



INFOGRAPHIC

What's Your Direct-to-Consumer Video Strategy?

Broadcasters are reevaluating their Direct-to-Consumer (D2C) strategies in the face of continued cord-cutting, higher over-the-air (OTA) usage and improving technology:



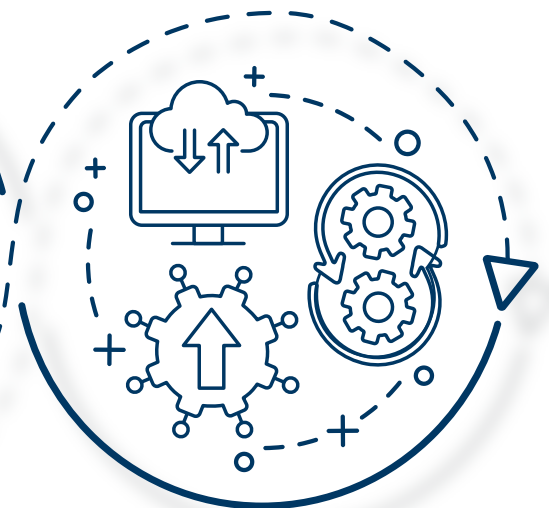
Continued Cord-Cutting

Accelerated by the pandemic, it is expected that, by 2024, more than one-third of U.S. households will have cut the cord on pay TV.



Resurgence of OTA Usage

OTA households are expected to reach 21 million in 2025 (a 2% annual growth rate from 2021), as consumers are increasingly incorporating OTA antennas to complement their subscription services.



Improving Technology

The continued rollout of AI computing, 5G and NextGen TV is expected to create tailwinds for both over-the-top (OTT) and OTA broadcast sectors.

FTI Consulting has partnered with numerous media companies to achieve successful D2C video strategy implementation through:



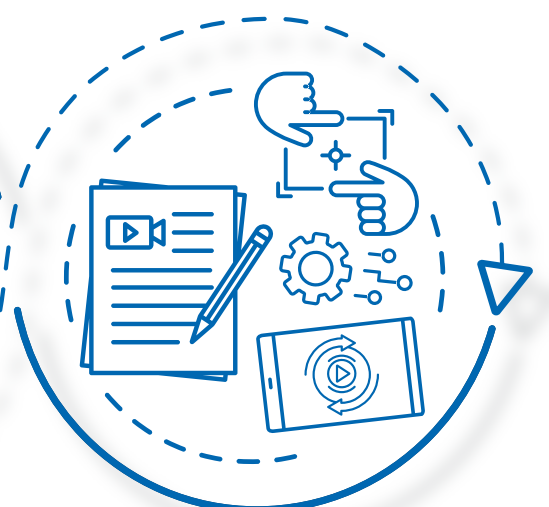
Subscriber Economic Model Based on Customer Lifetime Value (CLV) Disciplines

- Set up an intelligence cube to understand cost allocation and customer insights, enabling assignment of CLV per customer segment
- Understand value flow across customer clusters of the intelligence cube
- Track insights around CLV and performance to increase profitability
- Align organization with CLV perspective



Geo-Targeting and Geo-Location Ability

- Understand value growth by customer segment and geography
- Focus retention efforts on revenue-driving customers
- Understand value creation or loss of each targeted segment by breaking down expected CLV



Go-to-Market Strategy Deployment for OTA/AVOD/SVOD* Offering

- Consider a variety of possible questions before determining go-to-market strategy
- Determine the go-to-market strategy by examining several areas that impact the overall customer experience (e.g., pricing, platform and technology, distribution)

*Advertising-Based Video on Demand/ Subscription Video On Demand

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