

Teaser Version

Full Report Requires Free Subscription

VEED

video services intelligence

Big & Small Screen Distribution of OTT Services in Germany

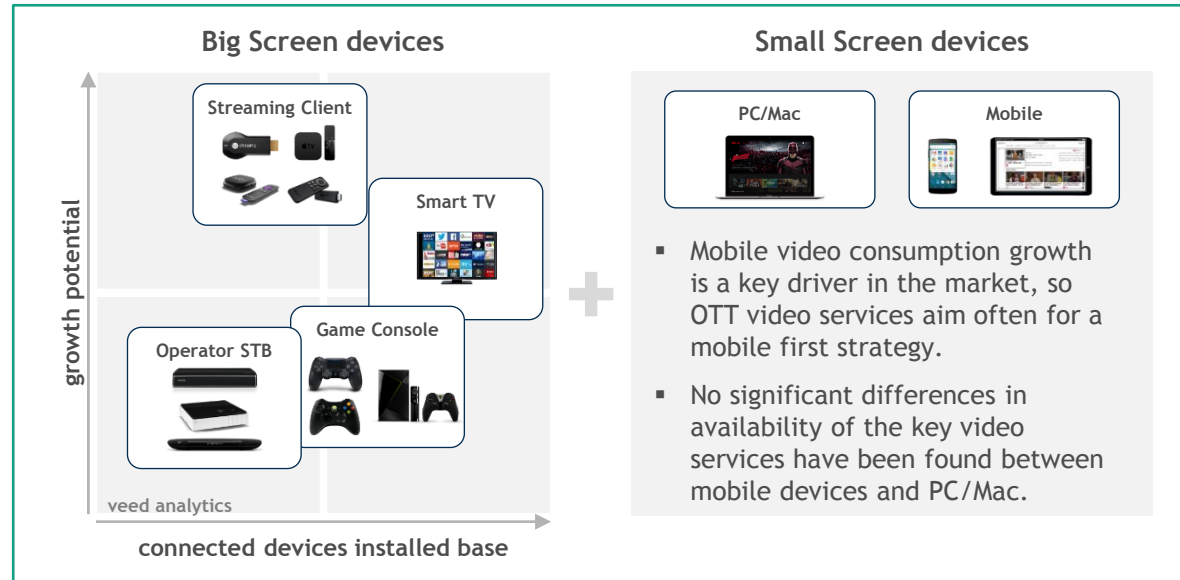
veed snapshot

March 2017

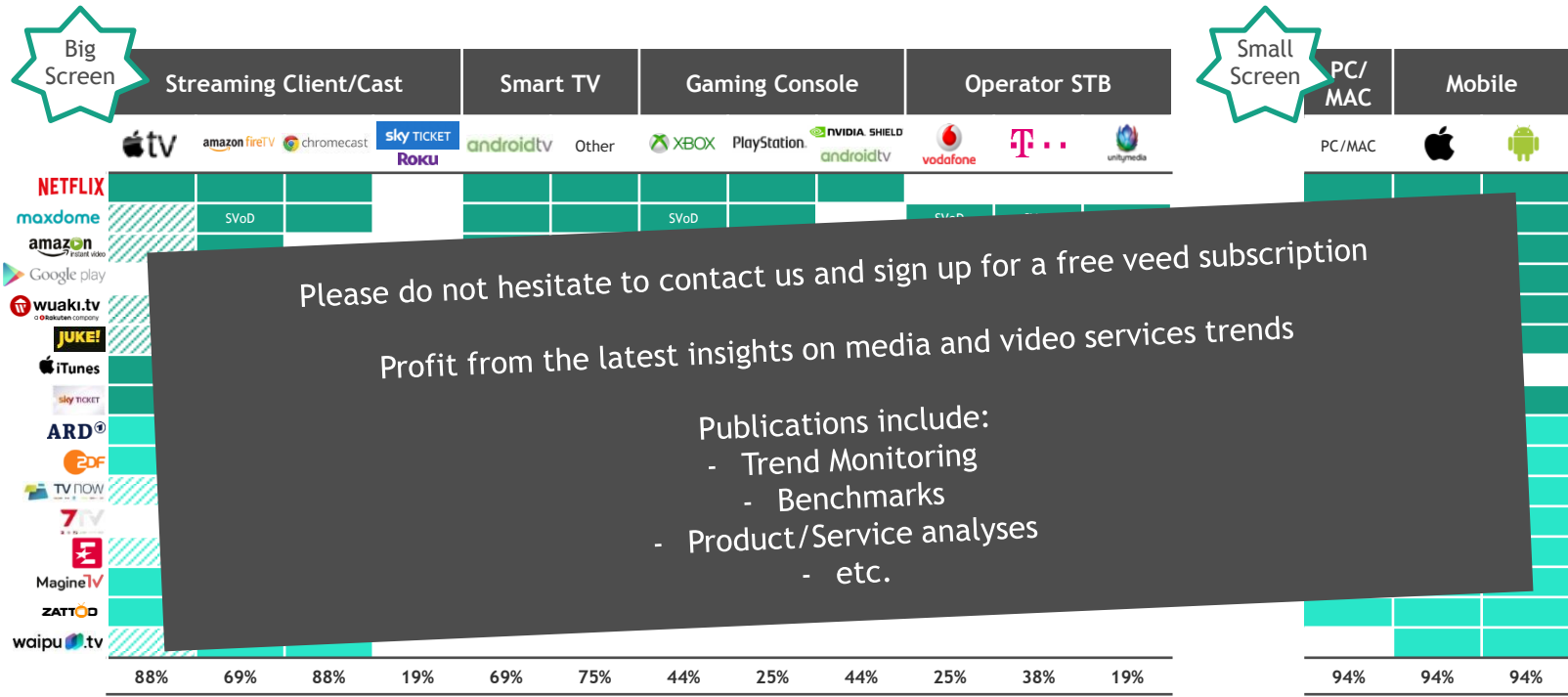
Overview

Strategic rationale:

- ✓ Big Screen device manufacturers **enhance their position** by strengthening their video service portfolio.
- ✓ OTT video services are aiming to be integrated on **devices with high reach**.



Service Distribution Deep-Dive



Please do not hesitate to contact us and sign up for a free veed subscription

Profit from the latest insights on media and video services trends

Publications include:

- Trend Monitoring
- Benchmarks
- Product/Service analyses
- etc.

Android TV includes Sony and Philips TV sets. Other Smart TV models include Grundig, Sharp, Toshiba, LG, Panasonic, Samsung, etc.
 7TV and NowTV content is available on VF and Unitymedia STB in catch-up library format
 Netflix was previously available on earlier EntertainTV Set-Top-Boxes
 JUKE: Download is available only for mobile devices
 Non-exhaustive list of selected services & platforms as of Feb/Mar 2017
 Source: veed analytics, Company Websites and Services



Summary & Outlook

Summary:

- There are still **significant differences** between the distribution of services on Big Screen and Small Screen devices: While Small Screen devices have a full coverage, availability among Big Screen devices remains rather fragmented.
- Among Big Screen devices, **Smart TVs and Streaming Clients have the highest coverage** (avg. 72% and avg. 66% respectively), followed by Game Consoles (avg. 38%) and Operator STB (avg. 27%).
- **Streaming Clients have the highest growth potential**, partly due to the general openness and platform approach, which is reflected by the service availability.
- The **competition in content offerings is concentrated around TVoD** across different platforms. Those who run their own TVoD service - e.g. Amazon, Xbox, Deutsche Telekom or Unitymedia - mainly attract 3rd party SVoD on their platforms.

Outlook:

- It will be exciting to see which players will take an **active aggregator role** in terms of content discovery and enrich their portfolios by **filling current white spots** with more OTT video services.

If you would like to discuss the underlying strategies and evaluation of consumption impact, please get in touch with:

Dr. Bernd Riefler
Chief Marketing Officer

veed analytics
+49 151 58243355
bri@veed-analytics.com

www.veed-analytics.com

Bernd Riefler
Chief Marketing Officer

veed analytics | www.veed-analytics.com
+49 151 58243355 | bri@veed-analytics.com

VEED

video services intelligence

veed analytics offers unique international video service analytics. As a customer you receive thorough reports, insights and analyst sessions in our experience center enabling you to maximize your business and to design outstanding video products. veed analytics is a service by Mücke, Sturm & Company, one of the leading management consultancy firms in the German-speaking area for the digital transformation.