

Synamedia

A guide to unlocking the infinite opportunities of IP video with a cloud platform



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The history of video innovation isn't incremental. There are huge inflection points on the timeline—huge step changes that unlock a world of new potential, whose impact can only be truly understood with hindsight.

We're at the very beginning of one of those inflection points *right now*—and it's arguably the biggest one there's ever been.

The inexorable march to an all-IP world (driven by the cloud) has simultaneously disrupted, accelerated and democratized the competitive landscape.

Successful video businesses of all sizes are leveraging the cloud to transform every part of the video experience—not just what viewers see. They're using it to get more agile and efficient, to iterate at speed, to innovate quickly and continuously improve services.

In short, they're using the all-IP imperative as a catalyst to seize *new* opportunities, and transform the way technology supports their business objectives. That means creating new capabilities and delivering new services that advance the established measures of success—across content delivery, customer relationships, analytics and more.

This guide explains how video providers like you can leverage the cloud holistically, the advantages that materialize when you do, and why a joined-up approach is easier when you're using a central, cloud-native video transformation platform.

We're going to disentangle the infinite opportunity on the table, and discover (with the right approach, and the right video platform) how to:

Grow traditional broadcast services with new hybrid and OTT offerings simultaneously

Engage customers with frictionless journeys and compelling offers

Innovate the viewing experience everywhere

Develop and release service improvements continuously

Increase your revenue through analytics and addressable TV

Let's dive in...

The integrated growth opportunity

For established broadcasters and PayTV providers, moving to an all-IP world presents an opportunity to grow and strengthen your audience by launching new OTT services and capabilities.

But without the right strategy (supported by the right technology platform) you could actually risk hurting your viewing experience.

Bringing new IP services to market without carefully bridging them to existing infrastructure will effectively fragment the viewing experience across two disconnected environments. And that's an opportunity to improve things for you *and* your audience.

Because it's impossible to deliver a truly seamless customer experience (CX) if you're effectively running two services. This affects everything—from service and customer management to content discovery and multi-screen viewing.



It also sacrifices a huge amount of potential customer intelligence as you effectively create two (or more) siloed data sets. Over time this will actually *impede* growth, as you can't get a clear picture of what customers want or how to improve things.

An integrated approach is essential.

With a cloud-based, single-pane-of-glass management environment, you can unify every aspect of all the services you deliver. It means your customers get a frictionless and joined-up viewing experience, and you get the integrated technology foundation needed to make your services *better*—underpinned by deep data insights and huge economies of scale.



The customer engagement opportunity

On-demand services are raising competitive standards for everyone—not only in terms of how audiences consume services but also in terms of how they adopt new ones, become customers and (hopefully) stick around for the long haul.

To start with, today's audiences have new conceptions of convenience and value at the beginning of the relationship. They don't have the time, patience or desire to endure the lengthy sign-up processes or big up-front costs of the traditional PayTV model.

Instead, they want instant access, freemium options, flexible subscription packages, and personalized offers—for every video service they consume.

But the flip-side to an easier on-ramp for customers, is that the *off-ramp* gets easier too. Cancelling an OTT subscription takes a few clicks, and that means video providers need to constantly drive audience engagement—enticing customers to explore rich content catalogs, trial promotions, and purchase in new ways.

A centralized, cloud-based video transformation platform makes it much easier to meet new (and evolving) market expectations faster and non-disruptively.

It means payment policies, market campaigns, content catalogs (and more) can be dynamically updated through business rules and algorithms in real-time. So you can bring frictionless, easy-to-manage CX to new and established video services on-the-fly. (Plus, they'll all be a part of the same interoperable ecosystem, so you get one version of the truth everywhere.)

And, as we'll go on to see, abstracting functionality from physical infrastructure means you can continuously roll-out new management features, pricing models and so on, to bring compelling and timely promotions to market as opportunities arise.

The customer engagement opportunity



The multi-screen viewing opportunity

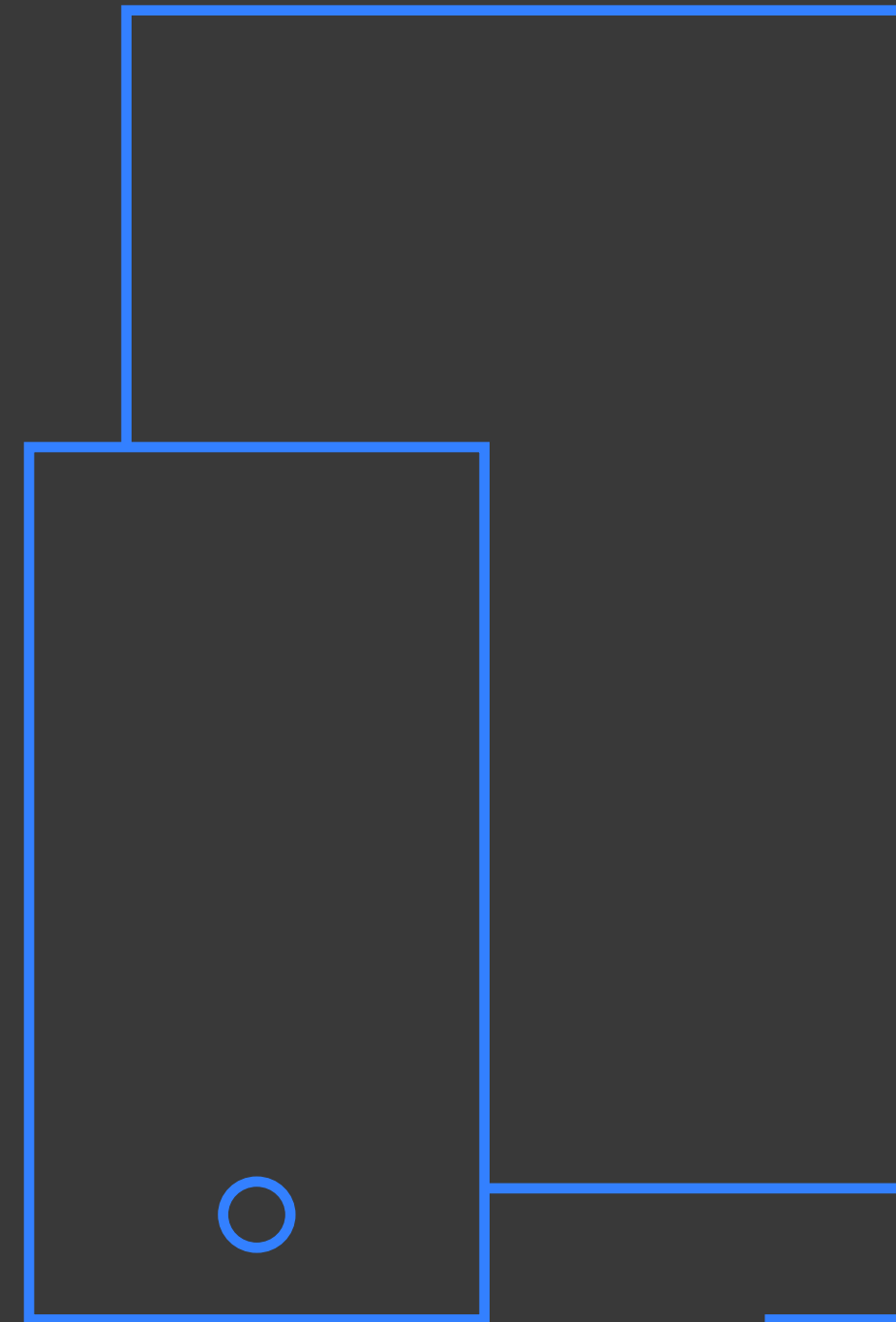
The commercial flexibility of on-demand services isn't the only thing audiences have adapted to.

OTT services have spearheaded a sharp increase in quality across the whole viewing experience—everything from picture quality to content discovery to instantaneous cross-device synchronicity.

And sure enough, audiences are craving those improvements with every video service they consume. They want to pause, re-start and catch-up on live TV across multiple screens. They want to record multiple shows simultaneously to any device they choose.

They want consistency everywhere.

But delivering fine-grain control to your audience demands fine-grain control over your entire technology environment.



A centralized, cloud-based video transformation platform can inject rich [cloud DVR capabilities](#) straight to the heart of your video infrastructure that brings pausing and recording to every screen.

Plus, because all your content, services and customer management is happening in one place, it means you can roll out a **seamless, uninterrupted experience no matter where they're watching.**

So your subscribers could pause a show through a mobile app and resume it on a desktop browser without any interruption.

This kind of consolidated control also means that you can become more agile in your response to changing regulations and copyright scenarios and so reduce the risk of compromising your business.

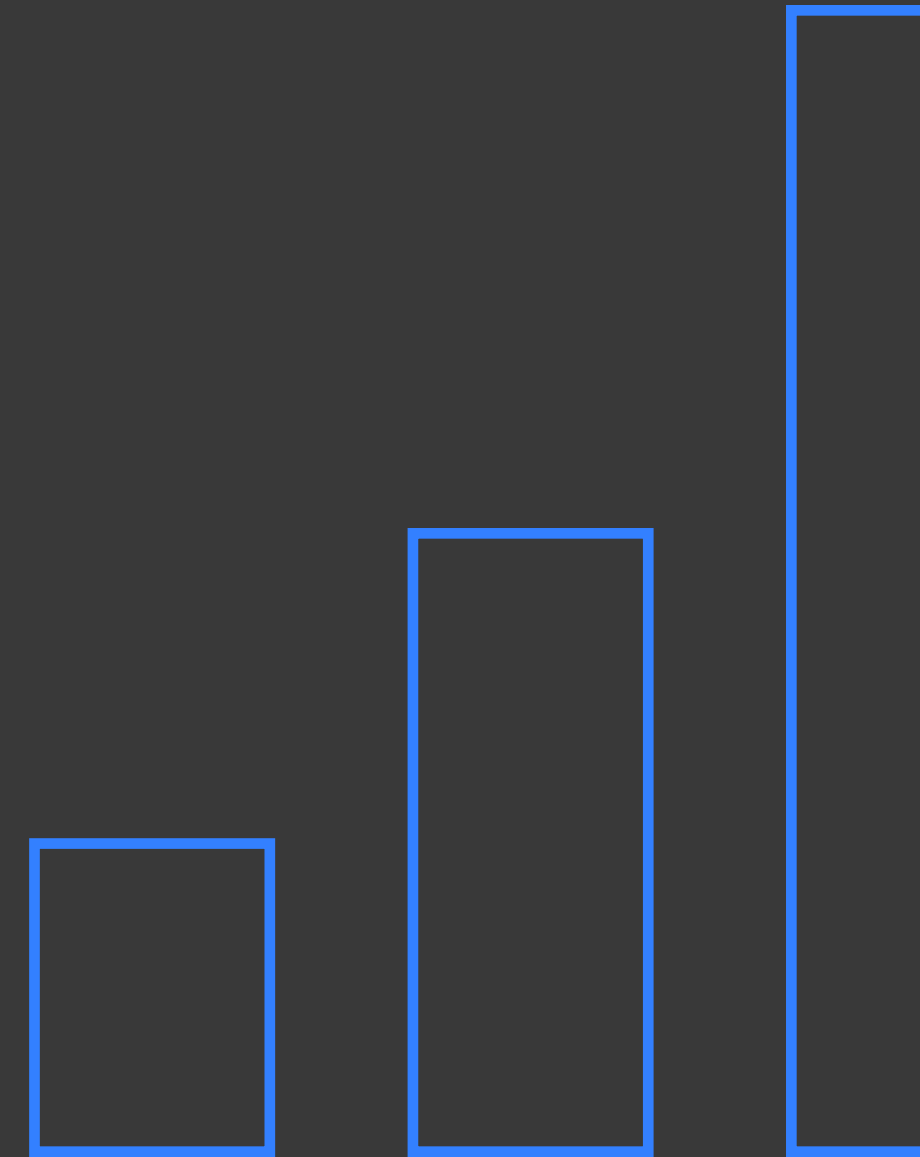


The agility, scale and continuous improvement opportunity

Using a centralized cloud management platform isn't just great to *push out* incredible customer experiences. It also opens up a new channel of data continuously flowing *back in*.

There's a mountain of real-time actionable intelligence in this data—regarding both audience engagement and operational intelligence. Capturing, analyzing and activating this data represents an enormous opportunity for video providers that want to get smarter about how they can improve their services and use the cloud more effectively.

For one, you can gain a deeper insight into user demography, behaviour and viewing patterns. At a bare minimum, you can see who is watching what, as well as where, when and how they're watching. You can use that information to improve your content recommendation algorithms or make your communications more effective and personalized.



You could also analyze performance metrics to apply real-time adjustments around your cloud utilization, continuously aligning provisioned resources to actual need. So if you were preparing for an influx of viewers for a major annual sporting event, you could reference last year's audience to augment a platform to manage your expected load—and quickly scale to additional demand if an unexpected audience spike occurs.

There's an equally powerful opportunity to get more agile and reduce cycle times around the way you release service improvements (with zero interruption to the customer experience).

Take, for example, improved catalog discovery through dynamic content curation.

Using a centralized, cloud-based management platform means you can configure and schedule updates to your menus, and content swimlanes through a drag-and-drop WYSIWYG interface. Non-technical business operators can adjust content algorithms based on data insights as needed.

That's not just faster or more efficient—it effectively democratizes access to sophisticated CX improvements that used to require specialist knowledge.

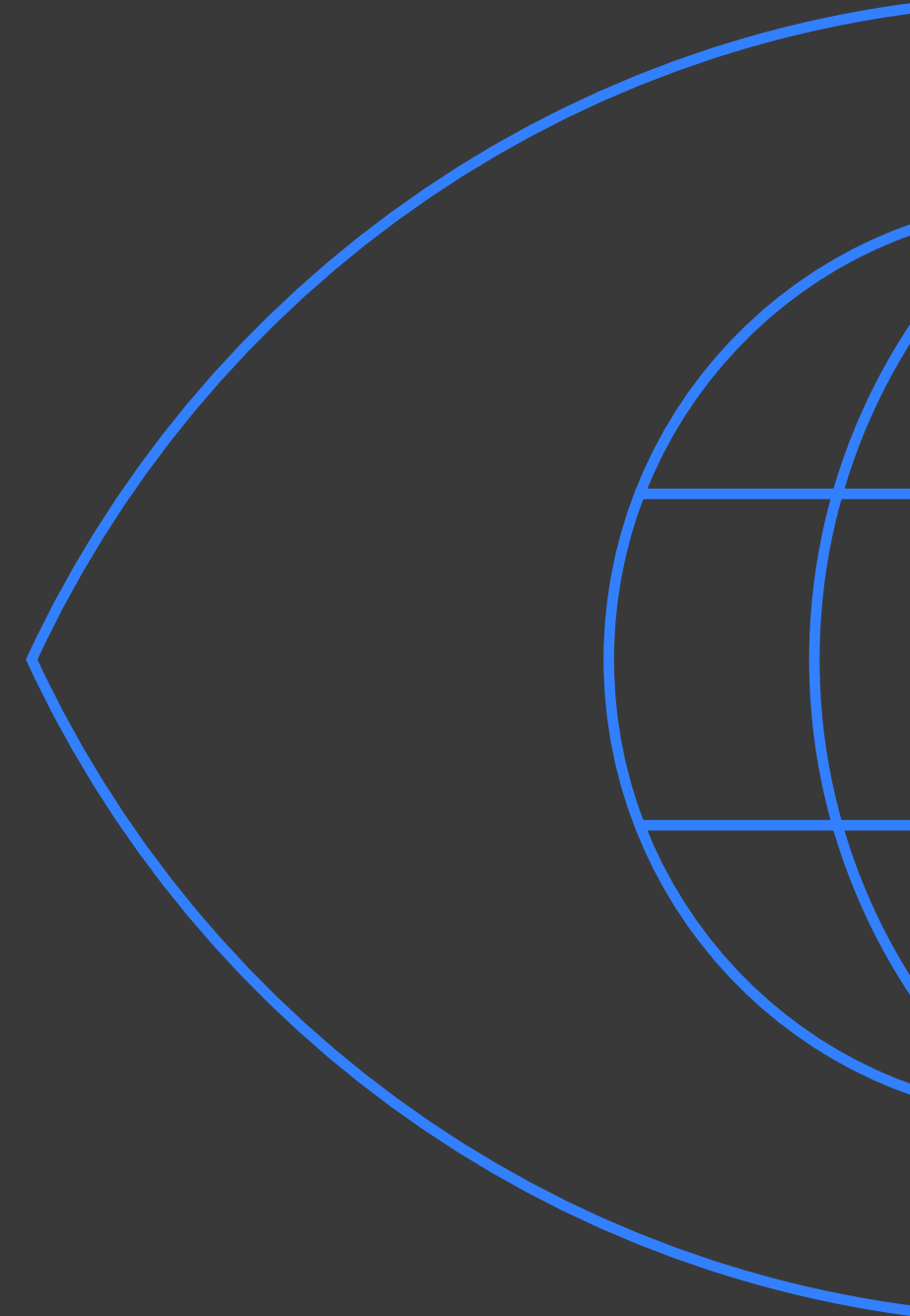
The result is that improvements that used to happen once or twice a year can now happen several times a week, so you're constantly getting better.

The new revenue opportunity

The two-way channel of data that IP opens up also represents a huge opportunity for video providers to make radical improvements to their advertising.

Whether delivering personalized TV or advanced advertising, with the right centralized platform, service providers get a connected environment in which to collect and analyze audience data, and integrate it with wider customer journeys throughout the open internet.

This audience intelligence—around demography, preferences and viewing habits—is a goldmine of actionable insight for brands and advertisers to create more effective advertising.

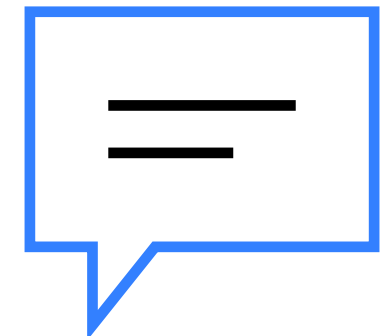


This isn't just about making better ads, but also making them work harder. An end-to-end cloud video platform creates a robust connection between TV viewing audiences and the wider digital advertising ecosystem.

Suddenly video providers can offer brands more than best-guess exposure estimates and best-fit audience segments.

They can help marketers **deliver specific messages to individuals at precise inflection points across the buying journey.** And afterwards, they can feed attribution models with more accurate exposure data to better understand how ads impact metrics like web visits, app engagement and even purchases.

The result is increasing the value of digital advertising on a hybrid advertising platform that delivers personalized advertising across broadcast content on PayTV set-top boxes, streaming players, mobile and web interfaces.



The right platform unlocks infinite opportunities

These are just some of the exciting opportunities that the move to cloud portends for the whole video industry.

But we're still at the dawn of the age of Infinite Entertainment. As you progress in your journey, having the right video platform will ensure you can stay agile, develop new services, and take a connected offering to your customers.

Because things are bound to change again.

The cloud has set video free from traditional infrastructure—video consumption will continue to transform, and you need a future-proof platform ready to address your audience wherever they are.

And that's not just about transforming the viewing experience.

You need to continually transform your operations too, by turning your video platform itself into a strategic asset for the business.

The Infinite Platform is a central environment that acts as the connective tissue between multiple fronts of transformation.

One that delivers new experiences to customers *and* unlocks new operational possibilities across your business. It's a chance to innovate the customer experience, your operational agility, your data maturity, your time-to-market, your marketing engagement and more.

That's what the Infinite Platform was designed for—to provide the operational machinery that constitutes a centralized, well-rounded, fully-realized cloud-native video offering.

To learn more about how the Infinite Platform can help you unlock the IP opportunity, [read our Infinite Platform At-A-Glance brochure](#), or [feel free to contact us](#).

Contact us