

Thematic OTT services: **THE FACTS**

We asked DTVE's survey respondents what they think about the relative appeal of specialist streaming services and what elements, in particular, are likely to go into making it a success.

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Subscription is seen as the gold standard business model for thematic streaming services and the one best suited for highly valued genres, while advertising is favoured for those genres that are likely to be of more marginal interest.



Stuart Thomson
Editor, Digital TV Europe

Genres best suited to thematic streaming



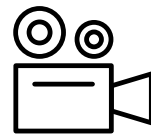
82%
Sports



85%
Kids programming

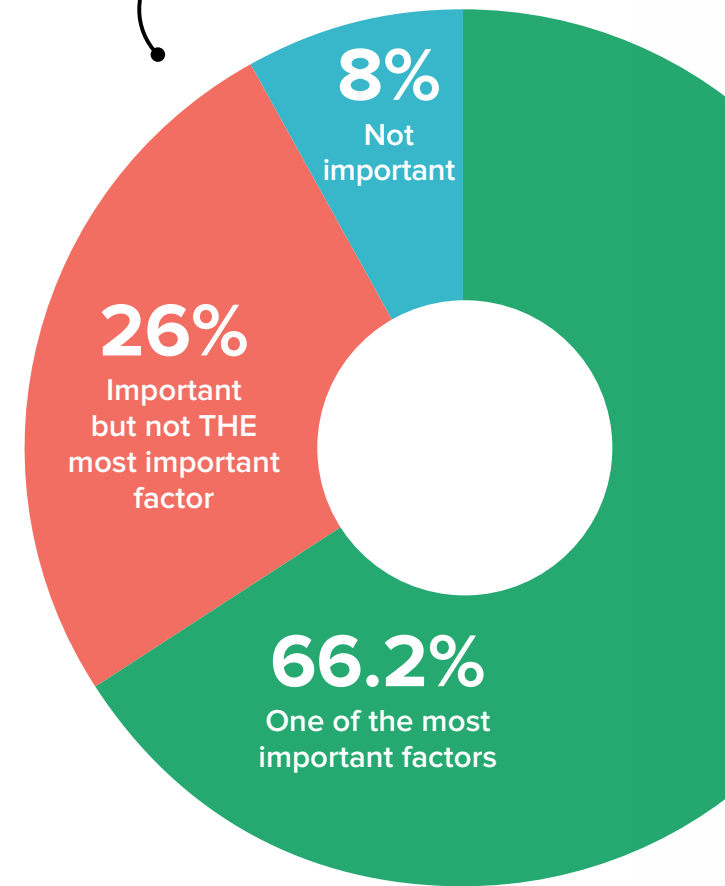


67%
General entertainment aimed at expatriate/migrant group

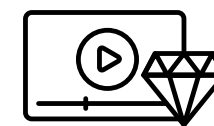


65%
Documentary/Factual programming

Importance of original content to success or failure of a service



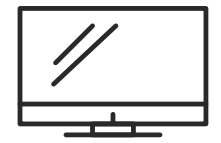
Top 3 incentives to sign up



93%
original content



90%
competitive pricing



88%
availability on the big screen TV*
(*via Smart TV apps & set-top boxes)

To learn more about the survey results and the rise of thematic OTT services, download our latest white paper, **'Thematic OTT services: the future of OTT?'** where we explore in-depth the opportunities and challenges that specialist OTT services face.

