



# streamhub

Japanese broadcasters, their data  
and a collaborative model

## TEAM

# About Us

➤ Live since 2015 with HQ in London

➤ Global team with OTT, AdTech & data backgrounds

➤ Trusted by global household brands

➤ Market leader in Japan



**Aki Tsuchiya**  
CEO & FOUNDER



**Sam Khandelwal**  
CTO & CO-FOUNDER



**Jamie West**  
ADVISOR



**Simon Fell**  
ADVISOR

# The problems in bigdata 2.0

- **Wasteful metrics**
- **Siloed or Disjointed systems**
- **Time & Cost problems with minimal differentiation**
- **Data bottlenecks**

# The need for unified data platform to measure & target for OTT/CTV



# One service for all key analytics

## Track audiences on service model

Streamhub can report consumption on any kind of streaming service, including audio.

AVOD

SVOD

TVOD

LIVE

## All major devices

Use our ready-made plugins for devices and players, or get our APIs to build your own.

Apple tv

Apple iOS

HTML5



SMART TV



Roku

amazon fireTV

VIDEOJS

YouTube

PS4

## 4 Key Metric Groups:



Audience



Content & Editorial

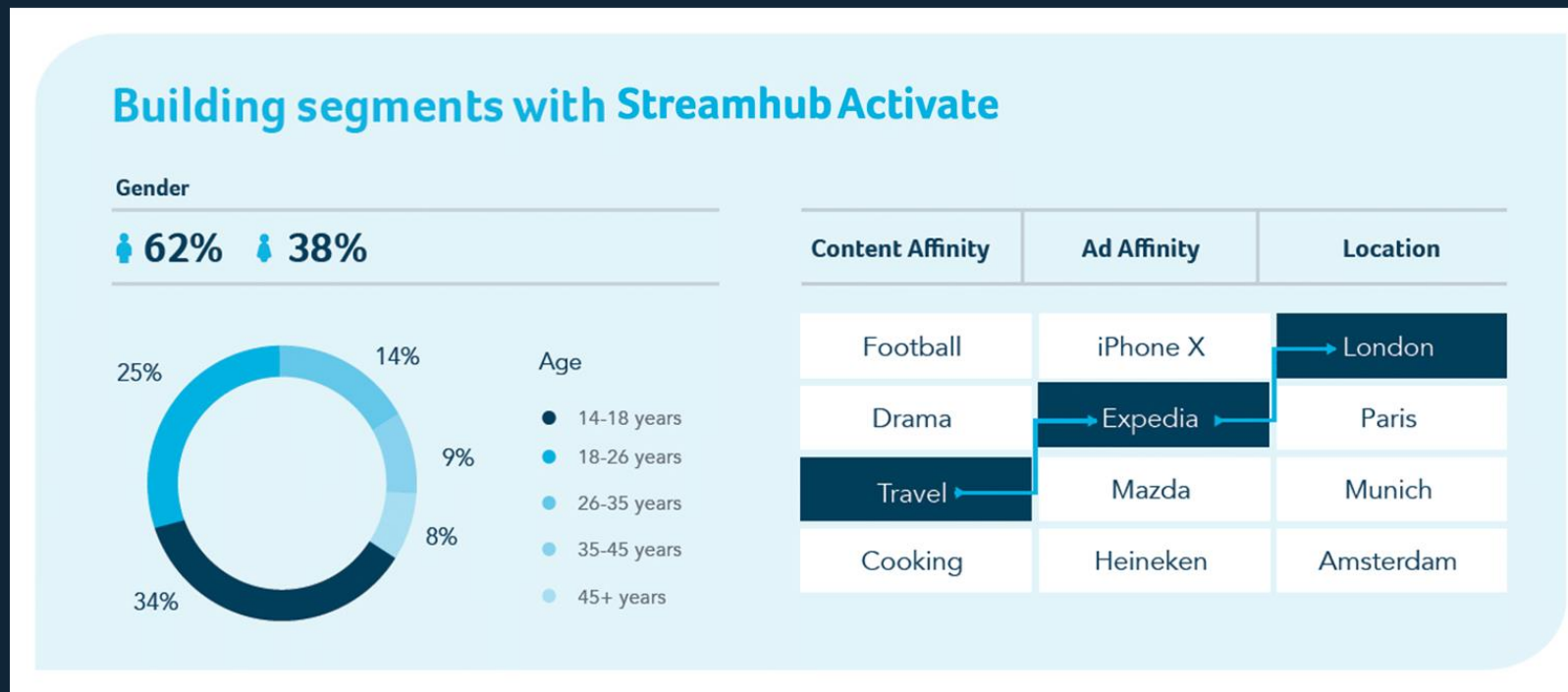


Ads & Commerce



Quality of Service

# Deep segmentation, reporting & targeting



Hyper target your marketing messages



Increased audience satisfaction & engagement

# Audience satisfaction & monetization

## Segment & Action



One integration  
for all video  
metrics

Quick and easy  
reports to  
democratise  
data



Own, report & build  
audience with all  
the flexibility



Retention &  
Engagement via data-  
driven editorial and QoS



Higher yield & CPMs



Personalised  
marketing

## THE BENEFITS

# The easier it is to use the data, the bigger the benefits



**Increase AVOD  
yields & CPMs**

**SPOTX**



Google Ad Manager



**Hyper target your  
subscribers**



**HubSpot**



**Data driven  
content &  
editorial strategy**

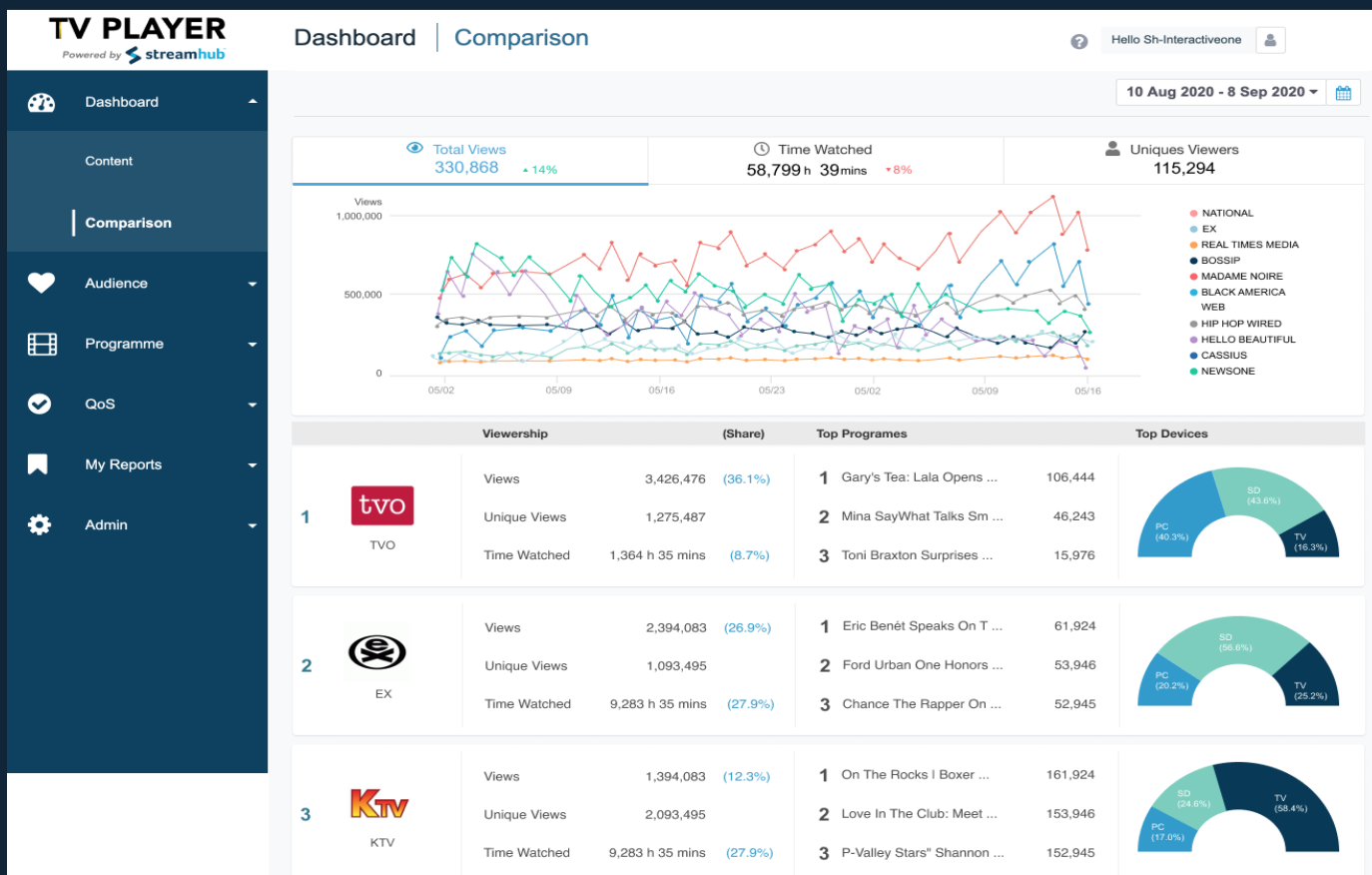
The background of the slide features a dark blue, semi-transparent overlay. Within this overlay, a person's hands are visible, appearing to interact with a digital interface. The interface is populated with numerous small, square images, many of which depict human figures in various poses or interactions. These images are interconnected by a fine, light-colored network of lines, suggesting a complex data structure or a social network. The overall aesthetic is high-tech and data-driven.

# Product highlights

# User-friendly & ready for any CTV service

Aggregation for each Live channel:  
Displayed by hour, day, week, or month

Check the viewing share of each channel, top programs, and top devices at a glance



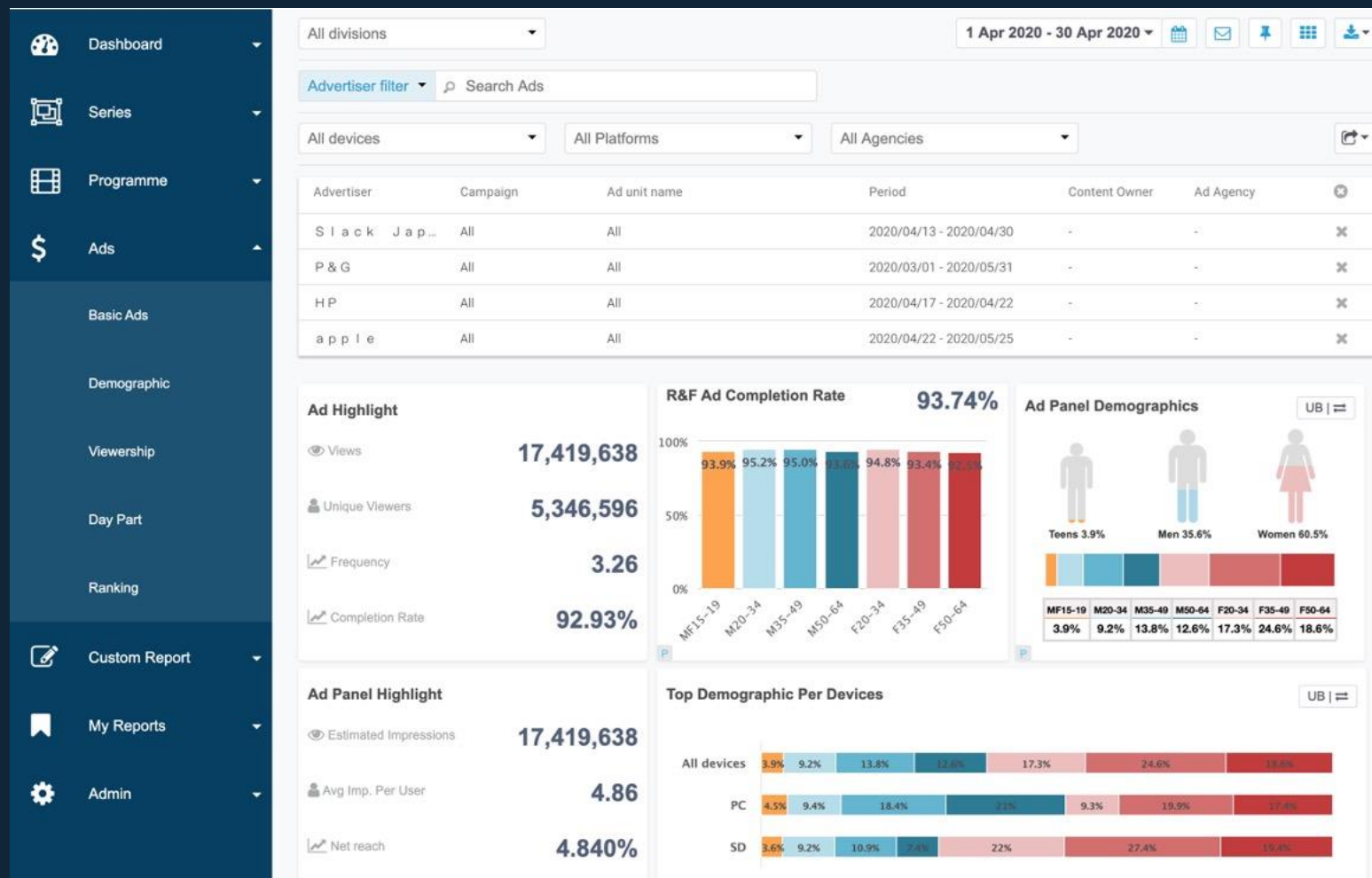
- AVOD
- SVOD
- LIVE
- RPD Set-top-box data
- HbbTV data logs

# Ad Audit: Client-side reports + QoS

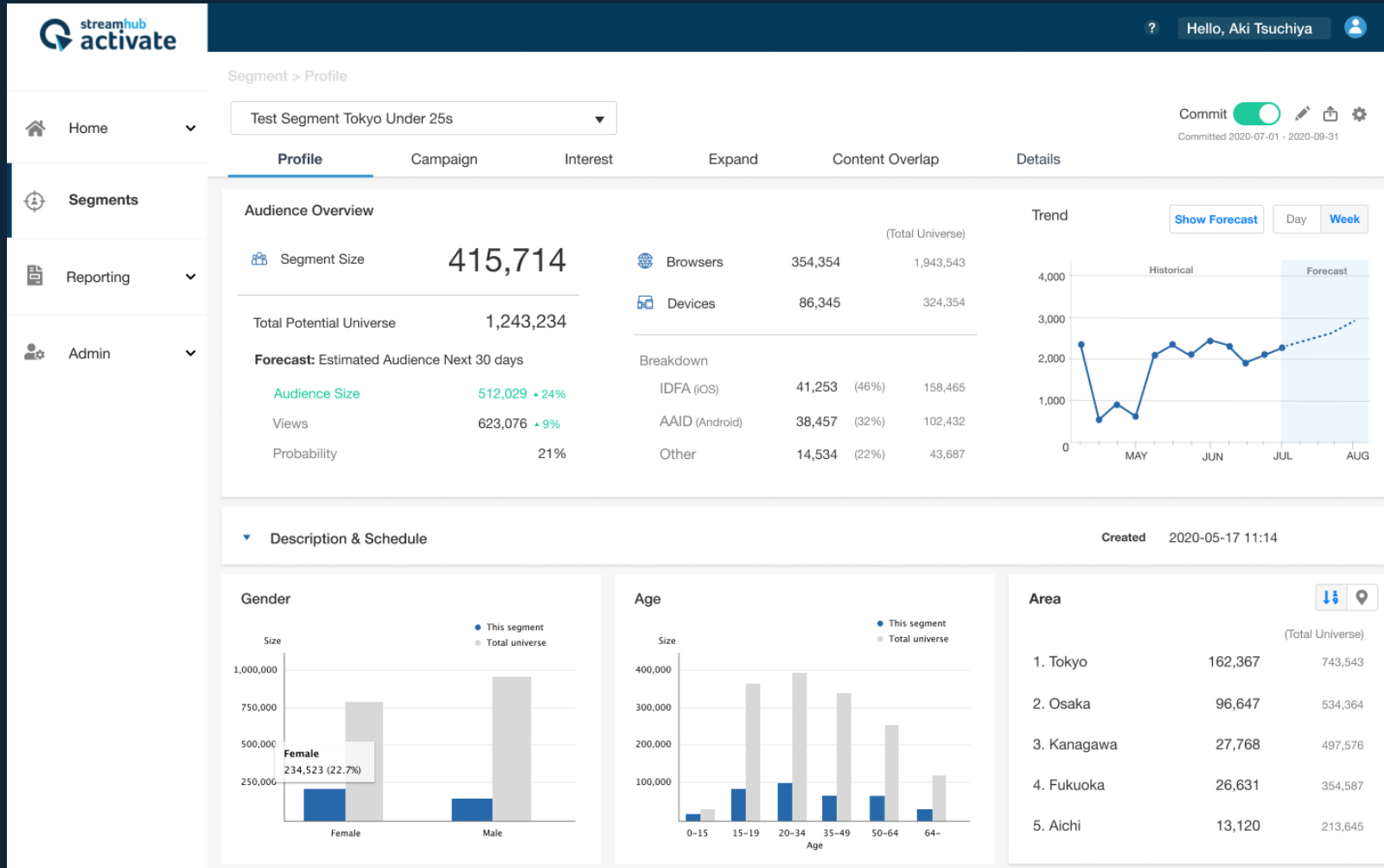
Reports by advertiser, campaign,  
ad creatives, agency

Integrate with online currency  
panel data

Sync with Activate to build  
contextual advertising segments



# Segmentation & inventory forecasting



- Drill down and discover unique audience segments hidden within your data
- AI powered forecasting to show how these audiences are evolving over time

## CLIENTS

Our clients range from small startups –  
to entire nations!





## CASE STUDY 1

# OTT Analytics & 1<sup>st</sup> Party DMP for Tier 1 Broadcaster Impresa

# Providing a total solution in a post-cookie & deviceID-less world

## Mutli-Platform OTT

- Web
- iOS
- Android
- Apple TV
- Android TV
- Samsung TV
- LG TV
- Sony TV

## Hybrid Business Model

- AVOD
- SVOD
- Live TV

## Custom development

- PPID based reporting
- Ad Server integration
- Full GDPR compliance

**Empowering every team Content, Marketing, Ad Sales and even C-Suite.**

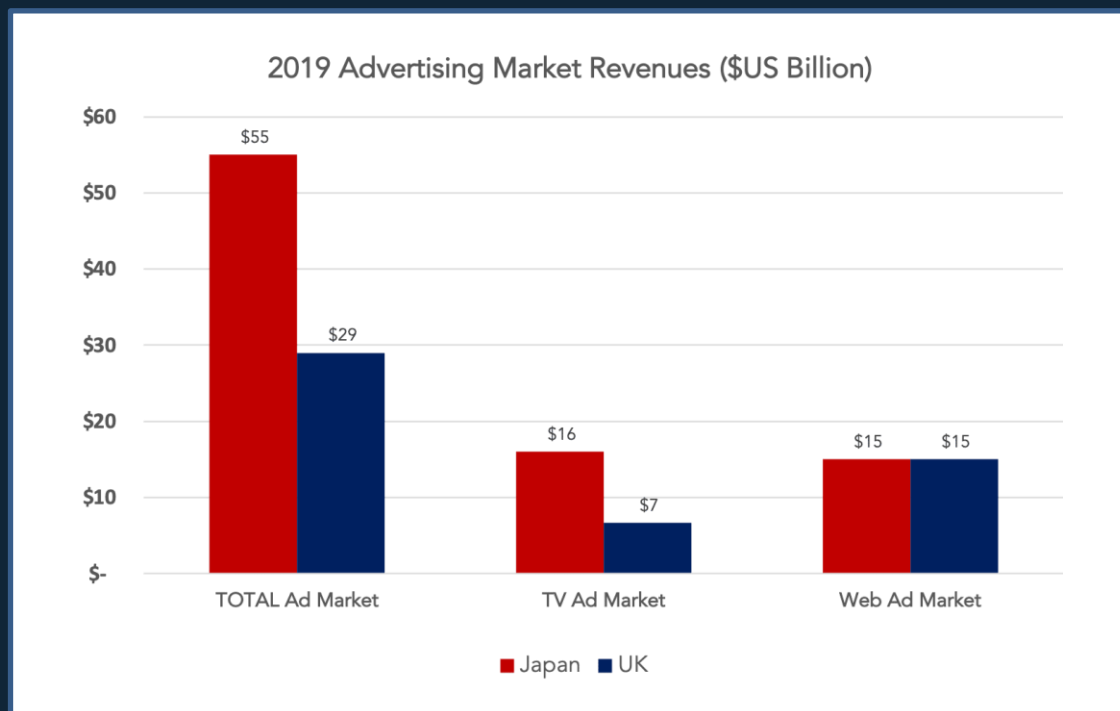


# INDUSTRY COLLABORATION CASE STUDY 2

## Creation of a shared cross-broadcaster data platform in Japan

# The Japanese media market

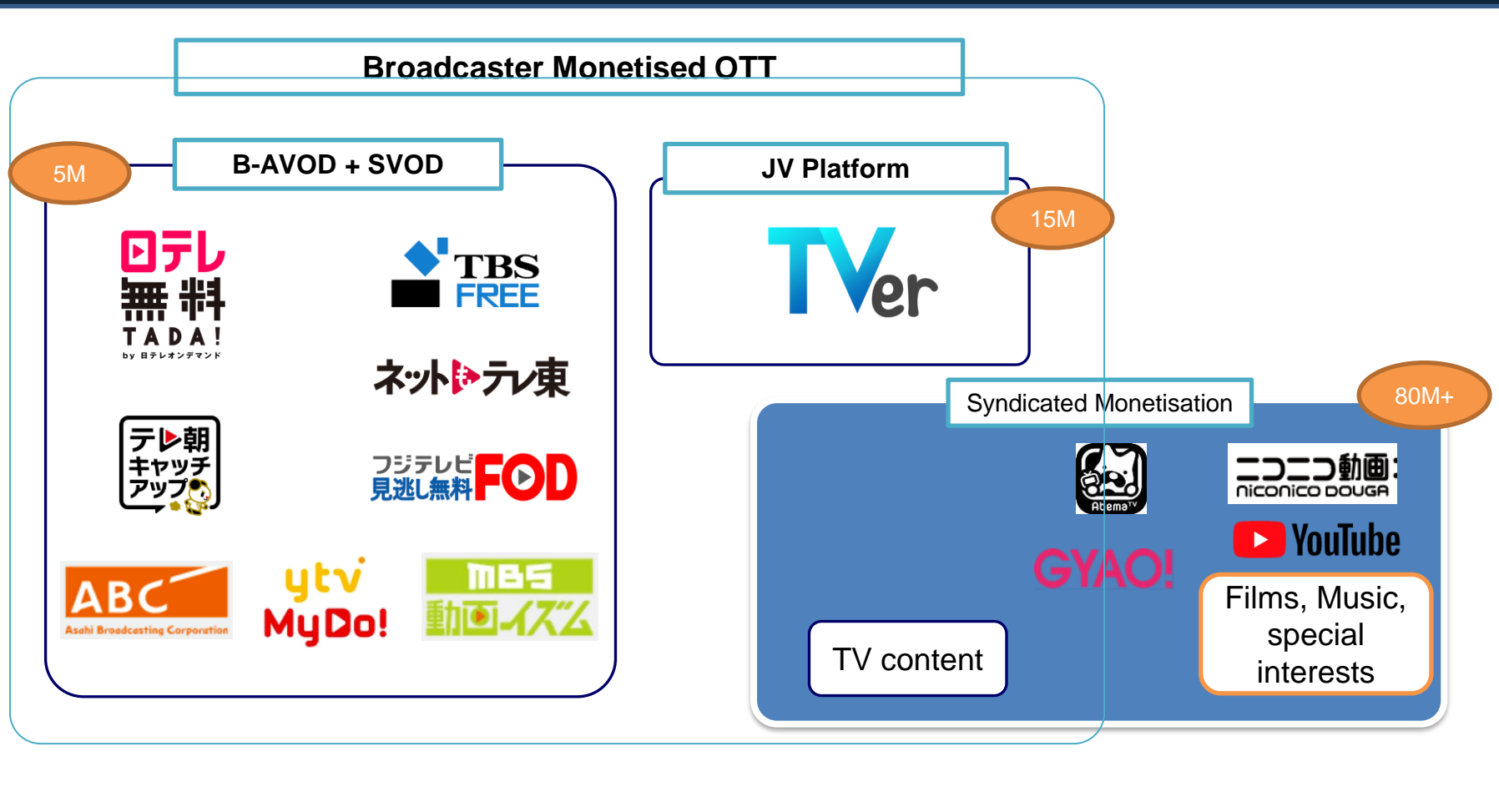
## The market compared to UK



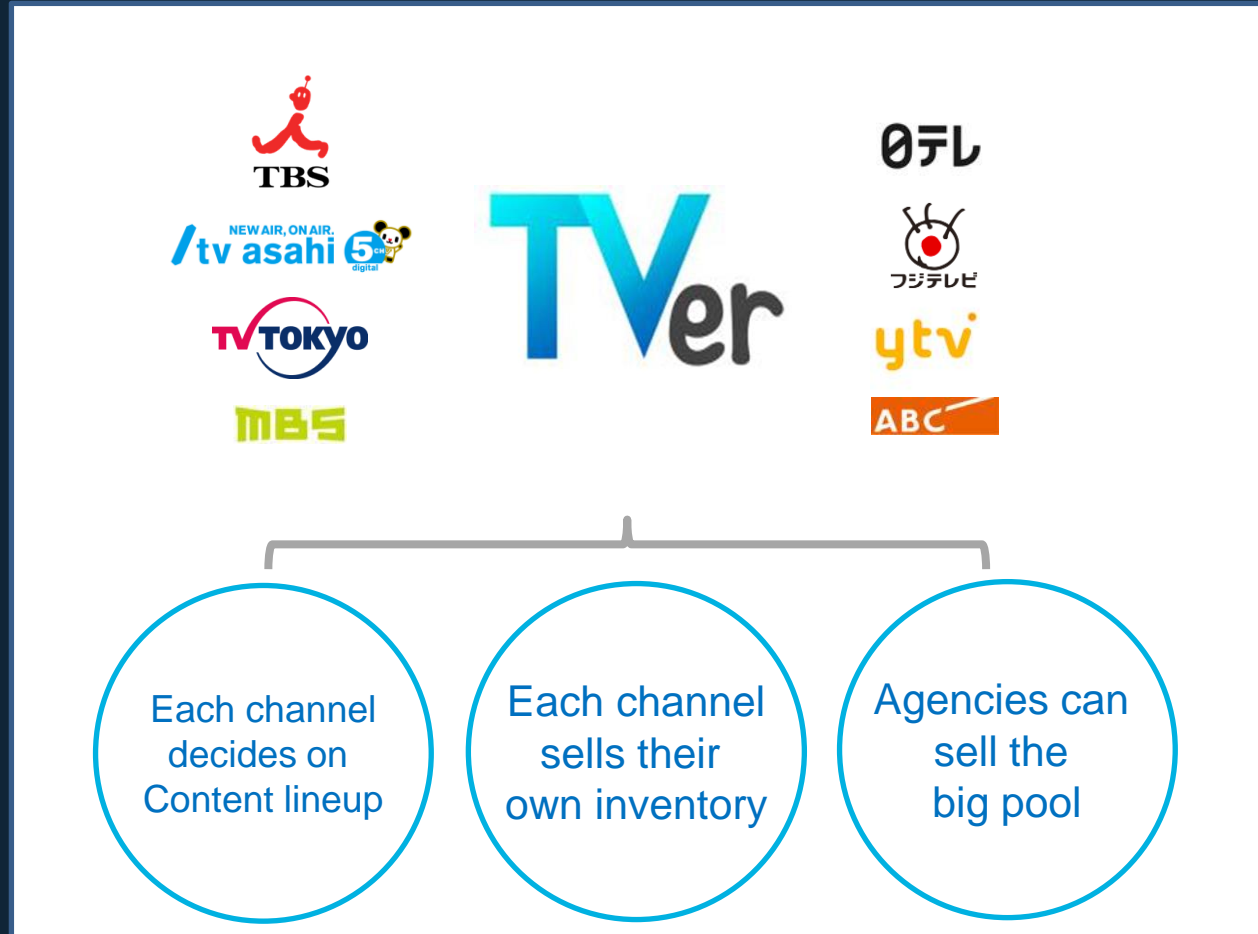
## The OTT players (Q1 2020)

Rank	Service	Monthly Users (est.)	Background
1	<b>You Tube</b>	60 million	Google's ad-funded online video platform serving legal and illegal content with a strong popularity for its short-form.
2	<b>AbemaTV</b>	20 million	A JV by Cyberagent (a multi-service internet company) and TV Asahi providing a total mix of Live, AVOD and SVOD with a skew towards short-form content and pseudo live.
3	<b>prime video</b>	18 million	Free VOD service bundled into Prime subscriptions that has seen tremendous growth due to surge in popularity of its commerce platform.
4	<b>TVer</b>	13 million	A catch-up AVOD platform with some Live content launched by Japan's largest broadcasters.
5	<b>GYAO!</b>	11 million	An AVOD/SVOD/TVOD service by Softbank with substantial cross-subsidisation and preferential cross-promotion from Japan's largest search portal Yahoo Japan.
6	<b>dTV</b>	3 million	An SVOD service by NTT docomo and Avex to provide both short-form and long-form content. Comes pre-installed in all Docomo phones.
7	<b>hulu</b>	3 million	An SVOD service by NipponTV who purchased the rights to the brand and its platform in Japan from Hulu US. Source: AbemaTV

# The Broadcaster OTT ecosystem



# TVer: The premium AVOD catch-up service



## Core proposition

- Hip, new brand like Netflix
- All of premium TV catchup content
- Anytime, anywhere, free
- Unskippable ads + new formats

## Benefits

- Boost in CPMs to \$25+
- Bigger pool of OTT inventory
- Full control of distribution & monetisation per broadcaster
- Shared cost, risk and reward
- Big source for 1<sup>st</sup> party data

# We have enabled the Japanese broadcasters to use currency OTT data beyond measurement

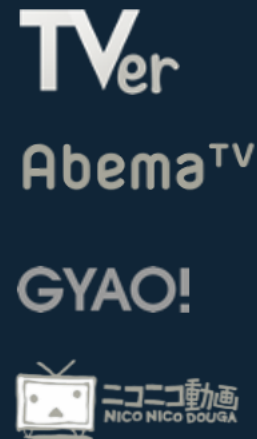
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Broadcasters



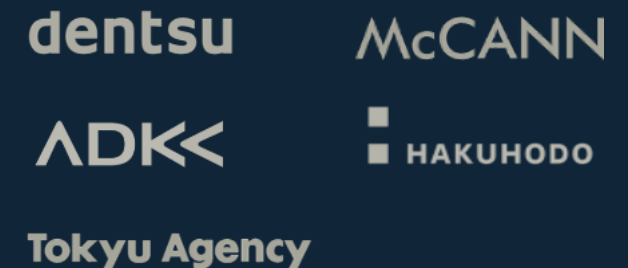
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Platforms



5

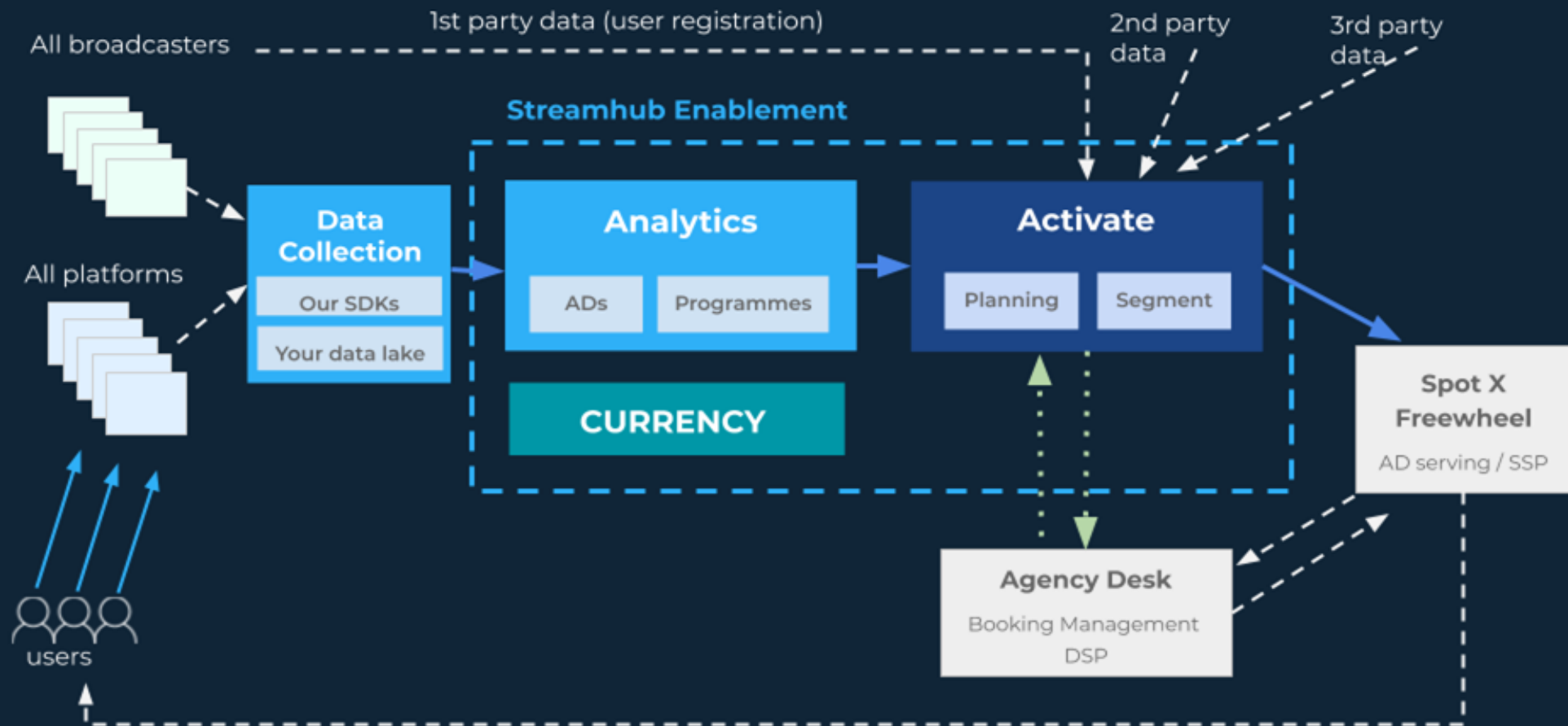
Agencies



Over 1,000,000,000 video views/ month

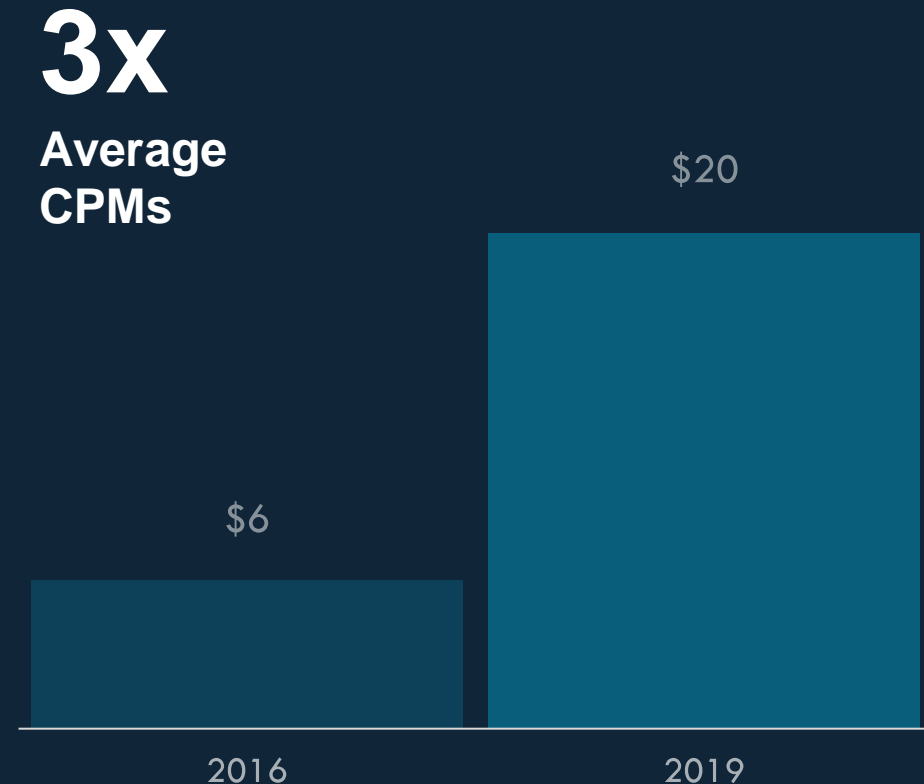
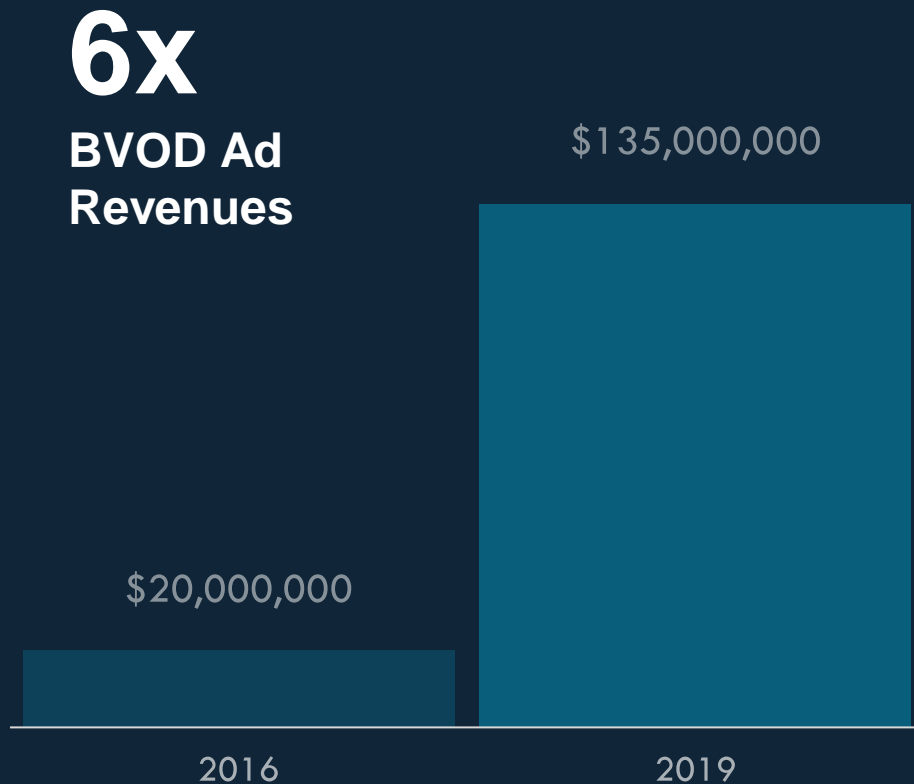
## OUR ECOSYSTEM ENABLEMENT

# A shared fully integrated data platform for OTT currency & targeting



THE DATA BEHIND THE VALUE

# The results speak for themselves



**Thank you.**

**Let's chat...**

**London Office:**

Epworth House, 25 City Road, London EC1Y  
1AA, UK

**Tokyo Office:**

Osaki Bright Tower, SHIP, Kita-shinagawa,  
Tokyo, Japan

**Contact Sales:** [bizdev@streamhub.co.uk](mailto:bizdev@streamhub.co.uk)