

how service providers can effectively drive OTT penetration with Amdocs Media's MarketONE

The opportunity and challenge of launching new partner OTT services

The increased popularity of direct-to-consumer digital services is creating new challenges:

- **Consumers** are growing tired of multiple logins, payment methods, profiles and preferences that come with using many direct-to-consumer (D2C) apps.
- **Digital services** players all seek to become the "next Netflix", but lack partners to increase their global reach.
- **Service providers** are frustrated by their inability to monetize value-added services (VAS), and are searching for solutions before the window to do so in a disrupting market closes completely.

To increase revenues and encourage customer stickiness, many service providers have been bundling OTT media services that includes video, music, gaming and more. Indeed, over the last five years, more than 600 premium service partner offers have been launched by operators globally. In addition, with 70% of consumers saying they would pay for a single provider that could package all their preferred content into a dedicated service bundle ([Vanson Bourne survey of U.S. consumers](#)), many operators are opting for an aggregator strategy to answer this need, and to underpin the new era of 5G.

Yet the current approach is challenging from several perspectives:

1. Onboarding each partner requires a one-off, customized project, including specific integration and user journeys built from scratch
2. Revenue management and billing can be complicated
3. Identity and activation integration can take months to develop
4. 43% of consumers already experience difficulties activating their bundled OTT service from operators, according to an Ovum survey

Enabling successful and scalable OTT monetization with Amdocs Media's MarketONE

To succeed, service providers require a broader approach that delivers a frictionless experience, while enabling them to bring a vast array of digital services to end users with a short time to market.

MarketONE answers this need by delivering a complete set of capabilities that meets the demands of the entire consumer, service provider and partner lifecycle – enabling rapid OTT monetization for service providers at scale.

MarketONE modular components

MarketONE is powered by a SaaS-based modular platform that supports full partner lifecycle management. It comes pre-integrated with high-profile media services providers such as Netflix and Spotify, as well as a long-tail of choice partners. Also included is a complete set of subscription and identity management capabilities that simplify the end-user experience.

Partner Lifecycle Management (PLM): Delivers partner onboarding, settlements, reports and a set of partnership models, with pre-integration to a variety of digital OTT partners with whom service providers can contract to monetize the market.

Subscription Lifecycle Management (SLM): Complete subscription billing and payment integration with flexible billing and charging models that enable offering monetization without requiring extensive changes to existing BSS systems. Also providing integrations to numerous payment methods and processors.

User Lifecycle Management (ULM): User-centric data and entitlement platform that manages the digital identity and complete user processes from onboarding users, association and disassociation of billing relationships, service sharing, delegation and consent.

MarketONE UI: A white-labelled end-user storefront with consolidated offerings and prebuilt user journeys that allow rapid launch of VAS offerings.

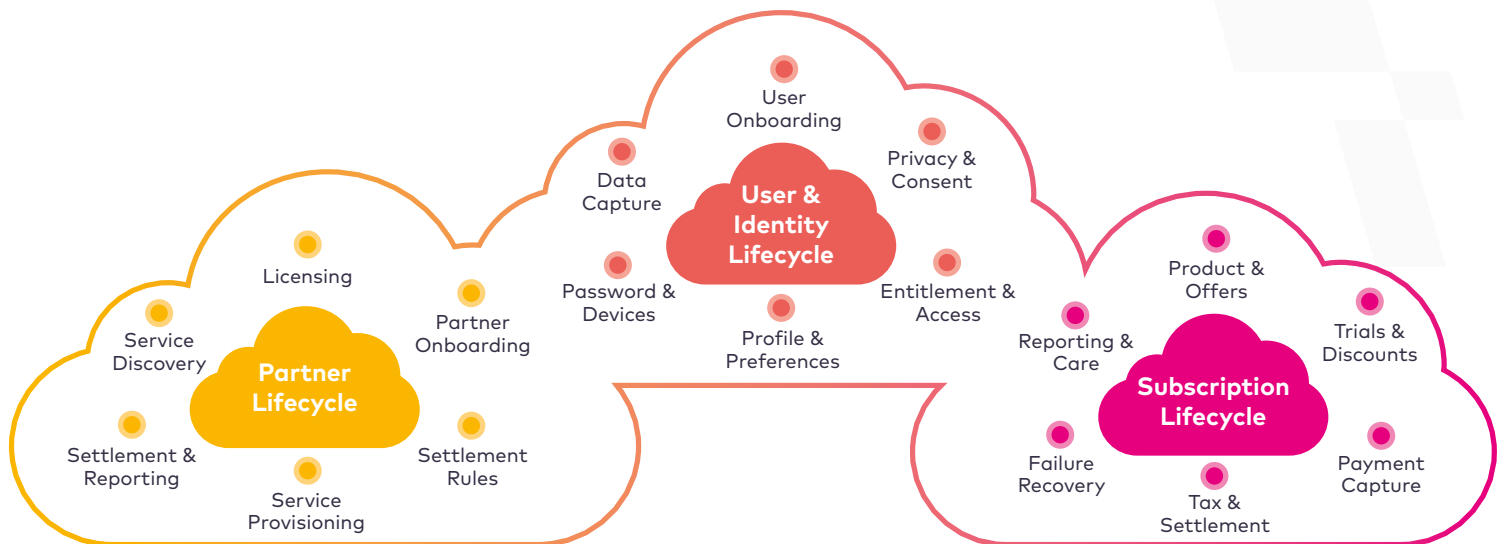
Delivering real business value

Lower integration costs: A platform with pre-integrated partner services and user journeys, as well as simplified subscription billing to augment existing BSS platforms.

Shorten time to market: Enables a 'one-to-many' approach to drive faster time to market for service providers and partners, driven by rapid partner onboarding and settlement.

Increase ARPU: According to Ovum, 42% of consumers would pay for a premium media service bundled by a service provider ('Digital Consumer Insights 2018 Analysis: Mobile Media Bundling').

Reduce churn: Also according to Ovum, over 33% of consumers would be more loyal if offered the right bundled partner service ('Digital Consumer Insights 2018 Analysis: Mobile Media Bundling').



Amdocs Media's MarketONE delivers an end-to-end OTT solution for service providers that avoids the many pitfalls and points of failure, while bringing together the user, a subscription and a partner within a holistic solution.

[Contact us](#) to see a live demo or visit our [website](#) for more information.

