

zendesk

Over the Top Support

Retaining customers while OTT content options grow



The OTT Industry by the numbers

In the U.S, there are over 300 video streaming services offering a wide variety of video content, either for free (supported by ads) or for a small subscription fee.

The Over the Top (OTT) industry is growing at a rapid pace as people move away from traditional TV (a phenomenon known as cord cutting) or supplement it, attracted by content available exclusively through these services. In 2019, OTT services in the U.S. generated \$34B in revenue, a figure that's expected to double to \$68B by 2025 ([MediaPost](#)).

Today, 4 out of 5 TV viewers in the US have at least one paid OTT service and, on an average, each customer subscribes to four OTT offerings ([Deloitte](#)).

As viewers move from traditional TV to OTT, so do advertising dollars. In 2018, the global ad revenue from connected TV campaigns was \$68B, and is expected to grow to more than \$158B by 2024 ([Forbes](#)).

To capture the market the OTT services are investing heavily in developing new content to attract and retain customers and spent \$121B on original content in 2019 ([Variety](#)).

300+

OTT video providers in US

\$68B

Expected US OTT Revenue by 2025

\$121B

Spent on developing original content

\$158B

Expected US advertising Revenue by 2024

The Consumer

Consumers today have a lot of content choices. They can subscribe to one or more OTT services, each for a nominal fee and without commitments. They can watch the content they like, when they like, on their preferred devices.

With these choices and the huge library of content that each service has, it can be hard for the customer to decide what to watch.

For example: Prime Video has 63,570 hours of content, Netflix has 36,667 hours, and Disney+ has 3,340 hours ([Review.org](#)).

With no long-term contracts or commitments, leaving the services is easy. 25% of subscribers join a paid service to take advantage of free trials or discounted starting rates. 35% of them leave when the offer expires and 24% leave once they have watched the content they had subscribed for ([Deloitte](#)).



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Average number of paid video subscriptions per customer



4/5

Ration of U.S. customers that have at least one streaming video subscription



7

Average number of digital devices with screens



25%

Customers subscribe for free trials or discounted rates



35%

Subscribers leave when the free trial / discounted rate ends

OTT Service Providers

OTT service providers are investing heavily in developing exclusive original content, and offering free trials and discounted prices to attract new subscribers. However, they struggle to retain these subscribers once they have watched the most popular content.

Here are four ways OTT content providers can try to retain customers:



1. Content Recommendations

Service providers can leverage artificial intelligence and machine learning (AI and ML) to monitor and analyze viewer preferences (both at the household and individual viewer levels) in order to make recommendations that surface content that aligns with their previous viewing patterns. This will help customers find appropriate content without having to search their vast libraries.



2. Personalized & Proactive Engagement

Service providers can send proactive messages on the customer's preferred communication channels to inform them of existing, new, and upcoming content that matches their interests. These proactive messages can also inform them of any new changes or features as they are being introduced.



3. Gamification & Viewer Collaboration

Providers can incentivize their customers to rate and submit reviews on content they have watched or recommend content to their friends. These rewards could include granting access to exclusive content or credits for streaming video on demand (SVOD).



4. Improving Customer Support

OTT providers can improve their customer's experience with them by making it easier to find accurate and consistent information, at the right time and on any device. This includes being available on their preferred channels such as voice, messaging, email, mobile, social and within the application / viewing platform. Providers can also leverage technologies like chatbots, AI / ML, and automation to improve self-service capabilities and reduce wait times.

Zendesk

Zendesk offers solutions for each of the above recommendations:



explore

DIG IN

Analytics to measure and understand the entire customer experience.



gather

GET THE HELP YOU NEED

Zendesk Gather provides a community forum for customers to connect and collaborate.



guide

USE YOUR KNOW HOW

A smart knowledge base for better self-service and empowered agents.



sunshine

EXTEND AND CUSTOMIZE

Seamlessly connect and understand all your customer data wherever it lives.



support

MAKE IT RIGHT

A beautifully simple system for tracking, prioritizing, and solving customer support tickets.