

# Time to Get Down with OTT

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Why Original Video Creators Need to Know What OTT Means for Them



Paul Hamm  
Endavo Media CEO

# ARE YOU DOWN WITH OTT?

There are estimated to be a billion original video creators in the world today! Most are amateur or pro-am producers, although many are evolving to become professional creators with commercially valuable content. Are you one of these creators?

Meanwhile, there is a digital revolution taking place that is upsetting a half a trillion-dollar industry as traditional TV and film are being disrupted in a big way. \$570 billion in annual TV market value – including content creation, aggregation and distribution – is at stake.

OTT has become a rapidly emerging industry that is at the center of this revolution. What is OTT? OTT means delivery of premium content “over the top” of traditional distribution technologies, in other words, delivered over the open Internet. Netflix, Amazon and Hulu are at the epicenter of this revolution. However, access to these big OTT players for distribution deals has quickly become next to impossible.

## OTT Changes Everything!

OTT has unlocked 3 transformational changes in how video is created, distributed and consumed: space shifting, place shifting and time shifting. These paradigm market shifts have opened the floodgates of opportunity to directly target and reach an audience and build a fan base that has true market or direct commercial value.

Yet, many creators don't have the tools or knowledge to succeed with an OTT strategy. Putting your videos up on YouTube and Facebook, and hoping for the best, is not a sound business strategy, especially if you have premium content and you're trying to build a serious brand, grow revenue and deliver a premium video experience. But you may think it's impossible to develop your own premium OTT video business without hiring an entire staff of designers and developers to build it for you. We're here to tell you that it is possible if you have the right set of tools and support.

OTT is a massive opportunity that sits in between the YouTube economy and traditional TV and film distribution. And OTT is expanding so rapidly that it's putting disruptive pressure on both sides, to YouTube and to TV.

**“There is a growing market of content that needs to live in between the YouTube economy and traditional TV – that place is OTT.”**

# WHY NOT YOUTUBE?

YouTube is great. It's been a fantastic place for creators to publish their videos and still represents an excellent platform to distribute amateur and influencer content, as well as a great video marketing platform. Facebook too. But there isn't a ton of room for creators to really build and own your own brand. It's THEIR brand and business, not yours. Even YouTube's advertising model leaves open the risk of ads running and content recommendations that misalign with a creator's brand or goals. YouTube's algorithms are built to keep people on YouTube, not your channel. YouTube has also become even more difficult to monetize lately. There is simply a ton of noise and competition to deal with. The big influencers make some big money on YouTube, but that's not a realistic opportunity for most creators.

YouTube has even begun tightening the reigns on creator revenue by creating new viewer and subscriber thresholds that now leave many creators outside of any revenue opportunity at all on YouTube. Recently YouTube instituted new rules requiring anyone who wants to generate ad dollars on the platform to first generate 4,000 hours of "watchtime" over a 12-month period, and to attract at least 1,000 subscribers. That replaces a lower hurdle of 10,000 lifetime views, which the site instituted last spring. This new rule is retroactive for existing YouTube "partners" and is expected to affect tens of thousands of creators.

## **Create it and they will come? Really?**

The major OTT brands and networks have exploded along with the popularity of OTT video. Along with rapid growth, networks like Netflix and Amazon have become next to impossible to strike content licensing deals, maybe even more difficult than the traditional TV networks. Amazon may have some programs for smaller creators to use, but they haven't proven very successful yet and you're still very much on your own there to build an audience within the Amazon brand. Netflix has spent tons of money to be the top OTT brand. Very few, if any, independent creator can afford to try to compete directly with Netflix.

In between YouTube and Netflix, there is a new world of opportunity, but it's not easy to try to navigate these new waters on your own. Content is being created everywhere, much of which is too premium for YouTube but also isn't finding the answer in the traditional content value chain that is being disrupted right in front of them. There is a large and growing market of professional and pro-am content that needs to live in between the converging YouTube economy and traditional TV – that place is OTT.

# 8 REASONS

To use an OTT creator platform to build a content business vs. YouTube or waiting to get picked up by Netflix.

1

**Content and branding control.** With the right tools you can quickly and cost-effectively build your own branded user experience for your audience and deliver it everywhere your audience is watching. Don't give up your content to YouTube's and Facebook's brand and business. They will leave you behind.

2

**Keep viewers on your channel.** YouTube gives recommendations to other creators' content on top of your player when video is over and alongside your player. Don't let your audience head down the YouTube rabbit hole vs. staying on your channel. If you create your own OTT experience you can keep your audience on your channel and keep giving them your awesome video experience again and again.

3

**Get your own apps.** Having your own branded website, mobile apps and OTT apps is critical to building your brand and a serious OTT business that is valuable to your fans and sustainable. Offering your own apps alone can increase signups by more than 20% over just a website. Building apps normally requires developers and time, but we've done all the hard work for you already.

4

**More content management and publishing capabilities.** If you could streamline content management workflows into a single platform that allows you to manage everything and publish everywhere your brand lives, wouldn't that be great? We'll provide a platform to distribute to all the OTT platforms and networks, plus publish to social video outlets for marketing.

5

**More monetization options.** We're in a new frontier with OTT and your super fans are ready to help you build your OTT business. Subscription VOD (SVOD), digital sponsorship & advertising, and Transaction VOD (TVOD) & PPV Live are all high growth areas for the next 5-10 years. OTT also opens up patron and crowd funding opportunities.

6

**More analytics for building brand and audience.** For creators to be successful with OTT, it's critical to know what's working and what's not. Data is critical to making better decisions that can help drive success. This means having access to real-time data and analytics on audience, engagement, performance, transactions and revenue is mission critical.

7

**More audience management, marketing and engagement tools.** The Internet provides a forum to strike a conversation with your fans. OTT is a conduit to deliver amazing video experience directly to your fans. Engaging with your audience is as important as delivering great content to them. Therefore, you need a platform that gives you the tools for reaching, engaging and tracking your fans and their engagement with your brand.

8

**Build your business.** If you have great content that has an existing or potential fan base, there is no better time than now to reach your audience directly, deliver a great experience and monetize the whole thing. And you deserve to keep more of what you earn. OTT is the best way to do that!

**“Putting your videos up on YouTube and Facebook, and hoping for the best, is not a sound business strategy.”**

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