

maxdome

VEED

video services intelligence

Relaunch of P7S1's OTT
VoD service Maxdome

veed snapshot

April 2016

Overview of key product updates

Curated recommendation

- Focus on editorial recommendation with a team of seasoned „maxperts“, who curate content for their followers (e.g. „my favorites“)
- Movies and series are sorted by mood in special categories (e.g. „lovesickness“, „laughs granted“)

Filme und Serien meiner Jugend

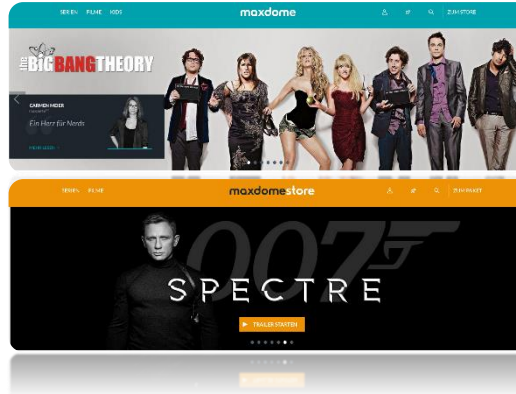


Das sind unsere maxperts!



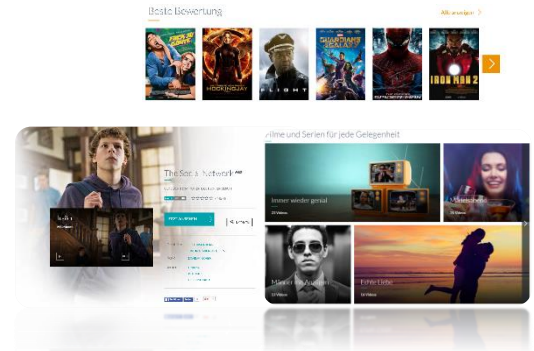
Focused business models

- Maxdome Paket (SVoD) and Store (TVoD) are clearly separated
- Clear color coding indicates whether an asset is available in the SVoD package
- Customers are guided to the SVoD offer whenever a title is available








User interface

- Sleeker new design features make it easier to oversee and access the content provided
- Clear separation between Series, Movies and Kids
- Landscape categories artwork and tiles enable a state of the art UI

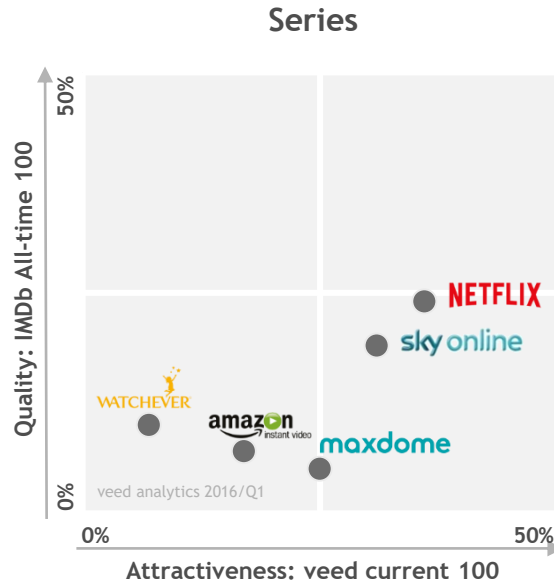
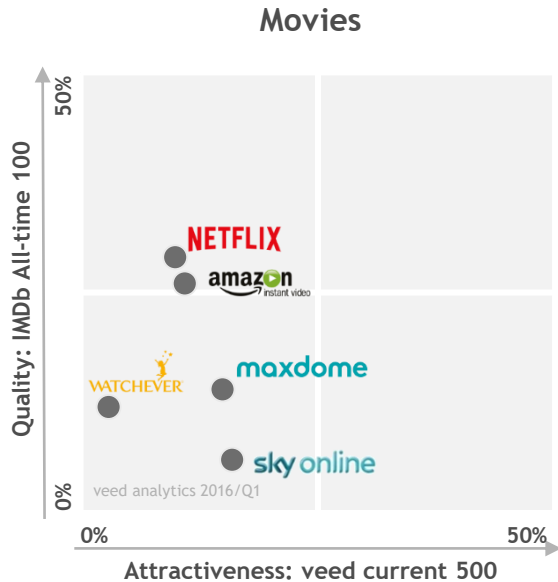


SVoD Service Benchmark Germany

	Business Model	Pricing	Movie Portfolio	Series Portfolio	Devices
	SVoD (including Catch-up from P7S1 channels), access to TVoD	7,99€/ month or included in operator packaging (Unitymedia)	4.000 - 5.000 titles	1.000 - 2.000 series	●●●●●
	Amazon Prime driven by E-commerce including SVoD, Subscription Music Service and e-commerce advantages, access to TVoD	49,00€ / year for Amazon Prime*	1.500 - 2.500 titles	300 - 600 series	●●●○○ Offering own hardware
	SVoD only	7,99€/ month (SD + 1 user) 9,99€/ month (HD + 2 users) 11,99€/ month (UHD + 4 users)	1.500 - 2.500 titles	300 - 600 series	●●●●●
	SVoD only	8,99€/ month/ 4,99€/month (Kids)	0 - 1.500 titles	0 - 300 series	●●●○○
	SVoD only	9,99€/ month (Sky Entertainment Paket) 14,99€/ month (Sky Cinema Paket)	0 - 1.500 titles	0 - 300 series	●●○○○ Offering own hardware

SVoD Catalogue Quality: Market Overview

Content quality



Insights

Movies:

- Services providers started to decrease the number of movie assets with a stronger focus onto quality
- Netflix and Amazon shift its portfolios on general hits, while Maxdome and Sky have a stronger local focus

Series:

- Across all providers a shift towards series can be observed
- Beside its originals Netflix has the strongest series portfolio
- Maxdome puts a strong focus onto portfolio breadth with the largest local portfolio

Summary and Outlook

Maxdome:

- Changes will strengthen its position in the market and will offer better entry points into the broad portfolio.
- Clear differentiation between SVoD and TVoD could be an upside. The customer can decide to spend additional funds on premium content.
- German heritage, extension of linear P7S1 offerings and broad access to local content remains clear differentiation to Netflix and Amazon.

Market:

- Subscriber numbers of subscription video services are continuously picking up, but still do not reach levels as in other countries.
- Shift towards series will accelerate leading to further investments into originals also in niche areas.
- Data generated by increasing subscribers basis remain highly relevant especially to support UX through recommendation, smart picking of content and investment in originals.



VEED

video services intelligence

Source: veed analytics

If you would like to discuss the developments in the subscription video market, please get in touch with:

Dr. Bernd Riefler
Chief Marketing Officer

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

www.veed-analytics.com