The Digital Video Business

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An accelerating pace of disruption is transforming how people watch and engage with media. Conventional business models are under pressure, increasingly at the hands of innovative and agile digital rivals. Providers of all stripes will need to adapt, expand their portfolios, learn to be a media company, and develop the right business models.

New business model for the digital video industry

DCPs Digital Content Providers

These companies have an established online media presence. They deliver content or partner through collaborations with Digital Content Aggregators (DCAs).

DCAs Digital Content Aggregators

These are digital video aggregation services that focus on supply and delivery of diverse content across platforms, targeting audiences, while providing a consolidated offering to customers.

Some key strategies to become a Digital Content Aggregator (DCA)

5. Support multiple platforms and devices

High-performing DCPs are in a unique position to leverage the potential of connected TV (CTV) and online platforms. By supporting multiple platforms and devices, they can maximize value for both providers and enhance a DCP’s ability to segment its audience and drive higher engagement and revenue.

4. Get noticed

In a world where there are thousands of digital content providers competing for viewers’ attention, it’s imperative to stand out. High-performing DCPs are skilled at creating awareness and promoting their content to attract potential viewers. This can be achieved through creativity, use of data and insights, and the right partnerships and marketing.

3. Stay close to customers

The success of a DCP hinges on its ability to forge strong relationships with DCAs. By building mutual trust and support, DCAs and DCPs can work together to meet the needs of consumers and stay ahead of the competition.

2. Move fast

As digital consumer behaviors continue to evolve, the ability to swiftly test, adapt, and scale propositions using a shared platform becomes critical. High-performing DCPs must be able to rapidly test different consumer experiences and business models so that they can respond with agility.

1. Work together with DCAs

Multiplatform ecosystems and the evolving consumer buying journey are opening up new opportunities. By partnering with DCAs, DCPs can extend their reach, reach new audiences, and grow their business.

Five key strategies to become a Digital Content Provider (DCP)

7. Build trust

By fostering consumer trust, DCAs can increase the value-add to DCPs looking to engage with and understand customers. Whether it’s improving customer engagement or视线/2 improving customer experience, DCAs can help DCPs achieve these goals.

6. Leverage the digital support ecosystem

DCAs are in a unique position to curate and deliver more relevant user experiences. They can use these insights to improve their offerings, helping DCPs to understand customer behavior.

5. Aggregate insights

A DCA needs to be an enabler of the ecosystem, supporting the acquisition of diverse interests, to multiple different segments. This helps DCPs deliver more relevant user experiences.

4. Accelerate new business models

New business models are emerging that neither have traditionally been available to providers and aggregators. DCPs may decide to diversify into multiple models (D2C, CPE, TVE, marketing only), to serve content owners and DCPs.

3. Differentiate service and experience

Quality of service and experience are vital differentiators: the better the experience, the more attractive content is and the higher the perceived value from the consumer. A unique perception of endless content advantage will remain an important source of competitive differentiation.

2. Scale up

DCPs need to find distinctive new business models to capture growth, protect market share and boost profits. Traditional business models are under pressure, both the traditional and digital video industry.

1. Allow content to remain king

Content is still the most powerful player in the battle for the consumer. A large viewer base and one-to-one relationships with DCAs are in a unique position to deliver more relevant user experiences. High-performing DCPs are skilled at creating awareness and promoting their content to attract potential viewers. This can be achieved through creativity, use of data and insights, and the right partnerships and marketing.