Austria Video Platform

**Premium Content in
a Premium Environment**

The Situation: Complicated (as always…)

▶ TV stations (e.g. ORF)

▶▶ have excellent news video content

▶▶ but ads are prohibited in core markets (regulations)

▶▶ small ad revenues

▶ Publishers / Online News Sites

▶ need more and more news video content (multimedia storytelling)

▶ but cannot produce (enough) material in high quality

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The Market in Austria: Small (and Complicated…)

▶ Most single online news platforms are too small for online ad market

▶ Revenue shares drain off …

  ▶▶ from conventional publishers

  ▶▶ out of Austria

▶ CPTs for mass video content are low

  ▶ quite a challenge for high(er) CPTs for premium video news content

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The Solution: a platform – *the* platform: AVP

Austria Videoplattform (AVP) is operated and marketed by APA.

It is a professional link between

▶ Producers of editorial videos (content providers) and

▶ Online platform providers (inventory providers).

Austria Videoplattform is open to all participants within the market adhering to the same principles and rules (sound with rules of anti-trust-authority)

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Premium Partner and Premium Content

▸ participants: media companies with conventional editorial core business

▸ provision of video content:

- ▸▸ professional journalistic standards and ethic principles

- ▸▸ legal: all rights cleared

▸ usage of video content:

- ▸▸ on news portals – in addition to editorial content as audio-visual add-on to existing coverage

- ▸▸ unaltered incl. logos, watermarks etc.

- ▸▸ video player powered by APA-IT

Austria´s Leading News Portals

kurier.at · Die Presse.com · KLEINE ZEITUNG · oe24 · WIENER ZEITUNG .at

volksBLATT · derStandard.at · OÖNachrichten · VORARLBERG ONLINE VOL.AT · VIENNA ONLINE VIENNA.AT

Tiroler Tageszeitung ONLINE · Salzburger Nachrichten · SALZBURG 24 · Heute · ÖAMTC auto touring · tele

News · trend. · profil · Lust auf LEBEN · GUSTO

yacht revue · emedia · TOTAL DIGITAL tv media · woman · golfrevue · auto revue

WIENERIN · miss · autonet.at · DIVA · der brutkasten · ichreise · antenne

ATHESIA MEDIEN · stol.it · ALTO ADIGE · SportNews.bz · SÜDTIROL NEWS · kultur.bz.it · TRENTINO · Z

bezirksmedien · INLOVE · sentres · TIPPTHEK

Premium Videos by Premium Providers

The Dashboard for Online Editors

Preview

Embedding

Just Ad(d) Money…

▶ Ad money turns up via

▶▶ Programmatic / Real Time-Bidding (RTB) or Private Deals

▶ Business model: 50:50 share of income between content and inventory providers (minus operational costs APA)
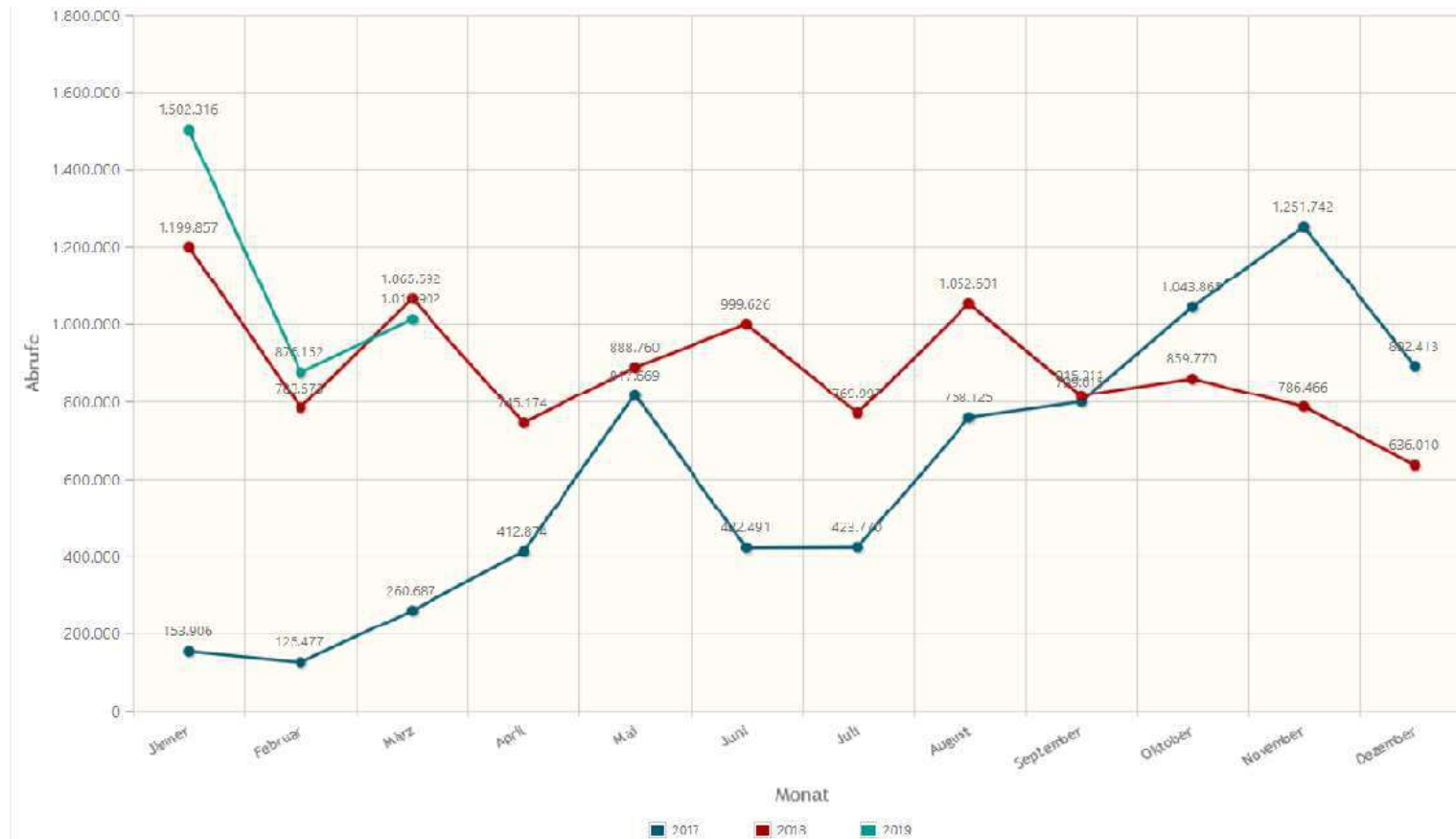
▶ Pre-Roll-Ads (max. 20 sec)

▶▶ Post-Roll optional

▶▶ No Mid-Rolls

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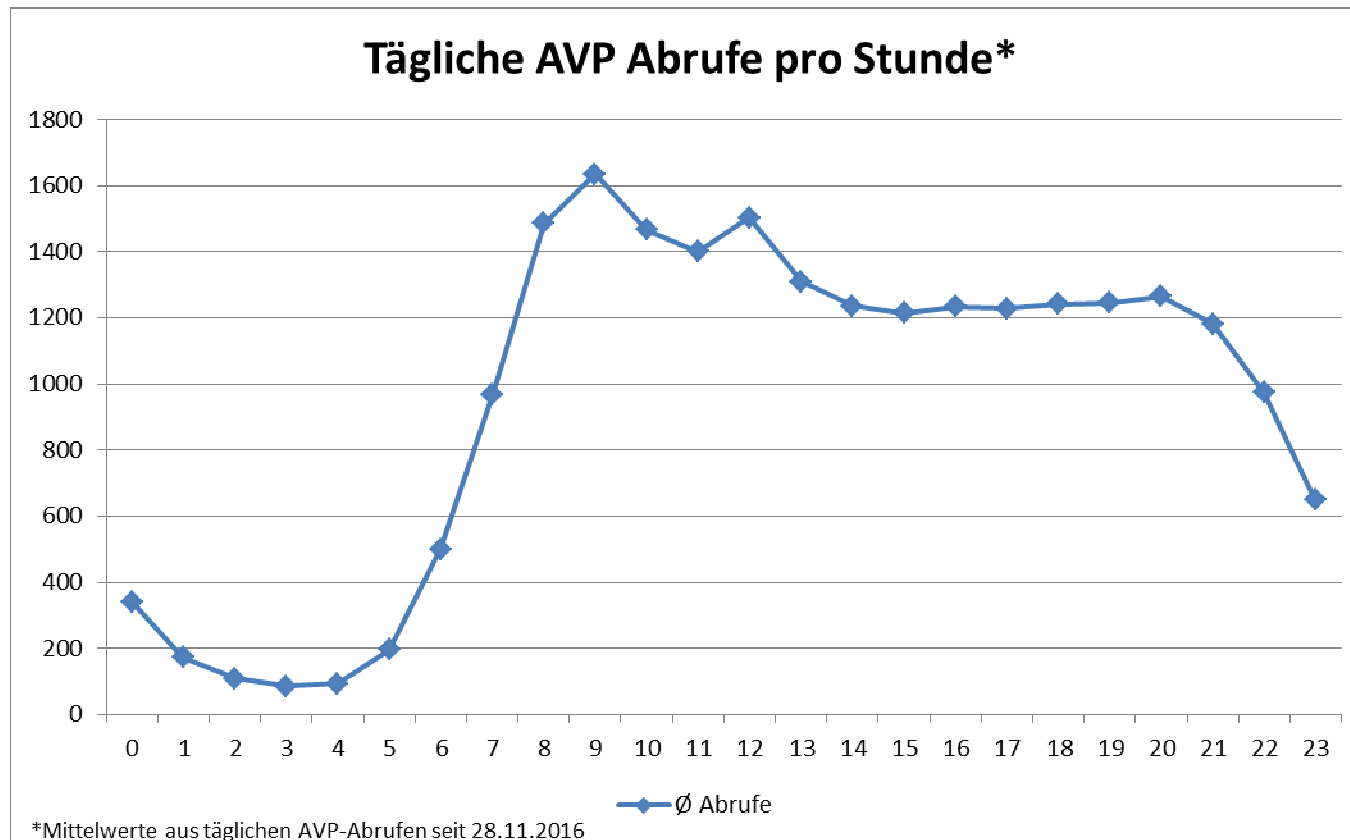# Performance: Video Downloads/Visits so far

The Problem/Limit: Online Team Ressources
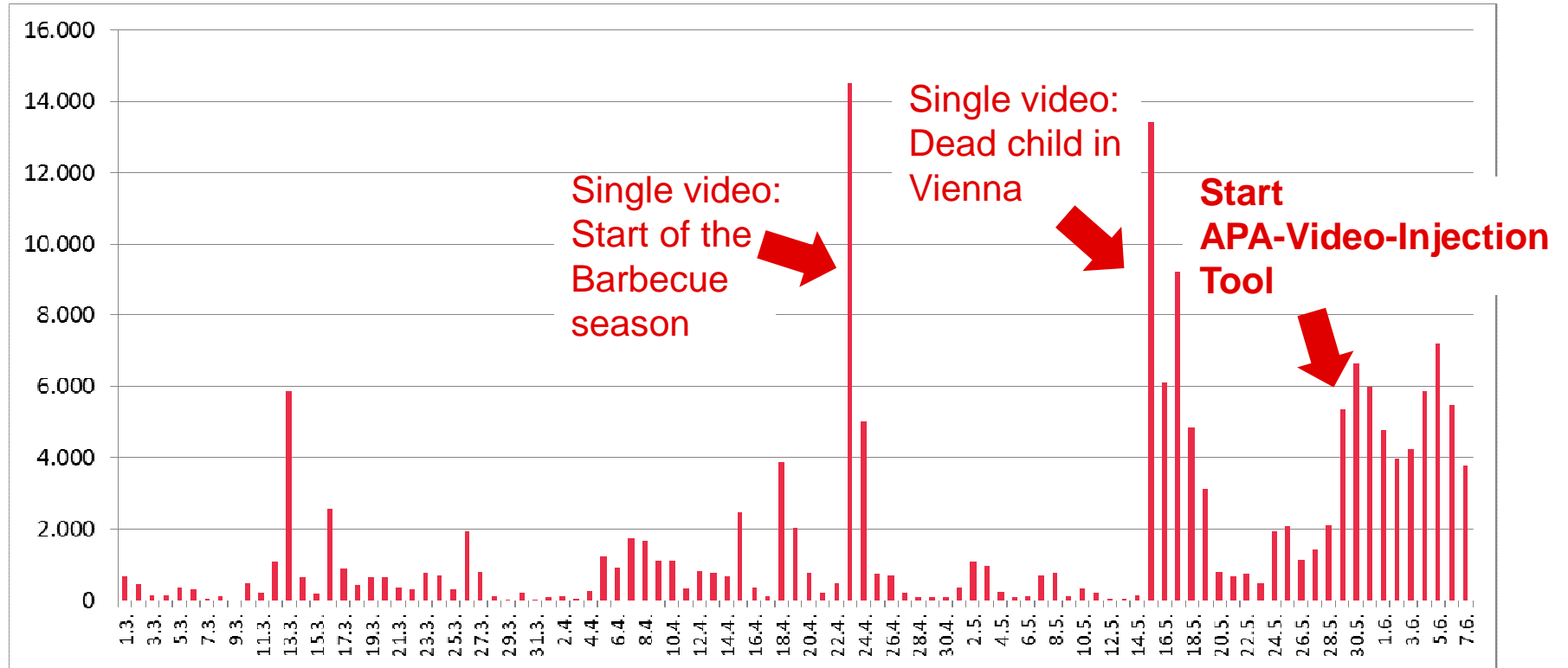
▶ **The Solution: APA Video Booster**

▶▶ Software tool identifies

▷▷ main topics/people/places in videos and online text

▶▶ In case of match: automated import of video in designated frame at online site

▷▷ Publishers define matching thresholds (e.g. at least 80/85 %)
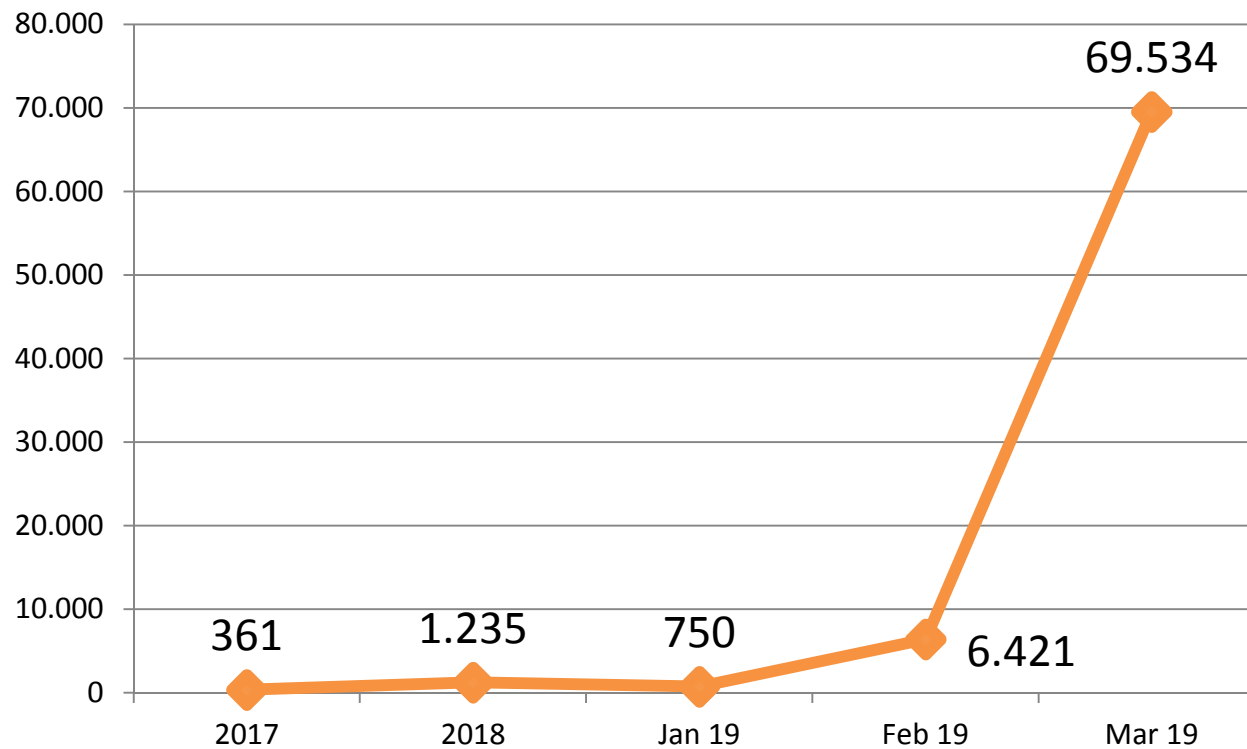
▷▷ Video can be manually removed

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News Primetime: APA Video Booster Never Sleeps

Tägliche AVP Abrufe pro Stunde*

*Mittelwerte aus täglichen AVP-Abrufen seit 28.11.2016

Ø Abrufe

APA Video Booster: Example 1 – large site

APA Video Booster: Example 2 – small site

361 1.235 750 6.421 69.534

2017 2018 Jan 19 Feb 19 Mar 19

*as of 28 March 2019

Austria Videoplattform

Premium Content Made in Austria

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