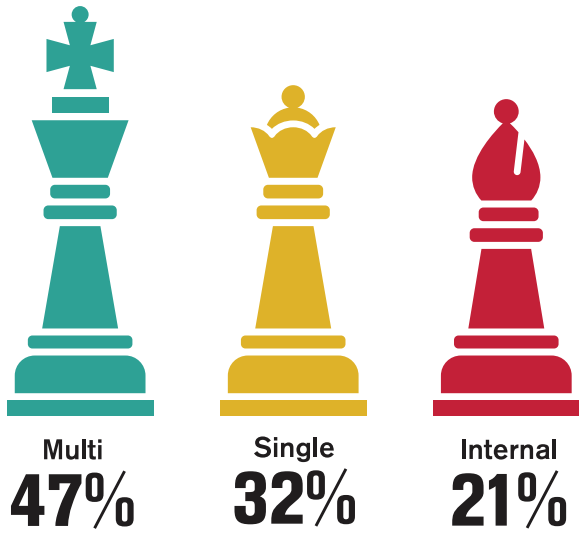
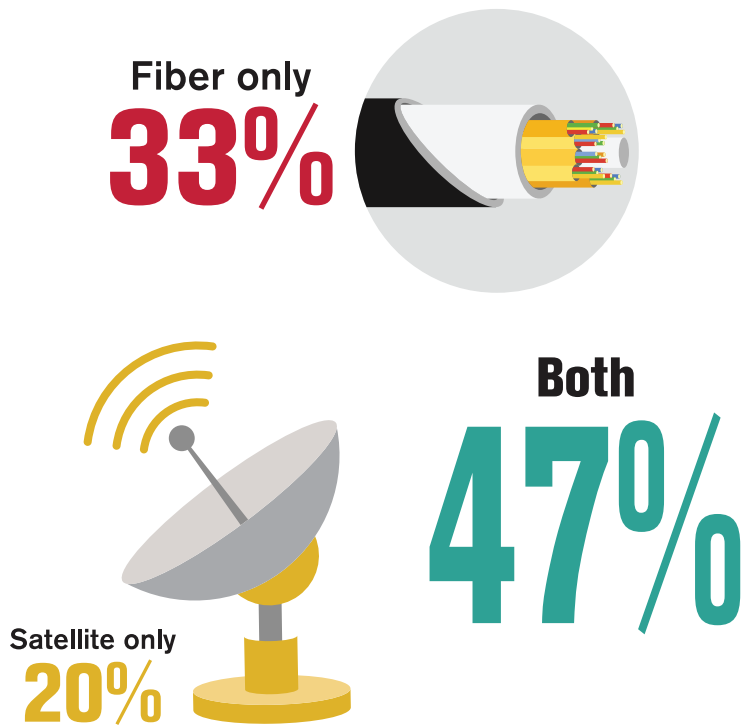


NEW TECHNICAL AND BUSINESS TRENDS IN THE OTT VIDEO MARKET

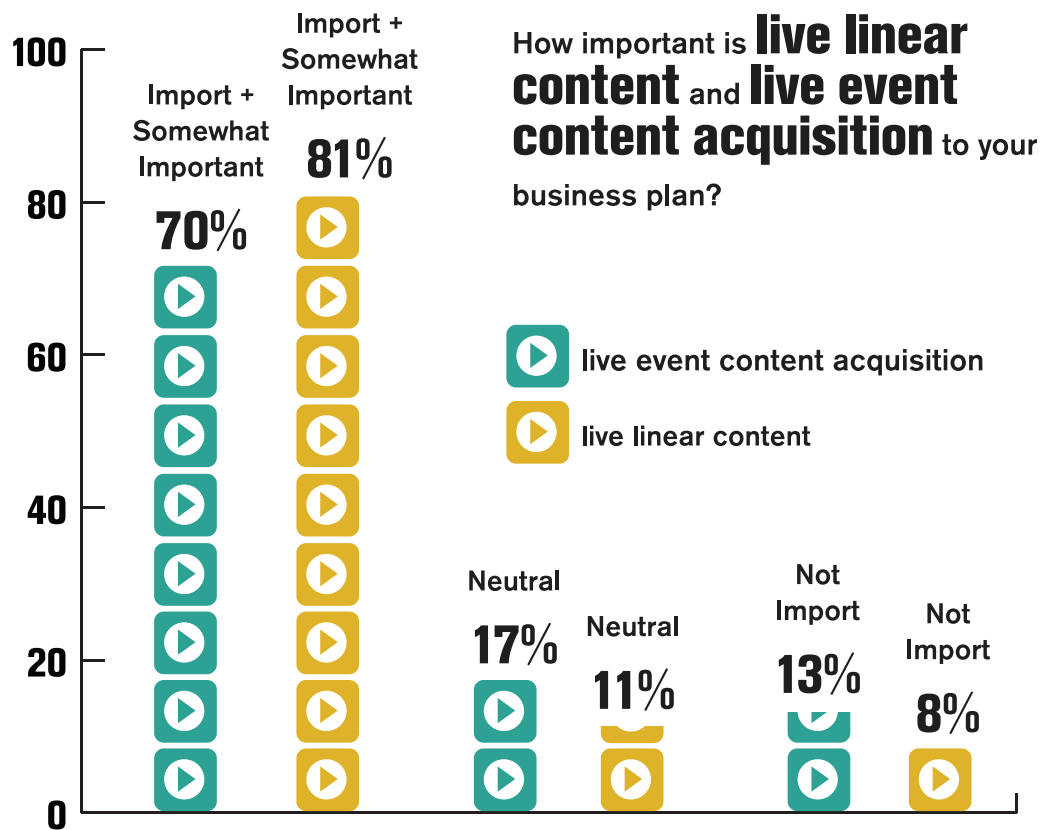
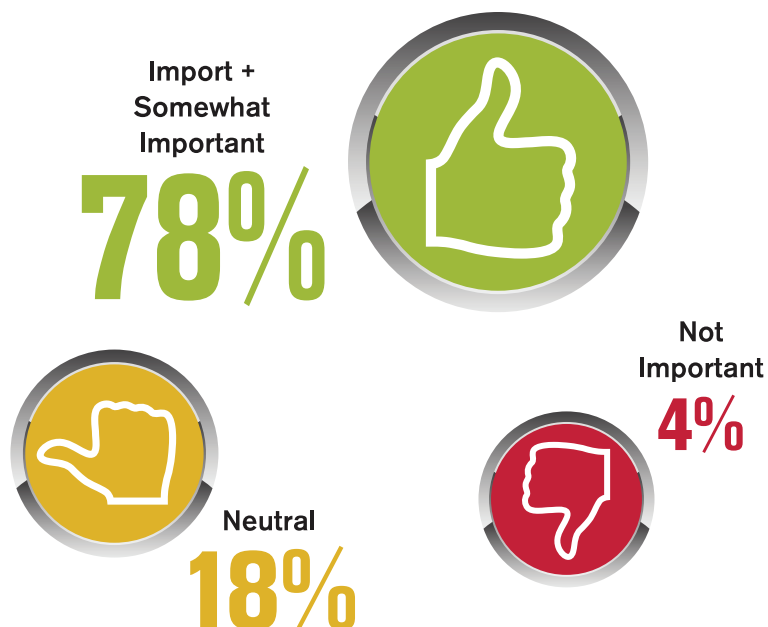
Which **best describes** your current **CDN delivery strategy**?



What **technology** do you use to **acquire** live-linear news or premium non-sports content?



How **important** are your **CDN provider's peering agreements**?



What are the **most significant technical challenges** for your **business** in offering **OTT services** today?

TOP TEN CHALLENGES

- Network DVR/catch-up service 5%
- Traffic Spikes 6%
- Playback window for live-linear content 6%
- Scalability (global reach) 8%
- Content security 9%
- Search/discovery functionality 10%
- Broad device support 12%
- Bandwidth limitations 13%
- Player/UI functionality 13%
- Quality of service/Quality of experience 19%



(60% of people are worried about QoS, 40% about bandwidth, 40% device support)

What **performance-based** metrics drive your **OTT business** decisions?

