

September 2022



SATELLITE
Markets & Research

MARKET Briefs



Executive Summaries of Market Trends and Opportunities in Key Market Segments and Regions Worldwide



Innovations in Content Distribution

Innovations in Content Distribution

by Virgil Labrador, Editor-in-Chief

However you look at it, the transition from viewing video on a TV set, at a time dictated by the network, cable or satellite operator, to viewing video any time, anywhere, on any device, on any content (AT-AWAD-AC) of the user's choosing continues to gain momentum. In other words, Over-the-Top (OTT) viewing is increasing in importance. Not only this, but video is becoming two-way as many users are also uploading their video content to social networking sites: TikTok, Instagram and Facebook for example.

In the US, according to Attest's 2021 US Media Consumption Survey, consumption of streaming content has now overtaken consumption of linear TV, with 83% reporting that they stream content compared to 81% reporting that they watch linear TV. The most dramatic increase is in those viewers watching no, or less than one hour per week of linear TV; 41% in 2021 compared to 26% in 2020.

An indication of how streaming is likely to continue to increase its share

of viewers eyes, is evidenced by the fact that 61% of Gen Z (those born between 1997-2012) watch an hour or less of linear TV, a day whilst 44% of them watch three or more hours a day

equally as likely to return to a service, when things change.

Globally revenue from over-the-top (OTT) streaming services is forecast to grow to US\$224 Billion by 2027, an increase of 66% from the 2021 total of US\$135B. Subscription video-on-demand (SVOD) and advertising supported video-on-demand (AVOD) account for 92% of the total.

Total number of SVOD users is estimated to be 1.88 Billion, or 43.2% of internet users, in 2022 and is projected to grow to 46.6% of internet users or 2.15 Billion by 2025.

Total number of OTT users is expected to reach 3.93 Billion by 2025.

of streamed content.

Historically, Netflix, Amazon Prime and Hulu have been the dominant OTT players. Now, some of the studios – Disney for example, are offering their own OTT service and viewers have far more options to choose from. One downside of the number of high-quality streaming services now available, is that subscribers are showing very little loyalty, and are likely to cancel a subscription and switch to another service, if they're attracted to the content being offered there. However, they are

These trends toward consumer preferences for streaming media are bound to continue in the years to come. Content distribution service providers such as teleports are mindful of these trends and are coming up with innovative ways of distributing and monetizing content for their clients.

A Dynamic Partnership

Two leading companies in content distribution, iKO Media Group



AG (iKONG) and STN announced a strategic partnership, that will provide added value to the customers of both companies, allowing the use of both companies' services and abilities to bring together the optimal solution for the channel or content owners.

iKONG is a Swiss entity with a state-of-the-art teleport in Rome, Italy, connected globally and providing tailor-made solutions focused on customer needs through dedicated service, expert knowledge, and high professionalism.

STN is a well-established, forward-thinking global teleport facility, firmly placed at the cutting edge of satellite, broadcast, connectivity, and

co-location services. Based in Slovenia, the heart of Europe provides a strategic location that presents a wide visible arc of 120 degrees, allowing easy access to all major satellites' orbital positions.

STN provides global telecommunication services in C-, Ku-, DVB-s, and Ka-band for all prime satellites to all continents around the world.

High level security and a well-connected facility allow STN to provide a comprehensive range of equipment hosting services for servers, TT&C, antenna with available ground space for larger scale projects.

With one of the world's most highly developed internet infrastructures,

the company has virtually unlimited capacities with complete double or triple redundancy/diversity options.

Recent company growth led to the broadcasting of almost 400 TV channels using 450 Mbps on satellites and 700 Mbps of IP for contribution delivery. iKONG provides a full spec

iKONG believes in being forward-thinking, agile and holistic. This approach allows iKONG to deliver effective solutions customized to specific budgets and requirements without compromising on the quality of service. iKONG is committed to operating its business to create value for all stakeholders. The company's sustainability strategy focuses on so-

Monetizing your Content through iKONG


iKONG Media Group is a boutique end-to-end media service partner for broadcasters and content owners. iKONG provides tailor-made solutions to a wide range of global and local networks. A full spectrum of services is available, including satellite broadcasting, automated, high-capacity playout management, Cloud services, EPG creation, disaster recovery solutions, channel monitoring feed, OTT platforms, fiber and IP delivery, and more.

Watching TV can be inspirational. While watching, you know where you want to travel, what you would like to cook, Which concert to go to, Which sneakers to wear, Whom you wish to be.

Your viewers can have it all while watching their favorite show! You can create revenue from your fashion, music, travel guides, and even cooking shows. Use iKONG to monetize.

This new service allows channels to engage with their viewers directly from the screen and create feedback capabilities also on FTA platforms, creating a great opportunity for new revenue streams for the channels based on their content. For example, traveling content will get a QR code on the screen. By scanning the QR code the viewer will be redirected to a trip planner app that will take him to the specific locations that were just on air, offering him: flights, hotels, attractions, and more. The same could be

implemented to almost any content on air.

With this product, there is no limit to the possibilities content owners are able to engage with their viewers. 





iKONG has many innovative services for content providers.

cial, environmental, and economic responsibility.

iKONG Services

iKONG has many innovative services for content providers, among which include:

iKOMAX – adding EPG experience to FTA channels providing an additional flavor of a DBS without additional payment from the viewer.

iKOLIVE – live broadcast of a channel to all social networks with one click from one place.

iKOBX/iKOPLAY/iKOCLOUD– different playout solutions to meet all channel types and sizes.

iKOFLOW – Disaster Recovery solution that will make sure your channel will not be airing black when something happens to the source.

iKOFIX – our OTT platform for additional viewers that are not part of the satellite coverage, in addition, we provide our customers the capability to create their own apps for web, Mobile, TV, etc.

iKOPUS – self-monitoring tool that gathers all versions of a channel


to a centric screen, allowing the channel owner to feel what his viewers are experiencing.

iKQQ – their latest service that allows channels to engage with their viewers directly from the screen and create feedback capabilities also on FTA platforms, creating a great opportunity for new revenue streams for the channels based on their content. for example, traveling content will get a QR code on the screen. By scanning the QR code the viewer will be redirected to a trip planner app that will take him to the specific locations that were just on air, offering him: flights, hotels, attractions, and more.

The same could be implemented to almost any content on air. With this product, there is no limit to the possibilities content owners are able to engage with.

The Future of Teleports

Slowly but surely, digital transformation is taking hold among satellite ground segment operators according to a recent report by the World Teleport Association (WTA). Encouraged in some cases by customers and technology providers, but driven largely by the march of technology itself, the sector is adopting the digital tools that enable the efficiencies and process improvements necessary to stay competitive in an increasingly diverse and dynamic connectivity marketplace.

But change does not always come easy, especially for a relatively mature industry—one often wedded to older technologies—that traditionally has viewed itself as a world unto itself. “As of today, digital transformation is still in early days,” one technology provider said in the report. “There are plenty of groups doing analysis and evaluations to determine whether this new form of transporting signals will be commercially viable, secure and affordable,” according to the report. 



Virgil Labrador is the Editor-in-Chief of Los Angeles, California-based Satellite Markets and Research which publishes a web portal on the satellite industry www.satellitemarkets.com, the monthly Satellite Executive Briefing magazine and occasional industry reports called MarketBriefs. Virgil is one of the few trade journalists who has a proven track record working in the commercial satellite industry. He worked as a senior executive for a teleport in Singapore, the Asia Broadcast Center, then-owned by the US broadcasting company CBS. He has co-authored two books on the history of satellite communications and satellite technology. He holds a Master's in Communications Management from the University of Southern California (USC). He can be reached at virgil@satellitemarkets.com

David Treadway, Chairman of the Board, iKO Media Group



To give us an idea of the changing media content distribution business, Satellite Markets and Research spoke with David Treadway, Chairman of the Board of iKO Media Group (iKOMG) – a boutique end-to-end media service partner for broadcasters and content owners. Treadway is an experienced Director in international businesses in the broadcast & media, communications and technology sectors with strategic skills and extensive experience in managing growth. Treadway has over 30 years experience in the media industry spent in senior management, investments, business development and sales in major broadcast and distribution companies such as Telewest (now Virgin Media), WRN Broadcast, RR Media and MX1. Excerpts of the interview follows:

What changes have you seen in the last few years in content distribution and how is your company leveraging these changes?

The most important trend in the broadcast industry will be the adaptation of new watching habits, we moved from traditional TV (cable, satellite DBS) to online VOD solutions such as Netflix, Disney+, etc.

OTT becomes popular and growing with the new FAST platforms, reducing costs to viewers based on advertisements, and bringing back the linear experience which was considered old and not relevant (except for Sports and News) to be live and kicking.

Content is still king and the biggest challenge will be to figure out how to monetize it in the best possible way.

Looking at the traditional distribution, although the number of subscribers decreasing most of the providers added IP solutions and found ways to keep their viewers with them but now with multiple screens and different price models.

We at iKOMG believe that this market will keep on changing to meet the individual viewer preference, both on how each one prefers to watch his content through what content to watch.

Personalization is the key and will be the revenue generator of the future.

What new services have you launched recently or will be launching and how are these beneficial for content providers?

iKO Media Group looks for innovations from both sides of the business, although we are a B2B company we do look at the experience of the viewers at home and strive to enhance our services to create additional value for the content owners.

Some examples are:

iKOMAX – adding EPG experience to FTA channels providing an additional flavor of a DBS without additional payment from the viewer.

iKOLIVE – live broadcast of a channel to all social networks with one click from one place.

iKOBX/iKOPLAY/iKOCLOUD – different playout solutions to meet all channel types and sizes.

iKOFLOW – Disaster Recovery solution that will make sure your channel will not be airing black when something happens to the source.

iKOFILIX – our OTT platform for additional viewers that are not part of the satellite coverage, in addition, we provide our customers the capability to create their own apps for web, Mobile, TV, etc.

iKOPLUS – self-monitoring tool that gathers all versions of a channel to a centric screen, allowing the channel owner to feel what his viewers are experiencing.

iKOQ – our new service that allows channels to engage with their viewers directly from the screen and create feedback capabilities also on FTA platforms, creating a great opportunity for new revenue streams for the channels based on their content. For example, traveling content will get a QR code on the screen. By scanning the QR code the viewer will be redirected to a trip planner app that will

MARKET Briefs

Executive Summaries of Market Trends and Opportunities in Key Market Segments and Regions Worldwide

**Available online
and in print editions**

MarketBriefs are occasional reports providing actionable intelligence on key market segments and regions for busy executives. Available both online and mobile versions. Printed copies are also distributed at major trade shows to ensure that you reach your target market segments.



**GET AHEAD
OF YOUR
COMPETITION.
Sponsor a
MarketBrief Now**

Email us at:
info@satellitemarkets.com

Engineering Services

Ground Equipment



Teleport Business



VSAT Market



Go to:
www.satellitemarkets.com/Market_Brief
to access these free reports

take him to the specific locations that were just on air, offering him: flights, hotels, attractions, and more. The same could be implemented to almost any content on air. With this product, there is no limit to the possibilities content owners are able to engage with their viewers.

These products are in addition to the traditional services we offer to our clients such as content aggregation and preparation, distribution and contribution over Satellite, Fiber optic and IP delivery services

What are your key targets for the company in 2022 and beyond?

We in iKONG strongly believe that the industry trends will be providing a hybrid model to the TV channels. They should be keeping their traditional revenue streams and distribution but adding new flexible business models which will enable them to keep on increasing the revenues and monetization options.


As a result of the above, our main target will be enabling our customers to have these new solutions through software and cloud solutions which will be the enablers to everything going forward.

What else can we expect from iKONG in the coming months?

iKONG is working on some major developments that which be game changers for the traditional broadcast market.

We will be the first company that will be able to share information on viewers' habits, viewers preferences, etc. We will be able to have real analysis and intelligence on the viewers experience, wishes, etc. This info will be available for the channels that works with us and will surely increase the channels' monetization opportunities and revenues.

Anything else you would like to add?

The world and industry have had a challenging couple of years but it's not all bitter. Those years gave us all the opportunity to grow. The opportunity to move forward with new technologies, new ideas, and new solutions for the future. Lets use this opportunity! 



Read the latest news, analysis, market trends, executive moves and many more at:

www.satellitemarkets.com

ENTER iKOSYSTEM

NEW ERA. JOIN IT.

This is the start of a new era in the broadcasting industry. Join it and partner with us. Bringing a world of solutions for broadcasters/content owners and new ways to monetize your channel.



INTRODUCING 4 NEW WAYS FOR CHANNEL MONETIZATION:



**iKOQ AND DYNAMIC
QR CODING**



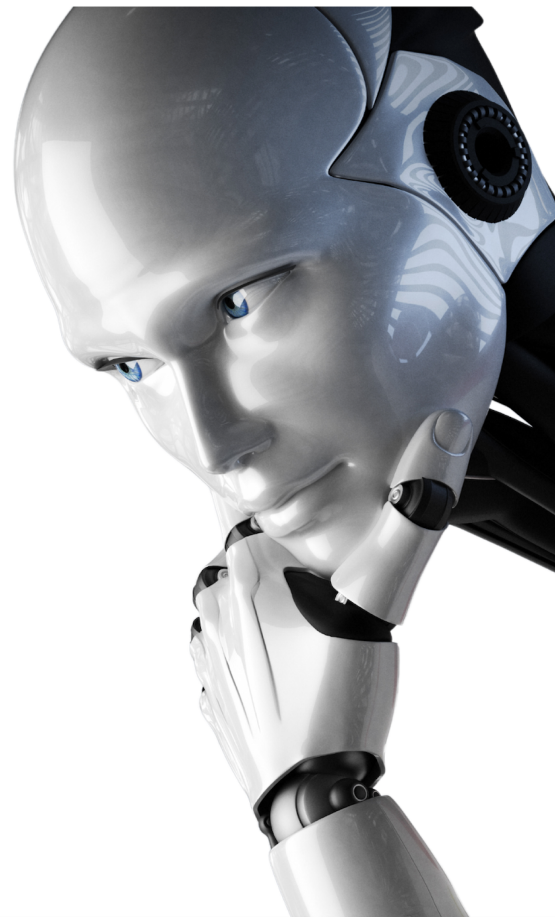
**STATIC QR CODING AND
SUPPORT CALL CENTERS**



**FAST CHANNELS
MONETIZATION PACKAGE**



SCAN TO VIEW



WHY CHOOSE US?

iKONG provides tailor-made solutions to a wide range of global and local networks. We believe everything you do now is for your future, so we keep thinking about the next big thing, focusing on expert knowledge, dedicated service, and professionalism.

CALL OR WRITE US



+41 22 518 2702



SALES@iKONG.COM