



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:



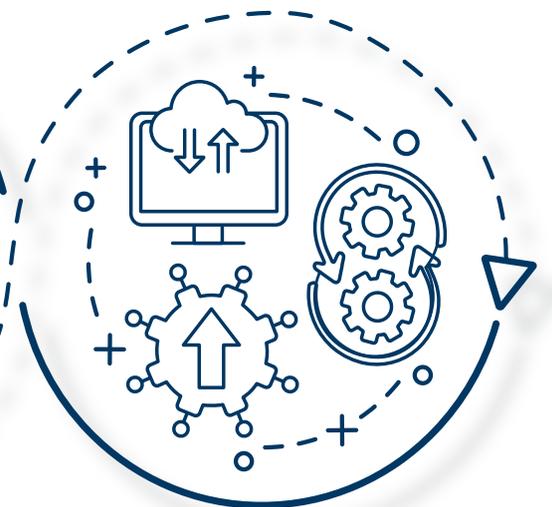
## Continued Cord-Cutting

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

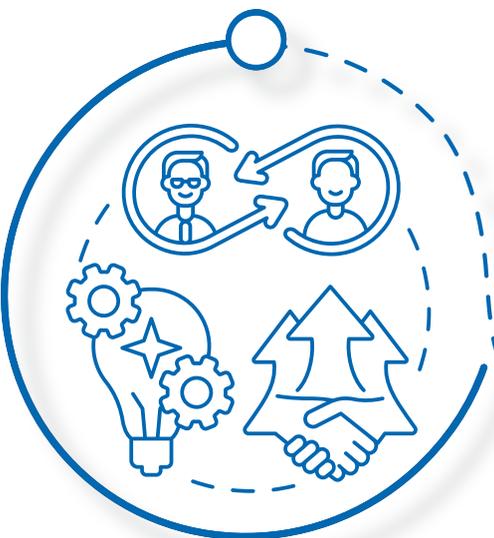
OTA households are expected to reach 21 million in 2025 (a 2% annual growth rate from 2021), as consumers are increasingly incorporating OTA antennas to complement their subscription services.



## 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:



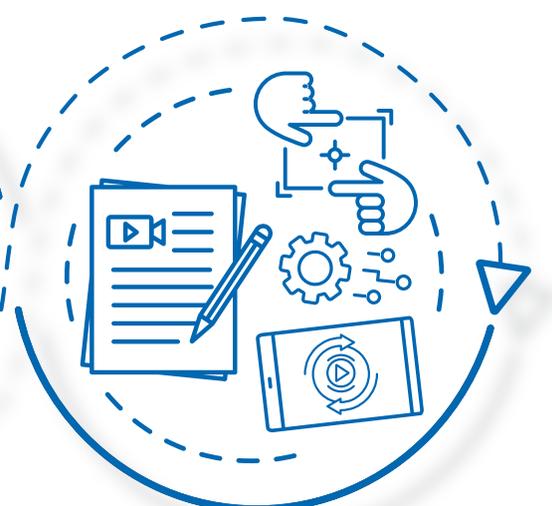
## Subscriber Economic Model Based on Customer Lifetime Value (CLV) Disciplines

- 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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