



ONTAPtv.com

South African video-on-demand service
— Premium content at an affordable price

Throughout the world Telcos and MNOs have a similar question... “My network and my network investment is increasingly devoted to my customer’s love of OTT entertainment. How can I benefit from it?”

“The trend towards OTT is not a short term change, but a fundamental one” said Lindsay Servian, Head of ONTAPtv Global Media Platform with PCCW Global.

We are seeing a convergence of three key trends:

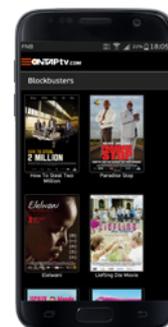
1. Higher speed, and lower cost, bandwidth as new technologies grow apace,
2. Increasingly sophisticated mobile devices such as smartphones and tablets at affordable pricing, and
3. Apps that bring the freedom for customers to watch what they want, when they want and where they want.



Website Mega Pack package page

The market is enormous:

1. For most entities, video is already accounting for around 80% of data traffic; whilst data traffic is a main driver of business growth,
2. Informa Telecom & Media sees the OTT video entertainment industry to be worth US\$ 29.8 bn in 2016. We see daily articles identifying that OTT viewership is not just growing rapidly, but eating into traditional TV markets, and
3. In developing markets - just as “mobile services” leap-frogged “fixed line services” to bring cost-effective connectivity to the mass of the people, so OTT video entertainment services are positioned to bring low cost premium content to the mass of the population who seldom have access to affordable Pay TV.



Smartphone interface

“It’s a perfect opportunity for Telcos and MNOs” added Lindsay Servian. “They have tremendous assets they can leverage such as their brand, their customer base, their local delivery platforms, their retail chains, and their billing and customer systems.”

Most Telcos and MNOs now recognise video entertainment services as a key component of their triple or quad plays to both: (i) maintain core business ARPU, reduce churn, and grow their customer base; and (ii) as a business in its own right.

However the question arising is how to do this with a new unknown world of complex content rights on one hand, and many OTT specialists offering either little to no revenue share, or expensive platforms without on-going support on the other.

“In Hong Kong we’ve been running one of the world’s most successful media businesses as part of our quad-play” said Lindsay Servian. “And in South Africa, ONTAPtv Global Media Platform is an OTT video entertainment service bringing premium content at affordable pricing, and tailored for local market conditions.”

ONTAPtv Global Media Platform – a flexible tailored service – a 1, 2, 3:

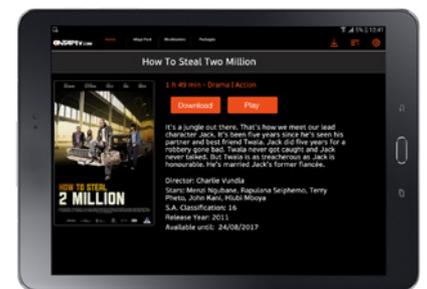
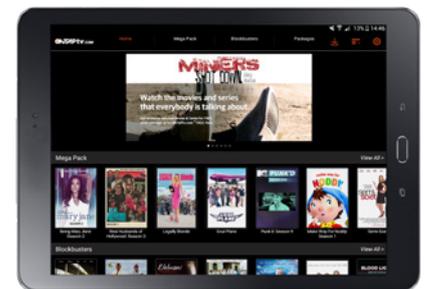
1. ONTAPtv Global Media Platform has a comprehensive and compelling content proposition including content from leading international studios - such as Dreamworks, Viacom, Metro-Goldwyn-Mayer (MGM), MTV, BET and Nickelodeon – and local content from providers such as SABC and ReelAfrican. It has also sponsored local content. In its content arrangements, PCCW Global has leveraged its expertise in the content industry, and deals directly with studios to gain maximum marketing flexibility, content rights suited to its needs, and best possible pricing.

2. ONTAPtv Global Media Platform is the first in South Africa to offer à la carte packaging. This enables customers to pay only for the content they want to watch. For example, if a customer just wishes to have the Gospel package, then they can do so. There is no obligation for them to buy other packages as well. Of course, this also enables pocket beating pricing.

3. ONTAPtv Global Media Platform is easy to use. The interface is intuitive, and has an advanced and innovative search engine that includes standard and advanced gene based search enabling customers to look, for example, for content based on a book, or containing dry humour, etc.

ONTAPtv Global Media Platform was the first in South Africa to bring customers the ability to download content onto smartphones and tablets for off-line viewing. It brings:

- A highly cost-effective service - customers can manage their costs by downloading the content they wish to watch via WiFi, or in off-peak periods, and watch off-line later.
- The ability for customers to watch their content when and where they want; even when they’re travelling or in areas with poorer data coverage,
- The ability for high quality viewing to TVs - customers can download content in high resolution for a greater viewing experience for TVs, or cost-effective standard resolution for smartphones and tablets.



Example of tablet thumbnail for content illustrating “downplay” & “play”



Lindsay Servian added “The service is flexible, cost effective and we’re delighted to discuss innovative business models ranging from a full end-to-end managed service that we operate together on a long term basis and including strategic and business planning, people and content skills through to components of our integrated ONTAPtv Global Media Platform.”