Conquering the Complexity of Video in a Mobile-First World

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- **Three Themes**
  - VIDEO IS POWERFUL
  - VIDEO IS PROLIFIC
  - VIDEO IS PERPLEXING
- ***What Should You Do?***

Video is POWERFUL

…The relationship between marketers and consumers has shifted in favor of consumers. Recent studies show that they prefer to gather information from their friends and peers than marketing materials. As a result, brands need to be less like marketing machines and more like trusted friends that ***share experiences and tell stories****… [Nielsen]*

…There is nothing more focused when it comes to storytelling than the conventional TV commercial… 30 to 60 seconds to capture your audience's attention, tell your story and persuade them to engage with you…

The power of **sight, sound and motion** is uncontestable.



Thai Life Insurance

Video engages customers, tell stories and creates brand loyalty like no other medium.

In today's world, we are engaged in the **Attention Economy**, competing for consumers' attention – "Share of Attention" = "Share of Wallet"



"The power of video lies in the fact that it captures more of our "attention" because of three inherent truths – ***video is more revealing, more engaging and ultimately more entertaining than any other medium****"*

[Richard Raddon, co-founder of Zefr]

“In a digital world where anyone can ignore anything, advertising [marketing] must be as valuable as a good book, movie, or news story [content].”

Kirk Cheyfitz, founder of Story Worldwide

POSSIBILITIES ABOUND

Content Marketing

Video Advertising

Product Videos

User-Generated Content

Premium Content

Interactive Video

Social Video

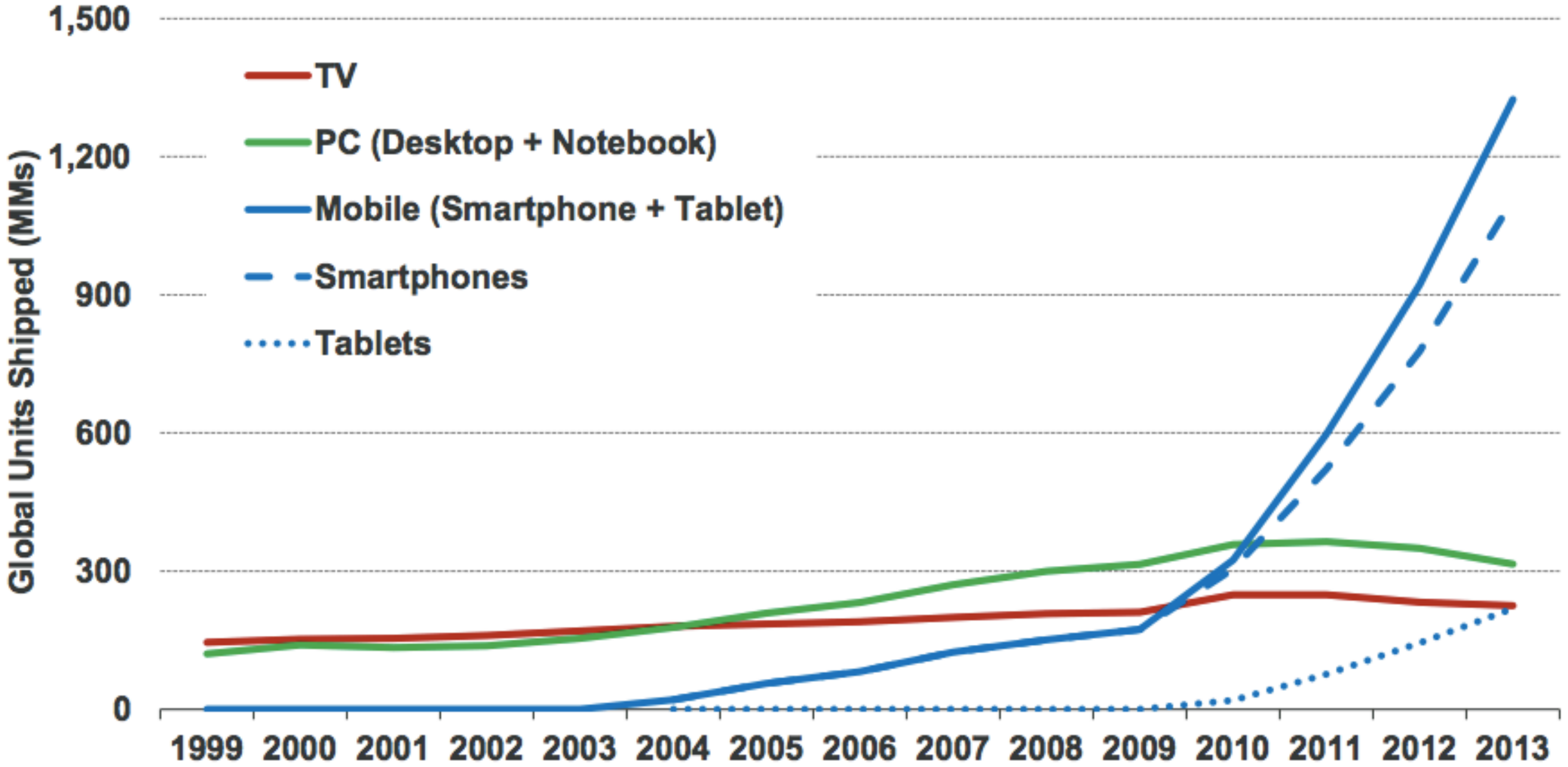
Video Syndication

Customer Testimonials

How-To Videos

Video is PROLIFIC

Global TV vs. PC (Desktop + Notebook) vs. Mobile (Smartphone + Tablet) Shipments, 1999 – 2013

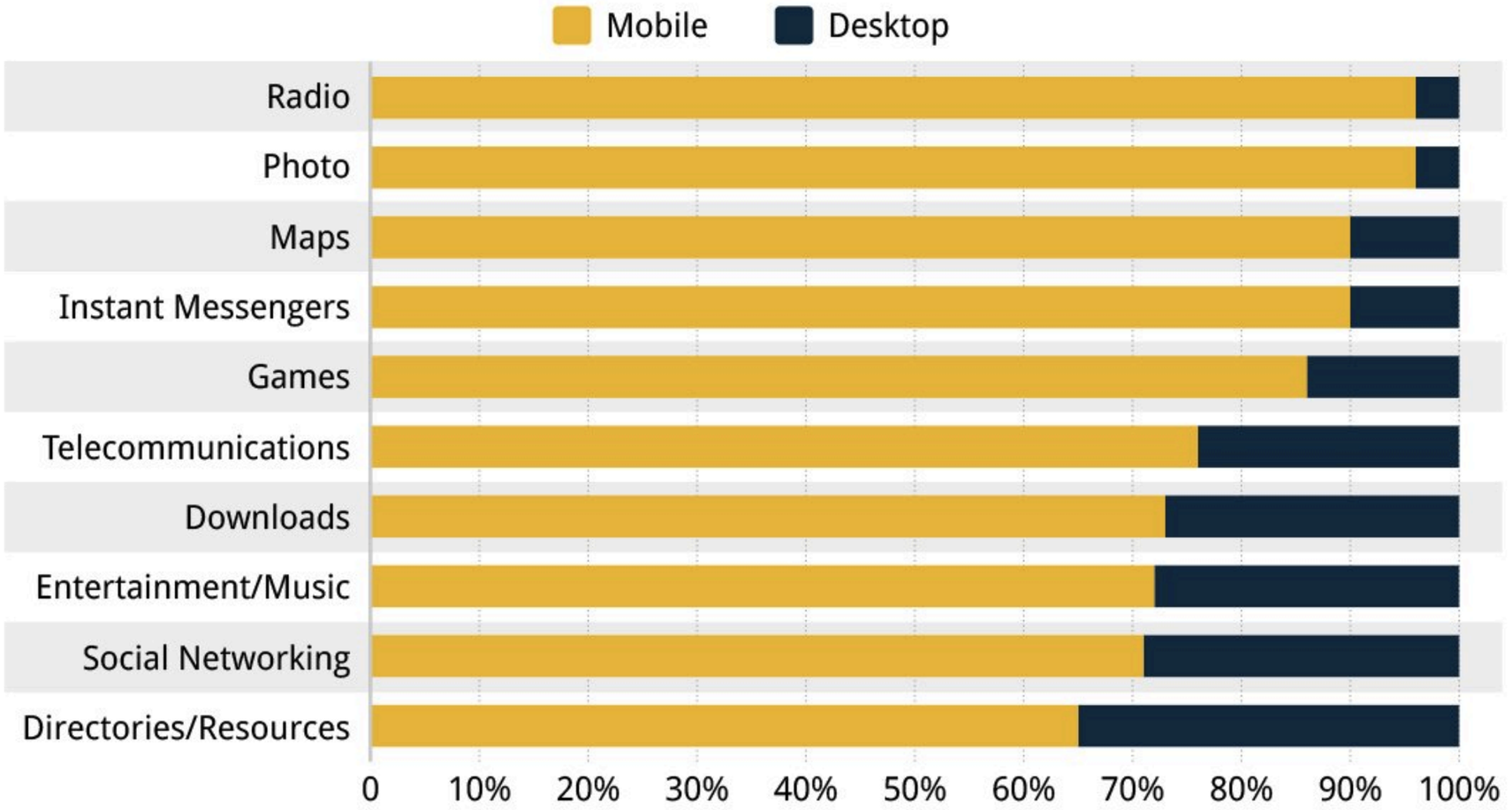


Sources: NPD DisplaySearch, Morgan Stanley, Mary Meeker @ KPCB

Tech Chart of the Day

Mobile Is Taking Over Digital Media Usage

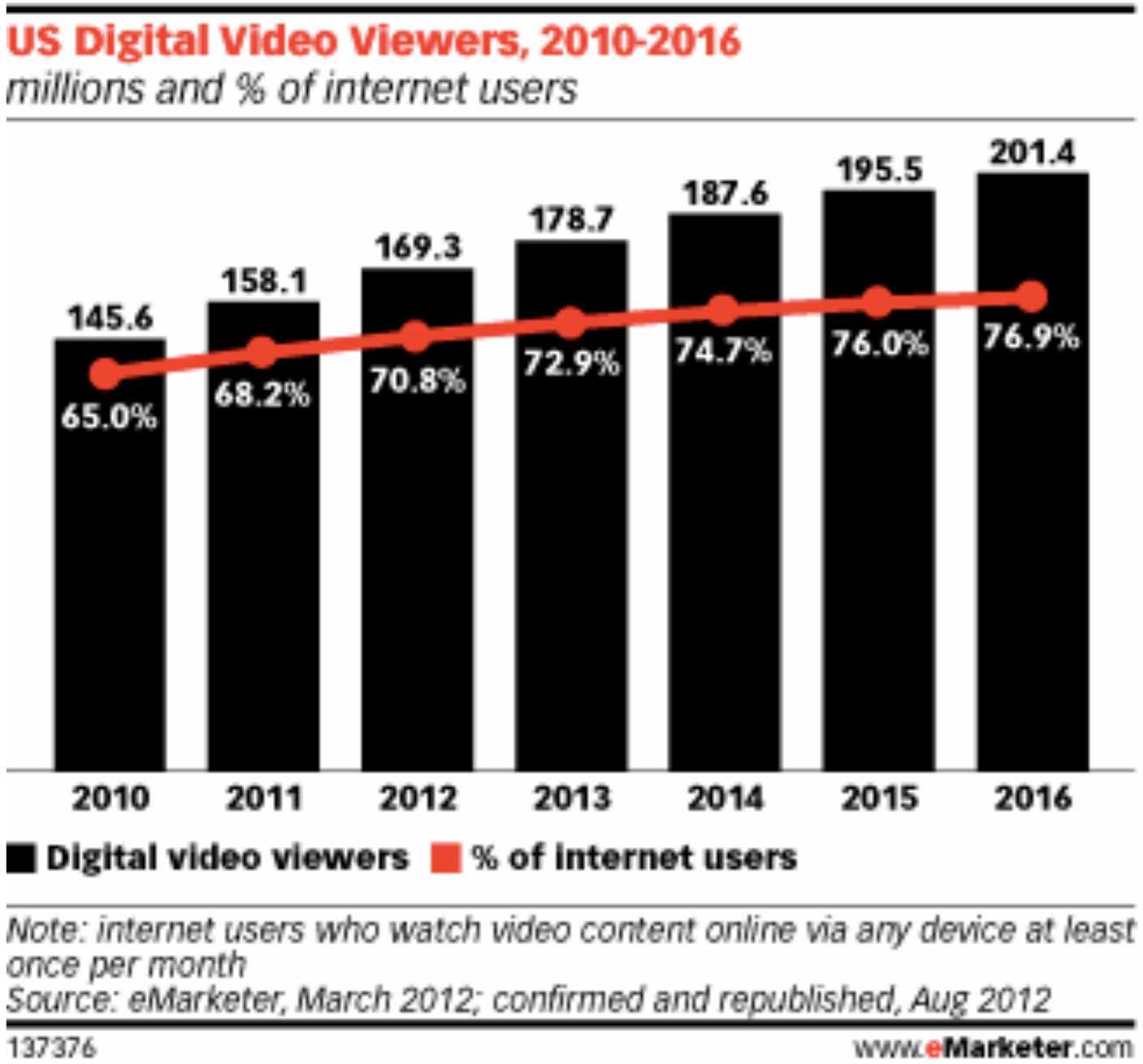
Share of time spent with selected content categories in the U.S. in May 2014, by platform



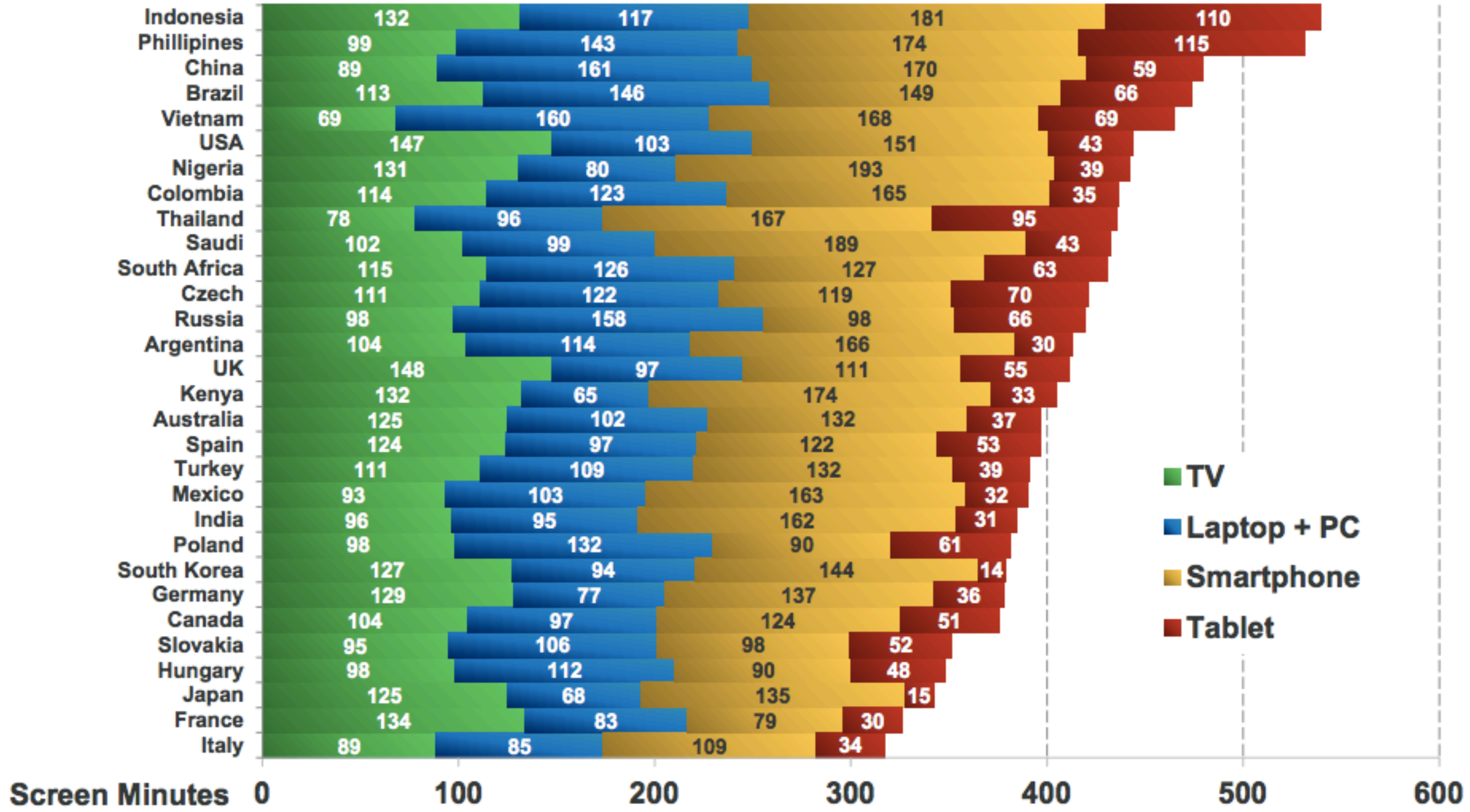
BUSINESS INSIDER

Source: comScore

statista

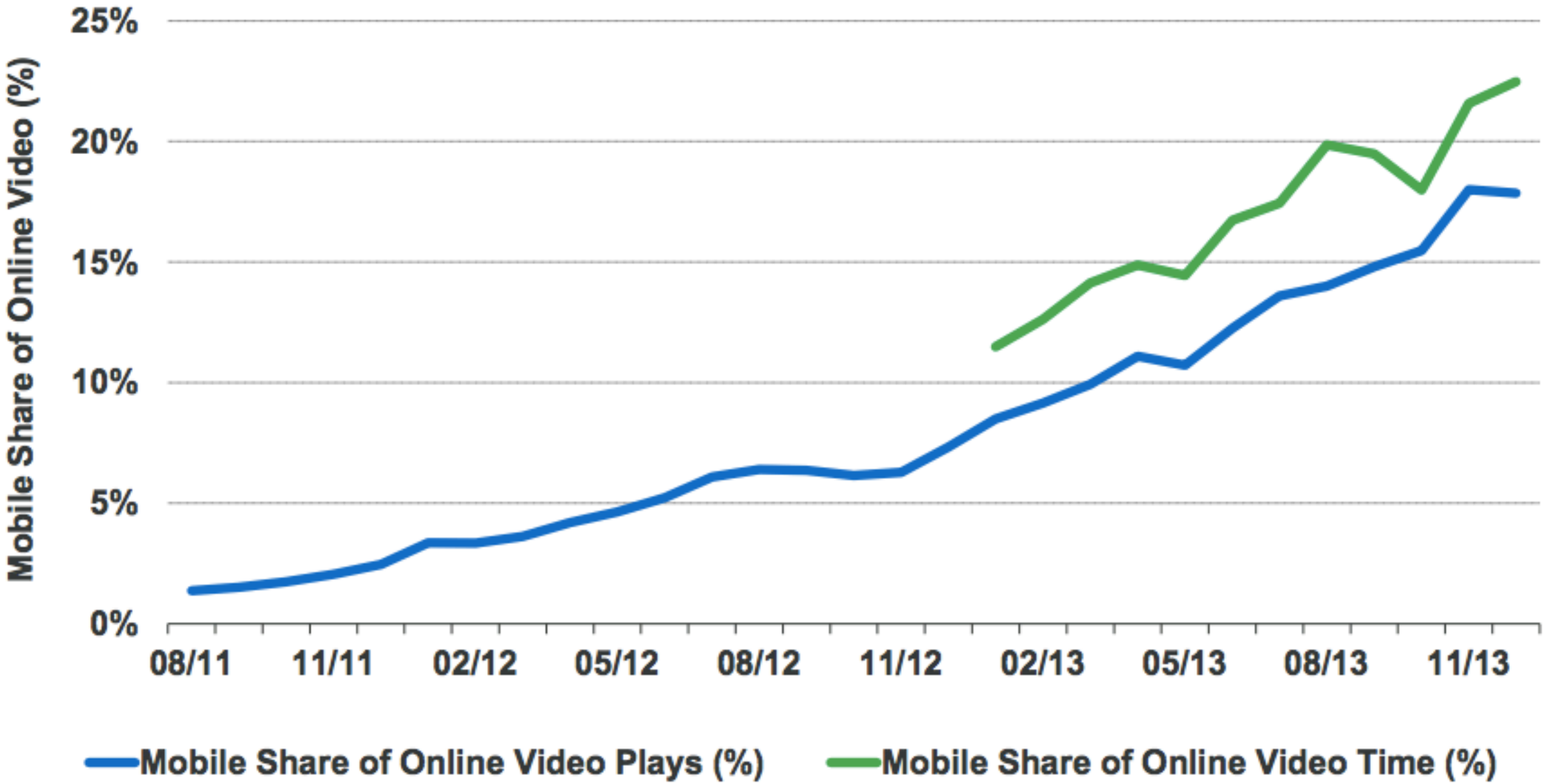

US Digital Video Viewers, 2010-2016
millions and % of internet users
145.6
158.1
169.3
178.7
187.6
195.5
201.4
65.0%
68.2%
70.8%
72.9%
74.7%
76.0%
76.9%
2010
2011
2012
2013
2014
2015
2016
Digital video viewers
% of internet users
Note: internet users who watch video content online via any device at least once per month
Source: eMarketer, March 2012; confirmed and republished, Aug 2012
137376
www.eMarketer.com

Daily Distribution of Screen Minutes Across Countries (Mins)



Sources: Millard Brown AdReaction, Mary Meeker @ KPCB

Mobile Share of Online Video Plays and Time, 8/11 – 12/13, Global



Sources: Mary Meeker @ KPCB

“The Future of TV”

- Screens Proliferating
- [Traditional] Remote Controls Disappearing
- Apps Replacing Channels
- Internet TV Replacing Linear TV

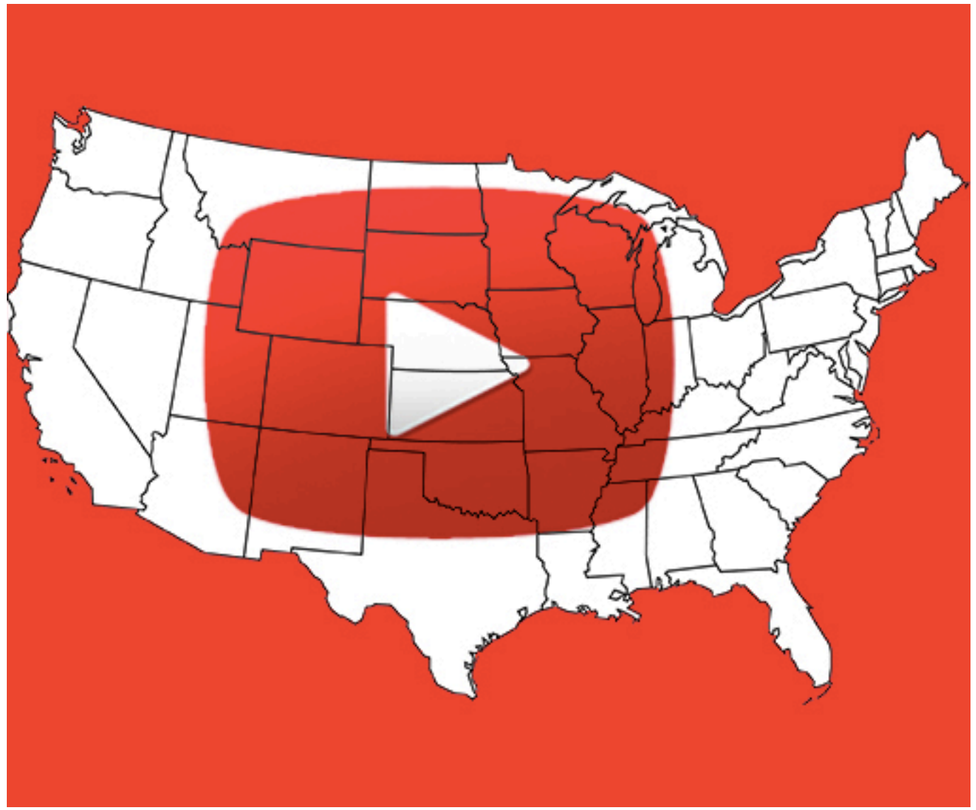


Reed Hastings – CEO, Netflix

The Numbers

- It would take an individual **over 5 million years** to watch the amount of video that will cross global IP [Internet Protocol] networks each month in 2018.
- Globally, IP **video traffic will be 79% of all consumer Internet traffic in 2018** (up from 66% in 2013).
- Globally, **mobile data traffic will increase 11-fold** between 2013 and 2018 [at a CAGR of 61%].

Source: Cisco Visual Networking Index, 2013-2018



“For a decade we’ve been searching for the killer app and over the last couple of years mobility as helped us define ***video as the killer app****… Mobile is already disrupting the video industry… We all have to embrace the change or get left behind.”*

-

Charlie Vogt, Imagine Communications

Expectations

Consumer behavior with respect to online video consumption has changed at **an unprecedented rate** – faster than the adoption of TV, faster than the adoption of cellular phones.

The **force of changing expectations** is driving industry – multiple industries – to change.

Recognizing the rise in video viewership online – and especially on mobile – it behooves marketers and publishers to get involved.
Where the viewership goes, the $$ follow.

Video is PERPLEXING



COMPLEXITY

There are many factors influencing the complexity of video

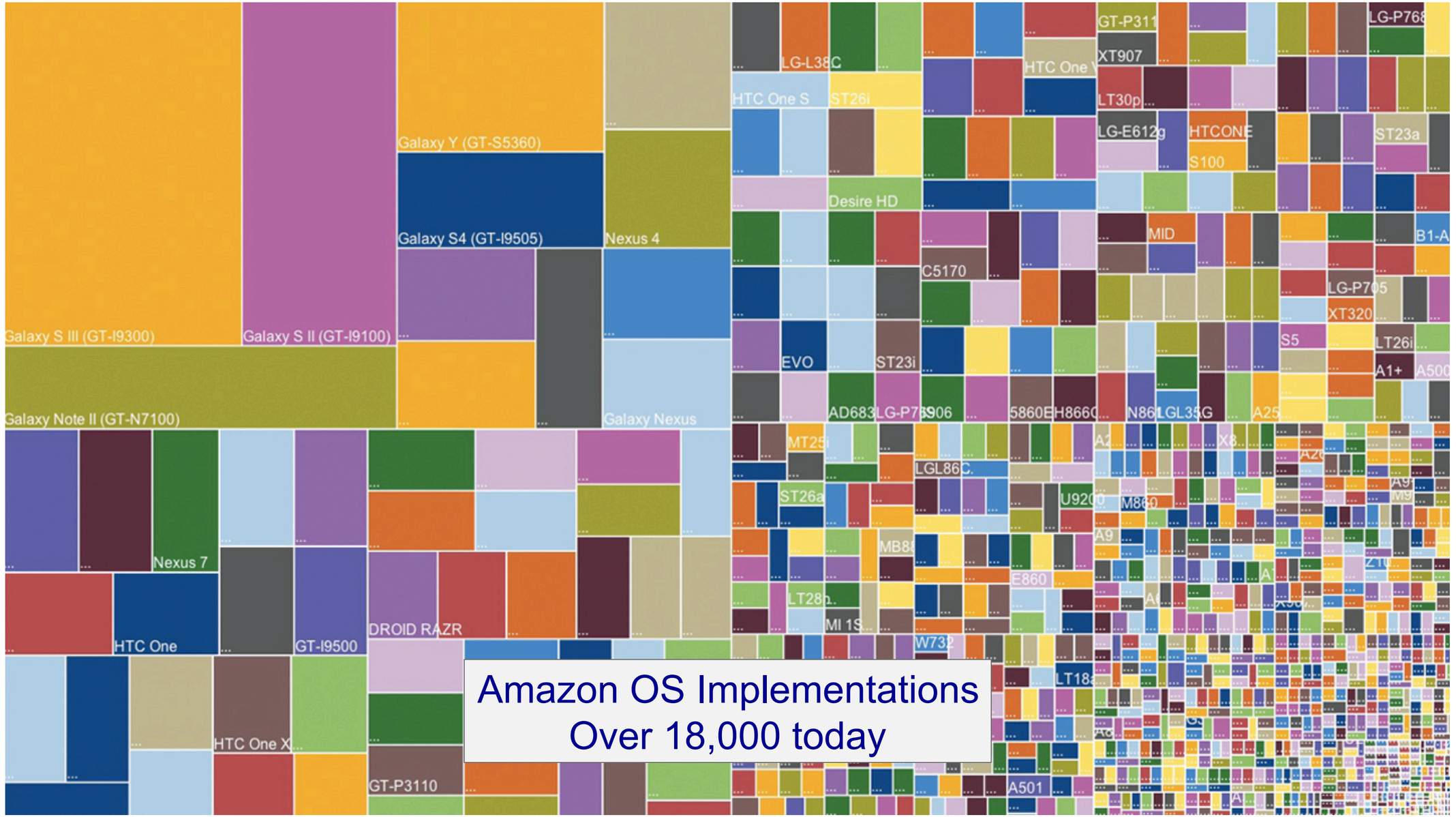
Device Proliferation







Device Fragmentation



Other Factors Driving Complexity

- **Video Performance** – Availability Loading Time, Latency, Start Time (Time to First Frame), Buffering / Seamless Playback
- **Expected Features** – Pause & Resume, Social Sharing, Thumbnail Scrubbing…
- **Content Rights** – Digital Rights Management, Controlling Content, Restricted Content
- **Globalization** – Network & Infrastructure Conditions, Multiple Languages – Audio Tracks and Subtitles, Captions, Geographic Restrictions
- **Economics** – Video Creation/Production, Storage, Content & Metadata Management, Storage, Publishing Systems, Video Players, App Development, Analytics and Measurement, Advertising (Monetization), …
- **Management & Maintenance** – Technical, Operational & Business Resources

Truth:

CHANGE IS CONSTANT

What Should You Do?

To Be Smart About Leveraging the Power of Video

Guiding Thoughts

- Simplify
- Experience
- Integration
- Core Competencies

Simplify

- Focus on the platforms that matter to your audience.
- Leverage the Cloud (vs. investing in hardware and infrastructure).
- Content is King.

Experience

- Focus on designing the Experience. The whole experience (content, ads, app, interactivity, social…).
- Aim for consistency across consumer endpoints.
- Use the tools and technology that are available and constantly advancing (vs. investing technical development).

Integration

- In designing the experience and implementing a technical solution, think about the various points of integration you need:

- Analytics
- Advertising
- Marketing Automation
- Social Distribution
- …etc.

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Core Competencies

- What is your Core Competency?
  - Focus your organization’s creative energies on your areas of core competency.
- Partner with the ecosystem of companies providing solutions and services in online and mobile video.
  - Video is their core competency.
- As a result, gain:
  - Faster time to market
  - Higher ROI
  - Continuous innovation
  - Managed complexity



brightcove VIDEOCLOUD

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brightcove ONCE

Cloud Ad Insertion and Stream Stitching

brightcove ZENCODER

The Performance Leader in Cloud Encoding

brightcove GALLERY

Powerful, Engaging Video Experiences

brightcove PERFORM

The high performance service for creating and managing video player experiences

Thank You.

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