7 Key Considerations for Growing Your Video Streaming Business

DaCast

Introduction

Modern businesses are increasingly reliant on online video. For many of you, video isn't just another marketing tool; it's the lifeblood of your video streaming business. You might use OTT video to educate students remotely, to inform customers about the products you sell on your website, or to provide your employees with new training materials. Or maybe you use video to impress your clients with your creative prowess, or to deliver entertainment-based content for the enjoyment of audiences around the world.

Video is central to these business models. With that centrality comes a need for video management and distribution tools that are reliable, fast, and scalable. As you create more video content for your particular target market, it becomes more challenging not only to manage those digital assets on the back-end, but also to release your content in a way that creates both (1) a positive viewing experience for your audiences and (2) a smooth, time-efficient process for your team.

Many businesses and individuals use video streaming platforms like YouTube and Facebook to host their videos. And for certain use-cases, this approach makes a lot of sense. For many professionals, however, these consumer-grade platforms entail drawbacks that simply can't be overlooked.

For example, videos hosted on these sites no longer look like your content. You can't customize them to match your own branding, and anyone who visits the site will see that they're hosted on YouTube. On top of these drawbacks, these videos will drive traffic to YouTube, rather than to your website. These are just a few of issues professionals encounter with these consumer-grade platforms.

As a result, many businesses increasingly turn to professional video hosting platforms, such as vzaar by DaCast. These business-oriented platforms deliver greater reliability, more features and customization, and technical support. Even if you already work with an enterprise-level hosting platform, you might have other concerns on your plate, including the need for more monthly bandwidth and the ability to play videos in more regions around the world—without, of course, incurring steep extra fees for such upgrades. The video streaming market is predicted to be worth $70.5 billion by 2021.

This eBook will help you to quantify these concerns. Though these situations can be frustrating, they're clear indicators that you're ready to push your video-reliant business to the next level. That's ultimately a good thing. And we can help you answer these questions in a clear and accessible way. On.

① **How much** bandwidth and storage will I need?

Video files are large. One staggering statistic comes from <u>Cisco</u>: By 2020, there will be almost one million minutes of video per second crossing the internet. At that point, 82% of all consumer web traffic will be video.

As your video usage grows, your bandwidth and storage needs will grow as well. You can determine the bandwidth you need with a little calculation. First, consider the bandwidth demand of one of your videos. Then multiply this by the number of videos watched concurrently to estimate your average peak bandwidth each month. Next, factor in how many more videos and/or live streams you may upload per month, and how many potential viewers you hope to reach concurrently with each clip. Always round up to be on the safe side. Finally, subtract your current peak bandwidth from your estimated need, and you'll have a general idea of the increase in bandwidth you should look for in a <u>streaming solutions</u> provider.

With the increase of your video production comes an increase in demand for storing that content. In order to calculate how much storage you'll need, you should first determine the following:

Here's **bandwidth calculator** you can use to calculate your needs.

◇ The amount of videos that you plan to store each month.

◇ The quality of these videos (high-definition content will inevitably have a higher image quality and therefore a higher file size).

◇ For how long you plan to store all of these videos. If you want to scale quickly (for example, double or triple your current storage usage), you should consider an enterprise-level platform with more long-term, sustainable storage options.
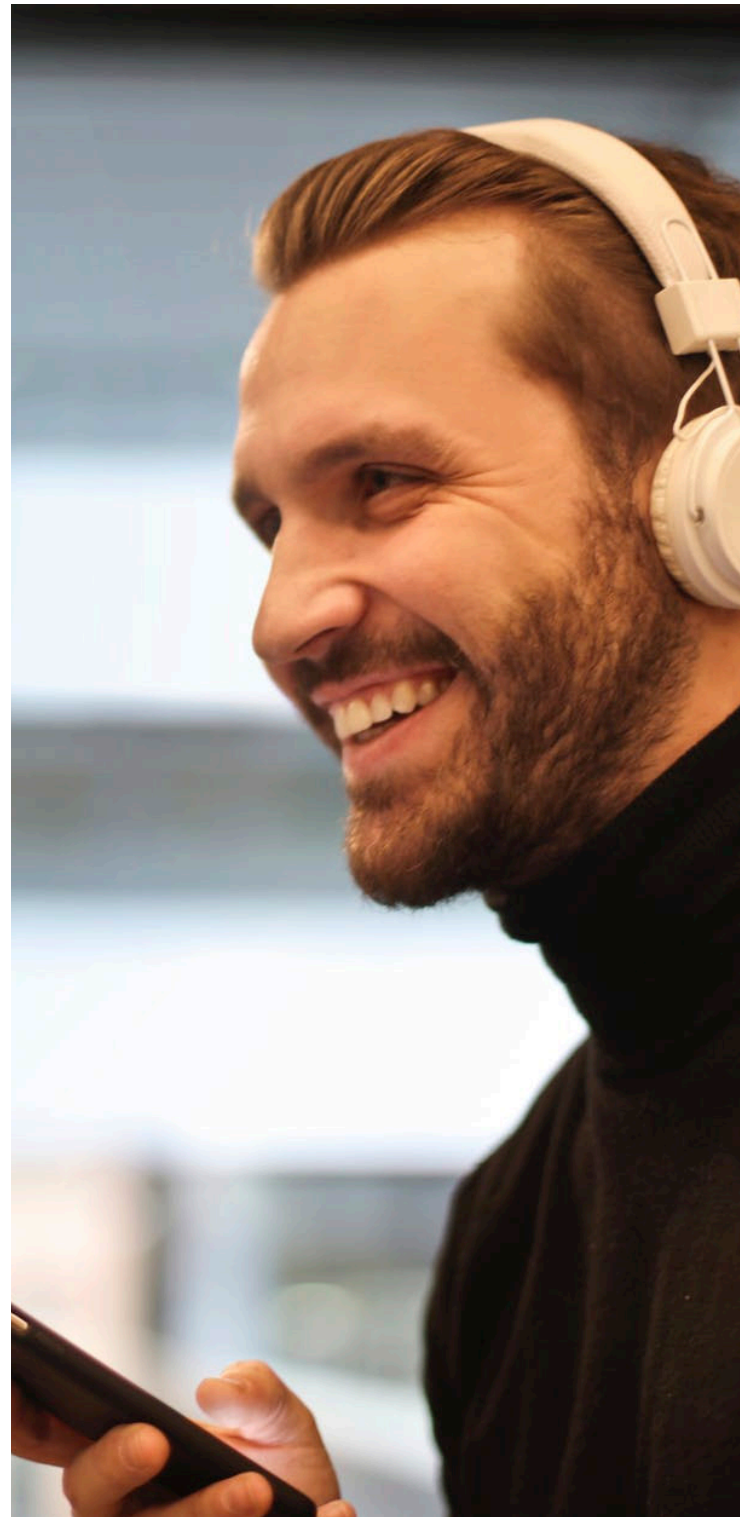
② What sort of quality do I intend to stream?

The video quality at which you intend to stream has many effects on your business. CDN choice, bandwidth, and storage are all directly related to video quality. Higher-quality videos require more storage, consume more bandwidth, and must be delivered via a robust CDN network. By determining video quality in advance, you make it easier to answer all of these questions easier.

Most broadcast video today is delivered at a maximum of 1080p high-definition, with several other multi-bitrate options. It's also important to note that some video platforms do not support high-definition (HD) and ultra high-definition (4k / UHD) content. Keep in mind, though, that some viewers may not be capable of reaping all the benefits of high-quality video, due to their own technical limitations. Nevertheless, you can do the best on your end to provide the highest video quality possible for an enjoyable viewing experience. As long as your video hosting solution provides adaptive streaming, you can deliver each user the optimal viewer experience and minimize quality issues.

③ What monetization options are important to me?

Video monetization is a crucial consideration for any business. Worldwide OTT revenue from such monetization is expected to rise to $83.4 billion by 2022. If you want your video to collect ad revenue, or if you want to support subscriptions or pay-per-view, then you may need more than just a video host with excellent playback and security features.There are three major video monetization methods available today: advertising, subscriptions, and transactional/PPV. Each requires different tools for success.

Different platforms include different monetization features. For instance, YouTube only allows users to insert ads to monetize their content. With DaCast, broadcasters have access to all 3 monetization methods described above. With Vimeo, on the other hand, you need to purchase an extra subscription or do custom API coding to access monetization tools.

And of course, you can't know how well your video is performing without some type of analytics, whether through Google Analytics or a proprietary system from your video host. Make a list of all the marketing and monetization goals you have for your videos, and compare it to the features of various hosting platforms to narrow down your options.

4 How will I share my video with my viewers?

How will your audience access your content? Do you need simple website embedding? Should it be restricted behind a password? Does your video content need to be accessible to everyone in your corporate intranet? Do you need a custom video portal or apps for mobile devices and smart TVs?

For example, YouTube and Facebook will provide embed codes but do not support custom branding. When viewers click those videos, they are redirected away from that content's site. YouTube and Facebook also do not provide security tools, such as domain control, country restrictions or password protection. Custom branding and full embed control is provided by most professional video streaming platforms such as Brightcove, Wowza and DaCast.

It's important to define these needs for yourself now, as they will shape your decisions moving forward. In many ways, the presentation of your content is the most important step, so don't skimp on thinking about how you plan to share your content with your audience.

5 **Where in the world** are my viewers located?

Despite the global popularity of online video, the reality is that technical and political limitations can restrict the quality and deliverability of your content to different regions of the world. To name only one example, free social platforms like YouTube are blocked in most schools and large workplaces. In fact, many free video hosts are among the most commonly blocked websites in the world.

Another example is China's internet censorship laws (known as the "Great Firewall), which prevent access to many international websites, apps, and video hosting platforms. To deliver video content to China, you either have to work with a Chinese partner to obtain the right licenses to distribute your content, or give up trying to reach the country's audience altogether. vzaar by DaCast is one of the only online video platforms providing true China VOD playback.

Therefore, if you want to expand your global reach as you scale your video-dependent business, you should consider hosting platforms that guarantee reliable multi- regional video delivery. This usually means that a platform has already set up dedicated servers in those countries to ensure the fastest deliveries and speeds possible.

This question also relates to the CDN network that your chosen video streaming provider uses. Ideally, you should opt for a top-tier content delivery network, like Akamai CDN, with "Points of Presence" (PoPs) located everywhere in the world.

⬡6 **What sort** of customization options do I need?

Part of your need to scale your video efforts in your business may stem from your desire to facilitate a customized experience for viewers (i.e., it's time to move beyond YouTube-and Vimeo-style video distribution). You may want a video player that appears more professional and streamlined. Like wise, you may be seeking an even deeper integration with your web applications through a video API to speed up the upload process. Make sure you determine all of your customization requirements in order to find a hosting provider who can meet them all.

Additionally, some platforms offer professional services to help with any customization needs, such as website and app development.

⬡7 **How would** I like my workflow to look?

Many of the considerations we've covered here fall under the broad umbrella of workflow. Therefore, you can see the importance of clearly defining your workflow before deciding on an approach. In fact, scaling a video streaming business without a clearly defined workflow can be near impossible to achieve. Access to the right tools to meet your goals can make or break a workflow. Similarly, access to a video API for your selected online video platform can afford you the flexibility to modify your workflow as you desire. Today, most businesses are migrating to API-based workflows for online video.

Conclusion

As you begin to scale your video streaming business, it's easy to become overwhelmed with all you have to do to grow as quickly as possible and without any unnecessary hiccups. Fortunately, by asking yourself these seven questions, you'll be on the right path not only to scaling your video efforts, but also to choosing a video host who can sufficiently support you in those endeavors.

In short, it's important to make sure that you're on the same page with your chosen video host in terms of why you're scaling and what you want to achieve. When you've determined the answers to these questions, you're prepared to rapidly adopt new technologies and video hosting services without disruption to your business.

This eBook has shared 7 questions to help you grow your video streaming business. Once you've answered these 7 questions, we recommend that you take advantage of the free trial offered by most professional online video platforms. For example, vzaar by DaCast is the perfect choice for advanced VOD needs and offers a 10-day free trial. DaCast is the ideal choice for advanced live streaming needs, and offers a 30-day free trial with no credit card required.
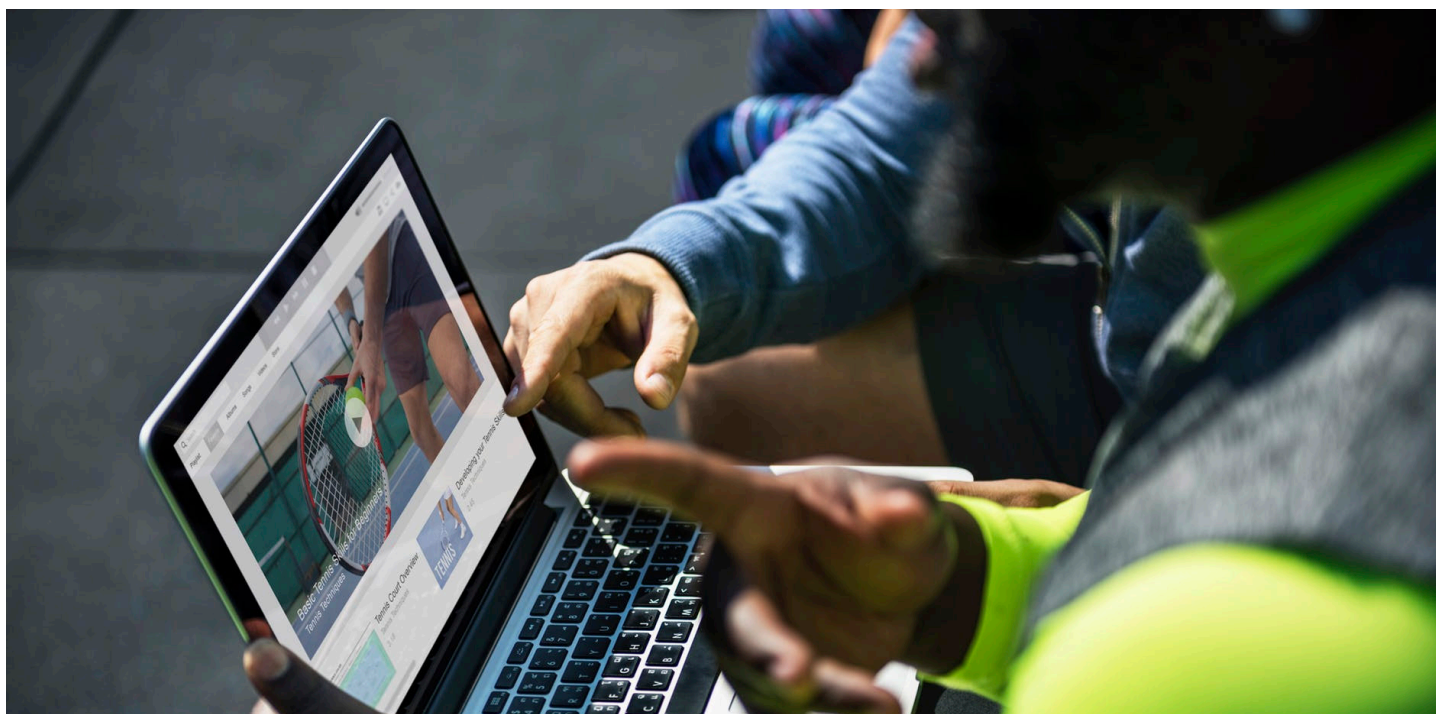
Any Questions?

Contact us 24/7 at <u>DaCast.com</u>
or via email at <u>sales@dacast.com</u>

DaCast ⁓*