

Telstra Broadcast Services
Take your content global

Video Monetisation Solution

TELSTRA 

Increasing internet speed and worldwide growth of mobile devices have led to an exponential growth in video consumption. Professional media companies need solutions to adapt their services to reach viewers online.

Now you can start delivering monetised and personalised video experiences to customer devices – almost any time, anywhere your customers have connectivity.

What is Telstra Video Monetisation Solution?

Video Monetisation Solution powered by Ooyala is a managed, cloud-based online video platform that enables you to securely upload and deliver high quality video content with studio-grade protection, rights-management and flexible monetisation models.

It provides you with an end-to-end business solution with insights which allow you to create personalised experiences for your customers and help maximise your return on investment.

Faster time to market and reduction of costs

When you launch a new on-demand service from scratch – it can seem daunting both in terms of cost and the technological capabilities required. Video Monetisation Solution helps you to use the flexibility of the Cloud, while helping to minimise the usual risk, time and capital investment.

Importantly, the likely reduction of the time to market may give you an edge over competitors and allow rapid changes as you evolve your new business. It is also designed to provide integration with your existing in-house components or systems – giving you the flexibility to leverage what you already have.

Seek to maximise your incremental revenue streams

Whether your business relies on Ad-based Video on Demand (AVOD), Transactional Video on Demand (TVOD), Subscription Video on Demand (SVOD) or Pay-Per-View (or perhaps a mix of all four) – make the most of your online video monetisation and help to optimise your revenue opportunities.

Entice your viewers with content recommendations based on their consumption history and behaviours to drive more engaging experiences and reduce churn.

Seek to increase customer satisfaction, reduce churn and lower acquisition costs

You can leverage multi-dimensional analysis, with insights into your most popular viewer platforms and most successful syndication partners. Its near real-time metrics allow you to understand how viewers are watching, and pinpoint what engages them most.

This approach helps to reduce churn, by measuring engagement factors and Quality-of-Service (QoS) – so customer satisfaction is maximised. These insights can also be used to reduce wasted content cost, arming you with more effective rights negotiations and reducing content acquisitions costs.

Video monetisation solution features

 Identity access management	<p>Lets you enable registration-as-a-service via single sign-on, two-factor authentication. It adds the ability to use social login across properties, with secure authentication across more than 35 social networks and 3rd party identity providers – including Facebook, LinkedIn and Twitter.</p> <p>Various kinds of first-party data can be collected and managed – allowing profiling for integration with e-marketing tools. Compliance with social network privacy policies is handled automatically – so you don't have to keep up with such changes.</p>
 Flexible billing solution	<p>Our quick-to-deploy cloud-based billing solution supports your preferred business models, including TVOD, SVOD or Pay-Per-View. We can tailor many possibilities to suit your business needs, and these will be integrated with best practices to seek to optimise customer retention.</p> <p>By outsourcing storage of payment processing, the burden of PCI DSS compliance can be eased, allowing you to focus on your core business.</p>
 Studiograde content protection	<p>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).</p> <p>You also have the option of augmenting these with other forms of entitlements and device management.</p> <p>For example, geo-filtering allows you to help monetise your content while meeting obligations to rights owners.</p>
 Multi-dimensional analytics	<p>You'll gain deep insights into your videos with multi-dimensional analytics that show you how your viewers are using the service: including what are they watching; where they are watching from; and how long they are engaged.</p> <p>All this data can be represented in near real-time via a graphical dashboard or through custom recurring reports. This can help you to better target your advertising, with the possible result of more up-sell opportunities, higher cost per thousand impressions (CPMs) and optimised ad loads.</p>

Why Telstra

Solutions tailored to your business goals

Our solution has been purpose-built to handle the unique challenges faced by broadcast media and content providers. Whether it's your audience engagement, workflow improvements or monetisation, we tailor solutions that meet your specific requirements – all aligned to your desired business outcomes. We also offer you the ability to bundle other services for content delivery, along with special event capabilities and a range of complementary services.

Specialised experts to consult, design, and service

We're serious about helping organisations use digital media to unlock business improvement and revenue opportunities – and it requires different skills to do so. You can leverage the wealth of knowledge in broadcast media available through the Telstra Broadcast Services team globally. We'll gain a deep understanding of your goals, then design and deliver the right solution.

Partnered with the world's leading media technology innovators

When we select our digital media solution partners, we work with the best and most innovative players – such as Ooyala. This means you gain some of the latest products proven on the global stage such as Award-winning real-time Video Analytics, backed by our resources and advanced infrastructure.

Cloud powered for speed to market and reduced risk

We have years of experience and ongoing investment in Cloud services. That means rapid deployment of the infrastructure and applications to help get your digital media strategy off the ground. You can also seek to reduce risk by starting with only what you need, and scaling up once it's successful.

For convenience, everything's on one bill

We seek to make things simpler and reduce your administration. Your solution will come in one Telstra bill and we provide 24x7 support.

Think global – act local

Our ability to accelerate your digital media strategy is not limited to Australia. We have people and services available in 15 countries across the globe. So talk to us about where you want to take your digital offerings – and where you want your next target market to be.

Who is Ooyala?

Ooyala is a leading innovator in premium video publishing, analytics and monetisation. They have focused since day one on delivering high-quality, personalised video experiences across all screens. Ooyala were recently named the top online video innovator by Frost & Sullivan for giving content owners the power to expand audiences and viewer engagement, while driving revenue through deep, data analytics based insights. They have also invested heavily in innovations such as in-house transcoding, content discovery, and real-time intelligence to improve personalisation.

