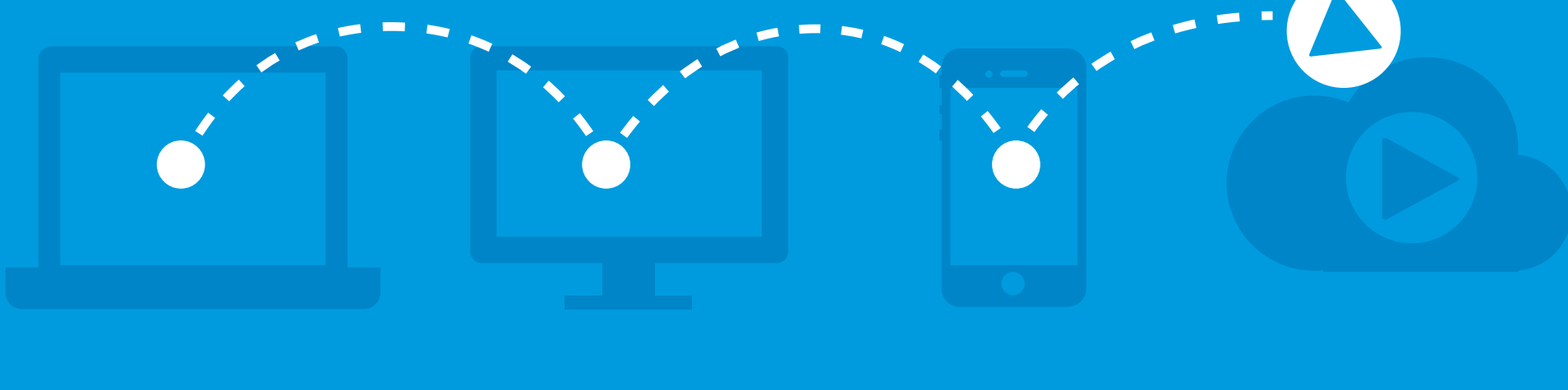


WHERE ARE YOU IN YOUR JOURNEY TO HARNESS THE OVER-THE-TOP (OTT) REVOLUTION?



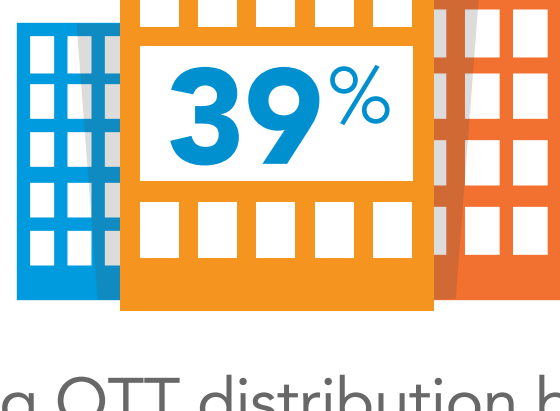
TechValidate recently surveyed 200 media company executives to gain insight into their OTT strategies. Read on to see where your efforts rank.



HOW WOULD YOU DESCRIBE YOUR COMPANY'S HISTORY WITH OTT?



Born as an OTT company



Adding OTT distribution but will maintain traditional business

USING OTT STRATEGIES



50%

IF YOU DO NOT CURRENTLY OFFER OTT DISTRIBUTION BUT PLAN TO, WHEN DO YOU PLAN TO LAUNCH?

Plan to launch in less than 6 months

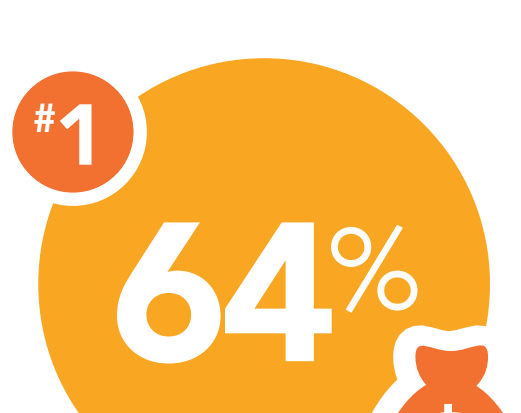


77%

HOW DO YOU CURRENTLY OR WILL YOU DISTRIBUTE YOUR CONTENT?

Distribute content direct to consumer via site or app

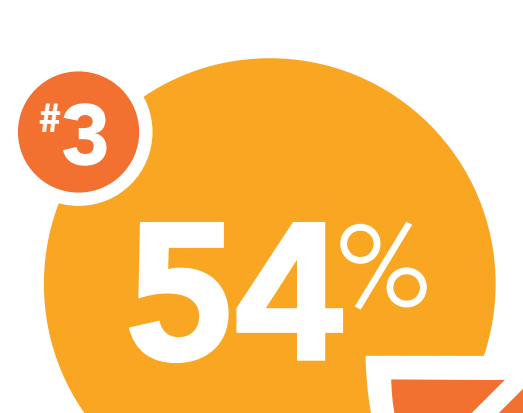
WHAT IS THE MOST SIGNIFICANT REASON FOR MOVING TO AN OTT DISTRIBUTION MODEL?



Increase revenue



Reach a larger audience



Protect/evolve brand

WHICH BUSINESS MODEL BEST DESCRIBES HOW YOU CURRENTLY OR PLAN TO MONETIZE YOUR OTT CONTENT?

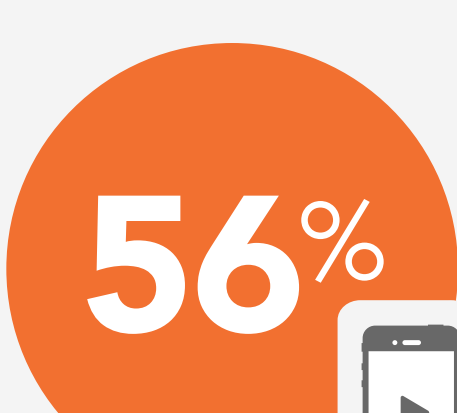


Subscription-based business model



Ad-supported business model

WHICH OF THE BELOW BEST DESCRIBES HOW YOUR AUDIENCE WATCHES CONTENT ON YOUR PLATFORM?



On demand



Linear

Numbers exceed 100% because many providers use a combination of monetization models

WHAT ARE YOUR BIGGEST CONCERNS AROUND YOUR ABILITY TO EXECUTE YOUR OTT STRATEGY?



51%

Deliver broadcast quality to meet or exceed customer expectations



41%

Control costs of OTT buildout and operations

HOW IMPORTANT DO YOU BELIEVE YOUR CONTENT DELIVERY NETWORK (CDN) PARTNER IS TO THE SUCCESS OF YOUR OTT SERVICES?

59%

Believe their content delivery network is **extremely important** to the success of their OTT services

WHAT PERCENTAGE HAVE AKAMAI'S MEDIA PRODUCTS & SERVICES INCREASED YOUR OVERALL VIDEO QUALITY?

70%

Nearly 70% of participants indicated that Akamai media products **increased their video quality by 50% or more**

"We recognize the Akamai media delivery solution is the future of broadcast, it is critical for reliable HD delivery, and to reach viewers wherever they are, on whatever platform."

(Leading US Broadcaster)

To learn more about OTT and where you fit into the ever-evolving OTT landscape, visit:

www.akamai.com/OTT

Data taken from surveys conducted by TechValidate; commissioned by Akamai.

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