OSG

Finding New Audience Opportunities for Online Streaming Service

Product Highlight

OSG o360™ is our consumer targeting technology, built for identifying market needs through customer data. By tracking the omnichannel customer journey through structured and unstructured observations, our product can help opportunities for building an audience. By tailoring product development and messaging to reach key customer segments, **OSG o360™**, equipped with the behavioral and cognitive analytics capabilities of **ASEMAP™**, can help your business boost sales.

Executive Summary

Our customer, an online streaming service, wanted to build their audience, by understanding the current users' needs and how to satisfy needs for potential subscribers. By breaking down their current and potential audiences into needs-based segments, through the implementation of **OSG o360™**, we were able to achieve milestone growth for their subscription platform. Through targeted programming and pricing, they strategized whitespace growth and were able to achieve projected audience metrics.

Objectives

The objective of our engagement was to build our customer's audience for their streaming service. Through programming and pricing analysis, we were able to answer the following questions, with real-time data gathered from an OSG o360™ community of respondents:

1

What programming is our current audience watching, and what programming are potential customers looking for?

2

What price point is most effective for keeping current customers and converting potential customers?

3

How does content preference vary by demographic segment, by both genre and production company?

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Approach

OSG used a four-phase process for the project: Kick-Off & Workshop, Research Design, Quantitative Research, and Results & Recommendations.

Kick-Off & Workshop

- Kick-off meeting to review methodology, finalize timeline and specifications
- Deep dive into existing knowledge
- Define key questions, gaps jointly
- Develop initial hypotheses and align on optimal approach to material creation for following phases

Research Design

- Finalization of drivers and barriers for subscription streaming service for targeted programming
- Design of 20-minute online, customized questionnaire
- Ongoing input/collaboration with key stakeholders

Quantitative Research

- Fielding of 20-minute online questionnaire among 750 respondents age 18-54 in US with ASEMAP exercise to understand drivers for using subscription streaming service for programming
- Choice-Based Conjoint (CBC) Exercise to determine the impact of offering pricing, price model and characteristics, on viewer adoption
- Evaluation of new subscription streaming service concept, and likelihood of adoption
- Perceptions of current subscription streaming offerings on key drivers
- Barriers to adoption

Results

- Recommendations will specifically address each objective; data supporting and adding context to each recommendation will be the focus of the presentation to the team
- Estimated adoption of the new system
- Interactive market simulator for further what-if testing
- Revenue curves to identify optimal pricing for current and new offerings as a portfolio
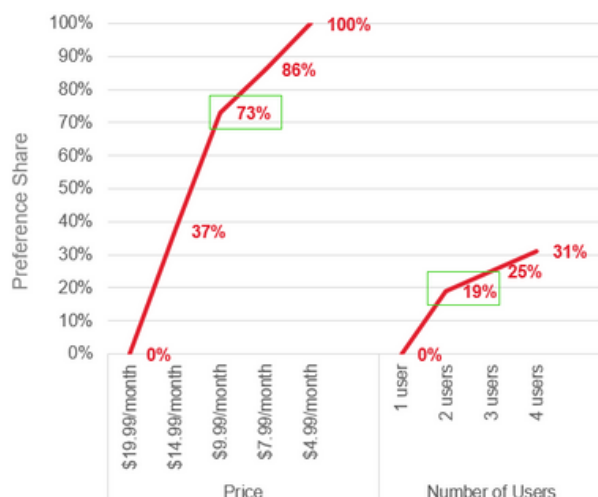- Include stakeholder workshop to develop actions/next steps

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Results
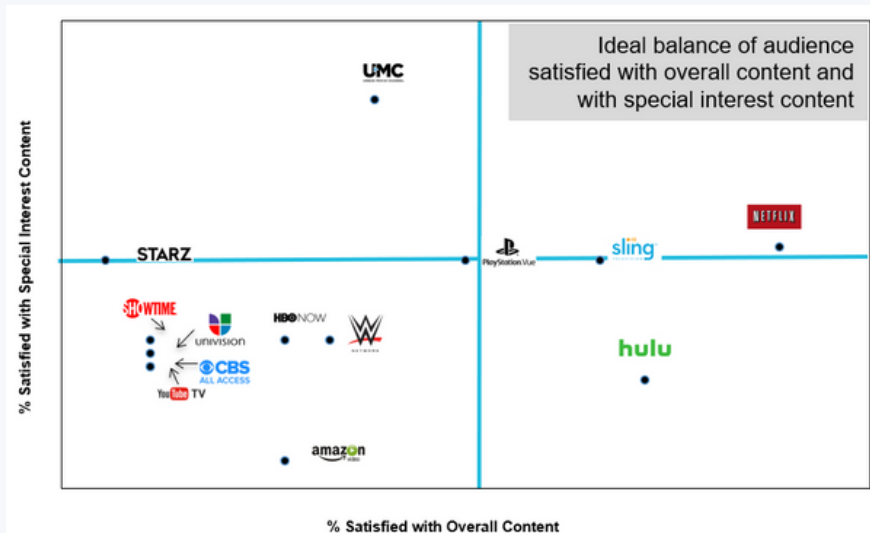
By breaking down the decision for choosing a streaming service into the main factors of pricing, uniqueness of content, and need to replace current services, our customer built better strategies for finding and acquiring whitespace in the competitive field.

With ASEMAP™, our proprietary method for understanding factors of customer decision-making, we found which areas of content are most engaging for streaming audiences, to help shape future strategy. By finding the types of content that mattered most in driving choice, they pulled in new customers while keeping current ones engaged.

Through OSG o360™, we gathered data on streaming audiences, through structured and unstructured formats, to find the obstacles and needs that weren't being met with their current TV services, either streaming or cable. This way, we found the likelihood for different target audiences to subscribe and what it would take to push them to subscribe.

Outcomes

Future-Looking Strategy for Building and Maintaining Streaming Audience, from Current & Future Unmet Needs

Based on the analytics of their current and potential audience groups, we projected our actionable strategies would yield a net 2.7 million new subscribers for our customer. And they implemented these strategies and saw more than that amount of growth! By targeting key demographics with achievable content and pricing strategies, they saw continued and sustainable growth for their platform.

The Power of OSG Analytics

OSG is a global technology and analytics provider that delivers outcomes on customer engagement to Fortune 500 clients with the help of leading analytical technologies and world-class global resources. OSG uniquely combines historical data with the future needs of patients, physicians, consumers, or customers of our clients by going beyond the "who" and the "what" and understanding the "how" and "why" behind their decision-making. OSG focuses on the 3E's, Behavioral Expectations, Superior Experiences, Guaranteed Engagement, to help drive growth through customer-centricity.

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