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The Digital Video Business
Bringing TV to Life, Issue VI

An accelerating pace of disruption is transforming the landscape of TV. Both digital and traditional providers are facing increased pressure from new entrants, alternative platforms, and customers who are increasingly demanding a personalized experience. TV providers and producers need a clear strategy to navigate the transition to digital and remain competitive. In this issue of The Pulse of Media, we consider the digital video business, and the key factors that will help providers succeed. Specifically, we consider the following:

- The Digital Video Business: The Future of TV
- New business models for digital video
- Key strategies to succeed

One key strategy to succeed is to become a Digital Content Provider (DCP).

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

1. **Allow Content Owners to Access the Living Room.**
   - DCPs can offer consumer premises equipment (CPE) itself, or work with content owners and aggregators to provide an integrated ecosystem.

2. **Scale Up Platforms and Devices.**
   - DCPs need to be able to serve content across many different digital channels, from desktops to mobile devices.

3. **Differentiate Through Quality of Service and Experience.**
   - DCPs need to be able to provide high-quality service and offer a personalized experience to customers.

4. **Accelerate New Business Models.**
   - DCPs need to be able to launch propositions using a shared platform and be able to launch different propositions using a shared platform.

5. **Support Multiple Content Owners.**
   - DCPs need to be able to support multiple content owners and provide a consolidated offering to consumers.

Digital Content Aggregators

DCAs are digital video aggregation services that focus on delivering a consolidated offering to consumers, while providing a consolidated offering to content owners.

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

1. **Work Together with Digital Content Providers.**
   - DCAs need to work with DCPs to create a personalized offering to consumers.

2. **Move Fast.**
   - DCAs need to be able to respond quickly to consumer demands and changes in the market.

3. **Stay Close to the Customer.**
   - DCAs need to be able to build strong relationships with DCPs and understand customer needs.

4. **Get Noticed.**
   - DCAs need to be able to attract attention and build a solid reputation in the market.

5. **Support the Ecosystem.**
   - DCAs need to be able to support the ecosystem of providers, aggregators, and content owners.

6. **Leverage the Living Room Advantage.**
   - DCAs need to be able to leverage their position in the living room to create a unique offering.

Digital Video Business: The Future of TV

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