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

- Born as an OTT company
- Subscription-based business model
- Plan to launch in less than 6 months
- Adding OTT distribution but will maintain traditional business
- On demand
- Linear

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

- Using OTT strategies
- Deliver broadcast quality to meet or exceed customer expectations
- Control costs of OTT buildout and operations
- Reach a larger audience
- Increase revenue
- Protect/evolve brand

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

- 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?

- 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 subscribe, visit www.akamai.com/OTT.