

The challenges and benefits of

# REPLACING YOUR LEGACY IPTV/OTT PLATFORM

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## Topics

Survey data collected

Which multi-screen apps would you like to add?

Is your current app development up to date?

Is your UX missing any of these features?

What are your 4K video support plans?

Is supporting a multi-tenant environment of interest to you?

Would you discard your legacy system if you could repurpose hardware?

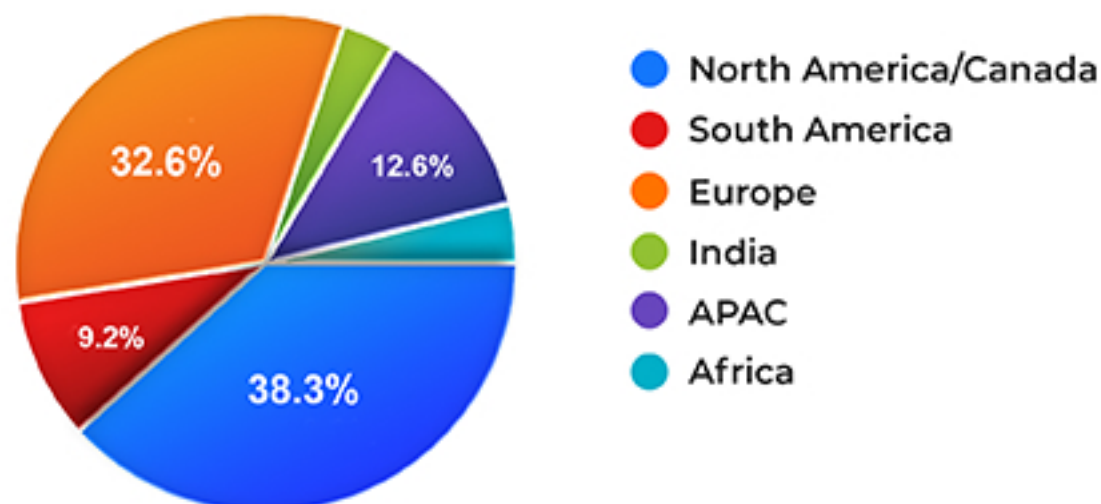
Have you not upgraded your legacy OTT platform due to these reasons?

Does your current system support any of the following devices?

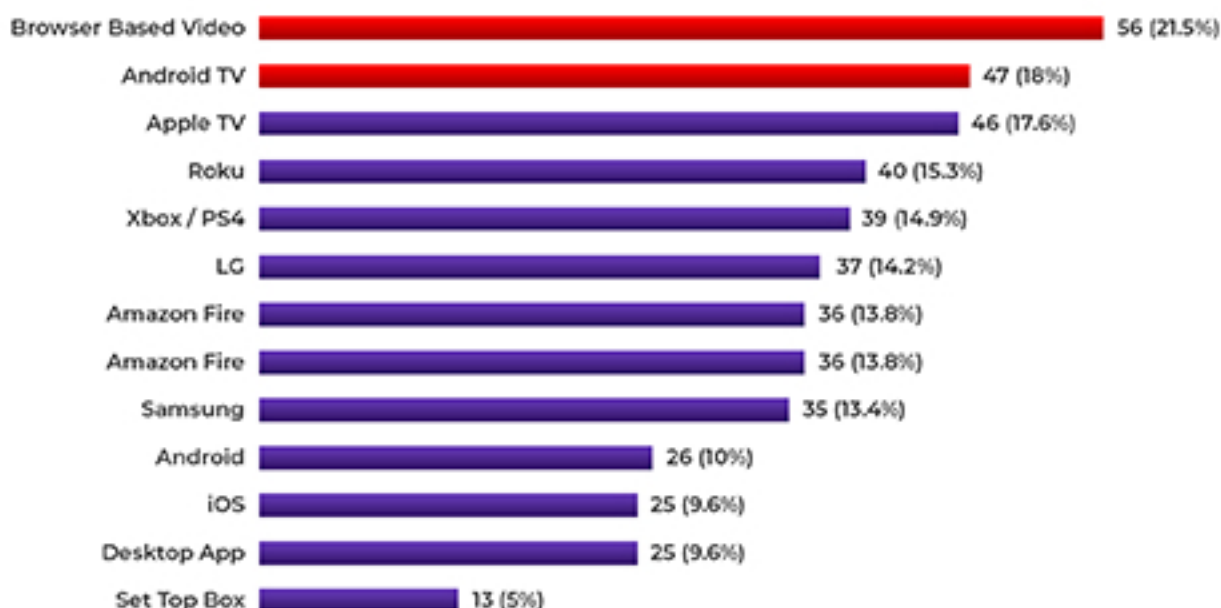
Can you support a hybrid model with subscriptions and ads?

Would you consider SSAI as part of an integrated solution?

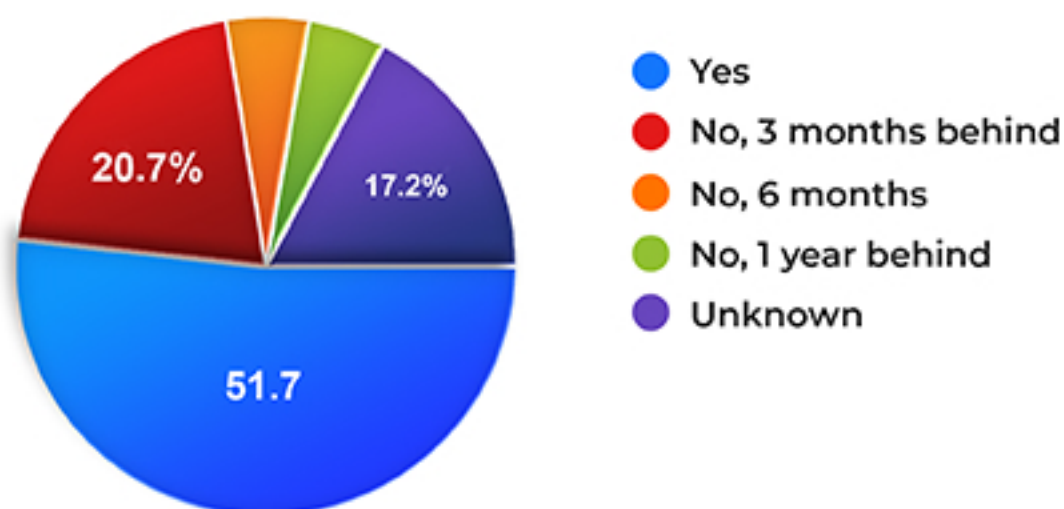
Survey data was collected in July 2020 by Dan Rayburn, with just over 300 respondents from the broadcast, IPTV and OTT verticals.



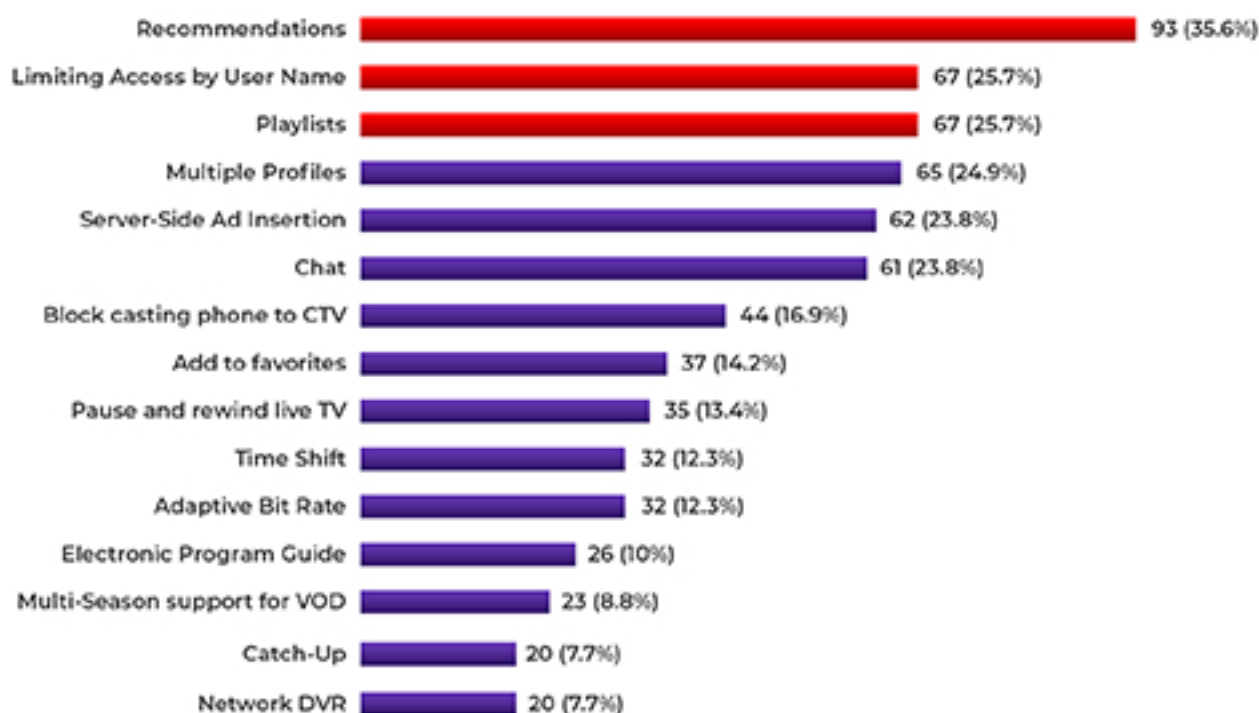
Which multi-screen applications does your competition currently offer that you would like to add? (select all that apply)



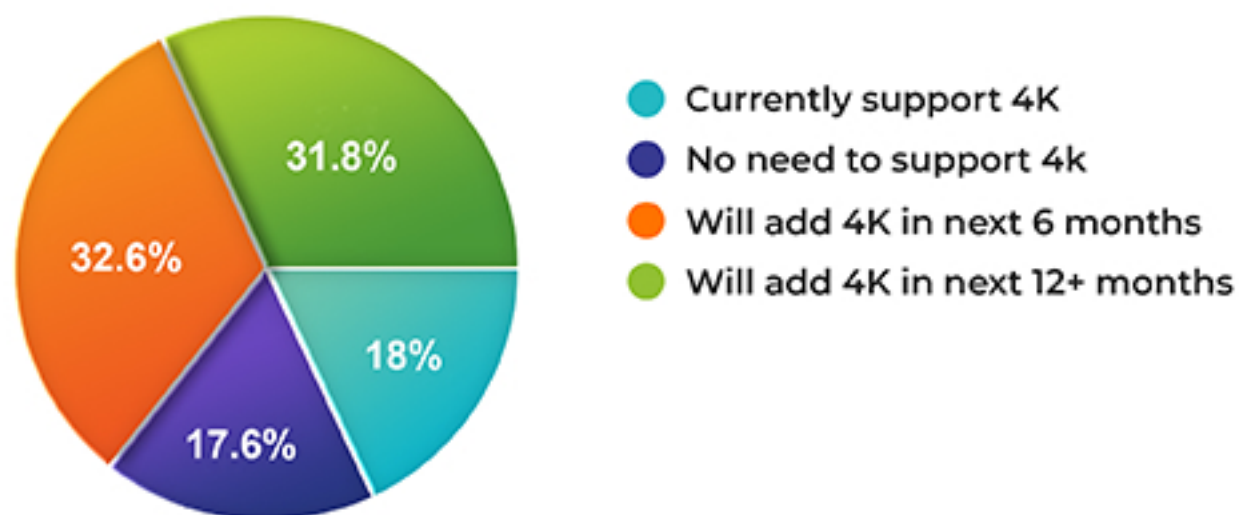
Is your current app development up to date with bug fixes and across devices and platforms?



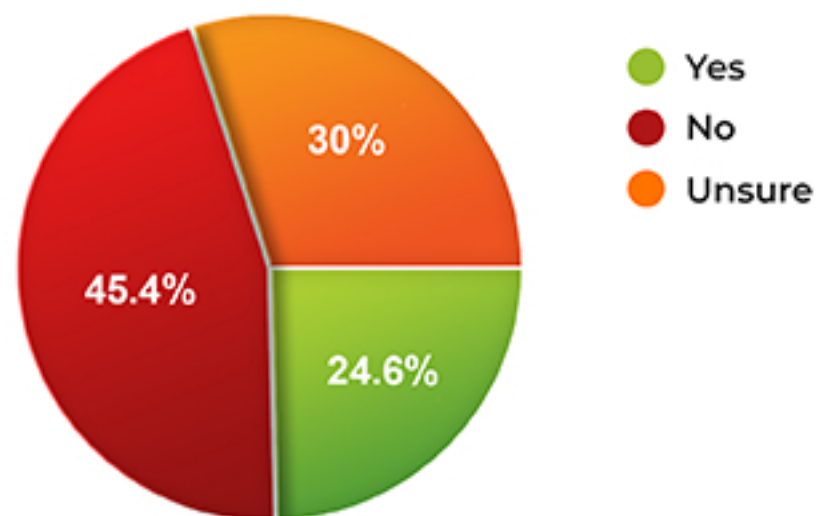
Is your UI/UX missing any of the following features you would like to add?  
(select all that apply)



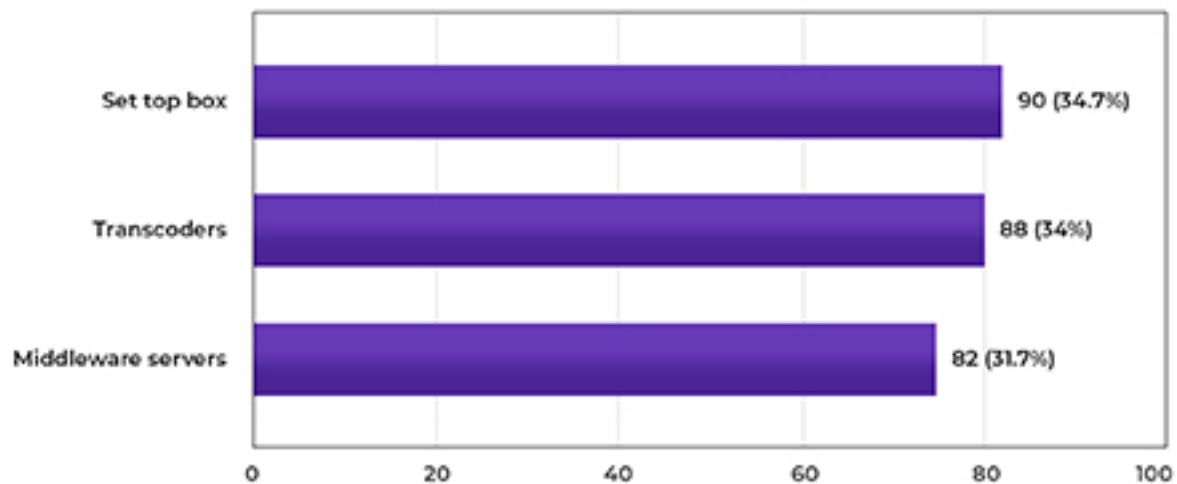
#### 4. What are your 4K video support plans?



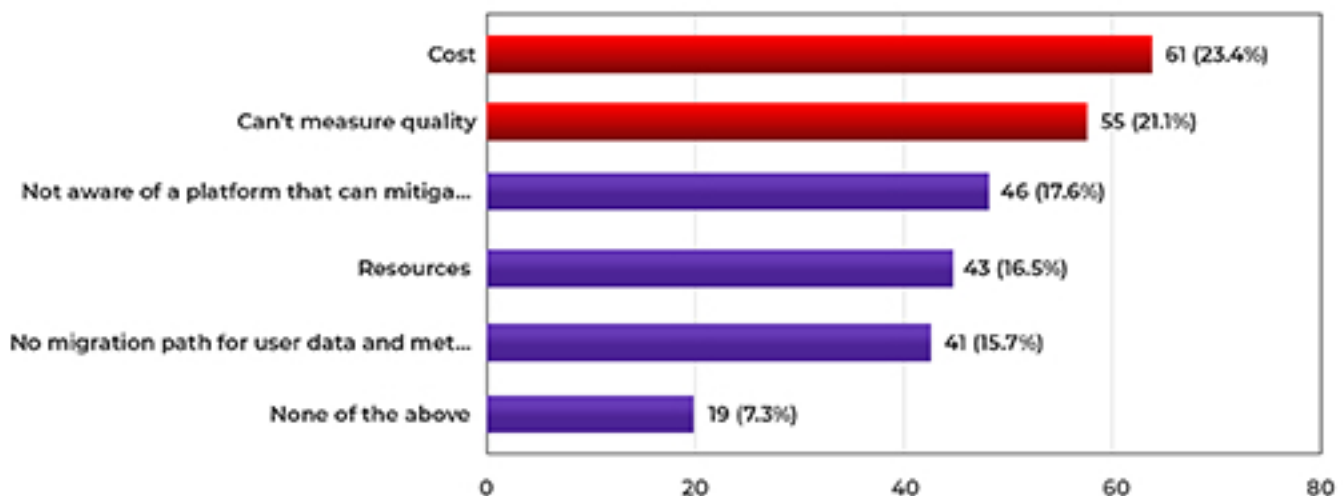
#### 5. Would the ability to support a multi-tenant environment (meaning running different branded apps on same middleware with separate revenue streams and user bases) be of interest to you?



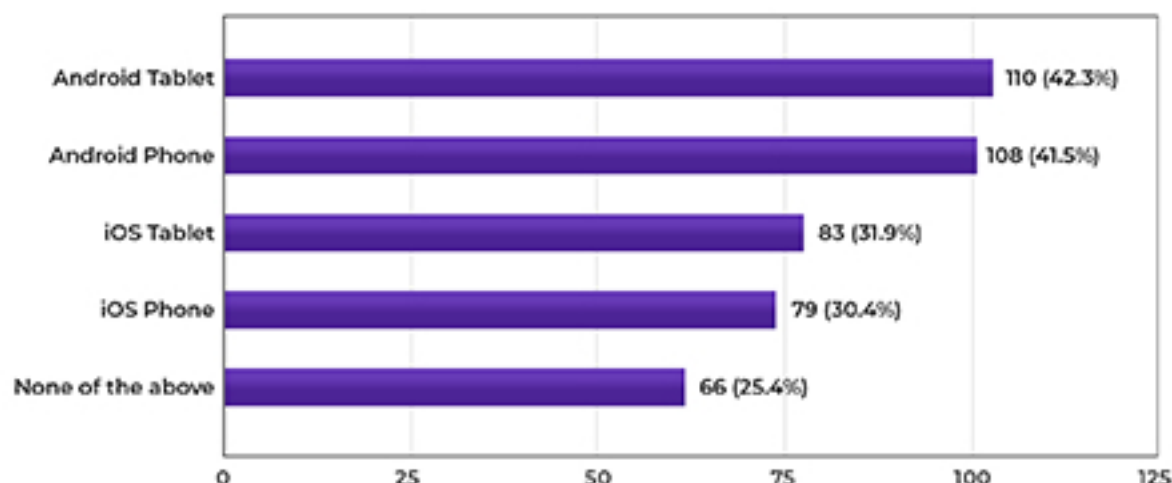
Would you discard your legacy system if you could repurpose any of the following hardware? (select all that apply)



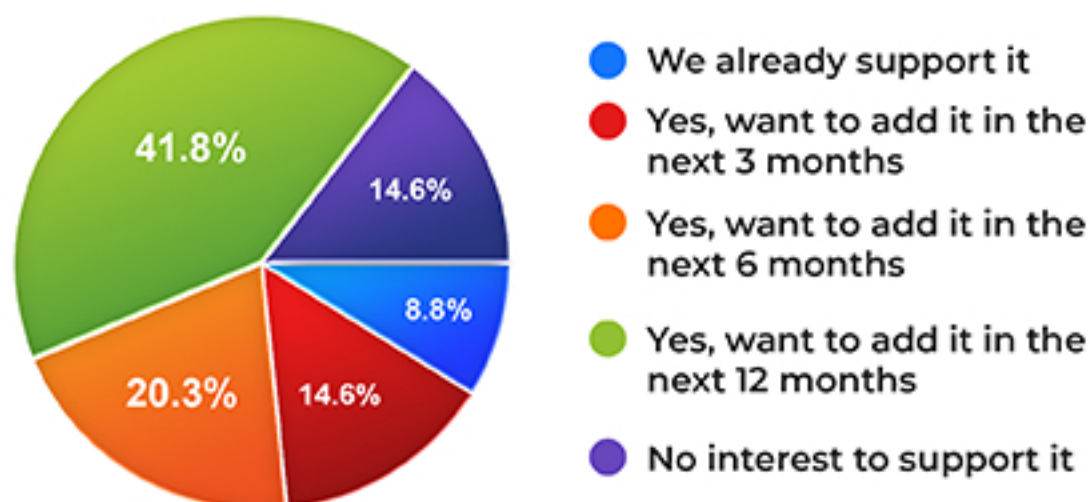
Have you not upgraded from your legacy OTT platform due to any of these reasons? (select all that apply)



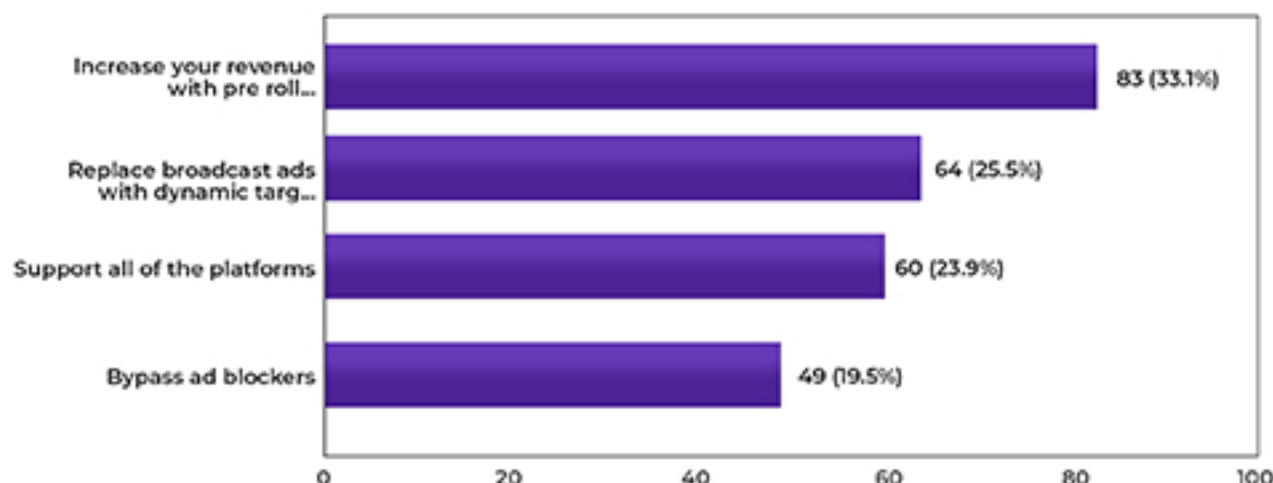
Does your current system support any of the following devices? (select all that apply)



Are you looking to support a hybrid model with subscriptions and ads?



Would you consider server-side ad insertion as part of an integrated solution for ad supported video, for any of these benefits? (select all that apply)



Thank you for your attention

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