

FROM SWITCHOVER TO MONETISATION

MOVING ON TO THE NEXT BIG THING



You've delivered the Switchover but that not the end here is some advice from our experts on how to make some money

After spending months and potentially years going through the switchover process, what's next?

You may be wondering "How can we continue the momentum once the digital switchover is complete?" While after months and years of preparation the actual switchover from analogue to digital may happen overnight, monetizing it does not.

I'm Susanne Anderson, Client Delivery Manager, Paywizard and I've worked on both the UK and Nigeria switchovers. Culturally very different, their approach and attitude to monetization has reflected this, albeit not necessarily in the ways you might think.

In this document I'm going to walk you through some of the many ways you might want to start to think about monetization across the switchover journey. But first, if you are short on time, my top two tips for monetization are:

1 Build it into the plan early. Even if there is no intention to monetize until long after you have switched over. If it's part of the plan and the ecosystem can support it, it will be easier and more cost efficient.

2 Focus on what's right for your consumers and the appropriate blend of free to view and pay-TV at the speed that they want it.

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INTEGRATE MONETISATION INTO YOUR STRATEGY AND PLAN

SO LET'S NOW THINK ABOUT YOUR STRATEGY

It's about getting the technology and support from partners in place early, so you're ready to make money from day one if you want to; knowing that once the switchover has taken place isn't the end game, its just part of many more advances in technology which broadcasters and operators can take advantage of. Work as a team to make the most of the journey you've all just gone through together.

NEXT, FOCUS ON EXPERTISE AND KNOWLEDGE TRANSFER

Your viewers may or may not know what they want but they must be considered, in order to help the transition it's always worthwhile to consult someone with prior experience managing a digital switchover in order to stay ahead of the curve. Sharing is learning and these tips are here to enable you to have all the right things to hand so you can take things to the next stage.

Future proofing is important and as you now already know switchovers can be complicated, not one size fits all. Therefore, knowledge and expertise must be shared. When it comes to monetization there are many options to consider (e.g. switching from free to pay TV or even have a bit of both).

ALLOW FLEXIBILITY

It's important to constantly monitor, review and acclimate during the switchover process, while at the same time learning to adapt to your environment. Monetization is not a one size fits all, what works well for one country or territory may not for

another. Experts can help you understand the landscape you are working with, as there will be differences from technology to choice and payments.

There are often many questions to ask and make decisions on: where to start? What payment options do you offer? Voucher payments, mobile payments and credit or debit card payments? - And that's just for taking a payment...there are many more points to consider. Such as, what are the consumers/viewers actually paying for?

By being flexible, you can be there at the right time to ensure you make the most of monetizing services.

MINDFUL IMPLEMENTATION

The key to monetization is implementing the technology and have services already set up in the 'before' phase of the switchover. Monetization must be part of a wider strategy to move from analogue to digital and then pay-TV. If you've done that bit right, it can mean big money for broadcasters and operators. For example, broadcasters develop a data rich database during the switchover, and with their core product free to air, they can then encrypt additional content to entice consumers to sign up and pay.



BEFORE

Getting started is often the hardest part. It's definitely the longest part. All the time spent planning and preparing will pave the way for a smooth switchover experience.



DURING

Delivering a great switchover experience means putting the consumer first and making the process easy to understand and follow – for everyone.



AFTER

You may think your work is done, but there will be re-tuning work to be done and ultimately there is the question of content monetisation.

MONETISATION – THE PRACTICAL CONSIDERATIONS

PARTNERSHIPS

Ensuring that you have the right operational strategy and options in place – access, content, application; then you need to also think about subscription, billing and CRM which can integrate easily with other technology vendors in the stack of existing infrastructure

Multiple payment and billing options (region specific) credit card or vouchers
There is still not a huge global adoption of credit cards so how will people pay if you want to charge for content

CONTENT AVAILABILITY/ PROVIDERS

The content should be worth paying for, such as additional set top box features, apps or multi device options if people are easily converted to pay for TV content on their TV

CONTACT CENTER INFRASTRUCTURE AND SUPPORT

Will the channels or content need support during a sign up process

TVOD

Some countries move straight from free to pay-TV, on demand everywhere has a different strategy and recommendations for what works for your country are key or there is the freemium option or new channel launch potential where there may be new channels launched at a cost on top of the standard free ones

ADDITIONAL SERVICES/FEATURES

Videos, karaoke, games, social there are so many options that can be added as apps to set top boxes or TVs with content that can be monetized

SET-TOP-BOX AND SMART CARD MANAGEMENT

MONETISE THROUGH MARKETING

With all the data that has been collected before and during the switchover there are a number of ways to take advantage:

EXTENSIVE MARKETING FUNCTIONALITY

The opportunity to segment and use the data and insights to market effectively to a whole new consumer base

Data rich database with core product free to air, then encrypted is just one example of showing people the value of the content and why it's worth paying for

CRM MARKETING

Using the extensive database – everything links back to subscription billing and CRM, if used together wisely, you can monetize content easily and quickly as long as the consumer has the right technology
Data rich pool of information on customers you can target and utilise to drive upselling

DATA RESELLING

E.g. You may have 100 million contacts and 5 million have agreed to have details passed to 3rd parties

Educating and informing consumers/viewers from day one and throughout the entire switchover process of the benefits of digital TV and the many options available to them is important to ensure 'buy in'. Providing information about the services offered and giving teasers of new shows makes them aware of the options available to choose from. With a careful marketing strategy, you can make money whilst making your viewers happy.

Whatever option is best suited to you we can always recommend and help you through the process providing advice on how to make the experience personal to your viewer, while making sure they have the right software and technology.

For more information please visit digital-switchover.tv or get in touch:

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Subscription
Billing
CRM