

Launch Telco OTT with VirtualCDN

Engage subscribers with new OTT services

Manage loyalty and retention

Set up new profit center

Telecom Operators * Content Providers * Cable Operators * Broadcasters

Video content rules the world

- Video traffic will rise up to 82% of consumer Internet traffic by 2020 from 70% in 2015 according to [Cisco VNI forecast 2015-2020](#).
- 70% of the global mobile network data traffic will be video by 2021 according to [2016 Ericsson Mobility Report](#)
- The global OTT content market will double from \$28.04 billion in 2015 to \$62.03 billion by 2020
- Telecom operators adopt OTT services worldwide with the speed of uptake depending on the market. For example, OTT revenue share reached 38% of the USA telecom ecosystem in 2016 from 13% in 2010.

USA consumer Telecom trends – OTT will reach 39% share of revenue



<https://ipcarrier.blogspot.ru/2016/01/ott-could-claim-39-of-us-telecom.html>, S. Saravanan

OTT SERVICES ARE SURGING!

CATCH THE TRAIN NOW AND SET UP A NEW PROFIT CENTER

Young gen prefers OTT services rather than TV

- Generation Z and Millennials more likely to consume media on mobile and laptops.
- Young gen's media consumption is tightly connected with or complemented by the Internet content.
- Millennials 2,9 x more likely to prefer paid TV and OTT video services than older gens (50+)
- Market drivers: multi-channel, cross-platform, second screen

64% (of respondents*) catch up with their favorite programming by watching several episodes on the same day

The same percentage (64%) say watching time-shifted programming better accommodates their schedule

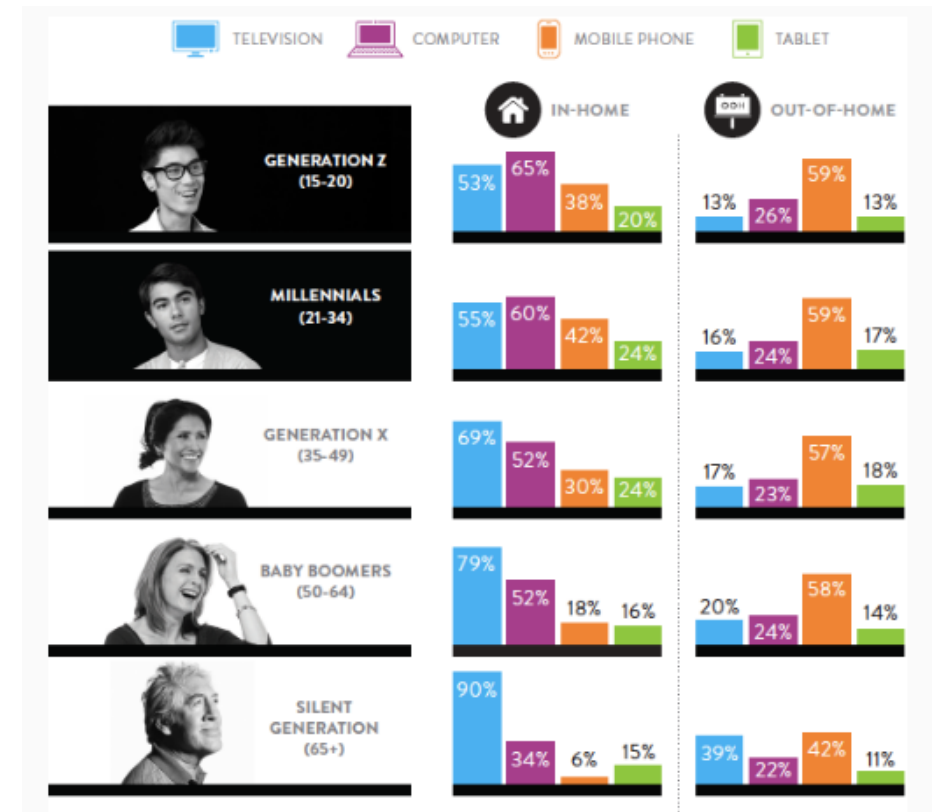
58% browse the Internet while watching live TV shows

49% watch video programs more if they have social tie-in

GET BUSINESS READY FOR THE NEXT GENERATION DEMAND

* The Nielsen Global Digital Landscape Survey 2015, 30,000 respondents in 60 countries

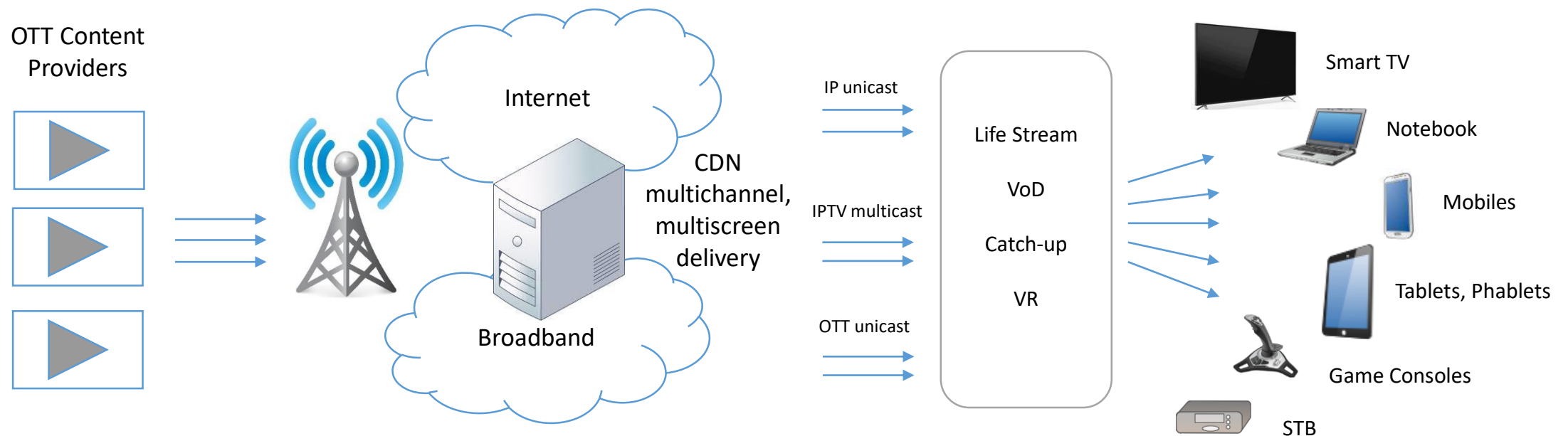
Global viewing preferences by devices and age groups



Source: The Nielsen Global Digital Landscape Survey 2015, LEK Survey OVER THE TOP TV TRENDS

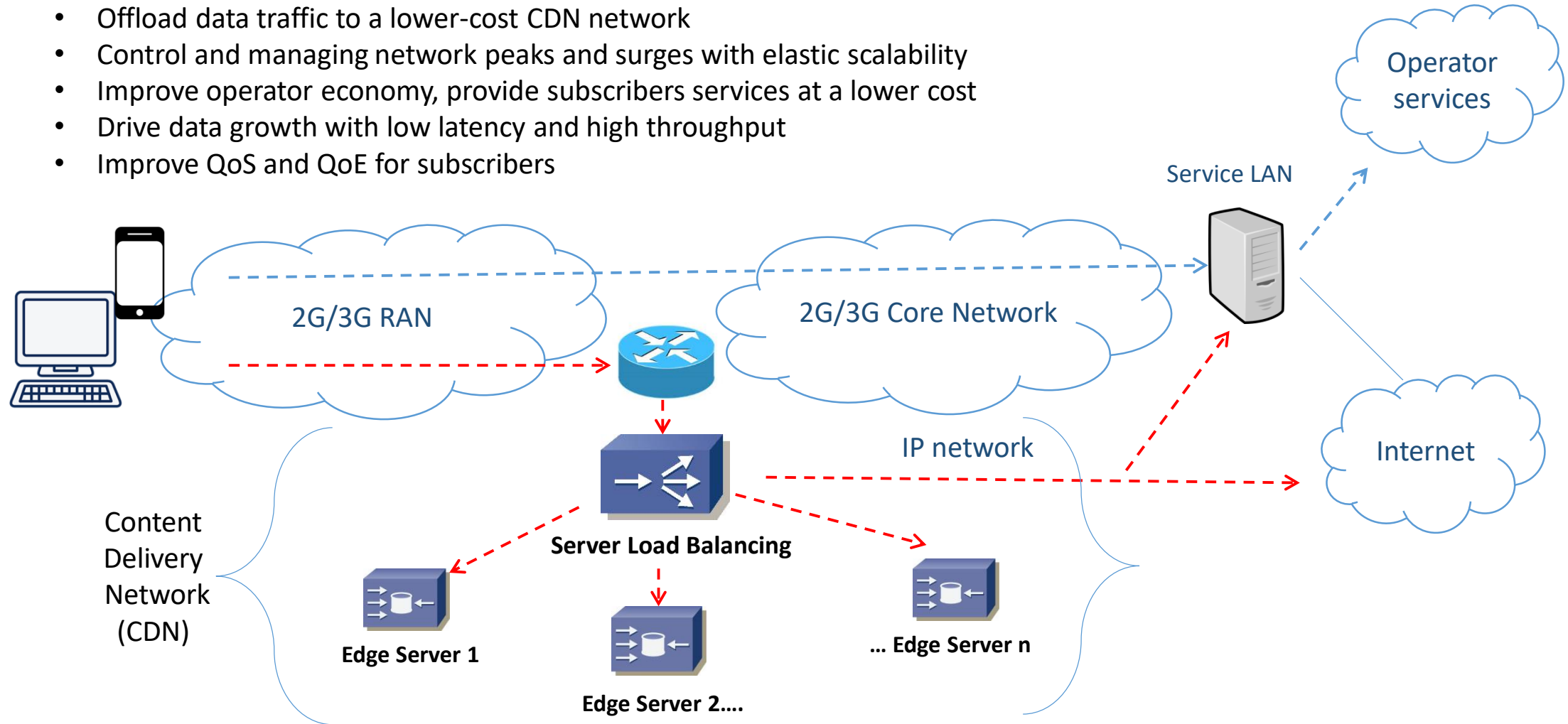
How OTT services boost Telecom business?

- Launch new branded OTT services to monetize your assets
- Deliver linear, catch-up and VOD content to any subscribers' devices anywhere
- Promote your IPTV, other VAS and core services with special package offers
- Set up additional revenue stream with advertising inserted into the video traffic
- Improve subscribers' engagement and loyalty, increase subscriber base



Benefits of Traffic Localization for Telco

- Offload data traffic to a lower-cost CDN network
- Control and managing network peaks and surges with elastic scalability
- Improve operator economy, provide subscribers services at a lower cost
- Drive data growth with low latency and high throughput
- Improve QoS and QoE for subscribers



White Label CDN: create new Profit Center

Content delivery network (CDN) will carry 64% of all internet video traffic by 2020 up from 45% in 2015. (Cisco study)
Build your own content-delivery network and resell CDN core and unique services to your clients!

Our professional service helps to:

- design the content delivery network to perfectly suit your needs
- deploy infrastructure and software to optimize CAPEX/OPEX
- take responsibility for managing and maintaining the infrastructure
- provide full analytics and monitoring reports to your clients
- take care of your clients with our full support 24/7/365!

GET A SLICE OF THE DIGITAL MARKET PIE



More benefits of VirtualCDN

- Deploy your own sophisticated CDN solution in terms of effective managing the network traffic and high scalability
- Provide subscribers with highly engaging and demanded OTT services to increase profitability and manage loyalty and retention
- Get to know your subscribers preferences and behavior with detailed statistics and profound analytics
- Implement personalization in up- and cross-sell core and VAS services
- Access to [full range of CDN services](#) and [unique features](#) for online streams - [Ad injection](#), [Virtual commentator](#) – to satisfy subscribers expectations.



We are apologists of win-win solution

Launch Telco OTT and grow your business with us!

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