



GET BETTER REACH, ENGAGEMENT AND RESULTS WITH ONLINE VIDEO

Digital Media Publishing
Online Video Solution

Online video consumption is skyrocketing, with people watching video almost everywhere on multiple devices. No matter your content, consumers want it online now, without compromising the experience. Whether you're in media or marketing, an effective online video strategy is now essential.

Online Video Solution powered by Ooyala provides a cloud based platform that enables you to publish, measure and monetise video content more efficiently, while capturing the data you need to maximise engagement and growth. It's a powerful business solution that's designed to deliver measurable results and help you generate return on investment.

Reach a bigger, more engaged audience.

Give your viewers the compelling experience they demand – when and where they want it – with HD content on almost any internet connected device. Videos can load and play faster with no need to install a media player, so there's less waiting and more watching. Once engaged, content recommendations based on real-time data help viewers discover more content they love, increasing time and frequency of viewing.

Get content online fast, with less effort

Live or on-demand, publishing video content is quick and simple. Automatic transcoding converts content into the required formats, while APIs enable integration to simplify and automate workflows. This helps to increase the speed of making content available, while reducing the burden on resources. As your audiences grow, requirements change and devices evolve, the solution can easily grow and adjust to avoid the cost and risk of needing to re-platform.

Analytics you can act on to supercharge results

Big Data is at the heart of our solution. Real-time metrics help you understand how viewers are watching, pinpoint what engages them most, and adjust accordingly. The built-in dashboard gives you network-wide, up-to-the-second analysis. Whether you want to increase brand engagement, sales conversion or ad revenues, you'll have the data to make better decisions such as the best content to invest in, or what devices to focus on.

One company estimated that Ooyala had helped it boost its market share by 35–40%. The company estimated that if it had gone with another provider, it would have achieved only half as much growth, or a third of the growth it would have realised with a home grown solution

IDC white paper: The Business Value of Ooyala's Digital Video Solution. October 2013

ENGAGE

Create branded video experiences that are social and highly measurable to drive brand preference, sales and SEO.

MONETISE

Easily integrate with top ad platforms, and use data to optimise the load for higher CPMs and more revenue.

PERSONALISE

See how viewers are watching, and respond with personalised recommendations to increase viewing time.

Why Telstra for Digital Media Solutions?

We work with some of the best and most innovative players in digital media like Ooyala who power solutions for some of the world's most famous brands and media companies. Their proven technology with our expertise and local support means we can design solutions to meet your unique challenges and deliver rapid return on investment. Our world-class cloud capabilities let you quickly go live with what you need and scale up once it's successful. Whether you're a marketer or content provider, we can help accelerate your digital media strategy in Australia and internationally.

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.



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