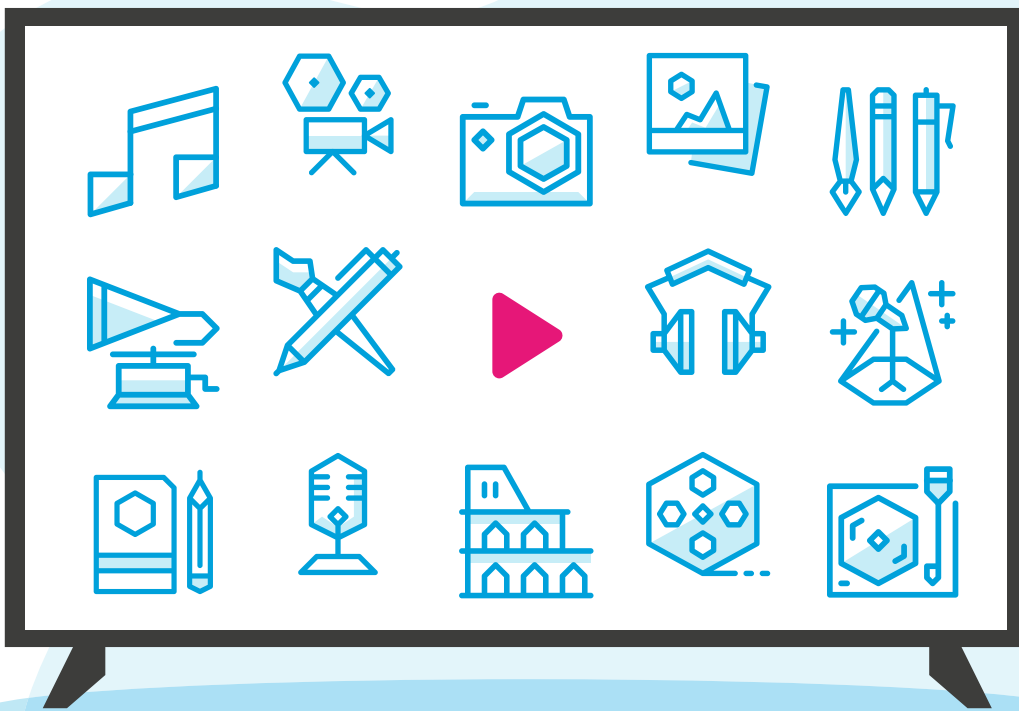




Are OTT platforms an opportunity for cultural and public institutions?



The impact of the pandemic

on the situation for cultural institutions

For many months now the situation around the world has been changing market behaviour and forcing us to adapt to new circumstances. Research shows that during the pandemic, people have consumed more video content online. Globally, people who watch online video spend nearly 8 hours per week watching various types of content. Average viewing time has grown substantially each year, up 16% over last year's average of 7 hours of video content per week and up 85% since 2016's average of 4 hours per week.¹ The growing number of subscribers reflects the popularity of OTT platforms, which give users more possibilities than regular television. The main advantage is the possibility of watching your favourite content at any time, without the need to wait for a specific hour or free access to the TV.

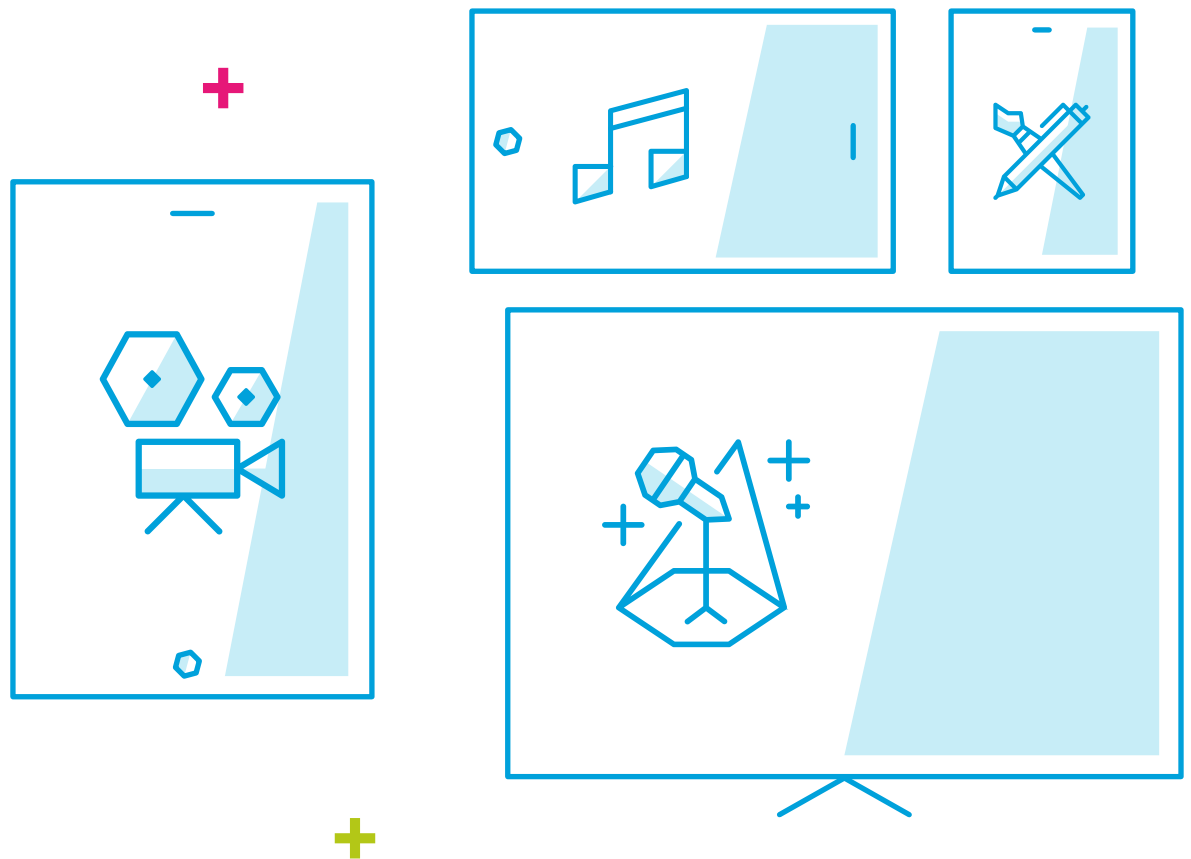
But what does **OTT** mean?



OTT
(over-the-top)

- + a service that enables video and live broadcasts to be delivered to any device that has access to the Internet. Thanks to OTT platforms and sharing video content online, it is possible to monetize content directly only through this service, such as by purchasing access to video.





Social distancing, supply disruptions in the logistics industry, cancelling of many events and the closure of many sectors and uncertainty make it hard to predict how to run your own business. The new reality and strict restrictions have affected cultural institutions, such as cinemas, theatres, concert halls and opera houses. The lockdown has changed the way in which society consumes content - when it is impossible to watch films or performances live in cinemas and theatres, the audience looks for alternatives. Most people use new media and online video platforms, thanks to which cultural institutions may share their materials with users online.

The cultural and creative sectors are largely made up of microbusinesses, non-profit organisations and artists, who often operate on the margin of financial stability, which is why digitisation and OTT platforms are their chance to continue an uninterrupted business activity.

Moving your existing business to the online world can create new forms of cultural experience, dissemination of video materials and new business models with market potential.

In this ebook, we present the benefits which sharing video content on OTT platforms may have under the present conditions (and in the future). The last chapter addresses the general process of creating an OTT platform.

What are the benefits

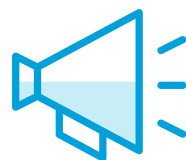
that OTT platforms can offer cultural institutions?

When you want to have a platform for sharing videos online, you need a business plan. Most importantly, it should contain a list of the benefits that are expected from the implementation. Here are the most important ones:



Expanding your reach

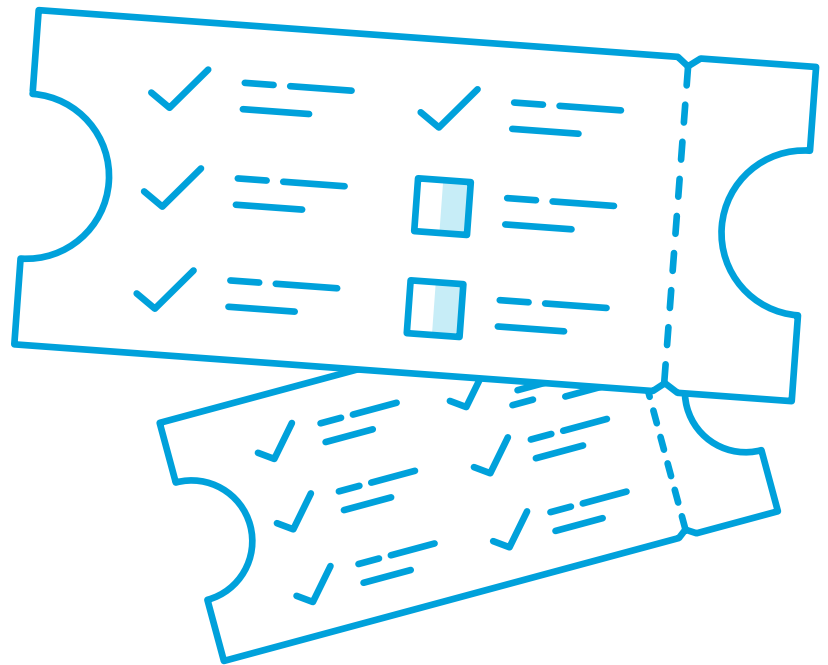
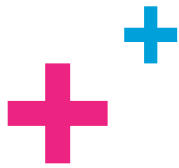
+ thanks to OTT platform, cultural institutions have the opportunity to reach a wider audience with their videos. This applies to people who live too far away to visit a specific art-house cinema or theatre, even though they are their fans, and to those who have not had any contact with a given brand before, but they came across it on the Internet and enjoyed the content. Moreover, thanks to online platforms, people living abroad also gain access to the local culture.



Promoting your institution and culture

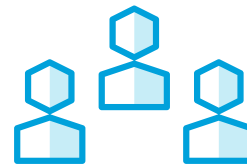
+ this refers not only to promote a cinema, theatre or municipal cultural centre, but also to the mission of almost all cultural organisations, which is to promote culture among the citizens. For example, Poles demand access to culture, they want to feel the emotions triggered by concerts, theatrical performances, films or operas. According to Statistics Poland (GUS), spending on culture in households is growing year on year (currently it is almost PLN 400 per person).²

² <https://stat.gov.pl/obszary-tematyczne/kultura-turystyka-sport/kultura/>



Monetisation of content

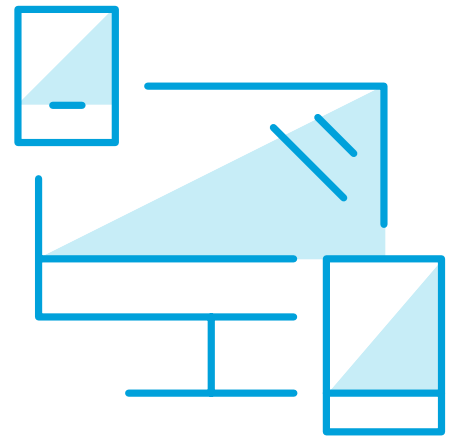
+ one of the advantages that is the most often mentioned by cultural institutions. When restrictions on organising events and shows are imposed, OTT platforms make a great alternative, allowing such events to take place online. You may make a profit not only from selling tickets for individual events, but also from subscriptions, access to VOD libraries, and advertising (image or video ads). But when the pandemic is over, will people still want to use OTT platforms? According to our observations, they will! Cultural organisations treat VOD platforms as an additional source of revenue and parallel sales. Thanks to it, a given play may be seen by many more people than the number of seats that the organiser has available.



Increasing brand awareness

+ by staying in touch with fans. Theatres, cinemas and other cultural institutions have their fans. Strengthening the bond with them not only improves the position of a given brand and brand awareness, but also increases audience loyalty. Thanks to it, the audience feel that they have a bond with a given institution and they will be more willing to get involved in its initiatives in the future. The online presence of an institution helps promote its activities. A cultural organisation that is recognisable online may attract users when theatres, cinemas, operas, etc., will be open to the public again.

How is an OTT platform created?



At the end there is still one question that should be clarified. What are the stages of the OTT platform development process and how does the Insys Video Technologies team do it? Here we present just a general outline. Of course it will differ for every company, but this is how we do it at Insys VT and we take the same steps for every project. You should keep in mind that we approach each customer individually and discuss individual steps and stages of work before starting cooperation. Choosing a technology partner is very important, so it is worth thoroughly getting to know the company that will work on your project. Insys Video Technologies offers comprehensive solutions, so the customer does not need to have a dedicated OTT team or specialized technical knowledge - we provide everything you need to implement an OTT platform.



Verification

of needs and functional requirements

The beginning of work on the customer's platform starts with verifying the customer's needs. We talk about the assumptions and business objectives which the platform should meet, such as whether access to content should be paid or free, and who the target group is. On this basis, we translate all requirements into specific features, which are the foundation of business usefulness. At Insys Video Technologies we value the convenience of our customers, so when you decide to work with our team, what you get is not only end-to-end solution fully tailored to your needs, but also comprehensive service. When all the requirements for the platform are identified and scope of work is approved by the customer, we can move on to the next step, which involves more specific actions related to the platform.





Designing the platform

Determining the business goal of the platform is necessary to start working on it. First of all, there is the graphic design, that shows how the platform will look like. At this stage we ask the customer for branding materials, such as the logotype. The customer also needs to describe their preferred fonts and colours. The project approved by the customer is then implemented by backend developers, who start their work with configuring the platform and programming its necessary. Then, work on the application is taken over by the team responsible for the visual part of the website, and then, if the project assumes so, to the team developing applications for mobile devices.

Testing the platform


An integral part of software development involves tests. The aim is to determine whether the platform corresponds to the business needs and whether it meets the users' expectations. We check the features and how everything works on various devices to make sure that the customer receives the software dedicated for him. When our team has made user acceptance testing, the platform is verified by the customer. After its implementation, we constantly monitor the customer's satisfaction with the product.




Launching the platform

When the tests carried out by the customer and our team have been completed successfully, we have the green light to make the platform available to end-users. When the service is launched, it does not mean that our work is done. In fact, this is when we start getting feedback on how the end-users perceive an application. So we check the analytical data, monitor web traffic and respond to the users' needs. How much time passes from the start of the project to the launch of the platform? It depends on how complex the implementation is and what needs the customer has, but it usually takes from a few weeks to a few months.

Product development and support



After publication, an important role is played by marketing and promotional activities, thanks to which a large group of people can get to know the service and be encouraged to use it. Our team monitors the platform all the time and develops it in accordance with current needs. Customers can add new features to their platforms via change requests. Features are previously priced by our developers, in consultation with the customer and then implemented to the platform. Finally, it is worth emphasising that every platform can have technical support that the customer may choose from several options, depending on their needs.



Success story



Below we present three success stories of institutions that have trusted our team and whose OTT platforms are gaining popularity.

**PLAY
KRAKOW**

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During the pandemic, access to culture has been limited because cultural and public institutions have been closed. Krakowskie Biuro Festiwalowe used our solution to create the first municipal VOD platform with free and paid videos shared by Kraków's institutions. On Play Kraków VOD platform, logged in users can choose from a wide selection of materials published on the website: concerts, theatre performances, webinars, literary meetings and much more.

MOJEEKINO.PL

...

The Arthouse Cinemas Association implemented a project called MOJEEKINO.pl. It is a VOD platform connecting virtually over 47 arthouse cinemas from all over Poland. Viewers choose which cinema they want to support by buying access to a movie from the available program. The income from the purchase goes to the chosen cinema.



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TR Warszawa is one of the most-known theatres in Warsaw. After it was closed during the lockdown, it decided to move its activities online. Thanks to TR Online - a VOD platform, theater plays are available for everyone, even those who could not physically participate in the theatrical events before.

Summary



Due to the restrictions, many cultural and public institutions publish video content online to keep their audience engaged and to satisfy the rapidly growing demand for cultural content. OTT platforms cannot replace a live cultural experience, but the benefits they provide are an opportunity worth seizing. Since the beginning of the pandemic, Insys Video Technologies has launched projects for organisations such as KBF, the Arthouse Cinemas Association and TR Warszawa, thanks to which users may actively participate in cultural life and support chosen institutions.

We believe that stories and emotions are best conveyed through video content. We know how to develop platforms to meet the end-users' expectations and we have extensive experience in their implementation. We offer end-to-end OTT solutions and we take care of all technical matters related to developing and launching the service, which speeds up the whole process.



If you are interested in OTT solutions and would like to implement one in your organisation, contact us at

office@insys.pl

