















OTT Platform Pitch Deck

Your Company Name

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Defining the Problem in OTT Platform Industry

The following slide displays the key problems that the OTT platform is willing to solve with their services, these problems can be no one stop solution for OTT platform

No Original OTT Platform Shows



- Add details of the problem here
- Add details of the problem here

No Single Solution for Multiple Platform



- Add details of the problem here
- Add details of the problem here

Lack of Compatibility with Mobile Devices



- Add details of the problem here
- Add details of the problem here

Problem 4



- Add details of the problem here
- Add details of the problem here

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What Solution do We Provide

The following slide displays the key solutions that the company is willing to provide to their customers, these solutions can be providing one stop solution with favorite movies, tv shows etc. providing original shows to the customer and providing single application for ,multiple platform

01



- Provide One stop solution with all your favorite movies, TV shows etc.
- Add Text Here
- Add Text Here

02



- Providing original shows to the customer, providing opportunity to content develop to show multiple shows online
- Add Text Here
- Add Text here

03



- Providing single application that is compatible with multiple devices such as
 - Mobile
 - Smart Television
 - Tablets
 - Laptops

04



- Add Text Here
- Add Text Here
- Add Text Here
- Add Text Here

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Who are We? Defining Our Brand Identity

Purpose of the following slide is to show the key defining features of the brand identity as it highlights the name and Logo of the brand over the years along with the color scheme

Name : Add Your Name Here



2004



2013






2021

Our Logo Design :

- Our organization has changed logo 3 times in our existence as, The brand colors and Initials have remained constant
- Add Text Here
- Add Text Here

Our Logo Color Scheme

-  Red
-  Black
-  White

Add Text Here

- Add Text Here
- Add Text Here
- Add Text Here

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- **The recurring revenue model** is a business model in which a company provides a product or service to its customers in exchange for a fee that is charged to them on a regular basis, such as monthly, quarterly, or yearly.
- The recurring revenue model is used by subscription and membership-based businesses.



Our Recurring Revenue Model

The following slide displays the recurring revenue model of the organization as it highlights the expected growth of the company's revenues along with the details of forecasting for the next 5 years



How we Plan to Earn Revenues

Our organization is operating on a subscription-based Revenue Model

		Year 1	Year 2	Year 3	Year 4	Year 5
Monthly visitors & growth rates	400	25%	9%	6%	5%	4%
Visitors		21,683	102,228	234,211	440,466	739,607
Signups	10.0%	2,168	10,223	23,421	44,047	73,961
New paying customers	25.0%	542	2,556	5,855	11,012	18,490
Paying customer churn	2.5%	-93	-438	-1,378	-3,153	-6,109
Paying customers at year end	204	653	2,771	7,248	15,107	27,488
Total revenue	30.25	119,550	561,413	1,735,304	3,933,355	7,578,983

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- **A market overview** is a high-level overview of a commercial or industrial market. Its goal is to provide an up-to-date snapshot of a market in order to better understand its key characteristics.
- These summary reports profile the key market criteria in order to inform future marketing activity.

OTT Industry Market Overview and Defining our TAM

Purpose of the following slide is to displays the market overview of the OTT industry as it displays the key figures of the market such as estimated market size, the CAGR and the TAM, SAM and SOM



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- **Marketing competition** is the rivalry between existing companies, services, or products in a specific market.
- **OTT (over-the-top) platform** is a method of providing television and film content over the internet at the consumer's request and to meet their specific needs.
- The term "over-the-top" refers to a content provider that goes above and beyond existing internet services.



Understanding Our Market Competition

Purpose of the following slide is to understand the market competition analysis of the organization as it displays the multiple OTT platforms and compares them on the basis of their USP, Revenue Model and average monthly cost

Understanding who are our competition in the market

	OTT Platform 1	OTT Platform 2	OTT Platform 3
Key Points of Differentiation	Premium Content available	Original OTT content Available	Multiple language movies available
Revenue Model	Monthly Subscription	Annual subscription	Per video payment
Average Monthly Cost	XXXXX	XXXXX	XXXXX
Add Text Here	XXXXX	XXXXX	XXXXX
Add Text Here	XXXXX	XXXXX	XXXXX

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

FAQs



How does OTT generate revenue?

- The OTT applications earn money in this model by charging users a subscription fee to view the content.
- The cost of a subscription varies by platform.
- This model is used by online streaming behemoths such as Netflix, Amazon Prime, and Sony Liv. AVOD stands for Advertising Video on Demand.

What are the advantages of OTT?

- Simple to use.
- Mobile apps, smart TVs, computers, tablets, and other devices can all be used to access these OTT platforms.
- Fresh and creative content.
- Reasonably priced.
- Variety platform.
- Viewers from all over the world tune in.

What is the world's largest OTT company?

- One of the most popular OTT platforms is Netflix.
- It has more than 182 million subscribers worldwide. Netflix is not only a content distributor, but it also created some of its most well-known originals, such as Daredevil, Fuller House, and others.

Why is OTT well-known?

- One of the primary reasons for the shift in viewership from TV to OTT is content.
- The content available on television has become monotonous, but a variety of things are available on digital platforms, allowing viewers to select the content of their choice.
- People watching OTT quickly outnumbered those watching TV.

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