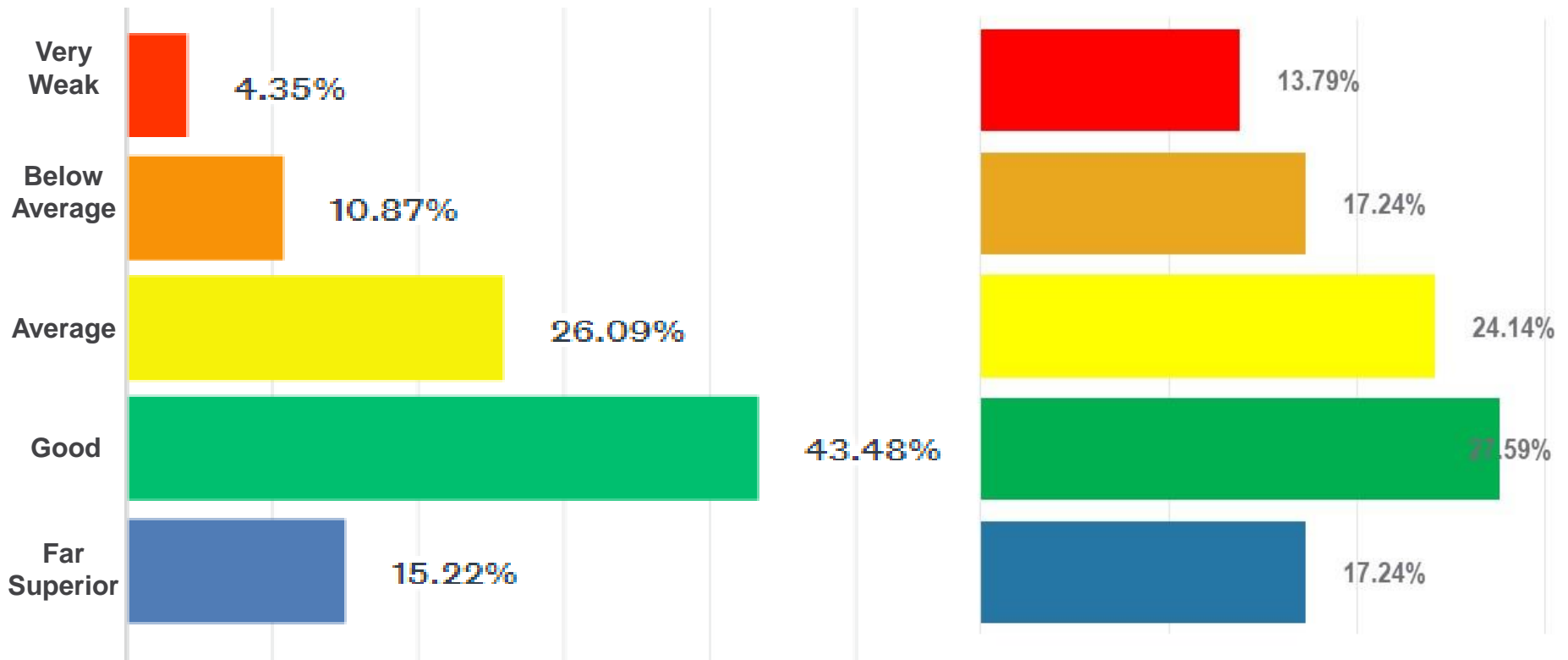
2023/24



How strong is your viewer's "emotional connection" to your OTT/streaming service and your brand?

2022

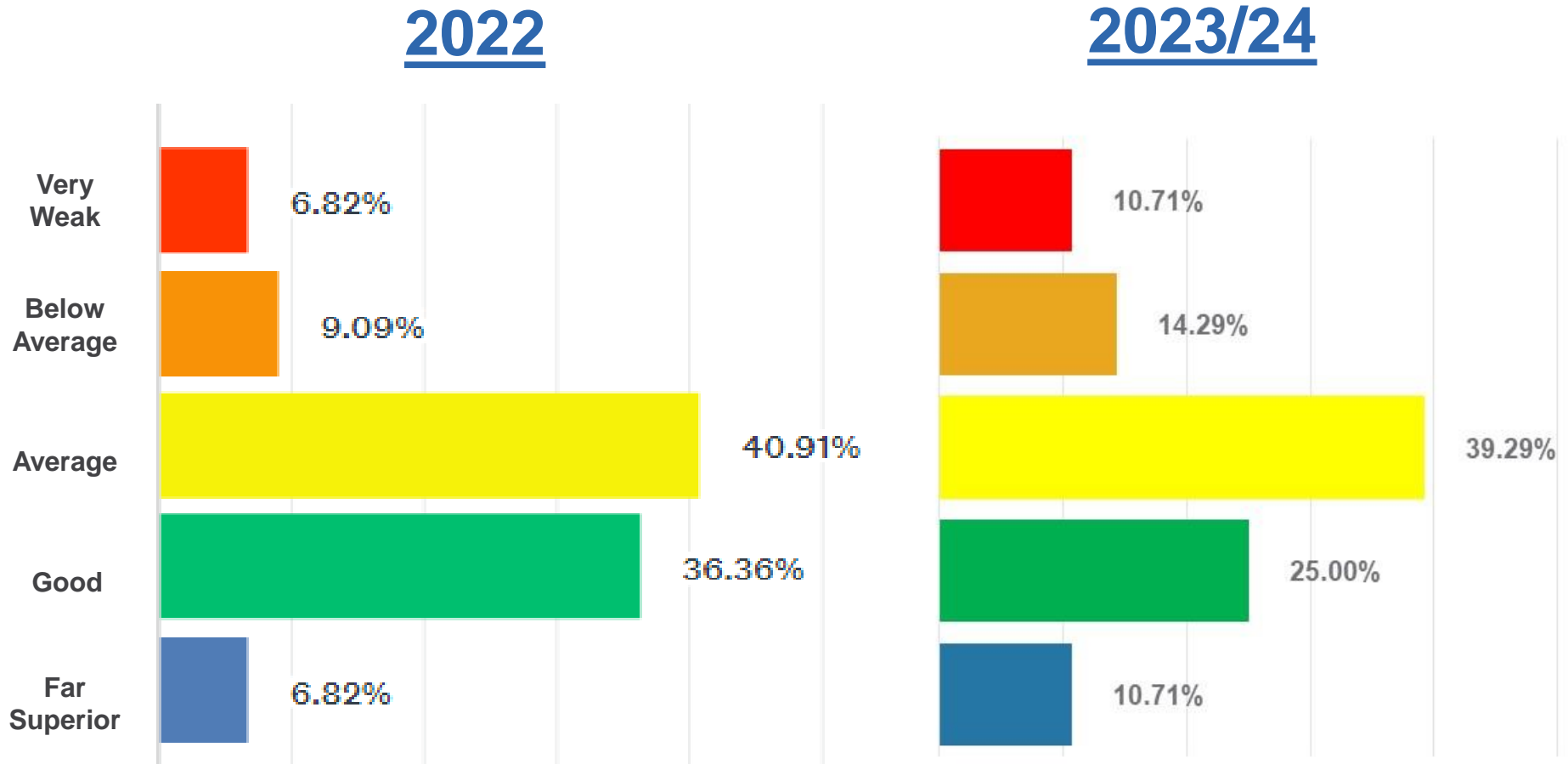
2023/24





Viewer Retention

How would you rate your OTT/streaming service's current subscriber/viewer retention experience?



Comments:

Subscriber/viewer retention experience

Current Challenges

- Running out of content to watch.
- Bringing in new and/or unique content within our company budget.
- Getting pricing right.
- Payment through the ISP when ISP is always changing.
- Big branded studios impacting somewhat.
- Create a pleasant and easy user experience.
- Too many "fly-by" users not sticking with the product.

Best Practices

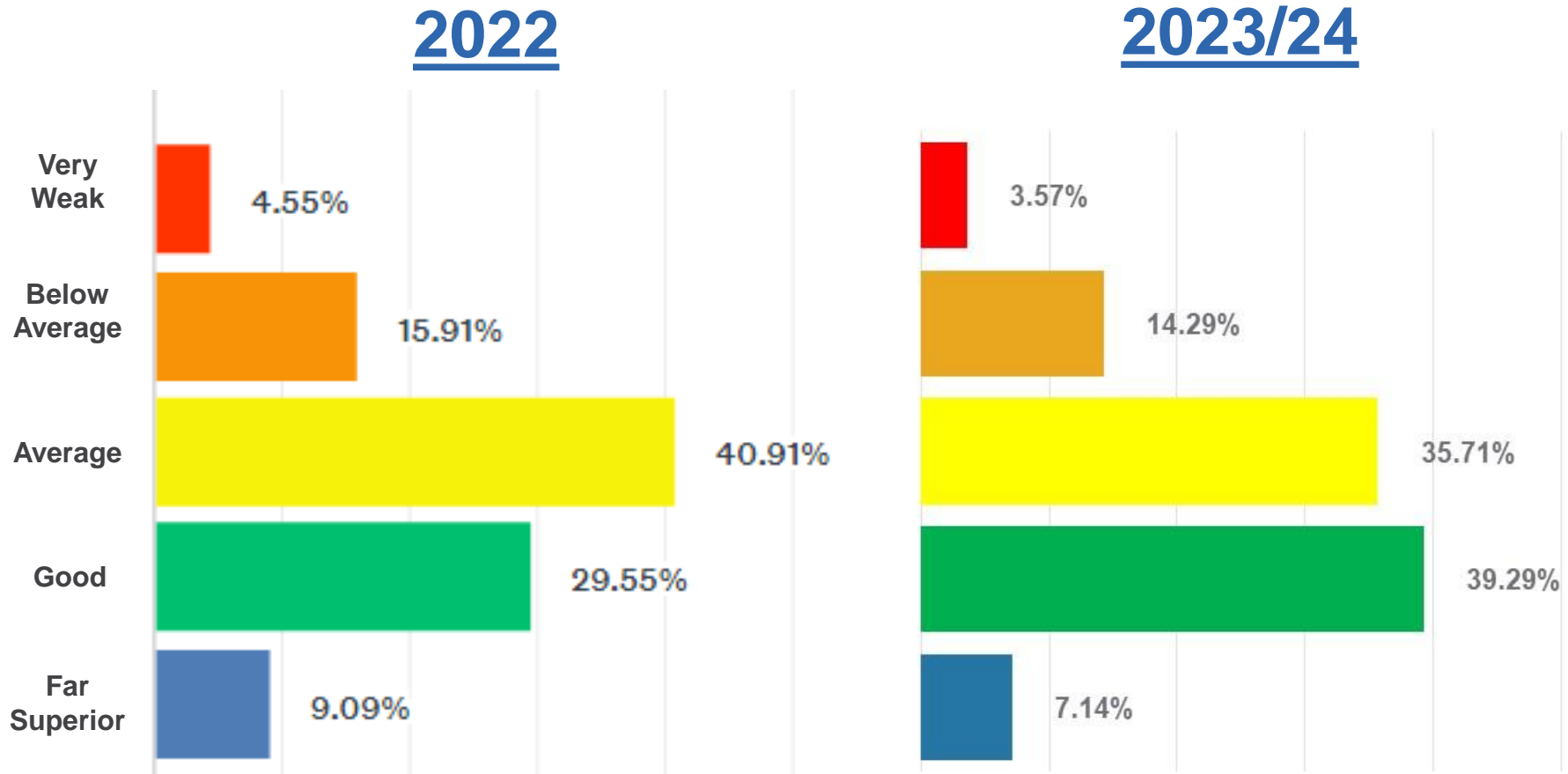
- Bundling.
- Agile marketing keeps us on top of search results.
- Changing media placements and creatives.
- Get audience members to come on and interact, encourage sharing, and creating memorable moments.





Monetization

How would you rate your OTT/streaming service's current monetization experience?



Comments:

Monetization experience

Current Challenges

- Managing pricing plans.
- The fill rates for our AVODs have been dismal at 5% or less versus when we were doing between 65-85% before.
- Ads cause users to drop.
- Our bundle is too expensive and the ad-supported models, while helpful, are just replicating television again.
- Increasing and improving fill rates.
- Uncooperative platforms.
- We need to work on VAST tags, brand collaboration, sponsors, etc.
- Fully loaded and ad-free, our stacked in features have an MSRP of \$189 / month. That is insane.

Best Practices

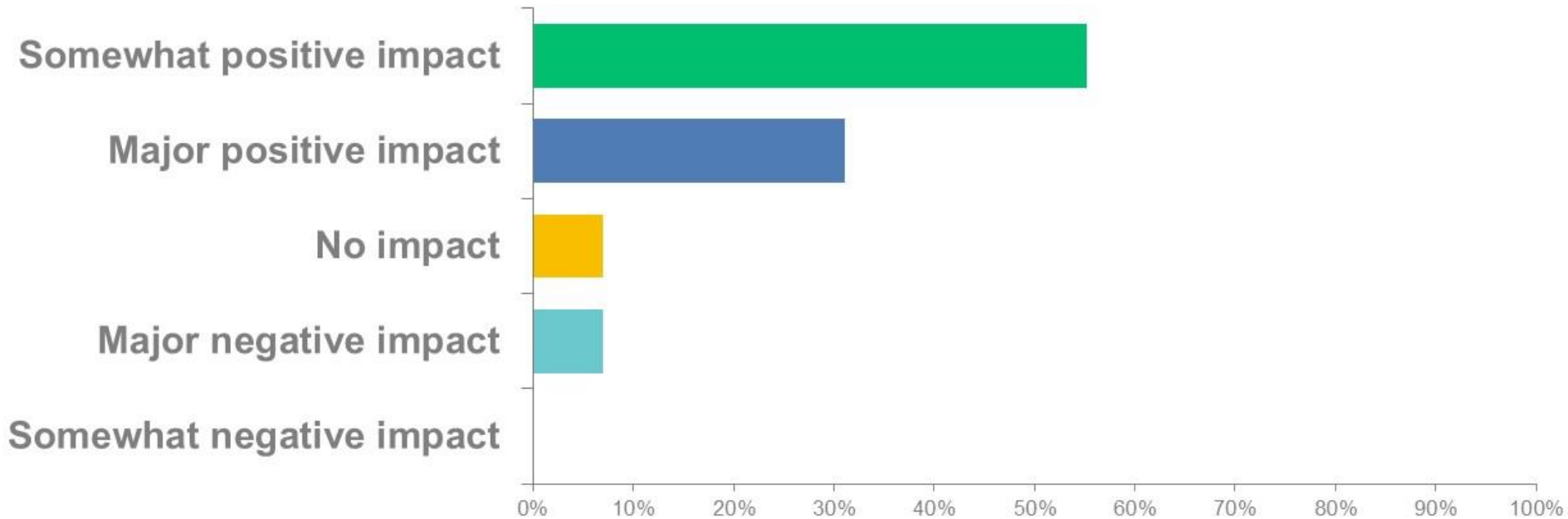
- Introducing betting and advertising options.
- Potential for in-app purchases.
- Roku's handling of payments has been great.
- Find the optimal amount of advertising while pushing on RPU.
- UX for Ad pods.
- Ad timers.
- Limit Player controls on ads.
- Experimentation and data review.
- Multiple partners and streams of revenue.





Innovation

What impact do you believe AI will have on viewer engagement in the next 3 years?



Why?

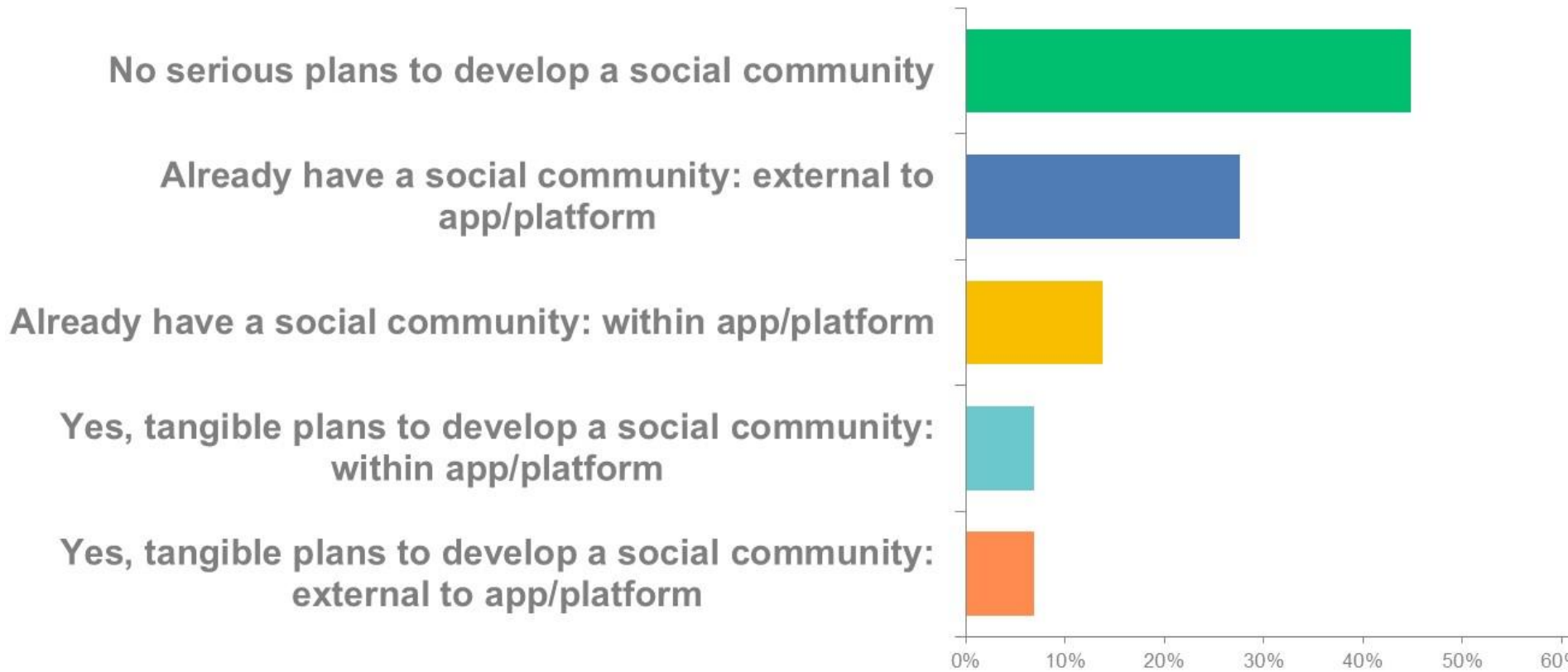
- It will make lots of content available faster.
- Better personalization.
- Better user customizations and recommendations.
- Will guide specific genres storylines.

Why Not?

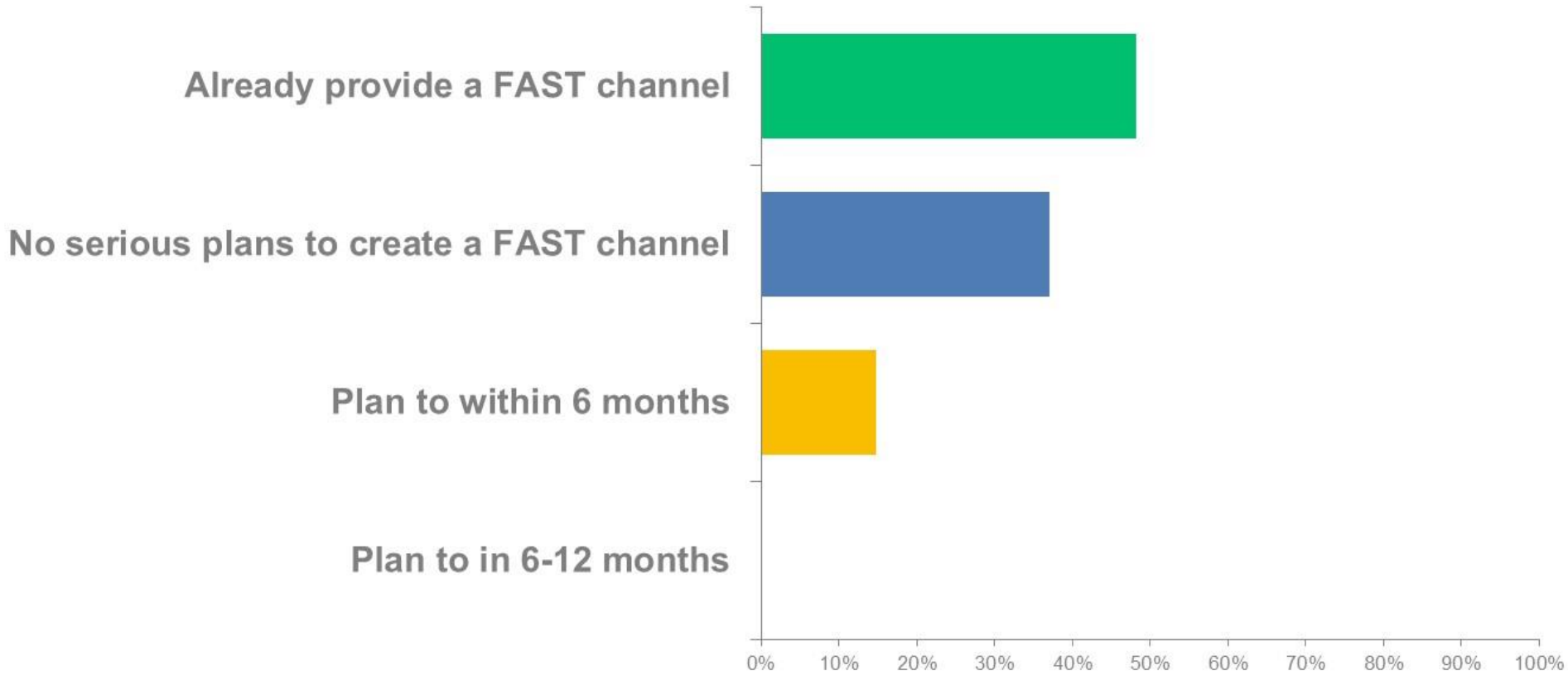
- AI can't replicate genuine human interaction.
- Been around a long time - I don't see it changing much.



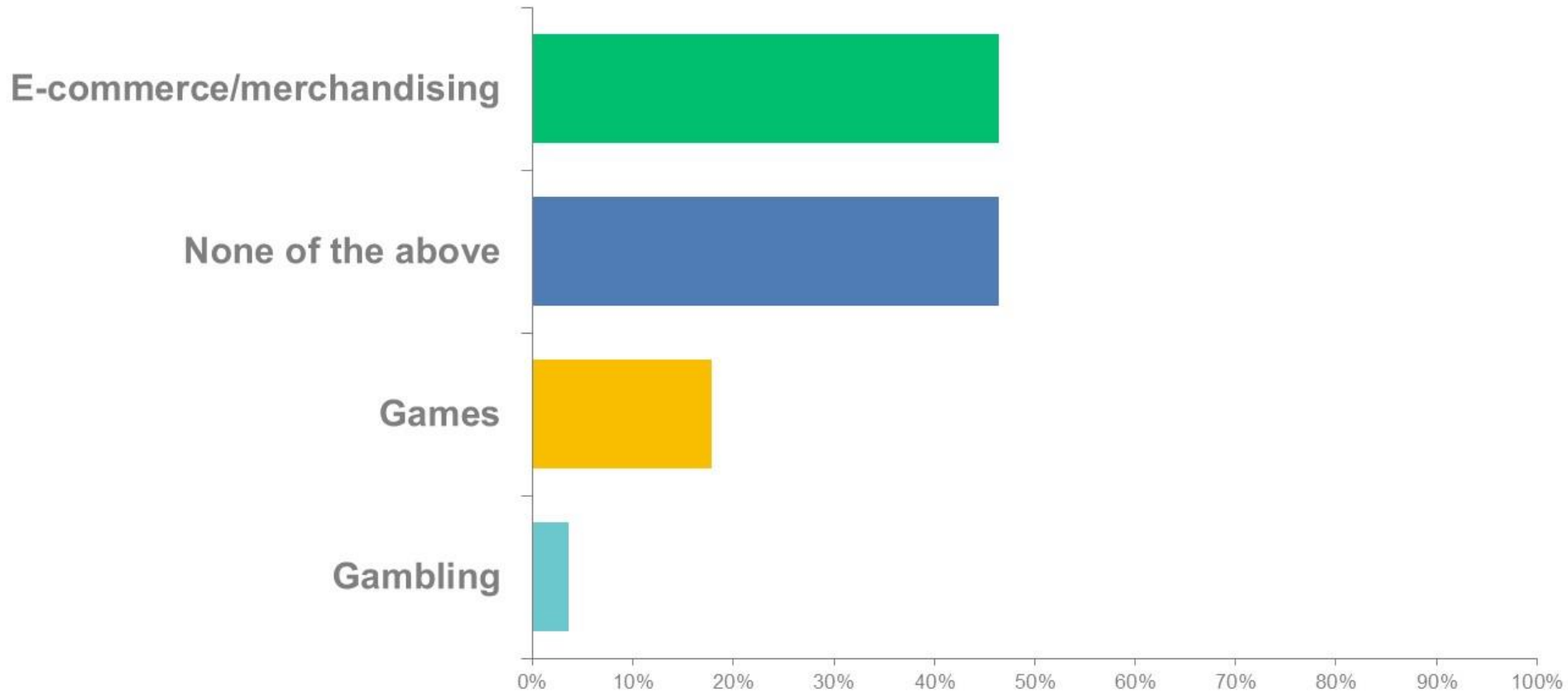
Do you currently have, or plan to develop, a social community for your subscribers/viewers?



Do you currently offer or have plans to create a FAST channel?



Do you currently offer or have near-term plans to offer games, gambling, or e-commerce services?





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