2022 ACM WEST REGION CONFERENCE & TRADE SHOW
MARCH 30 - APRIL 1, 2022


Alliance for Community Media
West Region
Industry Trends
A Few Key Terms

● OTT - Over-the-Top: Video delivered over Internet
● CTV - Connected TV: Subclass of OTT delivered to TVs directly or via devices connected to a TV (streaming boxes)
  ○ Vs. Desktop & Mobile (Web & Apps)
● vMVPD - Virtual Multi-channel Video Programming Distributor: Streaming TV services that aggregate Live & On-demand programming
OTT content viewing has become a mainstream media behavior in the U.S.

- 82.4M homes watched OTT in a month
- 76% reach among homes with Wi-Fi
- The average home viewed 100 hours of OTT content across the month...
- ...this was spread across 17.9 average viewing days.*

Source: Comscore OTT Intelligence, June 2021, minus Jan 2020, U.S.

*Average viewing days: The average number of days in the month each household streams some content from each respective OTT service.
Pandemic Accelerated OTT

The big five OTT services gained viewers between pre-pandemic and now

<table>
<thead>
<tr>
<th>Service</th>
<th>January 2020</th>
<th>June 2021</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix</td>
<td></td>
<td></td>
<td>32%</td>
</tr>
<tr>
<td>YouTube</td>
<td></td>
<td></td>
<td>24%</td>
</tr>
<tr>
<td>Amazon Video</td>
<td></td>
<td></td>
<td>37%</td>
</tr>
<tr>
<td>Hulu</td>
<td></td>
<td></td>
<td>53%</td>
</tr>
<tr>
<td>Disney+</td>
<td></td>
<td></td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: Comscore OTT Intelligence, CTV Devices, U.S.
New Services Gaining Some Share

Though the big five OTT services gained viewers between pre-pandemic and now, other services grew in share of total hours.

**SHARE OF TOTAL OTT HOURS**

**JAN 2020**
- 27% NETFLIX
- 16% HULU
- 11% AMAZON VIDEO
- 22% YOUTUBE
- Others 14%

**JUNE 2021**
- 26% NETFLIX
- 13% HULU
- 9% AMAZON VIDEO
- 21% YOUTUBE
- Others 18%

Source: Comscore OTT Intelligence, CTV Devices, U.S.
Households Adding More OTT Services

Increased fragmentation: the average OTT household **watched** more services

<table>
<thead>
<tr>
<th>OTT Services Watched Per Household</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0</td>
<td>Jan 2019</td>
</tr>
<tr>
<td>4.4</td>
<td>Jan 2020</td>
</tr>
<tr>
<td>4.9</td>
<td>June 2021</td>
</tr>
</tbody>
</table>

Source: Comscore OTT Intelligence, CTV Devices, U.S.
Cord Cutting Growing

The growth of cordless households accelerated in 2020, and continues to grow in 2021

- **50%**
  - CABLE/SATELLITE SUBSCRIBERS IN JUNE 2021
  - 55% in June 2020
  - 64% in June 2019

- **35%**
  - CORD CUTTERS IN JUNE 2021
  - cut the cord within the past five years
  - 23% in June 2020
  - 21% in June 2019

- **15%**
  - CORD NEVERS IN JUNE 2021
  - no cable/satellite subscription in the past five years
  - 19% in June 2020
  - 16% in June 2019

Source: Comscore OTT Intelligence, CTV devices. U.S. About 1% or less of OTT households are “cordless unknown”.

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SVOD and Age Impact on Cord Cutting

- Live (sports) & News rising to importance for Linear TV
- Original, scripted content moving to SVOD
- By 4Q 2021, 69% cable viewing older demographic
- Younger viewers - “what is a cord” anyway?
- 2022 Cable viewing down 22%
- Only ESPN higher
**vMVPD Drives Cord Cutting**

Households streaming vMVPD services tend to stream more OTT content and services than average OTT households

<table>
<thead>
<tr>
<th>IN A MONTH, VMVPD HOUSEHOLDS...</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7</strong></td>
</tr>
<tr>
<td><strong>152</strong></td>
</tr>
<tr>
<td><strong>57%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OTT SERVICES WATCHED PER HOUSEHOLD</th>
<th>OTT HOURS WATCHED PER HOUSEHOLD</th>
<th>OF HOUSEHOLDS ARE CORDLESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>+2 services than the average OTT households</td>
<td>+52 hours than the average OTT households</td>
<td>+7% more than the average OTT household</td>
</tr>
</tbody>
</table>

Source: Comscore OTT Intelligence, June 2021, U.S.

Definitions: An MVPD is a multi-channel video (linear TV) programming distributor (cable/satellite companies). A virtual MVPD (vMVPD) distributes linear TV content through the Internet, such as SlingTV and DIRECTV NOW.
OTT Demographics

**OTT Home % Composition**

- $<35k: 21%
- $35k-$49.9k: 13%
- $75k-$99.9k: 14%
- $100k-$149.9k: 17%
- $150k-$199.9k: 8%
- $>200k: 9%

**OTT Households with Children**

- Yes: 42%
- No: 58%

**OTT Home % Composition by Age**

- Age: 1-12: 32%
- Age: 13-17: 19%
- Age: 18-24: 16%
- Age: 25-34: 32%
- Age: 35-44: 36%
- Age: 45-49: 15%
- Age: 50-54: 16%
- Age: 55-64: 24%
- Age: 65+: 27%

Source: Comscore OTT Intelligence, CTV Devices, June 2021, U.S.
Smart TVs Gaining, Gaming Consoles Shrinking

Supporting growth in OTT consumption, smart TVs are the fastest growing streaming segment

<table>
<thead>
<tr>
<th>All OTT Devices</th>
<th>Streaming Box/Stick</th>
<th>Smart TV</th>
<th>Gaming Console</th>
</tr>
</thead>
<tbody>
<tr>
<td>60,620</td>
<td>34,907</td>
<td>29,663</td>
<td>17,396</td>
</tr>
<tr>
<td>+10%</td>
<td>+14%</td>
<td>+18%</td>
<td>-22%</td>
</tr>
</tbody>
</table>

TOTAL HOUSEHOLDS THAT STREAM OTT CONTENT (000)

JUNE 2019  JUNE 2020  JUNE 2021

Source: Comscore OTT Intelligence, U.S.
Note: Gaming consoles above represents OTT streaming activity on a gaming console. The number of consoles owned by households may not necessarily declined.
Share of Viewing Time by Device

Growth in viewing time for top big screens
Q4 2021 vs. Q4 2020

Conviva’s State of Streaming Q4 2021
Copyright © 2022 Conviva. All rights reserved.
OTT & Social Media PEG Impact

- Cord Cutting
- Opportunity to Expand Viewership
- Enables Viewership Stats
- HD to the TV
- Interactivity
- Monetization
- Mobile Viewing
Social Media Stats

Facebook's Leading Role in the U.S. Social Media Landscape
Share of U.S. online consumers who use the following platforms regularly

- Owned by Facebook
  - Facebook: 73%
  - YouTube: 64%
  - Messenger: 49%
  - Instagram: 48%
  - Twitter: 32%
  - Pinterest: 30%
  - Snapchat: 28%
  - LinkedIn: 20%
  - Reddit: 20%
  - TikTok: 18%
  - WhatsApp: 14%

Based on a survey of 5,047 online consumers aged 18 to 64 in the U.S. conducted in three waves between Feb. 2020 and Mar. 2021
Source: Statista Global Consumer Survey

The Road to One Billion Users
Time it took for selected social media services to reach one billion monthly active users (in years)

- Facebook Messenger: 4.9 years
- TikTok: 5.1 years
- WeChat: 7.1 years
- Instagram: 7.7 years
- YouTube: 8.1 years
- WhatsApp: 8.5 years
- Facebook: 8.7 years

As of Sept 2021
Source: Axios
Social Media & News

Facebook Remains a Major Gateway to Online News

% of U.S. adults who get news on the following social media sites*

- Facebook: 43%
- YouTube: 21%
- Twitter: 12%
- Instagram: 8%
- LinkedIn: 6%
- Reddit: 5%
- Snapchat: 5%
- WhatsApp: 2%
- Tumblr: 1%

* based on a survey of 4,581 U.S. adults conducted in Q3 2018

Source: Pew Research Center
Shifting Content Length on Social Media

Conviva’s State of Streaming Q4 2021
Copyright © 2022 Conviva. All rights reserved.
Social Media Sound Off - Importance of Captioning

Conviva’s State of Streaming Q4 2021
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Some YouTube & Facebook Stats

- **Facebook**
  - More than 4 billion video views take place on Facebook every day.
  - 500 million viewers watch 100 million hours of video content on Facebook daily.
  - 65% of all Facebook video views come from mobile users.
  - 85% of Facebook users watch videos with the sound off.
  - Native videos get 478% more shares on Facebook than videos from other sources do.

- **YouTube**
  - 1 billion hours of [YouTube videos](https://www.youtube.com) are watched daily ([YouTube Press](https://www.youtube.com))
  - There are 38 million active channels on YouTube of which 15 million are content creators and 22,000 of them have crossed 1 million subscribers. ([Tubics](https://www.tubics.com))
  - YouTube's highest concurrent views record is set at 2.3 million from when SpaceX went live to launch the Falcon Heavy Rocket ([The Verge](https://www.theverge.com))
  - More than 70 percent of viewership happens on its mobile apps ([YouTube Press](https://www.youtube.com))
  - 70% of what people watch on YouTube is recommended by its algorithm ([HootSuite](https://hootsuite.com))
  - 500 hours of content is uploaded every minute, as of 2019 ([Statista](https://www.statista.com))
Overview of Platforms & Providers
OTT Providers

Includes LIVE

- YouTube TV
- Hulu TV Live
- Sling TV
- DirecTV Stream
- PlayStation Vue
- Philo
- Fubo TV
- Pluto TV
- Xumo

On-demand

- Netflix
- Amazon Video
- Individual Networks (HBO Max etc…)
- Custom Channels
  - Amazon Channels
  - Roku Subscription
  - Hulu Add-ons
  - Apple TV / App Store
Example Lineups
OTT Advantages

- User Experience (UX)
- Interface Consistency
- Recommendations
- Personalization
- Cloud DVR
- Ad Flexibility
- Measurement
- Access Anywhere

vs.

- Quality of Service (QoS)
- Owning the Pipes
OTT Playback Devices

- Streaming Boxes & Sticks
  - Roku
  - Apple TV
  - Fire TV
  - Chromecast
- Smart TVs
- Mobile Phones
- Tablets
- PCs / Laptops
- Gaming Consoles
Example Mobile App - iOS iPhones & iPads
Example Mobile App - Android Phones & Tablets
Mobile App - Google Play

NNPS-TV - Newport News Public Schools Television

NNPS-TV provides livestream and on-demand video about Newport News Public Schools. Professionally produced features, as well as student shows, inform the community about NNPS.
Example Apple TV & Apple App Store
Apple TV - Example Series Episodes & Playlists

This Just In

'This Just In' is a weekly show that quickly highlights some of the exciting happenings in the NNPS school district. See the various 'This Just In' archives playlists for older shows from May 2016 through 2019.
Apple TV - Example Meeting Chapters

2/8/21 State College Borough Council Meeting and Work Session
"Update on Sustainability Efforts, Penn State Report, Whitehall Road Regional Park...
3 hr 7 min

Regular Meeting Call
Update on Borough’s
Report from Penn State
Public Hour
Consent Items

State College Borough Council Regular Meeting and Work Session
February 8, 2021
Example Roku & Roku Channel Store

HappyKids.tv

HappyKids.tv is a FREE and SAFE app designed to Educate and Entertain kids. The content is...

Peacock TV

Download Peacock and stream hundreds of movies, your favorite TV series, and exclusive Originals —...

QVC & HSN

The QVC & HSN service is for shopping - watch top designers, celebrities, and home experts share their latest fashions in stunning shows. Watch free and on-demand.

Wellesley Media Corporation

Board of Selectmen Meeting
July 16, 2019
15 min | 3 months ago

Chapters (1 of 6)

Vote Town Election Dates
SHOW MORE ➤

Vote Fire Department Promotions
SHOW MORE ➤

DPW Repairing Church Street
SHOW MORE ➤

Vote 2019 Wellesley Place Affordable R... SHOW MORE ➤
Example Website Video Player

Watch

Watch us on Xfinity 66/966HD/967 | Verizon 29/30 | Roku | Apple TV | PhillyCAM TV
Web Video Player - Meeting Chapters Example

10/19/20 Bellefonte Borough Council Work Session & Meeting

Updated about 2 hours ago


Borough of Bellefonte - Council (31 Videos)

Updated about 6 hours ago

10/19/20 Bellefonte Borough Council Work Session & Meeting
Social Video Platforms

On which social media platform do you most commonly watch videos?

- YouTube: 35%
- Facebook: 25%
- TikTok: 19%
- Instagram: 8%
- Other: 13%

Note: Other includes Twitter (2%) and other (6%), as well as Reddit, Tumblr, Pinterest, Snapchat, and LinkedIn – which all received 1% of responses at most.
Podcasting

YourTown Meeting Podcast
Podcast Demo

Zoning Board Meeting 10-18-2020: Weekly YourTown Zoning Board Meeting

My Episodes

TODAY
Zoning Board Meeting 10-18-2020
Weekly YourTown Zoning Board Meeting

TODAY
Planning Board Meeting 10-20-2020
Weekly YourTown Planning Board Meeting 10-20-2020

TODAY
Town Council Meeting 10-19-2020
Weekly YourTown Town Council Meeting 10-19-2020

See All Episodes
Podcast Platforms

25% Spotify
20% 
16% Pandora
15% Website
11% Audible
10% NPR One
9% Tune In
8%

Base: 746 U.S. adults who listened to a podcast in the past month.
Survey conducted in Q1 2020.
Source: Reuters Digital News Report
Community Media Multi-Platform Success Stories
Community Media Multi Platform Success Stories

- Shrewsbury MA
  - We have standalone apps for Roku, AppleTV, Fire, iOS and Android. The last five years we have gone from 13k cable subscribers, down to 6k. Our streaming numbers during the pandemic have gone through the roof, and an even bigger increase since we launched the app(s). Roku and AppleTV are the two most used, and iOS is third. It’s not uncommon to have 700+ watching the school committee stream, and recently we’ve had some nights over 1k. I have no analytics for TV, but I highly doubt 1000 TVs are tuned in. Our community has embraced cord cutting, and we are trying to adapt. The other bonus...town government LOVES the app and they have received positive feedback from residents.
Distribution Technology Primer
Why not just deliver streaming video from your facility?

Bandwidth & Bottlenecks

Example - if you have 50Mbps Internet Upload (out to Internet)

- Adaptive Live Stream - Add Up the Rates
  - 1920x1080 at 2.5Mbps
  - 640x360 @ 1.25Mbps
  - 416x234 @ 256Kbps
  - 4Mbps total

- MAX 12 simultaneous viewers!
- And no room for anything else!

Deliver Once to CDN (4Mbps)

CDN does the rest

Lowers Latency by copying close to viewer

Push vs. Pull, Firewall

Akamai, Lumen, CloudFront, Fastly...
Streaming Protocols

- How streaming is delivered over Internet or Network
- Delivery Protocols
  - HLS, DASH, CMAF, WebRTC
  - Transport (TS) vs. Fragmented MP4 (fMP4)
- Ingest Protocols
  - RTMP, HLS, DASH, WebRTC
- Adaptive Bit Rate (ABR)
  - Multiple resolution/bitrate versions
  - Seamless switch based on client bandwidth
  - Goal is to avoid buffering
  - What you see watching Netflix when quality shifts
- Latency Considerations
Low Latency Protocols

- HLS won out for simplicity, broad compatibility with Web/Internet infrastructure
  - Web Servers, Web Protocols, Web Browsers (HTML5), ABR Support
- Prioritized View Quality and Experience over Latency
- But HLS naturally leads to higher latency 30-60s fairly common
  - Segment sizes, Playlist Sizes, HTTP
- Newer Low Latency Protocols
  - LL-HLS, DASH-LL 3-5s
  - WebRTC < 1s

![Low Latency Protocols Chart]

- LL-HLS: 33%
- LL-DASH: 30%
- WEBRTC: 21%
- WEBSOCKETS: 16%
- OTHER: 16%
- NOT USING LOW LATENCY STREAMING: 37%
Pipelines for sending video are finite
How do we avoid a traffic jam?
Video Compression to the Rescue
Video Codecs

- Codec - coder-decoder
- Encoder compresses
- Decoder decompresses
- MPEG-2 → AVC/H.264 → HEVC/H.265
  - About 50% more efficient each step
- AV1 around 20% more efficient vs. HEVC
- Spatial + Temporal Compression
  - Spatial - kind of like JPEG on each frame
  - Temporal - “macroblocks”
- Licensing
- **Browser / HTML5 Video Compatibility**
- Vs. Containers
  - Transport, MP4, MOV, AVI, WebM, Matroska
How Video Compression Works - 1st, Images
Resolution & Pixels
JPEG

Compresses images
Takes advantage of how our eyes work
Our eyes have limitations
  Brightness vs. Hue & Color
  Frequency
2nd Video vs. Images
How do frames change in time?
Lossless vs. Lossy Compression
Audio Codecs

AAC: 75%
DOLBY DIGITAL: 42%
MP3: 33%
DOLBY AC-4: 21%
DOLBY ATMOS: 21%
FLAC: 16%
DTS-HD: 15%
DTS:X: 15%
OPUS: 12%
MPEG-H 3D: 11%
VORBIS: 8%
Encoders, Transcoders

- **Encoders**
  - “Uncompressed” video in - SDI, Analog, NDI*
  - Input → Encode → Output
  - Compressed video out
  - Live
    - Compressed IP/streaming video out
    - RTMP, HLS, Transport etc...
    - Streaming, Contribution
  - File
    - Compressed Digital File
    - MPEG TS, MP4 etc..

- **Transcoders**
  - Compressed video in / Compressed video out
  - Input → Decode → Encode → Output
  - Changes format - codec, resolution, bitrate etc...
  - Live - IP/streaming video in & out
  - File - Compressed Digital File in & out
Backhaul

- Remote Site → Master Control
- Ethernet, Microwave, Cellular, Baseband
- IP - LAN vs. Internet
- Fixed vs. Mobile Remote
- Internet / Noisy Networks, Low Latency
  - SRT, RIST, LRT, Zixi, ARQ
  - Forward Error Correction (FEC)
  - “Push” delivery with “Handshake” retry
  - UDP vs. TCP
- Station Bandwidth (Ingress)
- YouTube, Facebook as backhaul
Live Streaming 24x7

- Encode Channel output
- Station Bandwidth
- CDN
- Set and forget
Live Event → Station → Cloud

- Encoder at event location
- Scheduled, Manually & Auto Triggered
- Start/Stop (Encoder, Automation)
- Record locally (backup)
- Record Master Control
- Publish for VOD
- Service Auto Capture Live for VOD
Live Event → Cloud → Station

- Encoder at event location
- Scheduled, Manually & Auto Triggered
- Start/Stop (Encoder)
- Record locally (backup)
- Service Auto Capture Live for VOD
- Playout / Record from Cloud
Multiple Destinations

- Brute force - Multiple Encoders
- Single Encoder, Multiple Streams
- Single Encoder, Local Distributor
- Single Encoder, Cloud Distributor
- Bandwidth Considerations
Simulcasting

- Wowza
- restream.io
- switchboard.live
- castr.io
- LiveU Matrix
- Teradek Core
- Wirecast Restream
- Playout Vendor Solutions
- On Premise vs. Cloud
- Transmux vs. Transcoding
- Adaptive Bit Rate (ABR)
Live Streaming for Program Distribution

- PEG Peer to Peer
- Tune into neighboring station’s relevant events
- Ditch the Satellite Receivers and related fees
- Classic Arts
- Free Speech TV
- Democracy Now! (New - 8AM daily live stream)
- NASA TV
- YT Live
- FB Live
- Licensing
Captioning

- Most OTT & Social platforms support captioning
- Files
  - With embedded “608/708” captions (baked in), normally preserved on upload
  - Already have sidecar captions (text file), can be uploaded with the file
  - No captions - platforms can automatically generate (AI captioning)
- Live
  - With embedded “608/708” captions (baked in), normally preserved when streamed live
  - No captions - platforms can automatically generate (AI captioning)
- AI captioning continues to improve, from Free to Affordable
- Human captioning services also exist for File & Live, much more expensive
- CC quality can differ based on underlying AI engine, and quality of the audio
Captioning - Beyond Accessibility

- Captions open up new user experience and searchability
- Caption Transcript Search - like “Google” for meetings
- Next Up: Searching the Video Images themselves!
- Browser search for YouTube
Artificial Intelligence (AI) Applications

- Audio transcription and speech-to-text: 43%
- Tagging and categorizing video: 35%
- Personalization: 33%
- Identify scene or shot boundaries: 34%
- Video quality optimizations: 33%
- Object detection: 33%
- Recommendations: 30%
- Quality of service (QoS): 24%
- No plans to use AI/ML: 12%
- Other: 3%

(Bitmovin)
Monetization
Types of Monetization

- **Ad Supported**
  - YouTube (Adding full seasons Hell’s Kitchen etc...)
  - AVOD
  - FAST
- **Subscription**
  - Netflix, Hulu, YouTube TV
  - SVOD
- **Transactional**
  - iTunes, Google Play, Amazon Video
  - TVOD
  - Pay-Per-View
- **Donations**
- **Partner on 3rd Party Platform**
  - YouTube, Facebook
- **Underwriting**
Community Media Programming Monetization Considerations

- What classes of programming will Community Media monetize?
- Government Meetings
  - Off limits? other than Pay To Download/Own (equivalent of DVD days)?
  - Social Media only?
- Sports
  - Possible rights issues, with school district athletic agreements
- Studio Programming
- Contributed Programming
  - Revenue sharing
Apple Monetization

- One-time App Fee - 30% cut
- In-App Purchases - 30% cut
- Subscriptions - 30% cut year 1, then 15%
- Display Ads - Bring your own ads/ad network
- Data
- App Store Small Business Program
  - 15% cut, under $1MM yearly app revenue
- Legal Challenges
Google Monetization

- One-time App Fee - 15% cut for 1st $1MM, then 30%
- Subscriptions - 15% cut
- In-App Purchases - 15% cut for 1st $1MM, then 30%
Amazon Monetization

- One-time App Fee - 30% cut
- In-App Purchases & Subscriptions (IAP) - 30% cut, 20% video subscriptions
- Amazon Publisher Services / Amazon Mobile Ad Network
  - Can use other Ad Networks, but can’t link to other marketplaces
Roku Monetization

- **Trasactional - 20% cut**
  - One-time App Fee
  - Subscription
  - In-App Purchases

- **Partner Ad Program**
  - Inventory Split - 30% ad time from Roku network
  - Must user Roku Advertising Framework (RAF)
  - Direct Publisher includes RAF
  - Bring Your Own Ad Server
    - Google Ad manager etc...

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*By selecting "Yes" above to enable ads in your channel, you agree that panels, tabs, EKM and other advertising technologies ("Ad Tools") will be enabled in your channel. These Ad Tools may (a) send usage information from your channel, including device identifiers, content viewing data and ad exposure data, to third party advertising partners, such as advertisers, agencies, media buyers and their service providers, and (b) enable those third-party advertising partners to serve and view responses into your channel, and receive reports about your audience and the ads delivered. You agree to provide your users with clear notices detailing the third parties that may collect information about them when they are streaming your channel and, where legally required, obtain their consent. If you use your own ad servers and your channel is "made for kids," you agree that you will not (a) serve targeted ads, (b) use any personal information (as defined by the applicable children's privacy laws for targeted advertising), or (c) collect any such personal information from your channel without verifiable parental consent unless specifically permitted by the applicable children's privacy laws. If you use your own ad servers and your channel is not "made for kids," you agree to set the COPPA flag in every ad call made for ads to be shown in connection with children's content. You also agree you will abide by Roku's Data Use Guidelines. If you violate any of these terms, Roku reserves the right to disable ads or the Ad Tools in your channel, or otherwise limit their functionalities in your channel.*
Paywall Website Monetization

- Video library behind a Member login or Paywall
  - And/Or Authenticate user is a Subscriber to Cable Provider
- Build vs. Buy
  - Custom website development
  - CMS / plugins (WordPress etc...)
  - Membership Services (Patreon)
  - Streaming Platform Integration
- Website only, vs. Apps tie-in
- Packages/Granularity
- Apps Policies & Integration
Streaming Paywall - Subscription, Pay-Per-View

I am paying for: **Gold Subscription**
Price: **$100 USD / *billed every year**

Cardholder name
Card number
MM/YY
CVC

SUBSCRIBE
Streaming Paywall - Subscription, Pay-Per-View

Create New Pricing Package

Price Options
- Pay Per View
  - Price per view (US Dollars): $0.00
  - Price per view duration timespan: 24 Hours

Subscription
- Subscription Price (US Dollars): $0.00
- Subscription duration timespan: 1 Day
- Enable Free Trial?
- Free Trial Duration: Days

Video Paywall Pricing Packages

Silver Subscription
- Pricing Options:
  - $50.00 for 1 Year (Subscription)
    (Free Trial Period of 1 Days)
- VOD Players protected by this Package

Gold Subscription
- Pricing Options:
  - $100.00 for 1 Year (Subscription)
- VOD Players protected by this Package
  - InPlayer Test

Delete Package
Create a new voucher

Select voucher type

- **Discount voucher**
  A code used during purchase to get a discount on the selected price.

- **Access voucher**
  A code used during purchase to get free access for a limited period.

Next
Streaming Paywall - Stats & Reports, Email Lists

REVENUE
84.77 USD

AUDIENCE
Total: 2

PAYMENTS
Total: 1

SUBSCRIPTIONS
1 new, 0 canceled

Customer segments
Segments group customers based on their activity or status. You can create reports and use them to better manage and nurture your customer base.

Composed segments
- **Canceled subscriptions**: Find out who has canceled their subscription in a selected period. Perhaps there is a way to re-engage this customer base?
- **Paying customers**: See the customers who have made at least one payment in a selected period. Maybe it's time to show your gratitude?
- **Registered only customers**: Find out which customers have registered an account, but haven't made any payments yet. Maybe you can inspire them to join your paying customers club?
- **Watching customers**: These are all the customers who have accessed the content behind your assets. This is how you know who watched your content and when.
Preventing Unauthorized Viewing

- **Security by Obscurity**
  - Streaming URLs not easy to guess, but easy to find and share (Browser Developer tools...)

- **Token Authentication**
  - Short-lived, secure tokens generated with a “Secret Key”
  - Leaks will generally allow temporary access, hard to share
  - Good approach for website “paywalls”
  - Protects access

- **Encryption**
  - Streams full encrypted, require a key to decrypt
  - Protects the actual video, can combined with Token Auth

- **Watermarking**

- **Digital Rights Management (DRM)**
  - Business Rules layer on top on Encryption
  - What devices, when, where etc...
Ad Monetization - Pre/Mid/Post Roll

- Bring Your Own Ads
  - May be most practical for Community Media
  - Local businesses / Sponsors
- Ad Networks
  - Is there enough volume in Community Media?
YouTube Monetization

- No active [Community Guidelines strikes](#) on your channel.
- To use YouTube App
  - More than 4,000 valid public watch hours in the last 12 months.
  - More than 1,000 subscribers
  - Have a linked AdSense account.
- [YouTube Money Calculator](#)
Facebook Monetization

- Facebook’s new slogan? “I never Meta an Ad I didn’t Like”

- Eligibility Requirements for Video On-Demand
  a. 10,000 followers
  b. 600,000 total minutes viewed in the last 60 days. This can include on-demand, live or previously live videos. This does not include minutes viewed from crossposted, boosted, or paid watch time.
  c. Page has at least 5 active videos. Videos can be on-demand or previously live, but this does not include active crossposted videos.

- Additional Requirements for Live Videos
  a. At least 60,000 minutes of the 600,000 total minutes viewed in the last 60 days must include minutes viewed from live videos.
  b. Page has at least 5 active videos, including at least 3 previously live videos, that are created by you. This does not include active crossposted videos.
Community Media Monetization Success Stories

- North TV, North Attleborough MA
  - We currently stream our channels on our website and expect to put the streams behind a paywall (North TV Insider) within the next year. The service is free to cable subscribers in the two towns we serve and cost $2.99/month for those who have cut the cord or live outside of our area. An Insider Membership is now needed to view archived programs on the pages of our Community and Education channels. The paywall is already in place and was set up by our website developer... People who have currently have cable and live in one of our towns simply upload a copy of their latest cable bill and they have full access for one year - it wouldn’t be fair to charge the same residents who are already supporting us. People who do not have cable pay $2.99/month but must register in three-month increments. We also offer a daily pass for $4.99. It will never replace the money we’re losing as cable subscribers decline. Every cent helps, however.
Community Media Monetization Success Stories

- Open Signal, Portland
  - At Open Signal we don't monetize our own YouTube channel but instead encourage individual producers to create their own YouTube pages and monetize those. We then host their YouTube videos on our online distribution platform so they still get the views to their page: [https://www.watch.opensignalpdx.org/](https://www.watch.opensignalpdx.org/) We've had some interest in development of a YouTube monetization course which is something we hope to explore later in this year.
  - jamie@opensignalpdx.org
Community Media Monetization Success Stories

- Itasca Community TV
  - We use Google Adsense on our YouTube to monetize. We only do studio productions for the most part, not much for member produced programs to avoid all the incidental music etc that can get you into trouble. Every once in a while we get a copyright ding for Digital Juice information that once we explain that we use a service for the music, it goes away. The only one we couldn't explain away was a news piece on installing a new football field where the installers were playing music in the background and it got on tape. We didn't get a serious ding, however. We earn very little at this point, but every little bit counts. Beth George, Executive Director ICTV
Community Media Monetization Success Stories

- PCTV - Automated Pre-Roll For VOD Underwriting