MAXIMIZE YOUR OTT POTENTIAL
HOW TO STAY ONE STEP AHEAD

1. REACH YOUR AUDIENCE
   - DEFINE YOUR COMPELLING CONTENT STRATEGY
   - DESIGN YOUR DISTRIBUTION ROADMAP
   - LAUNCH CAMPAIGNS TO BUILD AWARENESS

2. OPTIMIZE YOUR MONETIZATION STRATEGY
   - CONSIDER WHICH MONETIZATION MODEL FITS YOUR:
     - CONTENT CATALOG
     - AUDIENCE’S LOCATION
     - MARKETING BUDGET
   - TEST WHICH AD EXPERIENCES RESONATE BEST WITH YOUR AUDIENCE

3. RETAIN LOYAL VIEWERS
   - A/B TEST TO CONFIRM YOUR INTERFACES ARE EASY TO NAVIGATE
   - CREATE A CONSISTENT EXPERIENCE ACROSS ALL DEVICES
   - DEVELOP A COMPELLING LIBRARY OF ROTATING CONTENT