

OTT Video Vertical Networks

Top 7 Things Successful Vertical Networks Do In 2017 To Maximize Revenue

-  **Own The Fan Relationships**
Reach out to your current and potential audiences directly on digital and real world platforms. When you start conversations and engage your fans, you own the relationship.
 -  **Keep Control of IP**
You created the entertainment. You own it. Minimize or eliminate the middlemen. Own your fan data. Keep all or the majority of the revenue. Unfair advertising revenue splits are so 2012. Own the IP.
 -  **Minimize The Risk**
Minimize your dependence on any one distribution platform. Expand video distribution to your Owned and Operated site, Roku, Apple TV, Amazon FireTV, and smart TVs.
 -  **Experiment & Optimize**
Experiment and optimize where your content appears, how it performs, how it makes money, and who has access to it. Test. Measure. Optimize. Repeat.
 -  **Be Flexible**
Maintain brand flexibility & control across platforms and apps. Test using content in different ways to drive fans to better monetized platforms. For example, try using short video excerpts & highlights, supercuts, photos, and gifs that can become shareable on social media.
 -  **Distribute Where Fans Are**
Push video to your fans' favorite destinations. Cord cutting enabled streaming to surpass cable distribution in May 2017. Distribute to the platforms where your fans live.
 -  **Match Content To The Right Revenue Models**
Not all content is equal. Not all money models are equal. Live streams generally work well with subscriptions, transactions, and "pass plan" environments. Live streaming businesses relying primarily on video advertising? Not so much. Remember: There's no one OTT video revenue model to rule them all. Mix and match. Test revenue models with different content. In short, maximize your OTT videoVertical Network's revenue.
-  Learn more about OTT, Vertical Networks, and video everywhere from Zype U at Zype.com. If you are interested in a demo of the Zype video distribution platform, request a demo from our team.