

# Video Monetisation Solution

Deliver exceptional, personalised video experiences to any customer device, anywhere and monetise by revolutionising your business models.

## What is Video Monetisation Solution?

Powered by Ooyala, Video Monetisation Solution (VMS) is a leading video publishing solution enabling delivery of your premium content to any major customer device, with studio-grade protection, rights-management and highly flexible monetisation models. With our ad serving, management and programmatic trading tools, as well as anti-ad blocking technology, we can provide the best Ad-based Video On-Demand (AVOD) experience to optimise your ad revenue. With our integrated identity management and customer billing solution, you can easily deploy models like Transactional Video On-Demand (TVOD), Subscription Video On-Demand (SVOD) and Pay-Per-View, with many flexible payment methods supported. You can even decide the mix of what works best - then use our award-winning analytics to create personalised experiences for your customers whilst maximising your business intent with actionable insights.

## How it works

VMS is a completely managed, cloud-based online video solution. It enables you to upload, manage and deliver high quality, premium video content securely. Transcoding and publishing workflows can be customised via an easy-to-use content management system. Similarly, you can design video experiences for different devices from a centrally-managed platform. Use our analytics to get near real-time reporting and business intelligence data from a user-friendly dashboard, or configure reports to suit your specific needs.

VMS incorporates identity access management, content protection like Digital Rights Management (DRM) and monetisation solutions that include full support for AVOD, TVOD and SVOD models – providing you with an end-to-end solution that allows you to launch new services quickly.

## Benefits

### Maximise your incremental revenue streams

Whether your business relies on AVOD, TVOD, SVOD, Pay-Per-View, or a mix of all four, VMS helps you make the most of your online video monetisation and optimises your revenue opportunities. VMS can power content recommendations based on your viewers' consumption history, enticing them to view more of your content and making them more engaged with your service. This helps to reduce churn, generate more advertising revenue and increasing likelihood of repeat purchasing.

### Faster time to market and reduce costs

Launching a new on-demand service from scratch can seem daunting both in terms of cost and technological capabilities required. VMS helps you to use the flexibility of the cloud, while minimising the risk, time and capital investment you would traditionally have to contend with. Importantly, your reduced time to market will give you an edge over competitors, or allow rapid changes as you evolve your new business. It also provides integration with your existing in-house components or systems, giving you the flexibility to leverage on what you already have.

### Increase customer satisfaction, reduce churn and lower acquisition costs

Leverage multi-dimensional analysis and deep insights to understand your most popular viewer platforms and your most successful syndication partners. Near real-time metrics allow you to understand how viewers are watching, pinpoint what engages them most and adjust accordingly. This helps to reduce churn by measuring engagement factors and Quality-of-Service (QoS) so that customer satisfaction is maximised. These insights can also be used to reduce wasted content cost, arming you for more effective rights negotiations and reducing content acquisitions costs.

## Features

### Identity access management

Enables registration-as-a-service that includes single sign-on, two-factor authentication, plus the ability to use social login across properties with secure authentication that connects to more than 35 social networks and 3rd party identity providers including Facebook, LinkedIn and Twitter. All kinds of first-party data can be seamlessly collected and managed, allowing profiling for integration with e-marketing tools. Compliance with social network privacy policies is handled for you, so you don't have to keep up with such changes.

### Flexible billing solution

A quick-to-deploy cloud-based billing solution that supports your preferred business models, including TVOD, SVOD or Pay-Per-View. Many possibilities can be tailored to suit your business needs and integrated with best practices to optimise customer retention. By outsourcing storage of payment processing, the burden of PCI DSS compliance can be eased or fully-eliminated, allowing you to focus on your core business.

### Studio-grade content protection

Securely distribute and protect playback of video content across desktops, tablets, smartphones, set-top boxes and connected TVs using studio-approved DRM (digital rights management) providers including Adobe Access, Google Widevine and Microsoft PlayReady. You can augment with other forms of entitlements and device management, including geo-filtering, allowing you to monetise your content while meeting obligations to rights owners.

### Multi-dimensional analytics

Gain deep insights into your videos with multi-dimensional analytics that show you how your viewers are using the service, what are they watching, where they are watching from, and how long they are engaged. All this data can be represented in near real-time via a graphical dashboard or through custom recurring reports. This enables you to better target advertising, resulting in more up-sell opportunities, higher cost per thousand impressions (CPMs) and optimised ad loads.