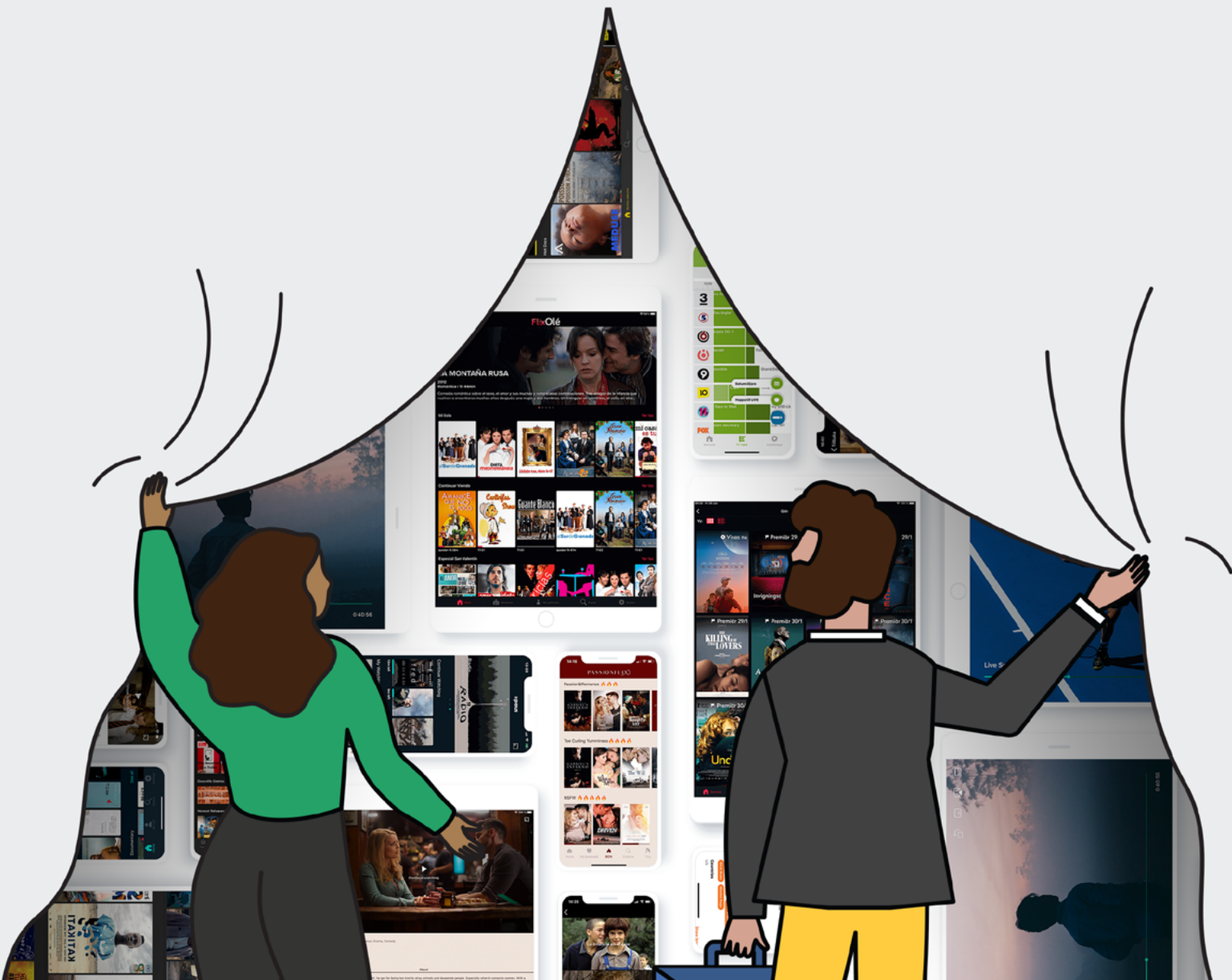


MaginePro

OTT DISCOVERY:

# How to stand out amongst the crowd



# Intro

Over the last 12 months, we've seen an unprecedented acceleration of growth in streaming services on the supply side, as well as an increase in cord-cutting and self-bundling on the demand side, creating considerable opportunities in which niche players can effectively capture audiences. However, growing a successful streaming service as a niche or 'thematic' player requires a complex set of capabilities and a specific strategy, which rely on partnerships and indirect channels, rather than a 'go it alone' approach, to increase discovery.

Typically, thematic services grow with audiences that have discovered the service, then the content. However, through the implementation of universal search and integration with discovery aggregators and affiliates, audiences are now discovering video streaming services when searching for specific content or through recommendations. It's a new channel of user discovery and activation and one that's proving better at matching audiences to niche services.

This white paper explores what new market entrants can do to cut through the noise and stand out from the competition. We also share Omdia's original research, exploring how consumers discover online streaming services and content today and what these services can do to influence how consumers behave. Specialist Magine Pro partners also share their insights into discoverability and subscriber growth. And we explore what marketing tactics and product features are essential to driving awareness and boosting conversion rates.



*Matthew Wilkinson*  
CEO, Magine Pro

## Content

3. **Omdia | Magine Pro Report:**  
Key trends across online video consumer behaviour
10. **Service Awareness & Discoverability**  
The foundations to drive discoverability for online video services
18. **In-Service Discovery & Experience**  
Product features that enhance the user experience & boost engagement
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Magine Pro's CCO, Luke Boyle on the future of content & service discovery

# Key trends across online video consumer behaviour

WRITTEN BY: TONY GUNNARSSON

## Overview

A review of consumer behaviours around online video, focusing on service and content discoverability across online video streaming services in the UK, Germany, France and US, compiled by Omdia on behalf of Magine Pro.

### Key sections of the report:

**Self-bundling:** How do consumers find video services and how do they combine multiple services to create their own personal mix of household entertainment?

**Services & content discoverability:** How do customers search and discover content? How do streaming services market content? What role do auxiliary online video guide websites play in the positioning of new services and content discovery?

**Differences by country:** Contrasting the US with the big three European markets, how do services and content travel? Do local content and local brands have a meaningful impact on consumer behaviour? Do the majors behave differently from market to market?

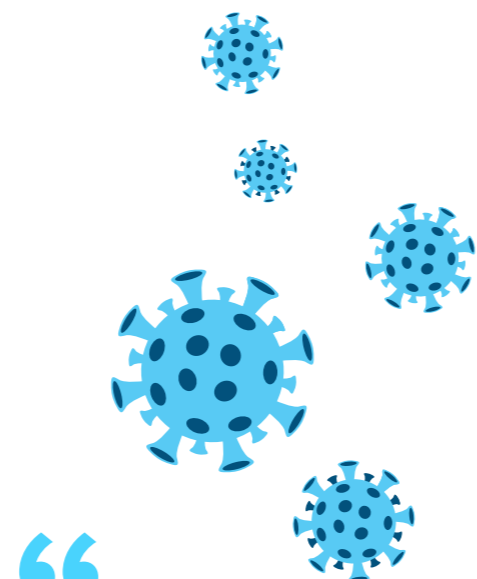


# Self-bundling of online video services

In 2021, online video is firmly at the centre stage of a global TV and video industry that was once dominated by pay-TV and physical home video. Through the 2010s, Netflix and Amazon gradually ate away at a legacy pay-TV business by slowly expanding internationally and refining their local offerings and partnerships. The number of online video services available and accessed by consumers is increasing, while Netflix and Prime Video remain the default online subscription services, there has been a rise in niche or ‘thematic’ video services in the past years. Coinciding with the global covid-19 pandemic, in 2020, online video overtook pay-TV subscriptions on a global level for the first time ever.

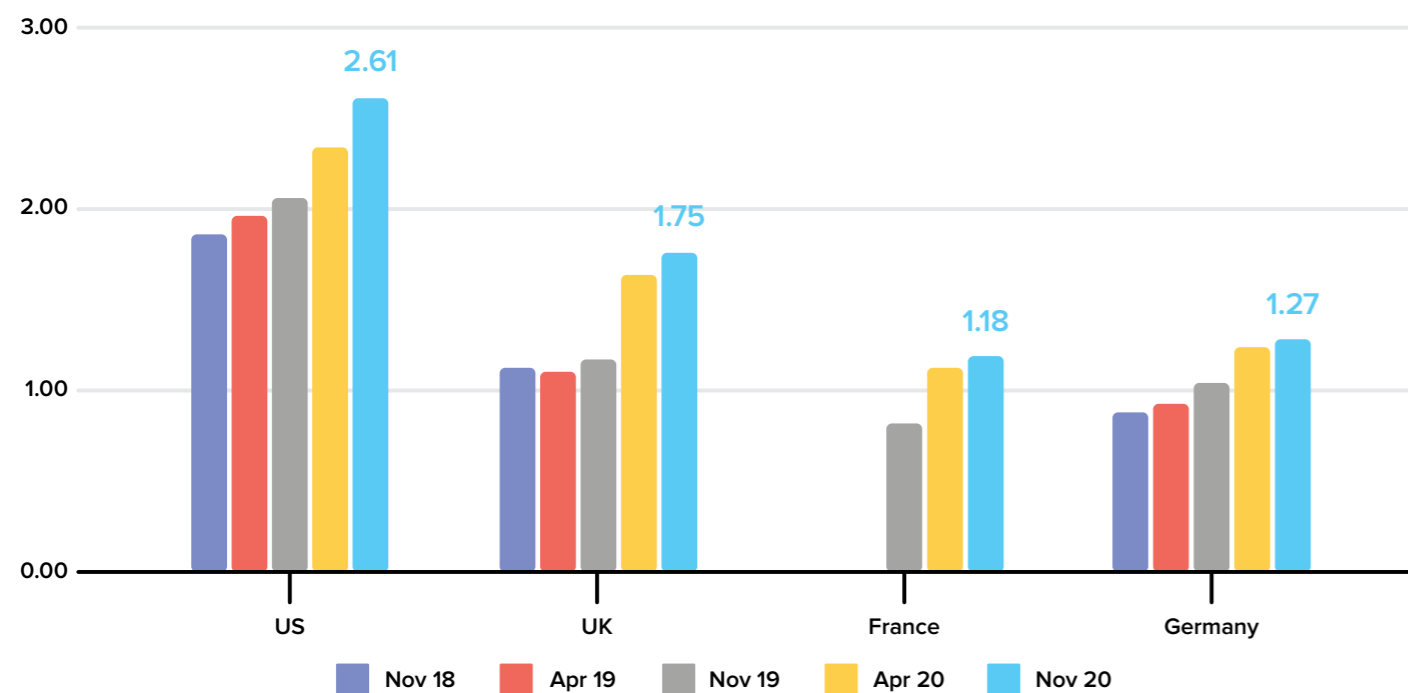
Now at the start of a new decade, pay-TV providers have collectively begun a phase of transforming legacy pay-TV services to online replacement products. Simultaneously, content providers are going direct-to-consumer (D2C), including multiple major US media companies. The evolution into streaming-first businesses impacts the traditional pay-TV and content business model, as well as further shifting how consumers access content. Single service buying households are becoming multi-subscription buyers, with the added flexibility in monthly online subscriptions allowing consumers to ‘self-bundle’.

As online video services become more prominent globally and the large streaming services play an impactful role in shifting video consumption habits, thematic online video services – genre specific services targeting a niche audience – are increasingly gaining traction in subscriptions.



“Coinciding with the global covid-19 pandemic, in 2020, online video overtook pay-TV subscriptions on a global level for the first time ever.”

The average number of online video subscription services per household



Source: Omdia, Consumer Research Spotlight

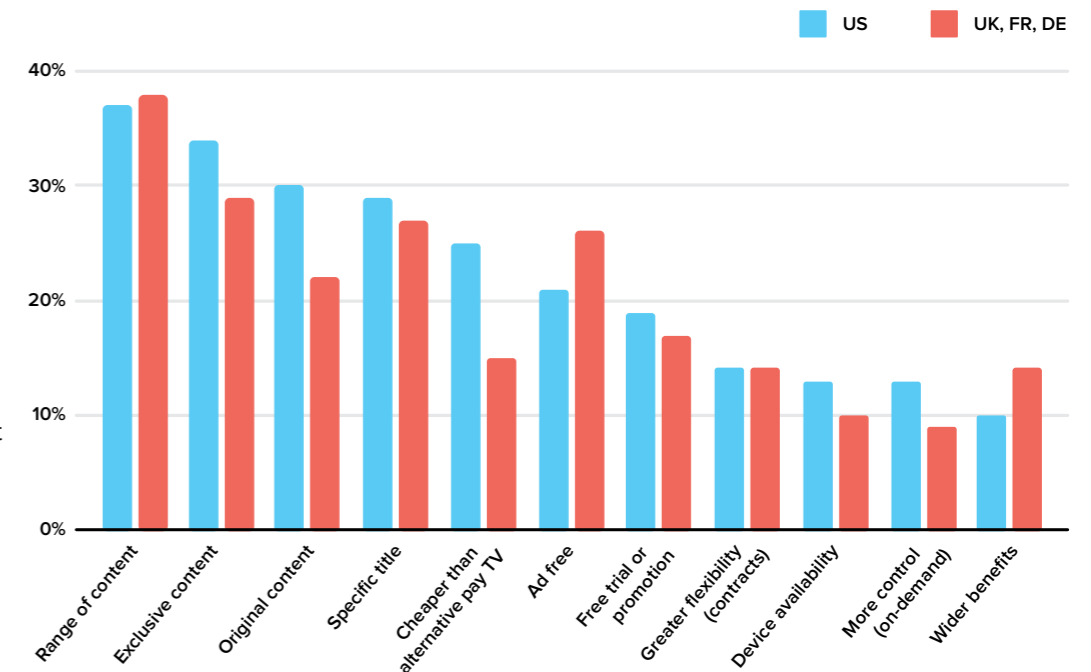
# Entertainment becomes intensely fragmented in 2020s

To date, most online video household self-bundles have been anchored by Netflix, supplemented by Amazon’s Prime Video, with a host of temporary complementary services. Now at the start of a new decade, multiple new studio-backed D2C services such as Disney+, HBO Max, Peacock, Paramount+ and others have already launched both in the US and internationally, causing video self-bundles to cement around key major services.

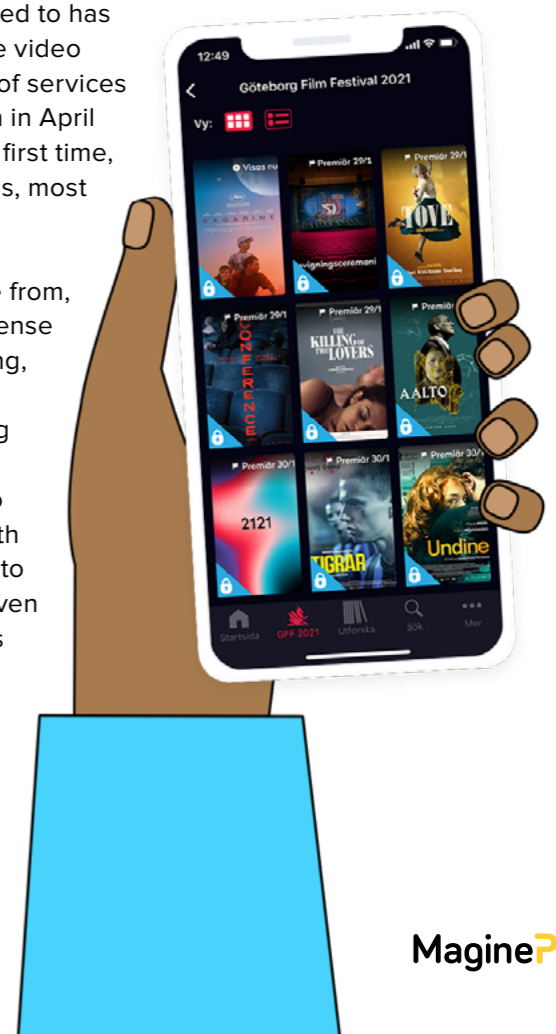
The average number of online video subscription services per household varies greatly from market to market, with the US at the top with 2.61 services per household; in Europe, the UK is ahead of the curve at 1.75, with Germany at 1.27 and France at 1.18 services per household. A similar upward trajectory is seen among all age groups in these four markets, although 25 to 34-year olds tend to trend at a higher uptake rate. The number of services subscribed to has been increasing over the past years, driven by both new online video subscription households as well as an increase in the number of services subscribed to. A further boost in online video uptake was seen in April 2020 as countries globally entered national lockdowns for the first time, which also coincided with the launch of new streaming services, most notably Disney+.

With an even greater lineup of online video services to choose from, the streaming market in the 2020s will be characterised by intense competition for subscribers. Beyond the top names in streaming, the coming years promise tougher times ahead, with a greater risk for subscriber fluctuations. As the competition in streaming increases, consumers are becoming more sophisticated and more experienced in using online video services. This has also meant that consumers are increasingly getting accustomed with the notion of subscribing and cancelling online video services to meet their content needs. Fluctuations in subscriptions are driven by multiple factors including promotional activity, content titles and seasonality such as holiday periods or key events such as sports tournaments and the release of new seasons of must-watch drama series. Users will increasingly experiment with new services, encouraged by aggressive promotional activity and price cuts, and to access content that is exclusively available on specific services.

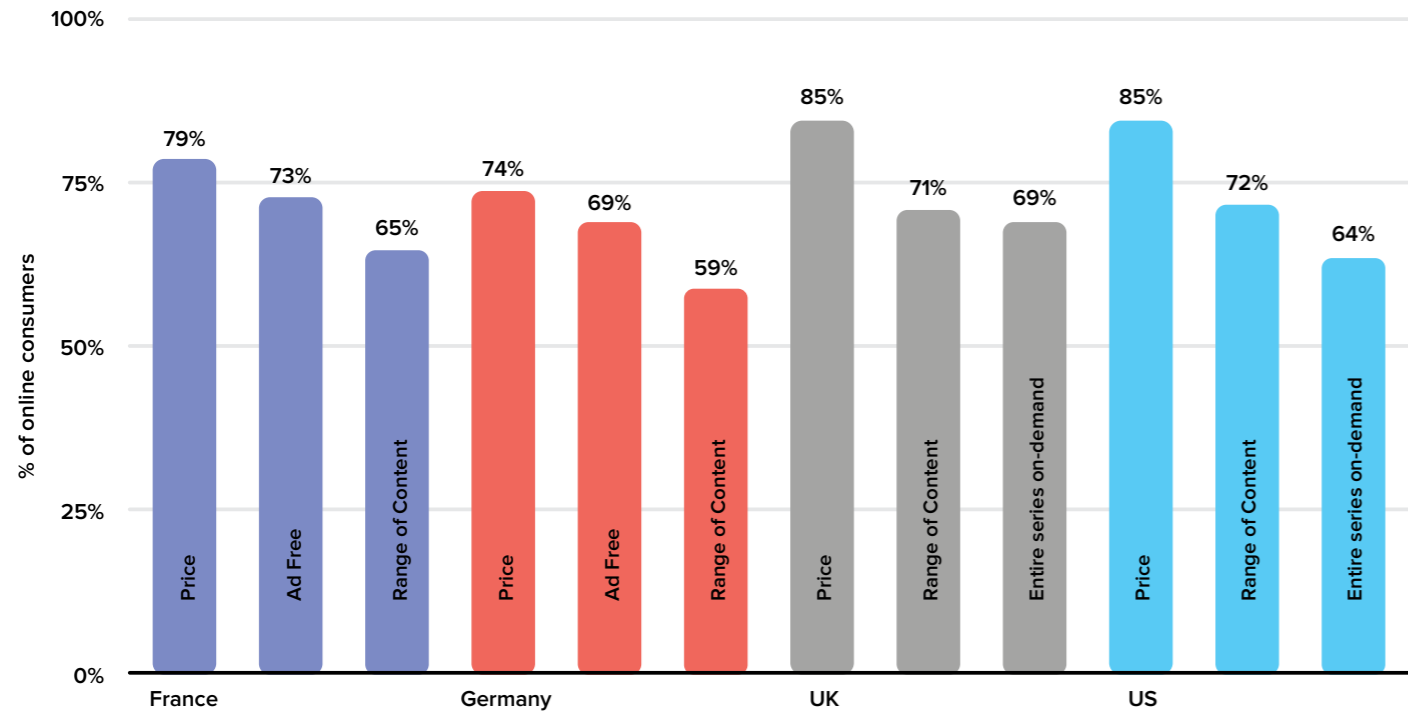
Key drivers for online video: What customers look for when selecting services



Source: Omdia, Consumer Research Spotlight



Top 3 factors when selecting a free or premium online video service



Source: Omdia, Consumer Research Spotlight

Note: Question: On a scale of 1-5 (where 1 is not at all important and 5 is very important), how important, if at all, are each of the following factors to you in a TV/video service generally? [Includes consumers that rated the factors 4-5]

## The rise of new content aggregators

In a crowded market with strong market leaders, thematic online video services face challenges in how to stand out and raise awareness of their service as well as competing with large content libraries and deep pockets when it comes to acquisitions, engagement, and retention strategies.

The online video space in the past years has seen a rise in partnerships of various forms, mimicking the pay-TV platform as a content aggregator but with a higher degree of flexibility and openness. Potential partners range from telcos, pay-TV operators (as apps on the STB), devices and other online video platforms which aggregate 'channels'. For thematic video services, this gives them presence on key platforms that boast large and loyal audiences where customer relationships are already forged, although uptake may not be guaranteed. Depending on the nature of the partnership and the partner, online video services can also benefit from shared marketing costs, billing platforms, online delivery capabilities and better customer data and targeting.

For consumers, availability of apps on other services and devices acts in a similar fashion to the traditional pay-TV channel packages, and with deep integration, consumers can access and see an array of content in one place. For

smaller players, off-app content discovery, where content is surfaced on a device's homepage or EPG, improves the chances of consumers coming across their content and signing up. With improved metadata and participation from aggregators, content recommendations can be made from viewers' habits across other video apps.

Alternative aggregating models are also being tested. For example, Struum is a new US-focused thematic SVOD aggregation service that curates content from across a range of smaller SVOD services, with a monthly credit system that allow users to pick and mix specific content from multiple services as part of one monthly subscription. This idea of 'subscription swapping', to allow customers to access content from a range of different video services as part of one single contract, is also emerging in the world of operator-online video partnerships. So far, a handful of telco operators in the UK, Brazil, Denmark and Norway have experimented with different digital credits or points for personalised and flexible bundling of third-party online video services. These operator-lead aggregation tests are still ongoing and it's not immediately clear whether it will appeal to customers at scale, or whether it will just have been a short-lived novelty.

There have also been many attempts to create broad SVOD aggregation platform services, but so far, no online aggregator has managed to bring together all the big names of streaming including Netflix and Amazon on one single platform with one single subscription. Initially, this is what Apple had in mind with its Apple TV+ platform, but ultimately the company was unable to reach an agreement on the terms of revenue sharing with Netflix. Meanwhile, Amazon aggregates third-party SVOD services in its Prime Channels service, which is available in select markets including the US, Canada, UK, Germany and France. Here, Amazon Prime subscribers can access additional video service with the billing going direct through their Amazon account. Prime Channels has been the most successful in the US, with more than 100 third-party services including 'rival' D2C SVOD services such as HBO or Showtime as well as a number of smaller thematic services like Acorn TV or Britbox.

While no usage data has been publicly released, industry sources have claimed that some third-party SVOD services in the US have greatly benefitted from being available via Amazon, with between 30-60% of subscriptions coming from the aggregator. In Europe, fewer services are available as part of Amazon Prime Channels, but a similar level of take-up has been reported for some smaller services. But with Amazon Prime Channels only being available in select markets, for most markets around the world customers are left having to self-bundle services on their own and at their own expense.

## Content versus service discoverability?

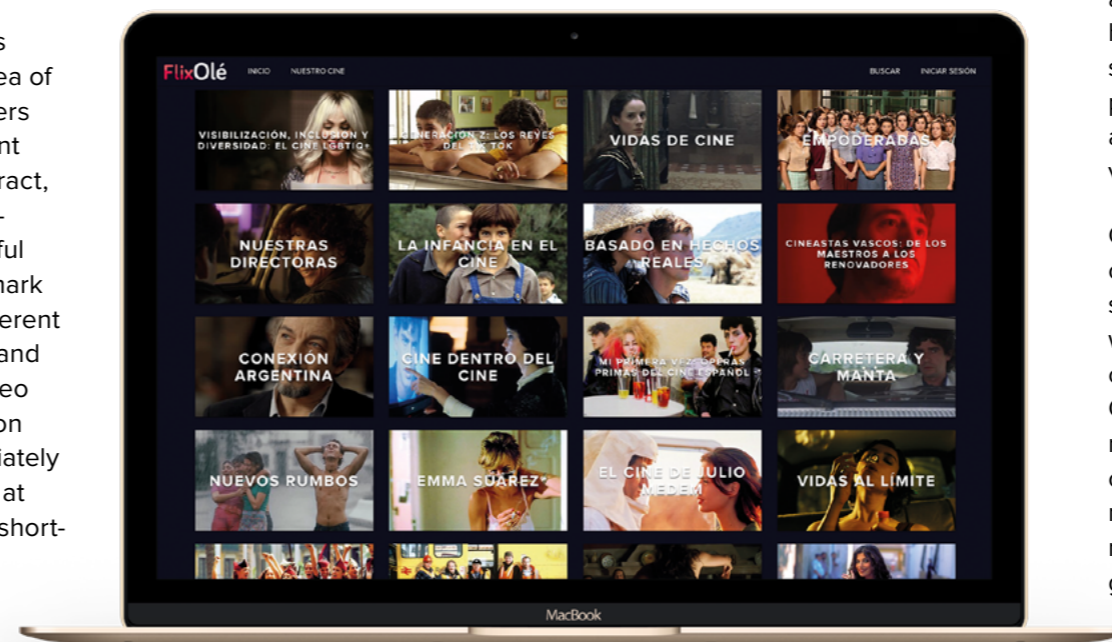
In a fragmented online video market, with easy access to countless video services to choose from, customers have become experts in finding not only the right content to watch, but also the right service where the content they want to watch is available. With many providers investing in the production of original content for their own services, the number of titles available is rapidly increasing; the streaming wars era is driving a golden age for TV series.

“The online video space in the past years has seen a rise in partnerships of various forms, mimicking the pay-TV platform as a content aggregator but with a higher degree of flexibility and openness.”

Like YouTube and the viral phenomena of social media, the sheer popularity of certain series will be driven by word of mouth, with past surprise hits on SVOD including Netflix's How To Make A Murderer and HBO's Chernobyl. But no SVOD service can afford to leave content discovery to chance. To serve today's mass-market audience, online video is moving away from its on-demand origins. Today, the most popular viewed content online are typically titles that are aggressively promoted by the major streaming services.

At the top, Netflix, which after a decade comfortably remains the largest SVOD service in the world, has developed a range of tools and features to proactively encourage members to use the service in ways that in turn will lead to greater subscriber retention. The user experience at Netflix is no longer based around users having to browse to find content. Instead, Netflix proactively promotes select titles at the top of the service front page. The service has multiple rows of highlighted titles, through sections Popular, Trending, and a recent addition called 'Top 10 Today' which highlights the most watched titles in the country of the subscriber. Online video services also regularly employ push notifications to drive users back onto their platforms and encourage viewing of new series or continuing their viewing of incomplete series.

Other than in-app user interfaces, online video platforms of varying sizes rely on digital marketing to drive a significant portion of their subscription growth. Combining word of mouth with new mediums, affiliate marketing comes in various forms and is an effective marketing tool. Omdia's consumer research finds that 23% of consumers rely on recommendations from their social network or online platforms when deciding what to watch. Social marketing tools can be leveraged to drive buzz around new shows whether via trending hashtags or online guides and reviews.



## Flicking between online video services is the new channel zapping

In consumers' homes, there are several factors that influence what customers watch on any given day. In Omdia's consumer insights survey (November 2020), customers were asked how they choose what to watch on an average day. Flicking through channels or services is the most preferred method in the US (30%), UK (27%) and Germany (25%), while in France the TV Guide (on paper or virtual) ranks higher (26%). The TV guide also ranks high in Germany and the UK, where it is the second highest ranked method. Across all markets, using the search function of a video service and searching online are also highly ranked methods. But across all four markets, Omdia's consumer research shows that audiences are now making use of a wide range of methods daily to discover services and content.

### Auxiliary online video comparison guides

There are multiple online video comparison guides, such as JustWatch, On TV Tonight, Reelgood, Yidio, FlickZee and PlayPilot, which aim to help customers find content on the right service in their market. Typically, the comparison guides are web-based where users can search for specific titles and find general information, where it is available to watch and at what price. The market for comparison guides is a very crowded, and most will try to stand out by focusing on key differentiation. JustWatch claims to be the largest global streaming search engine while others such as On TV Tonight relies on its long tradition and reputation as a reputable TV guide in the US. Others still, such as Reelgood, Yidio or PlayPilot, are focused on building a base of registered users, with personalisation and aspects of social media.

While online video has now become a mainstream proposition—unlike 5-10 years ago, the audience for major SVOD services is today no longer skewed towards the young—the market for comparison online video guides remains in its infancy. It is characterised by multiple providers, frantically trying to break out from their niche position. The coming years is highly likely to be characterised by a period of consolidation that will see many of the smaller providers being eaten up by the more successful larger brands. At the same time, the demand from customers for reliable information about content and the services where they can find the titles will likely only

increase. With an increasing number of consumers relying on online searches to help decide what to watch, presence on online video comparison guides will be crucial in driving viewership. It can serve as an indirect marketing tool to help consumers discover services, which they may not have done so otherwise, based on their viewing preferences. When consumers seek for content on online guides, they are often motivated by content type, genre or mood which is not tied into a specific service, thus benefitting all players, depending on their content availability.

### What can online video services do to influence how customers behave?

Fundamentally, the SVOD model dictates that online video subscription services are fully virtual, available over the open internet, and require no hardware installation or customer service guidance. All that is required to start watching content on an online video service is an internet connection, a screen or video viewing device, a valid payment method, and an email address. As such, it is important — and obvious — that the process of signing up for online video services is easy and quick.

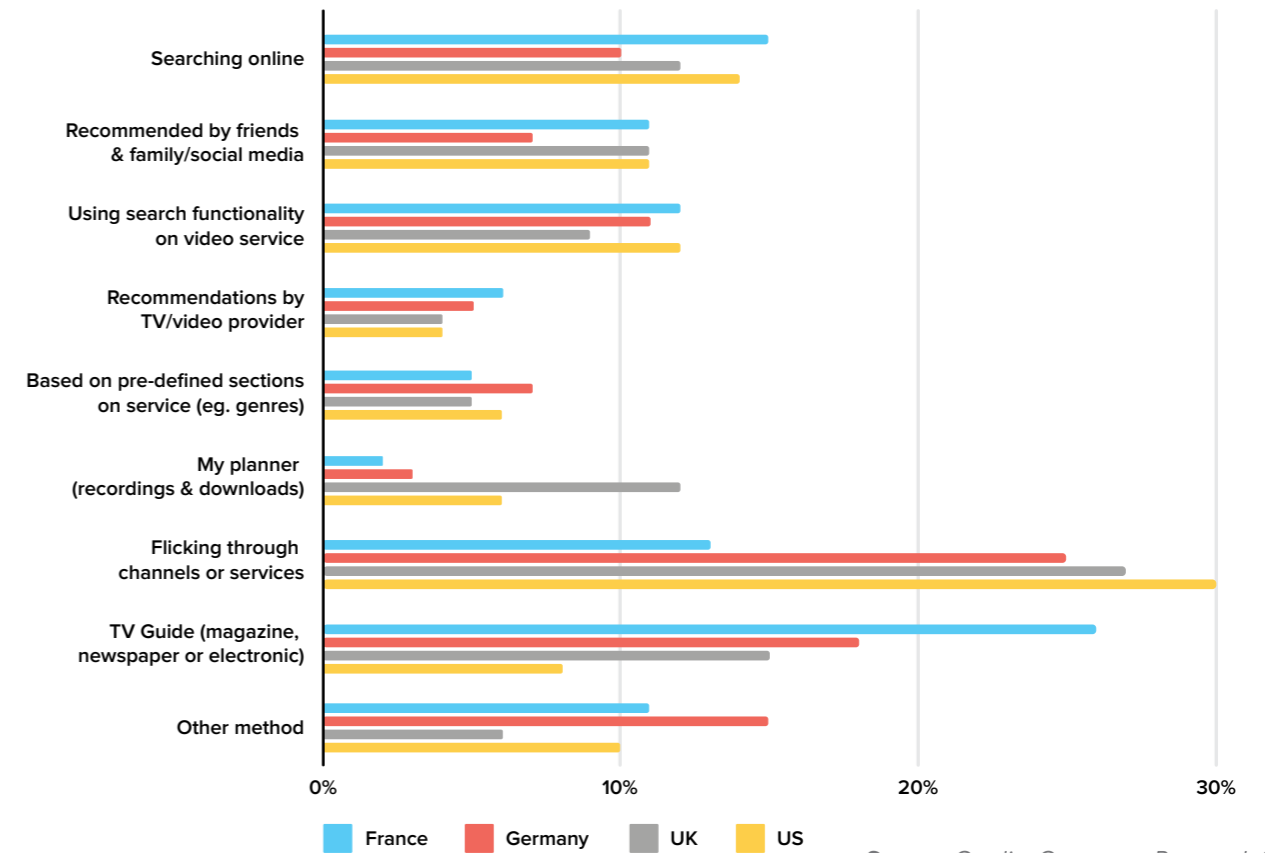
Most online video services today employ a broad range of tools for analysing and understanding how consumers behave on their platforms. As part of standard onboarding of new signups, services try to educate subscribers on how to best use the service, how to get the service to work across different devices,

and what to do if there are any service issues. During the lifetime of any subscription, services continuously encourage users to become more engaged, whether through recommendation tools or consumer marketing via email, SMS, or app push notifications.

The dominant global players in streaming video know that the key to success is to proactively encourage users to make the most of the subscription, including making personalised profiles, by watching content on more than one device, and of course, to ultimately make them watch more content and more often. To thrive in a fierce online video streaming market, proactive subscriber care is a must. However, as consumers become more and more savvy in the use of streaming services, and as the competition among services grows, there is little that services can do to ultimately change the mind of those who are considering leaving for another service. The power is firmly in the hands of consumers.

“  
Flicking through channels or services is the most preferred method for consumers to choose what they want to watch in the US (30%), UK (27%) and Germany (25%) while in France the TV Guide (on paper or virtual) ranks higher (26%).”

On an average day, how do you most often choose what you want to watch?



Source: Omdia, Consumer Research Spotlight

### Conclusion

Consumers have more choice than ever before when it comes to video viewing due to the rise of online video uptake, service availability and content titles. A growing number of services have entered the market with large on-demand catalogues comprising exclusive content, which necessitates consumers to subscribe to multiple services for their content needs. While choice has increased, so has flexibility; allowing consumers to leave services with little to no cost to them. While global online video services such as Netflix and Prime Video have become a permanent component of online video self-bundles in households, smaller players face challenges with service and content discovery.

“  
For smaller players, it's important to make their content available on as many platforms as possible, whether that is on aggregating services, device interfaces or online video guides.”

To the benefit of smaller players is the way consumers are finding new content to watch. Greater choice between services and within services has led to a growing market of aggregators to help reduce the time taken to find content to watch. Assuming smaller online video services have the right content, universal search gives them level playing field when it comes to service and content discovery, although this doesn't necessarily translate to subscriptions. For smaller players, it's important to make their content available on as many platforms as possible, whether that is on aggregating services, device interfaces or online video guides. Forming partnerships could also help raise household reach and brand awareness as well as benefitting from shared marketing costs.

The growth of online platforms goes beyond content delivery mediums and presents new opportunities to engage with consumers. Smaller players should leverage low-cost marketing tools (relative to traditional advertising mediums) such as trending hashtags or affiliate blogs to showcase new content to build brand and content awareness. While competition has intensified in the market with new entrants, the large online video services play a key role in shifting viewing behaviours which can benefit smaller online video services.

# Service Awareness & Discoverability

The foundations to drive awareness and increase discoverability for new online video services

In 2020, online video overtook pay-TV subscriptions on a global level for the first time, according to Omdia's report, which suggests that the competition for a share of the viewer's time and wallet is at an all-time high.

For new market entrants to be successful, they need to stand out from the crowd. It's therefore vital for new players to identify how they differ from the competition and clearly communicate it, along with the benefits, to their target audiences.

This chapter looks at how new streaming services can boost brand awareness to drive discoverability, from proactive marketing, SEO to partnerships with other brands.

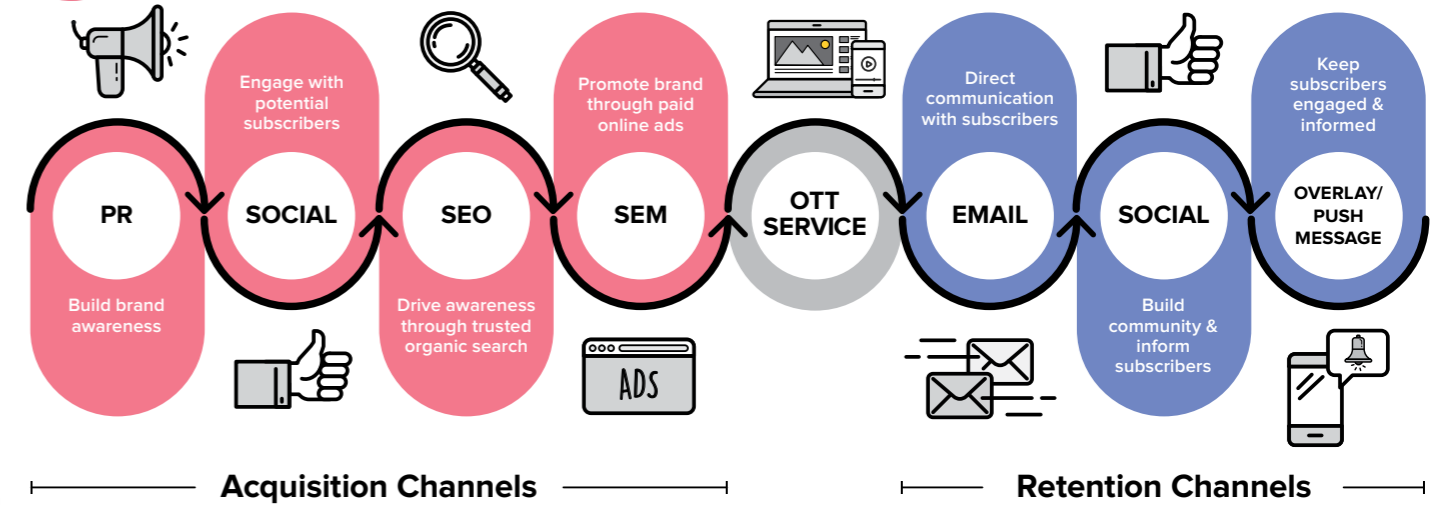
## Marketing Fundamentals & Principle Channels

Marketing is a key driver of business, and it's the foundation of discovery for new online streaming services. To market effectively, providers need to communicate clearly how a service's content and capabilities match the intended consumer's wants.

Ultimately your marketing efforts drive awareness and cultivate brand credibility, helping to build trust with your target audience and encouraging new users to sign up. A robust marketing strategy is therefore imperative for new streaming services. You can utilise many digital channels to drive awareness, but not all may be necessary for reach. Begin by identifying your target market and audience to communicate with more precision; it's also more cost-efficient than taking a mass-market approach.

Once you have a clear strategy in place, you can build a reliable digital ecosystem with all the relevant acquisition and retention channels,

“**Proactive subscriber care that encourages continuous user engagement can turn subscribers from seasonal sign-ups to long-term loyalists.**”



An example digital ecosystem. All channels feed into the streaming service, which sits centrally in the customer conversion funnel. It is here that potential customers will action comms or subscription sign up.

which will help streamline the customer conversion funnel and improve retention rates.

Social channels are undoubtedly one of the most important in the digital ecosystem for new online video services. As Omdia's research suggests, over 23% of consumers rely on recommendations from online platforms and social media when deciding what to watch. It's, therefore, crucial to leverage social platforms throughout the funnel to drive awareness and build buzz around your content and service.

Pay particular attention to your retention channels too, including regular email comms and push notifications. Proactive subscriber care that encourages continuous user engagement can turn subscribers from seasonal sign-ups to long-term loyalists.

“**As Omdia's research suggests, over 23% of consumers rely on recommendations from online platforms and social media when deciding what to watch.**”

### Promotional Incentives

Promotional offers are an effective way to heighten brand awareness and increase subscriber numbers. Offering exclusive trial offers can help persuade a potential customer to sign up or subscribe long-term for a discounted rate. They're also a great way to re-engage dormant users, boost marketing campaigns and promote new content within your service. As stated in Omdia's report, users are experimenting increasingly with new streaming services and are primarily encouraged by aggressive promotional activity, price cuts and offers.

There are various types of promotional offers to consider that can increase awareness and conversion:

- Joint promotions with a partner, benefitting from shared costs and reach expansion.
- Classic percentage discounts on subscription sign ups OR for select content (TVOD).
- Exclusive sign up offers that are short-term for specific marketing campaigns.

At Magine Pro, we enable our partners to easily set up and manage campaigns and promotional offers via the CMS Console. Prices can be changed by a predefined amount or by a certain percentage, and the duration of the offer/code can also be set.

## Boost Online Discoverability

### SEARCH ENGINE OPTIMISATION

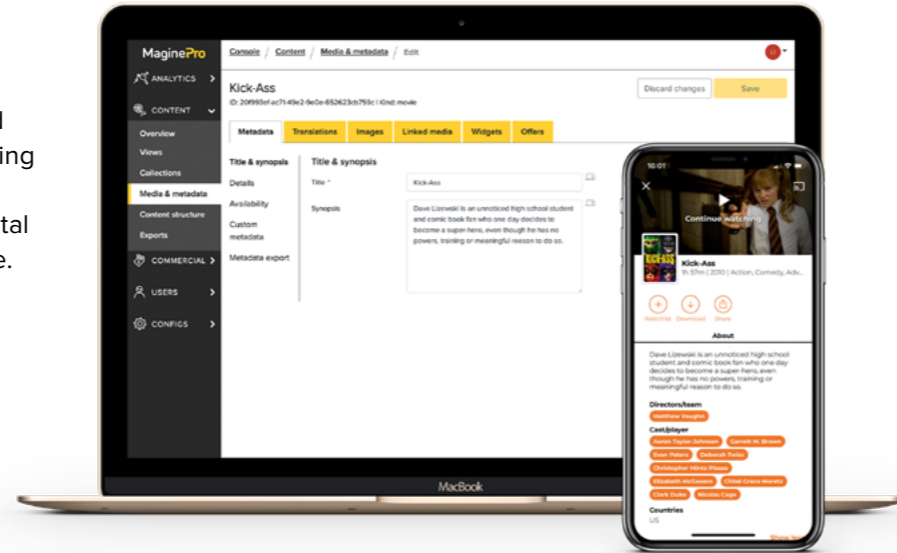
SEO is integral to building brand awareness and an online presence. Making content and streaming services visible to search engines like Google, either organically or through paid activities, is vital to discoverability and building a subscriber base.

Some of the key benefits of an effective SEO strategy include:

- Increased and higher-quality traffic
- Better visibility online
- Creates credibility and trust
- Cost-effective marketing
- Better insight into your audience and traffic

To successfully appear in search, be meticulous with content metadata. For example, thoughtfully position keywords within the copy of your service and website landing page. And utilise keywords in content filenames to make it easier for search engines to locate your video content when it's being searched for online.

It's essential to maintain balance with keywords, though; sentences should flow and read naturally in descriptions and synopses. Google, in particular, is excellent at



ussing out keyword stuffing and can penalise for it with lower rankings. Try to experiment with keyword variations, including synonyms as well as singular and plural keywords.

At Magine Pro, we appreciate how important SEO is and its potential impact on building your subscriber numbers. Using Magine Pro's CMS Console, our partners can independently edit their content metadata and editorial in content description pages for optimal SEO results.



### GOOGLE TAG MANAGER

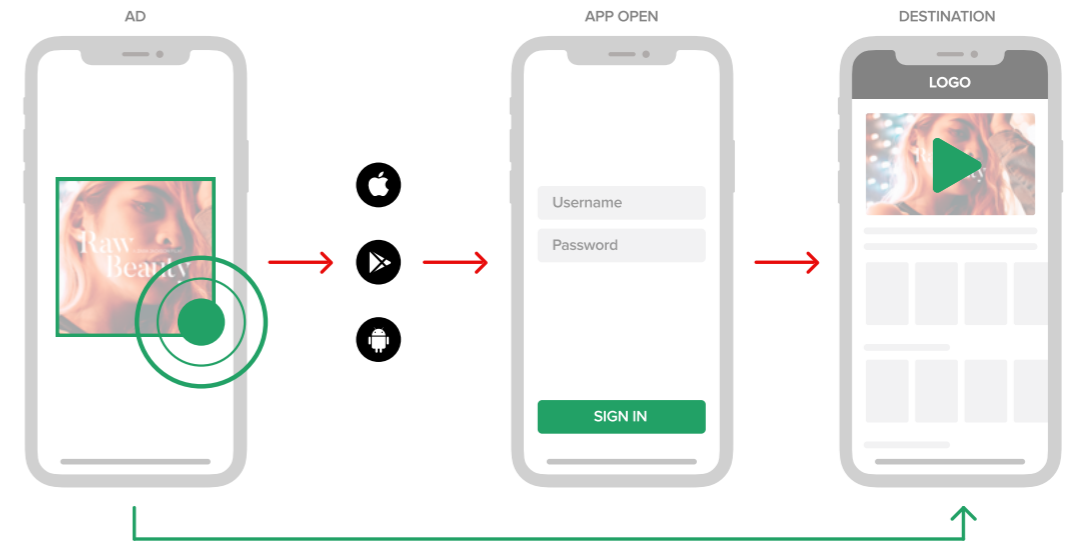
It's essential to understand how potential customers engage with your marketing efforts and streaming service if you want to convert leads into loyal subscribers. At Magine Pro, we integrate Google Tag Manager in all partner services, enabling them to track user behaviours and better understand their conversion funnel.

Google Tag Manager works by essentially allowing you to manage and deploy marketing tags on your website landing page and streaming service without modifying code.

It shares data between two sources - your OTT service and Google Analytics, for example. And can also integrate with other marketing tools and channels you use to drive awareness, such as AdWords, Facebook Pixels etc.

The data gathered through tracking will give you a better understanding of your marketing campaigns' effectiveness, conversion and churn rates, and, most importantly, how users engage within your streaming service. You can then make informed decisions when optimising your service and marketing efforts for more valuable results.

Dynamic-link user journey for those who engage with an ad and have the app already installed vs those who do not have the app installed.



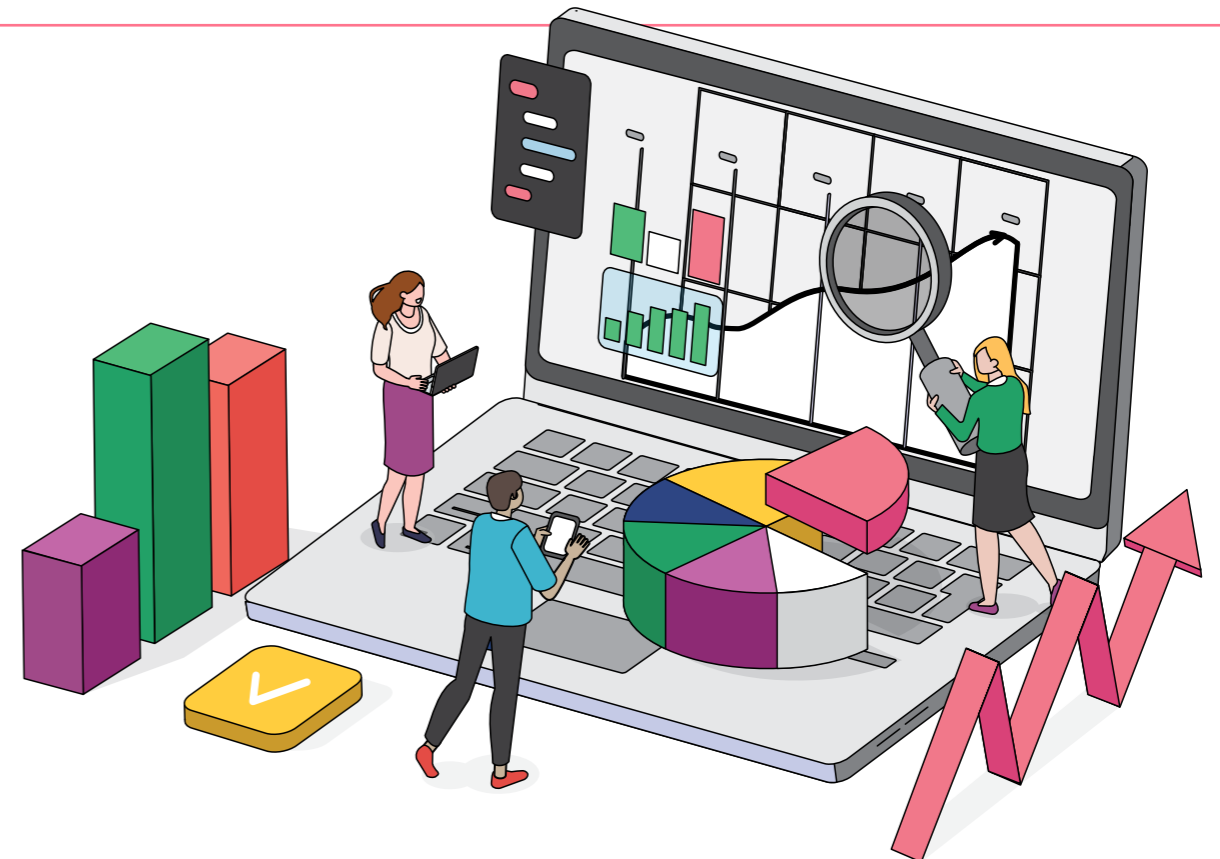
### Dynamic Links

Reducing the number of steps a user has to take to download and sign up for a streaming service can vastly improve conversion rates. Dynamic links are a powerful way to simplify the experience for potential customers and improve results for the service provider.

Dynamic links are smart URLs that enable you to direct users to specific locations within your streaming service app. For example, when an existing customer engages with an

online advertisement for your service, it will automatically open the app and take the customer to the set location. However, if the user does not have the app downloaded, the dynamic link will divert them to the relevant app store and download page for their device.

At Magine Pro, all our partner apps are integrated with Google Firebase, enabling them to set up dynamic link URLs and send targeted messages to their customers.



## Compelling Partnerships

As Omdia's report concludes, partnering with other industry-related brands and operators can considerably bolster audience reach, marketing efforts, and even costs for smaller players. Indeed many Magine Pro partners have seen sizable increases in conversion rates and audience engagement due to partnerships. For example, the Spanish cinema service, [FlixOlé](#), reported more than 50% of initial sign-ups after launch was a result of their collaboration with CaixaBank, which offered subscription discounts to their customers.

Similarly, our Swedish partner [Draken Film](#) has reported significant subscriber growth since introducing a revenue share model with local cinemas during the pandemic. The collaboration resulted in cinemas promoting Draken Film to their loyal customers, who could then select which cinema they would like to support at sign up.

Revenue sharing is a particularly interesting partnership model for new market entrants. For our partner, paus, this type of partnership, along with their independent film library, has enabled them to stand out amongst the competition.



### paus

The independent film service that is uniquely powered by tips & operates revenue share with filmmakers.

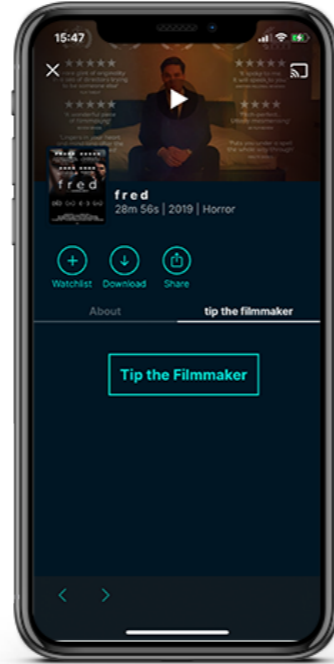
[paus](#) is an online streaming platform that's dedicated entirely to independent film and it is uniquely powered by tips. For the audience this means there are no subscriptions, no adverts and no set payments. They can choose to tip filmmakers any amount, at any time.

paus partnered with Magine Pro in 2020 to leverage our OTT platform and expand its service in a secure and scalable way. They required the service to expand onto web and Android platforms and be accessible to audiences in the UK, US and Europe.

#### MAGINE PRO SOLUTION

- Leveraged Magine Pro's OTT platform and create a paus branded streaming service that is available via web, iOS and Android platforms.

- Enabled paus to independently upload all VOD content onto their service via the Magine Pro CMS Console and protect with our multivariate DRM platform.
- Migrated existing paus users to the new platform and enabled a frictionless login and user experience.
- Set up secure access to the Magine Pro CMS Console, enabling paus to curate their service, content categories, artwork and edit metadata. The Console also enables paus to manage user accounts and get comprehensive insights into their user behavior, service usage, and operational analytics.
- Facilitated its unique tipping feature that is supported by Stripe for GBP, USD and EUR currencies.
- Leveraged Magine Pro's cloud infrastructure and CDN provisioning network to enable paus to deliver high-quality, low-latency streams 24/7 to all requesting devices.



## Founder and CEO of paus, Rishi Kapoor shares an insight into the inspiration behind paus and what impact its unique tipping feature has had on subscriber growth



Rishi is an experienced professional in film distribution both UK and Internationally. A former executive at Sony Pictures, Universal Studios, Warner Bros. and Disney. After many years working on distribution deals with Netflix, Amazon and Apple, he turned his attention to the independent film space, supporting independent filmmakers at paus.tv.

**What's the origin of paus? And what did you set out to achieve at the beginning?** Having worked in the commercial space for such a long time with big brands, I felt content was becoming increasingly commoditized and manufactured. And as a film enthusiast, I could see the authenticity being lost because the models weren't there to support content that had smaller audiences. If you're Netflix, for example, spending billions of dollars on content, you have to make content with mass appeal, which means many fantastic stories that may not attract millions of people just get lost. So I wanted to solve a problem for niche content that wasn't being solved as the traditional model of one-size-fits-all didn't fit all.

**What was the inspiration behind the paus' unique tipping feature? And how does revenue share with independent filmmakers work?** In my opinion, no model was fair for creators and audiences. The free ad-based model can require lots of traction for any meaningful revenue to be earned. And at the same time, there was a rise in this creator economy. Creators were moving online to target their audience directly and monetize without involving a distributor or sales agent or getting a deal with a big streaming service. I was particularly inspired by other creative economy platforms such as Patreon and OnlyFans. They were solving this issue but for other industries and creators, such as influencers and musicians. They proved that people want to support the creators they like and inspired the tipping model for paus.

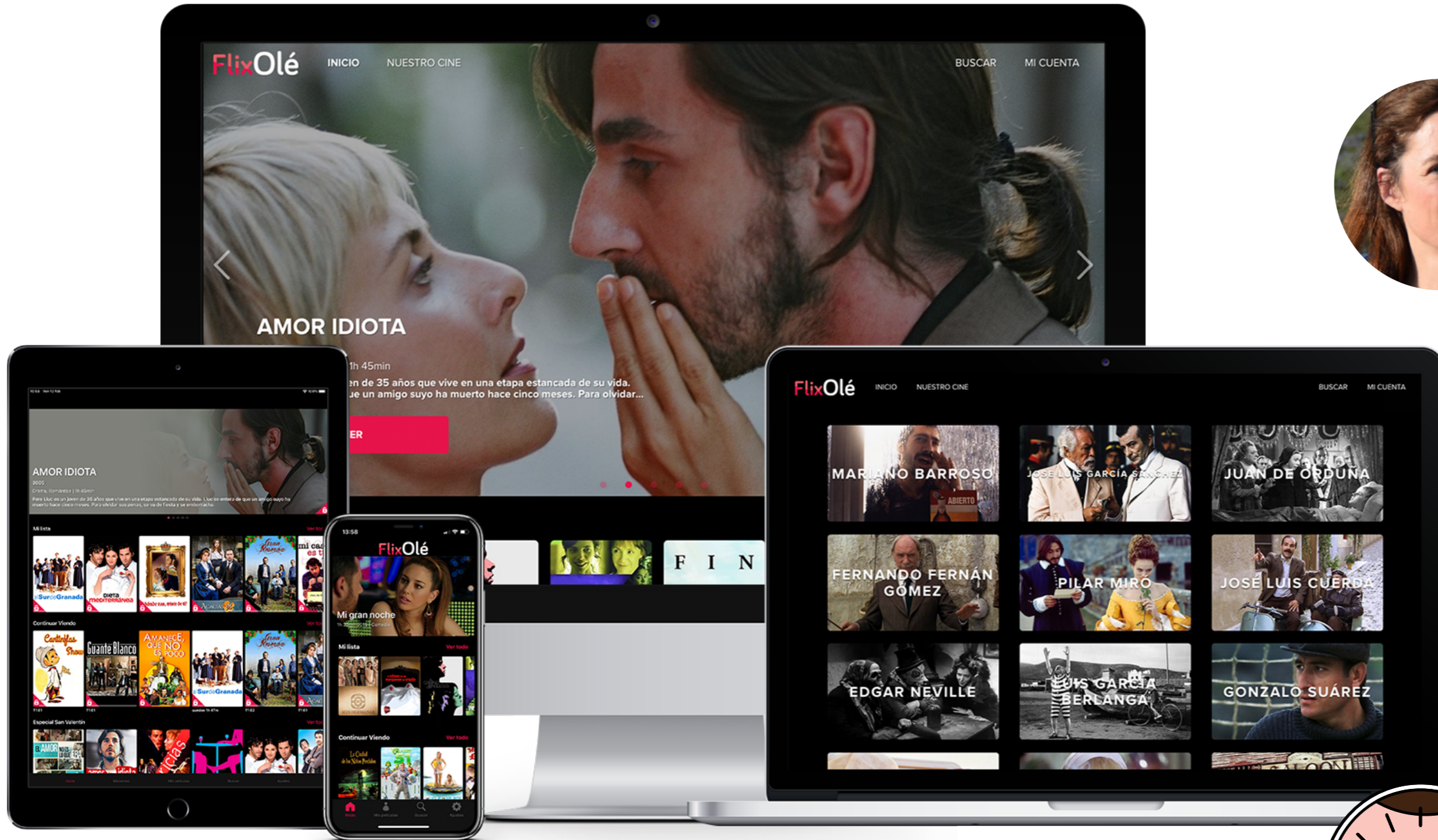
At paus, filmmakers take 80% of the revenue, and we keep 20%. The feature is fully integrated and seamless on the platform. For example, if someone watches a film in London on paus and opts to tip, the filmmaker in New York will receive their share within minutes. Interestingly, Twitter, Snapchat and Clubhouse have also both recently launched their own tipping feature. So I think we may soon see a shift in how the internet is monetized with more direct-to-consumer payment models supporting creators.

**Has the tipping model impacted your marketing efforts? Do you think it has had a positive effect on the discoverability of paus?** Yes. You only have to look at our social or comms to know that we're not actively driving audiences to our platform. Instead, we give independent filmmakers the support and tools they need to amplify their voice and promote their content on paus. We essentially enable filmmakers to monetize their network, consisting of three types of people, family, friends and fans. These groups will want to watch the filmmakers content regardless of our product. But paus being a tipping platform, also encourages creators to promote more over the likes of YouTube, as paus is also a dedicated space for high-quality content with no adverts. And the audience knows that their personal data will not be sold on. It also gives an economic opportunity for filmmakers to accept payments from the people watching it in a way that doesn't involve any pressure. On a digital platform like ours, it's much easier to receive support and run a successful business as a filmmaker.

**What are paus' long-term growth plans? And how does a platform provider like Magine Pro enable you to meet those goals?** We want to work with more filmmakers around the world and provide them with more tools to be able to monetize. We're not just a tipping platform; we want to do other things, integrating merchandise, ticketed events and anything that creates a fair reward for filmmakers to monetize from their fans. Magine Pro lets us focus our money and attention on the filmmakers and our marketing efforts and spend less time worrying about creating a world-class streaming service in-house. They have given us the foundation and infrastructure to focus on serving the creative community much better.

**What advice would you give others considering launching a video streaming service?** As a streaming service, you can only really compete in three areas, content, technology or your revenue model. But you can't really compete on technology today as a start-up; people know what to expect with streaming. We say that come to paus to watch great niche content and get a chance to give back in a financially inclusive way. Focusing on niche content and a unique revenue model has helped us cut through the noise. I would say think about those three pillars and which one you want to compete on. If it's content, get exclusives or consider a niche that appeals to an underserved community of people. Niche services don't compete with big players like Netflix; they sit side-by-side, as people may like specific genres, but that doesn't mean they don't also like watching mainstream content like everyone else.





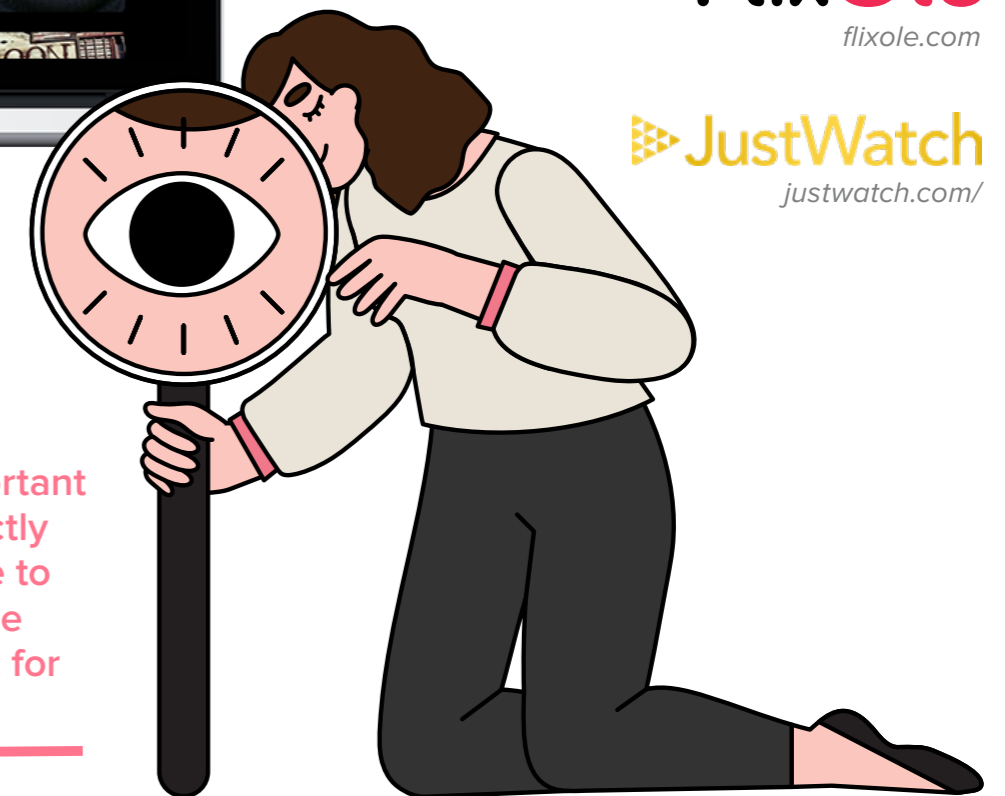
transaction is required, and a link to the service itself. They are particularly useful for those who subscribe to multiple streaming services.

**Magine Pro partner, FlixOlé, a Spanish a la carte cinema service that offers subscribers unlimited access to hundreds of Spanish film titles, recently partnered with JustWatch. Sophie de Mac Mahon, General Manager, says:** “Integrating our metadata into their system had a very positive effect on business and communication. On the one hand, since the beginning of this association, it brings us an important source of traffic directly from its page to our content, being the sixth source of traffic for *Flixole.com*. It also served as a tool for journalists who could refer to us as the place to see the movies they were writing about. When the marketing budget is limited, it’s essential to be present in the search aggregators to reach our potential subscribers.

Magine Pro OTT platform offers flexibility for all of our partners. We make it easy for our clients to work together with their partners and integrate when necessary. As Sophie points out, “The integration is already created, and the daily updates are working perfectly. Magine Pro platform has streamlined this process, and it is worth being there, and almost effortless.”

**FlixOlé**  
flixole.com

**JustWatch**  
justwatch.com/



“  
...it brings us an important source of traffic directly from JustWatch page to our content, being the sixth source of traffic for Flixole.com.”



## Integrating with Search Aggregators

Offering content that’s exclusive or not readily available elsewhere not only attracts subscribers but can also help to reduce churn rates. In addition, leveraging content like this for marketing is a great way to increase awareness around your streaming service.

To do this effectively, consider partnering with search aggregation services like JustWatch. As Omdia points out in their report, this can be particularly advantageous for new streaming services, “With an increasing number of consumers relying on online searches to help decide

what to watch, presence on online video comparison guides will be crucial in driving viewership.”

Search aggregation services effectively scan multiple video streaming services to surface movies and TV shows that are available. They don’t host the content themselves but instead provide links to services that do. A user can browse or type in the name of specific content they are looking for, and the search aggregation service will share information on which streaming services are currently hosting the content, whether a

# In-Service Discovery & Experience

The online video service features that can enhance the user experience, engagement and boost content discovery

It takes around 0.05 seconds for users to typically form an opinion about a website or streaming service that determines whether they'll stay or leave. At Magine Pro, we understand how vital the service's appearance and user experience is to our partners.

Our extensive web-based CMS Console powers the front-end, giving our partners the freedom and flexibility to add branding and customise their service's layout, content categories, artwork, metadata and editorial and more. They have complete control over how their content is presented with real-time adjustments.

We also believe that for users to immerse themselves in discovering great content fully, the UX/UI experience should be seamless. So, we take care of the technical complexities and give our partner's the tools to curate a service that actively promotes their brand and, most importantly, their content.

This chapter explores essential service features that new market entrants need to promote content discovery and increase subscriber engagement and retention rates.

## Hero Content

The discovery page of your web service and app is essentially your shop window. A service that appears easy to navigate with a clear visual hierarchy will generally elicit a more positive first impression.

At Magine Pro, we provide our partners with the tools to configure the discovery page effortlessly. Using the

### CUSTOMISE CONTAINERS

Drag & drop to manage the order of information & determine the container box & button layout, spacing, opacity, colour & font.

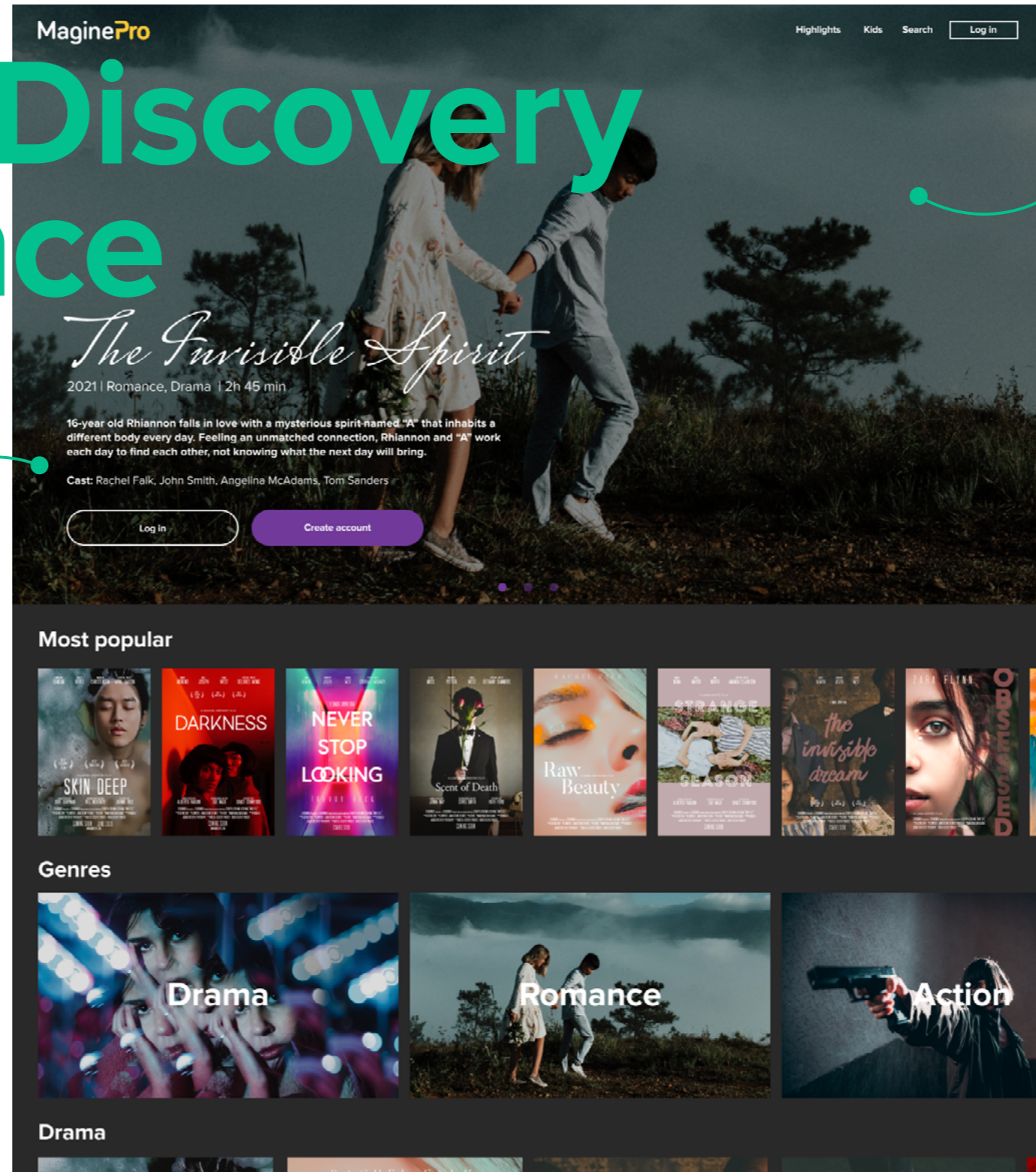
### DETAILED EDITORIAL

Add singular or multiple layers of text to feature content titles, descriptions, dates, cast info & even partner logos.

### GOOGLE FONTS

Leverage Google fonts for design that is contextual to your chosen highlighted content.

Magine Pro CMS Console, you can create immediate impact by selecting specific content to hero at the top of the screen. Present your chosen content clearly with large imagery, titles and descriptions. You can also opt to highlight one or multiple media assets in a carousel. It is a great space to promote new, exclusive or topical content from your library and maximise potential views.



### CREATE IMPACT

Set a large 16:9 poster image in the header that is responsive & will automatically adjust to fit the chosen device screen size.

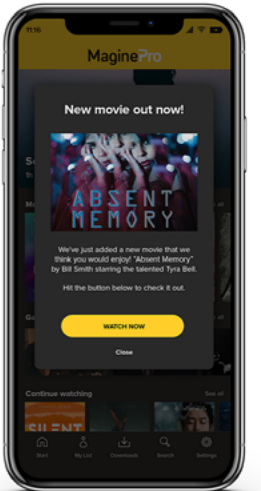
### CURATE A CAROUSEL

Select multiple movies or TV shows to promote in the header & create a carousel. Each section is also customisable & timing transitions can be adjusted.

## Proactive Customer Care

As Omdia's report highlights, proactive customer care, which encourages users to make the most of their subscription, is key to long-term success. At Magine Pro, we enable our partners to clearly communicate campaigns and promotions with their subscribers, as well as, send targeted in-app messages.

In-app notifications, when timed well and positioned carefully, are a great way to communicate new or upcoming content on your service. We recommend using pop-ups to promote content that can be watched immediately or added to a users watchlist to enjoy later.



Magine Pro integrate with the following partners to support customer communications & care:



## Combined Service Configuration

We also enable combined services that feature live events and/or linear TV alongside VOD, the ability to customise their service. Our partner, Sappa Play, for example, can configure their EPG, including channel order, logos and metadata, as well as their catch-up VOD discovery page.

The discovery page is also an ideal space for them to promote upcoming linear content as they can feature programme artwork, editorial and trailers, making it much easier for users to add soon-to-be-released movies and TV shows to their watchlist for later.



## Trusted Curation

Recommendation algorithms are commonplace in most streaming services, designed to connect audiences with content they're most likely to enjoy based on what they've previously watched. However, that also makes them somewhat limited; they can't anticipate how a user's tastes might change, the impact of trends, current events or even how a user feels. For this reason, we're starting to see some prominent players, including HBO Max and Netflix, turn to human curation alongside.

Curating content categories that are original and exclusive to your service is a fantastic way to promote discovery. Manual curation also gives you more control over what content appears and enables you to resurface older assets from your library along with new.

The Magine Pro CMS Console offers our partners fantastic flexibility for manual category curation. You can also determine where a category appears on the service discovery page and boost its prominence by selecting larger thumbnail images sizes for the featured content.

### CREATIVE CURATION

Create categories that are more than just genre-based. Think creatively and build collections based on popular actors, topical events or even moods.

### DISPLAY POSTER SIZES

Select from four different thumbnail poster sizes with rounded or sharp corners. Larger image sizes increase the visibility of categories & content you want to promote.

### DYNAMIC LAYOUT

Determine the layout and order of categories within your service. You can also opt to feature editorial information alongside.

Increase user engagement and discovery by creating a dynamic interface that features a range of uniquely curated categories to explore.

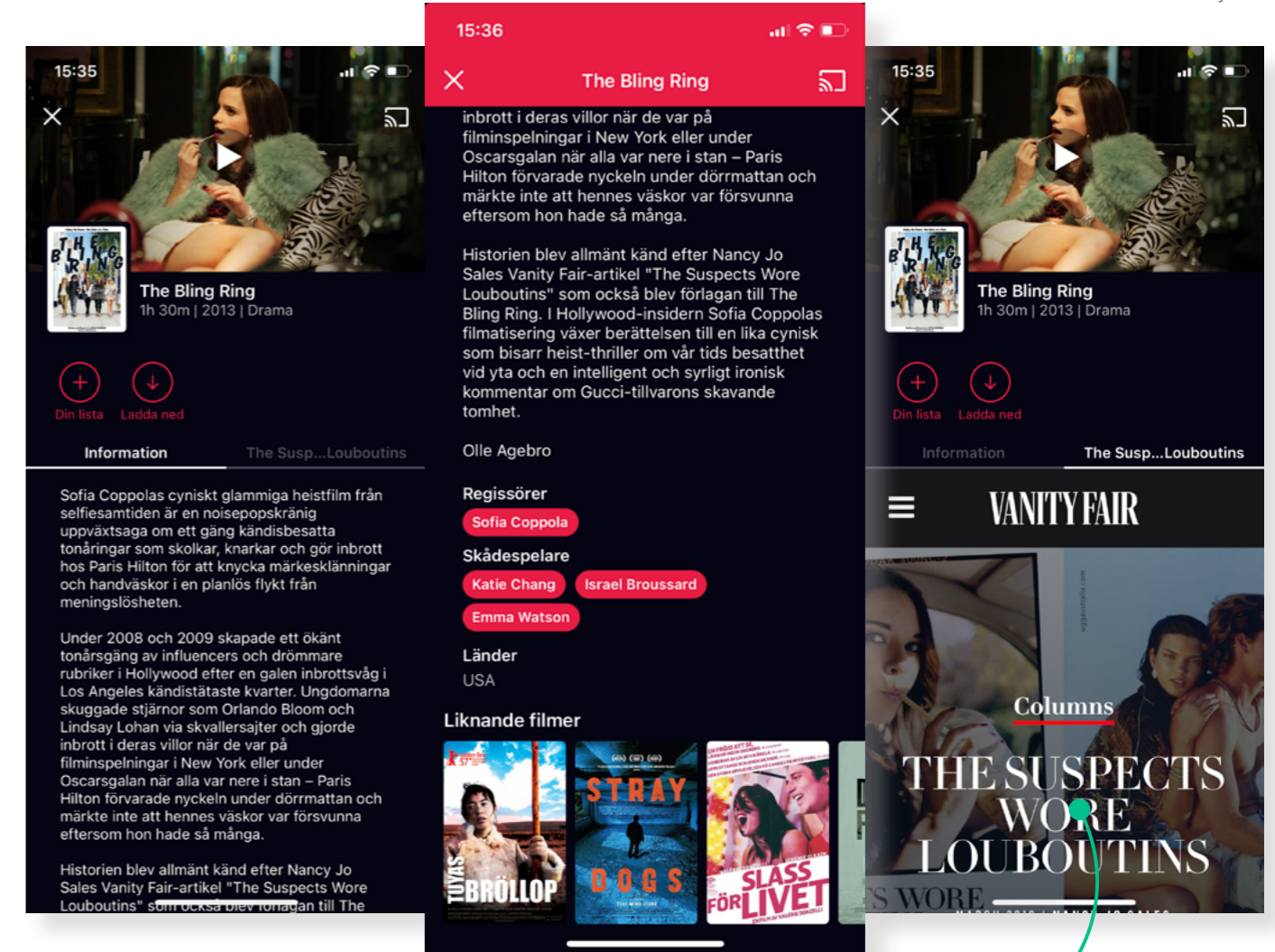
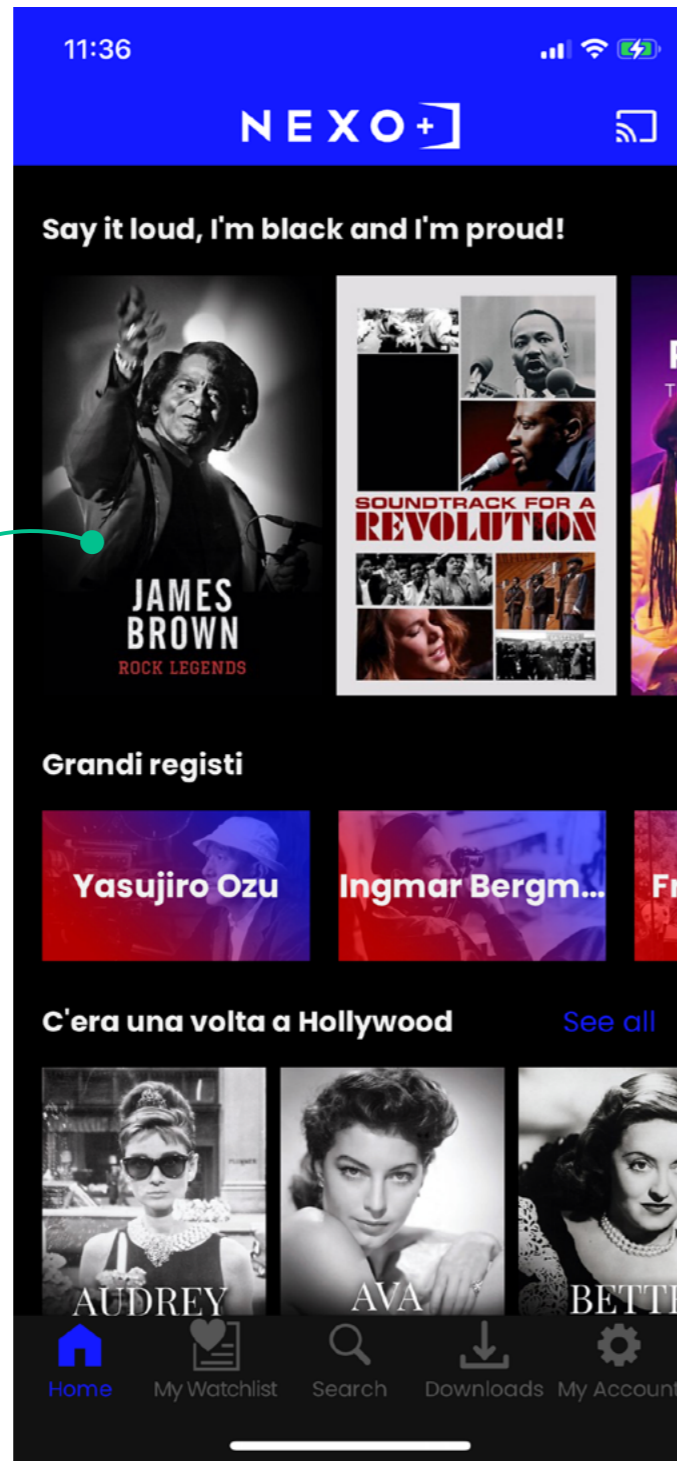
## Relevant Related Content

Expand viewing options and increase promotional opportunities for select titles in your service by presenting related content to viewers. Unlike broad recommendations, related content appears in context with what the viewer is actively searching for or showing current interest in watching.

For Magine Pro partners, related content is based on genre tags and custom labels applied to media assets

within the CMS Console. Labels are not visible to users; they simply enable the feature to determine what content should be displayed.

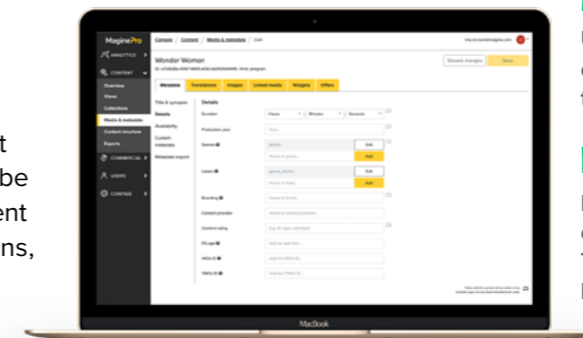
Related content appears to users on selected content description pages and in search results. The order of related content is based on the number of label matches. The more label matches, the higher it is ranked.



## Content Description Pages

The home discovery page will drive awareness and engagement, but it's the content description page that can determine whether a user converts into a viewer. The description page offers users more information, including synopses, cast, production info and trailers etc. It's where users will decide whether they want to commit to watching or continue browsing the library. Convincing them that a title is worth their time (and in the case of TVOD services, their money) depends on how well it is presented.

For Magine Pro partners, content description pages can be independently customised and configured via the Console. Our partners can adjust artwork, editorial, visible metadata, insert trailers and more. And as description pages typically provide a lot of information, they are collapsible to shorten the amount of information visible. Variations of content description pages can also be created to better suit different devices with smaller screens, such as mobile.



### INTERESTING EDITORIAL

Edit content synopses to pique viewer interest. Use language that reflects the genre and elicits feelings associated with the tone of the content you're promoting.

### 16:9 IMAGE

A large 16:9 image is displayed in the header of the page. You can define the alignment of the image and the crop for different screens/devices.

### METADATA

Select what metadata is visible to users, including, director, cast, content rating and more.

### AVAILABLE TRAILERS

Upload trailers via the Console where possible, enabling users to get a better idea of the theme, feel and tone of the content.

### RELATED CONTENT

Related content is based on genre tags and custom labels that are applied to assets. The order of related content is based on the highest number of label matches.



## Metadata

A metadata file contains all the data and information for a media file. Most of this data powers service features such as automated content categories or viewing rights/restrictions. Some of the information will be visible to users and also searchable in the service itself.

We enable our partners to bulk upload metadata along with content and edit it manually in the Magine Pro Console if required. Our partners also have control over what metadata is visible to users in their service and specifically on the content detail pages, including film director, cast and content rating.



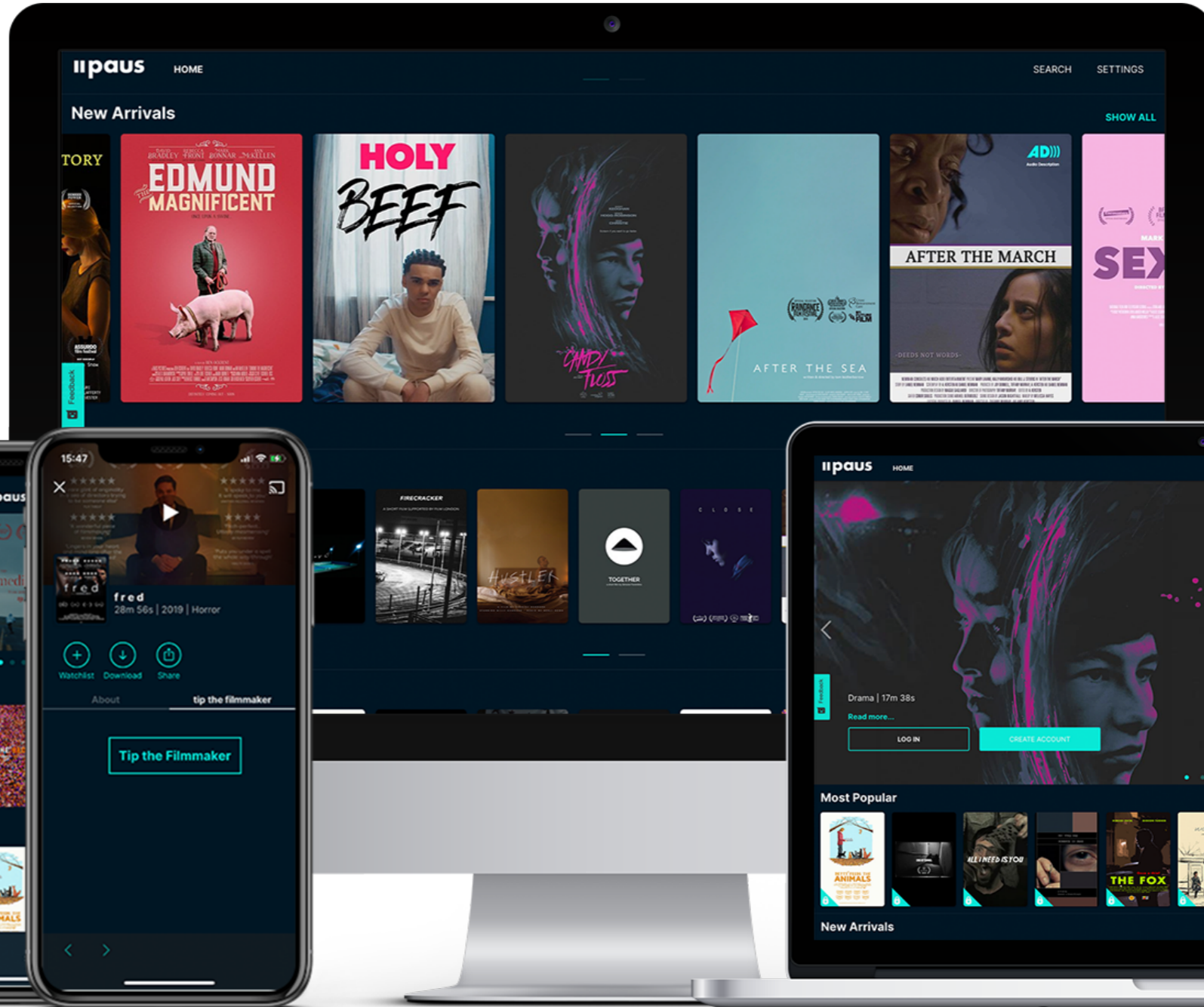
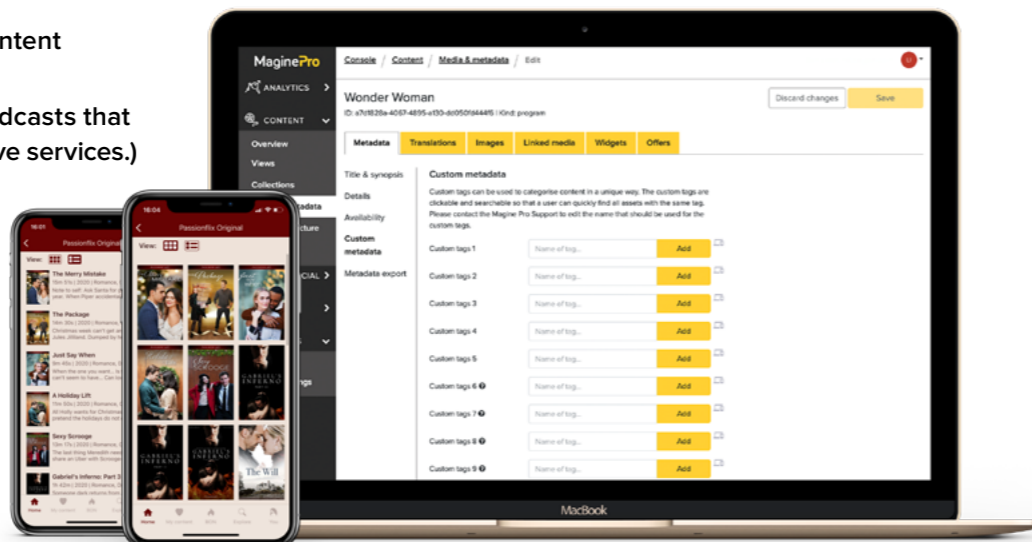
## Search & Discovery

The role search can play in discovery is often underestimated as it is predominantly used to help audiences find what they already know they want to watch. However, the search tool can also aid content discovery by surfacing related titles alongside.

Magine Pro's search feature relies on available metadata and additional labels and tags to determine the results. Within the Magine Pro Console, our partners can control what content is available for their users to search, including:

- All by default.
- Entitled content: Results show only content included in the customer offer.
- Upcoming content: Results show broadcasts that will air later (specific to linear TV and live services.)

Our partners can also expand search filters relating to metadata and custom labels, enabling their users to search by specifics such as genre, cast, media type and more etc. You can also define the layout of the results with the option to select either a grid or list view.



Manual category curation gives you more control over what content appears and enables you to resurface older assets from your library along with new.



## Discovery Essentials

1. High-quality Artwork  
Populate your service with high-quality artwork to aid discovery & enhance the service design overall.
2. Creative Curation  
Present content creatively within categories. Curate categories that reflect topical subjects, popular cast or even moods.
3. Dynamic Layouts  
Experiment with layout options & artwork poster sizes to create a more dynamic display for users to explore.
4. Feature Trailers  
Add trailers for content where possible to keep users engaged in discovery within your service.
5. Engaging Editorial  
Improve content discovery & provide more context to users by enhancing metadata & adding exciting editorial.
6. Interactive features  
Keep users engaged with discovery by expanding service features via widgets, including adding exclusive editorial content, an e-commerce experience or interactive quizzes.

# The future of discoverability



Magine Pro's CCO, Luke Boyle shares his views on the future of OTT discoverability & what new services can do to stand out

Content is king and can draw in an audience, but it still requires aggressive promotion to make people aware you have the content, which for smaller players (that don't have big budgets) requires smart choices. OTT continues to grow exponentially; it is the future of broadcast, and as such, it's ever more competitive as supply becomes greater to meet demand. We are starting to reach the tipping point. So now the question is about discoverability, both internal and external: how do new market entrants stand out and showcase their premium, exclusive or niche content to the madding crowd? As Omdia's report highlights, smaller players need to make their content visible on multiple platforms, including aggregating services, device interfaces, online video guides, and forming partnerships with other brands to raise awareness.

As we've addressed in this white paper, there are multiple ways to achieve the ultimate goal of acquiring more subscribers or free users (depending on your monetisation model). Still, it is also important to understand why. It is impossible to soothsay what the future will be, but there are some things we know: everyone wants a piece of the action, from global powerhouses such as Netflix, Google, Disney and Prime, to the device owners, such as Samsung, LG, Apple and more, to the more traditional broadcasters on a domestic scale, and then our own area of expertise such as leading niche or specific content owners/players.

*So here are three takeaways, an attempt at a Nostradamus style view into the future of OTT and what that means for content/discoverability:*

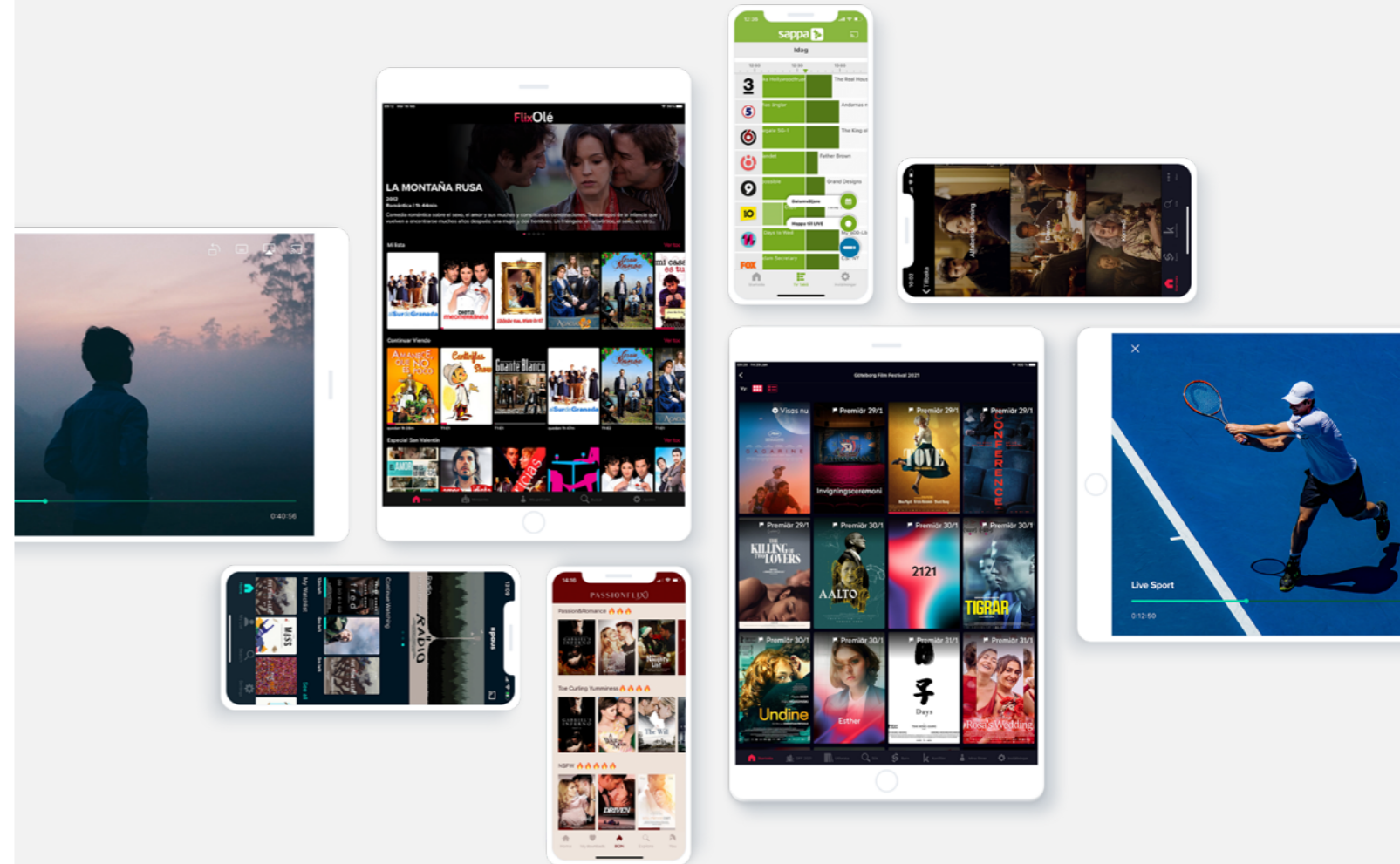
- 1. The easiest of our views into our crystal ball:** Aggregation via different formats: Whether this is channels on Prime or Samsung TV or 'TV guides' such as Just Watch or Playpilot - get carriage deals, and get your content listed and promoted.
- 2. Subscription fatigue:** Again, this has been much discussed and is coming, though not as fast, perhaps as originally thought. We can expect the average person to subscribe to maybe two or three main/family services (and change these up on a much more regular basis than previously), and then perhaps a niche or two (favourite football team or league, a specific sector of the arts, children's TV, film festivals, etc.). So think about your content. Does it merit a stand-alone? Should you talk to like-minded companies and work together?
- 3. And then what about your service?** There's always buzz around AI recommendation tools (and these should not be ignored if you have thousands of hours of content), but the real skill is in the metadata and curation. Human curation to determine: what is topical, what is hot, use the analytics to see what people are watching (type, length, geographically, as well as by genre or category), promote different types of content for different devices (on the go, people might want short form, for big screens, it is about the blockbuster or live event).

In summary, this white paper has been produced to help with the most important topic for OTT right now; quality discoverability will, in turn, increase subscribers, lead to happy and content subscribers, reduce churn and build your audience and market presence.

# MaginePro

## Flexible video streaming services & apps

Create an end-to-end OTT service that delivers your Live, Linear & VOD content to audiences everywhere.



**Your Brand. Your Content. Your OTT Business.**

iPhone android LG SAMSUNG chromecast AirPlay Roku firetv Apple tv androidtv

[maginepro.com](http://maginepro.com)

# Omdia Appendix

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# MaginePro

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## **About Magine Pro**

We provide all the tech, tools and insight you need to build a successful OTT business. Our multiscreen OTT services and solutions are trusted and proven, enabling you to successfully monetize your content and securely distribute to audiences around the world.

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