

3VISION

Reimagining TV Viewing
Jack Davison, Executive Vice President, 3Vision

CTAM Europe OTT Symposium 2019



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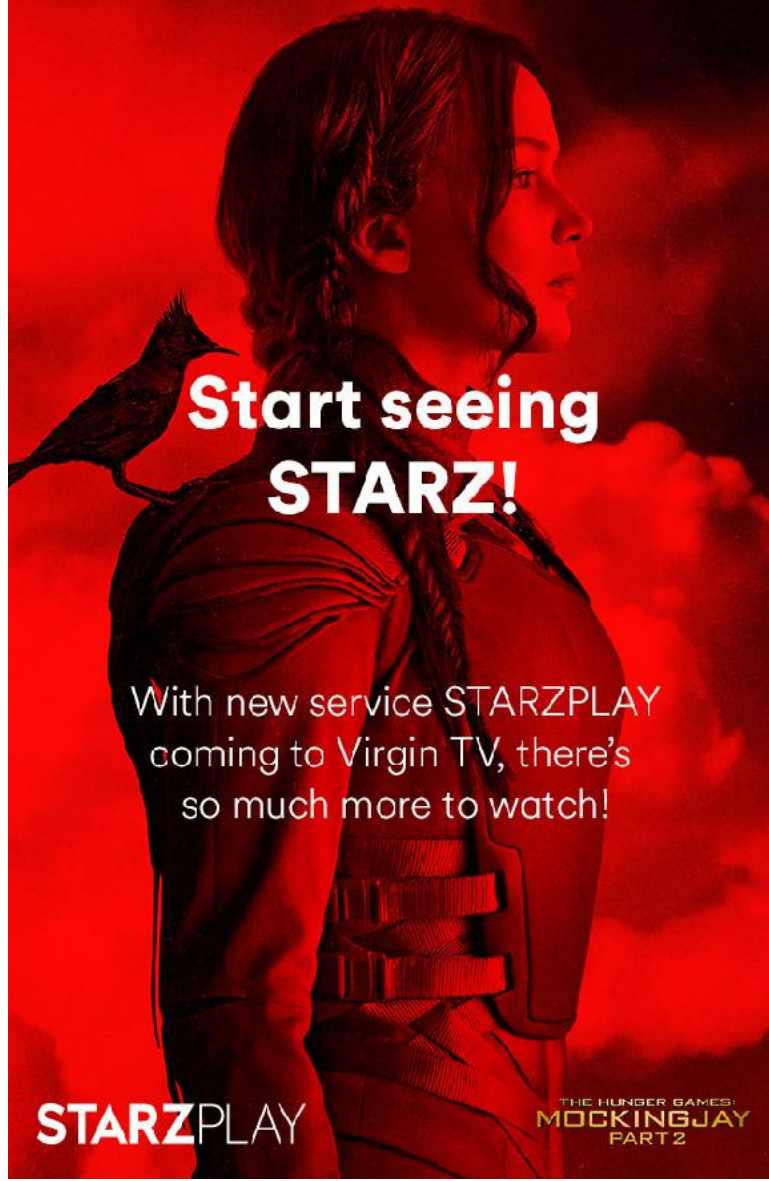
Growing complexities

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Media Consolidation



Direct to Consumer



SVOD Growth



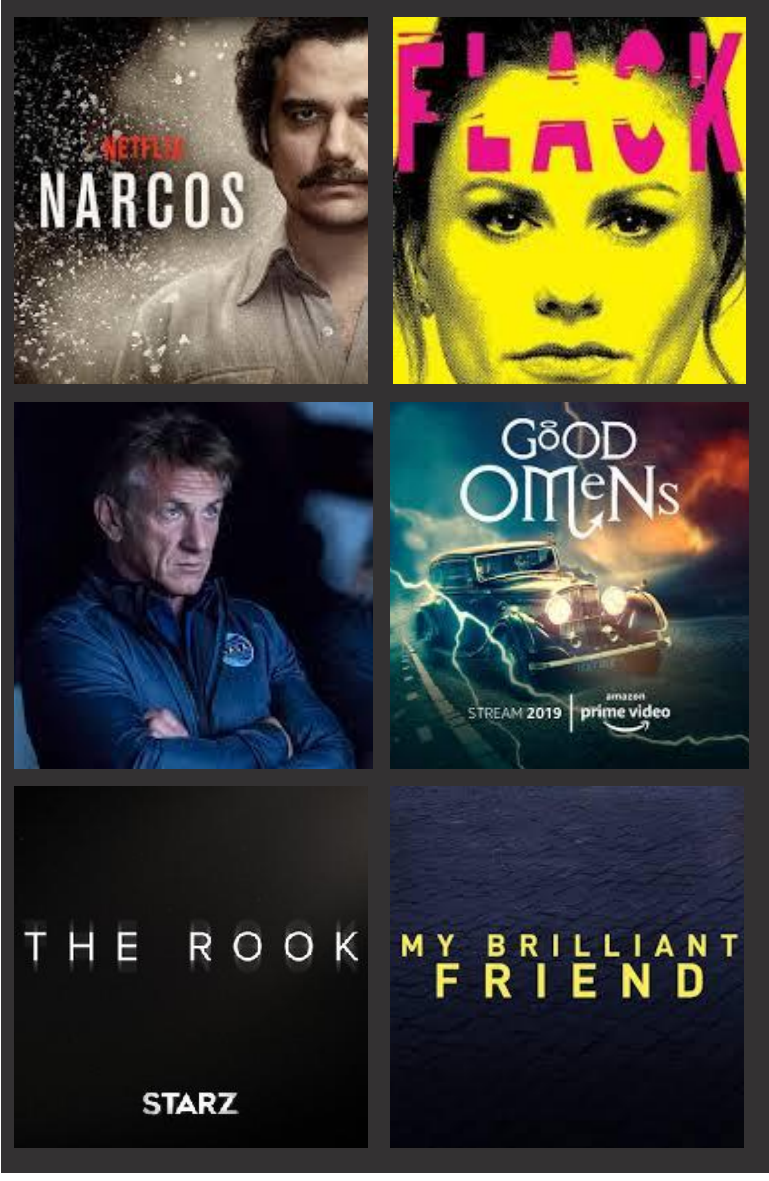
AVOD



Short Form & Social



Content Market



Mergers

AT&T & Time Warner

\$85 billion
March 2019



Walt Disney & 21st Century Fox

\$72 billion
March 2019



Discovery & Scripps

\$15 billion
March 2018



Comcast & Sky

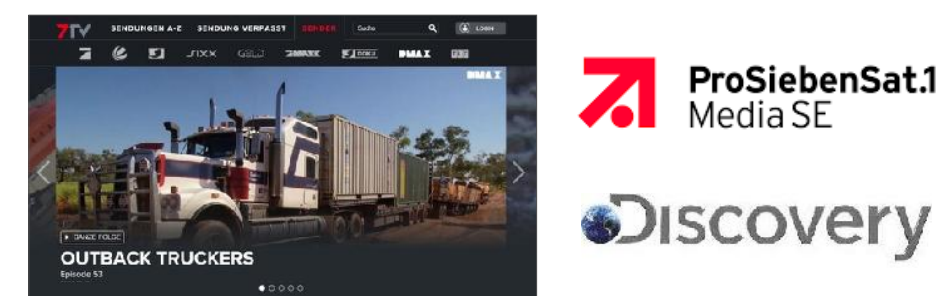
\$39 billion
October 2018



Alliances

Discovery, ProSieben & additional partners

7TV
Launched but rebuilding



TF1, M6 & France Television

Salto
Launch date tbc



BBC Studios & ITV

Britbox
UK launch date tbc



TBS, TV Tokyo, WOWOW & others

Paravi
Launched April 2018



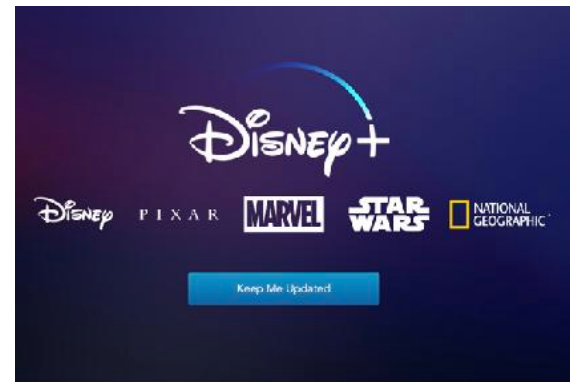
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Direct to Consumer

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Disney+

Disney
Launching globally
SVOD



Unnamed

NBCU
US & UK & others tbc
AVOD on Pay TV, SVOD OTT



Shudder

AMC
US, Canada, UK & Germany
SVOD



HBO

WarnerMedia
US, ESP, Nordics & others
SVOD



Hayu

NBC Universal
UK, Nordics,
Australia & Canada



Crackle

Sony
US only
AVOD



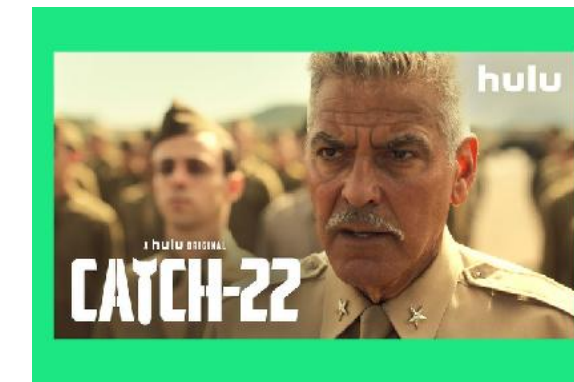
Starz Play

Starz/Lionsgate
US, Canada, UK & Germany
SVOD



Hulu

Disney, Comcast/NBCU,
WarnerMedia
US SVOD & VMVPD



Eurosport

Discovery
Europe
SVOD



Britbox

BBC & ITV
US with UK coming
SVOD



Epix Now

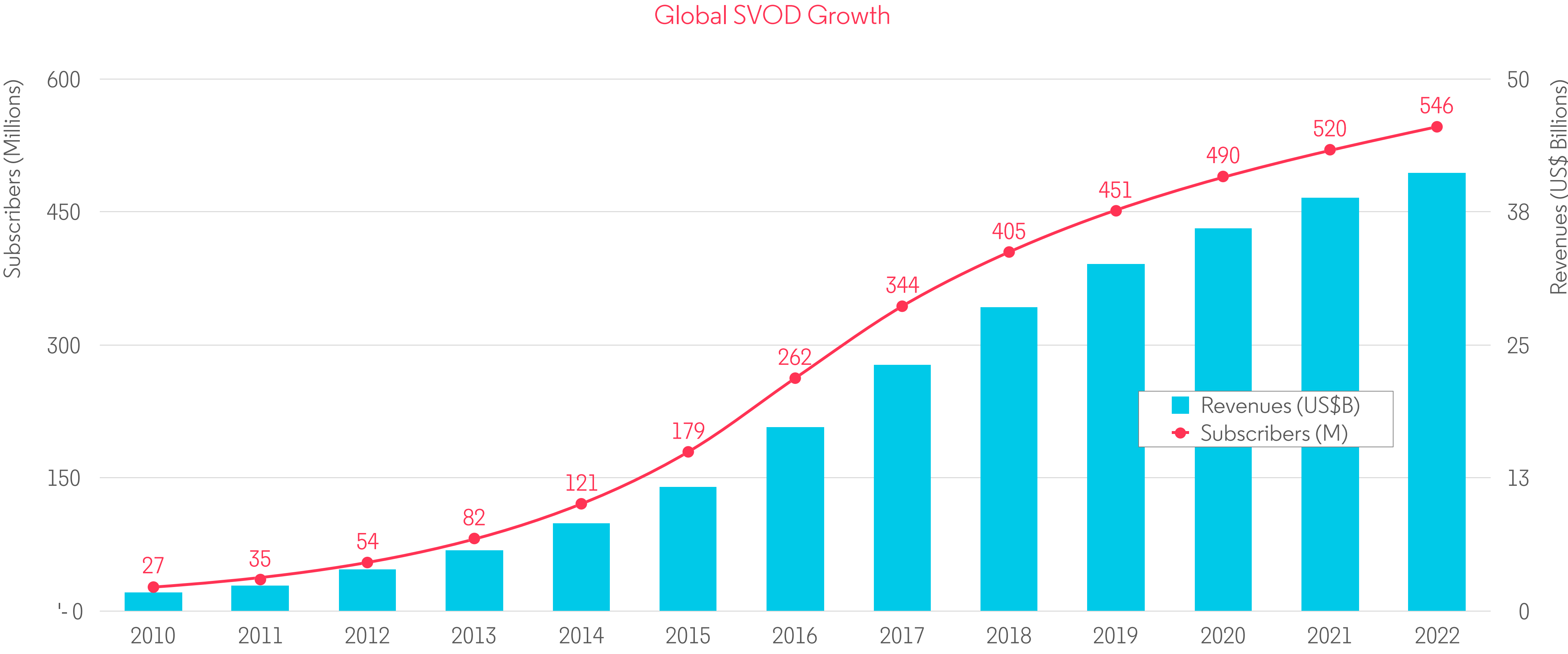
MGM
US
SVOD



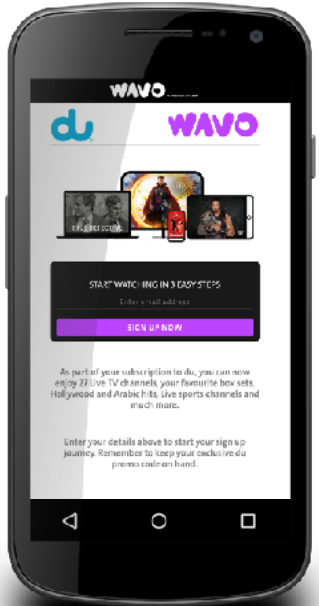
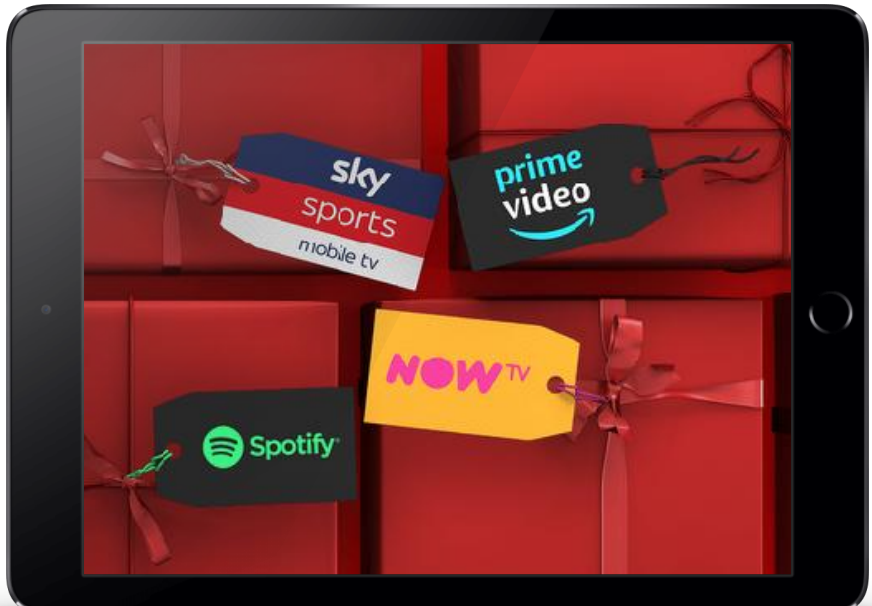
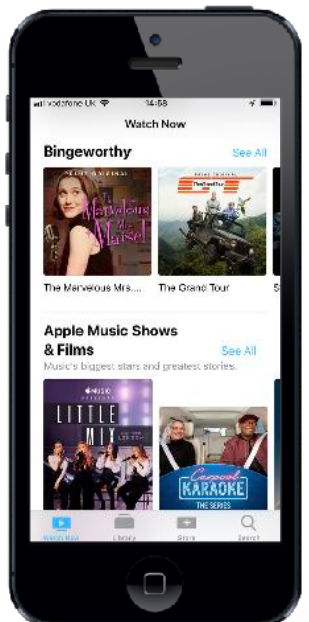
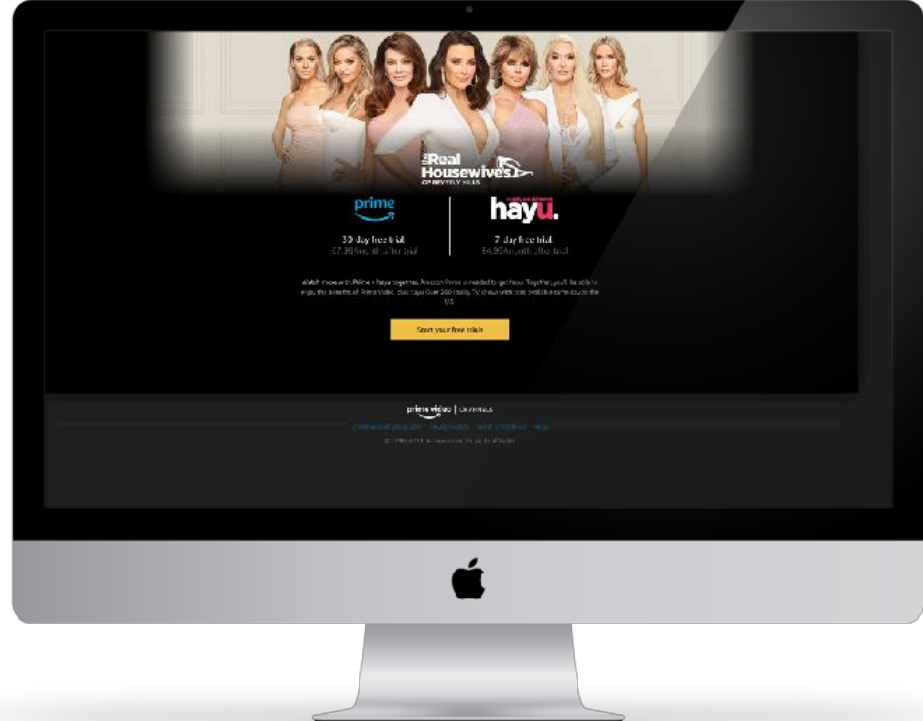
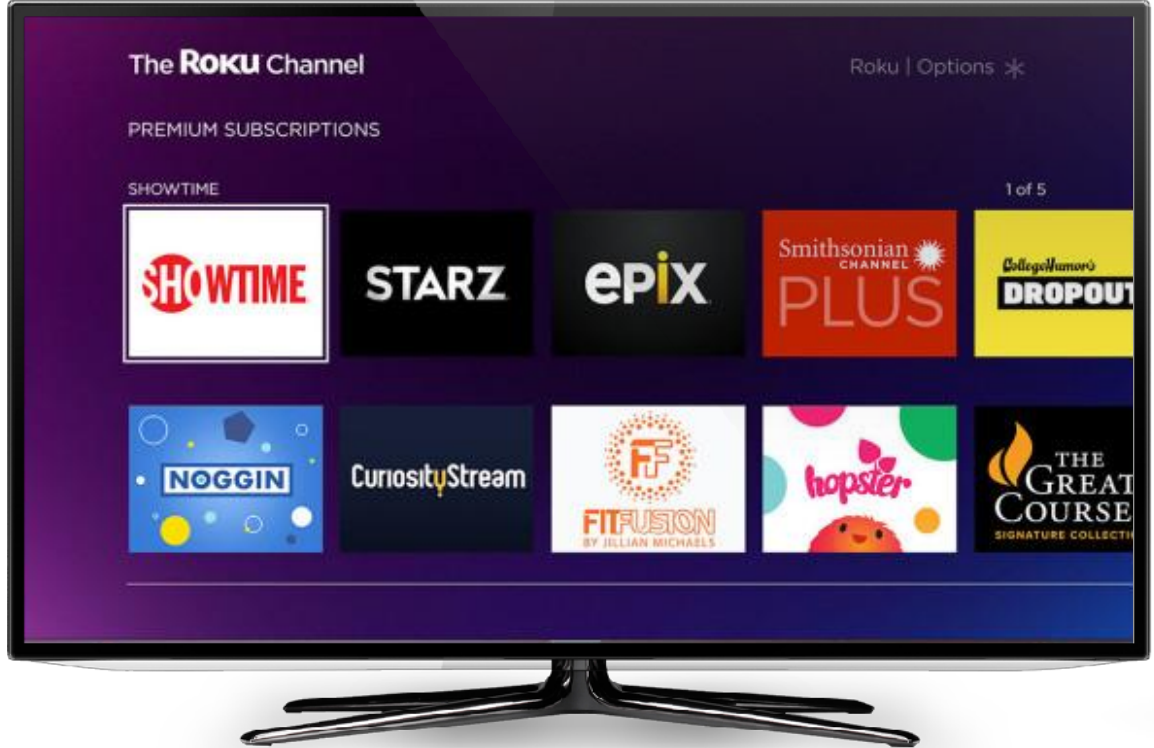
Zee5

Zee Ent. Enterprises
Global
SVOD & linear channels





SVOD 'aggregation' increasingly the focus with more and more initiatives



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Xfinity Flex enabling SVOD

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Xfinity Flex

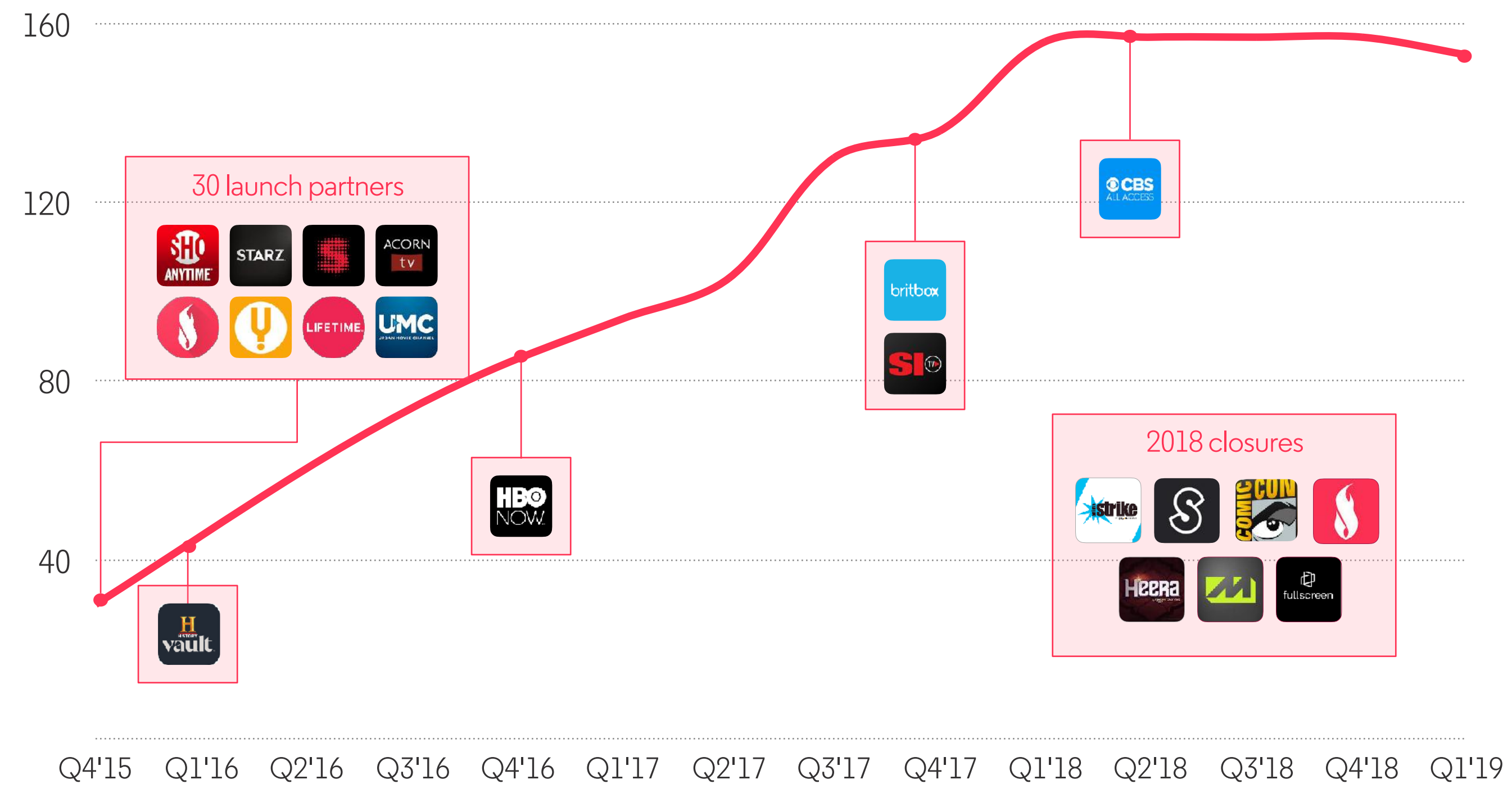
Available to all Internet-only customers, \$5 per month

Integrated guide for accessing streaming services

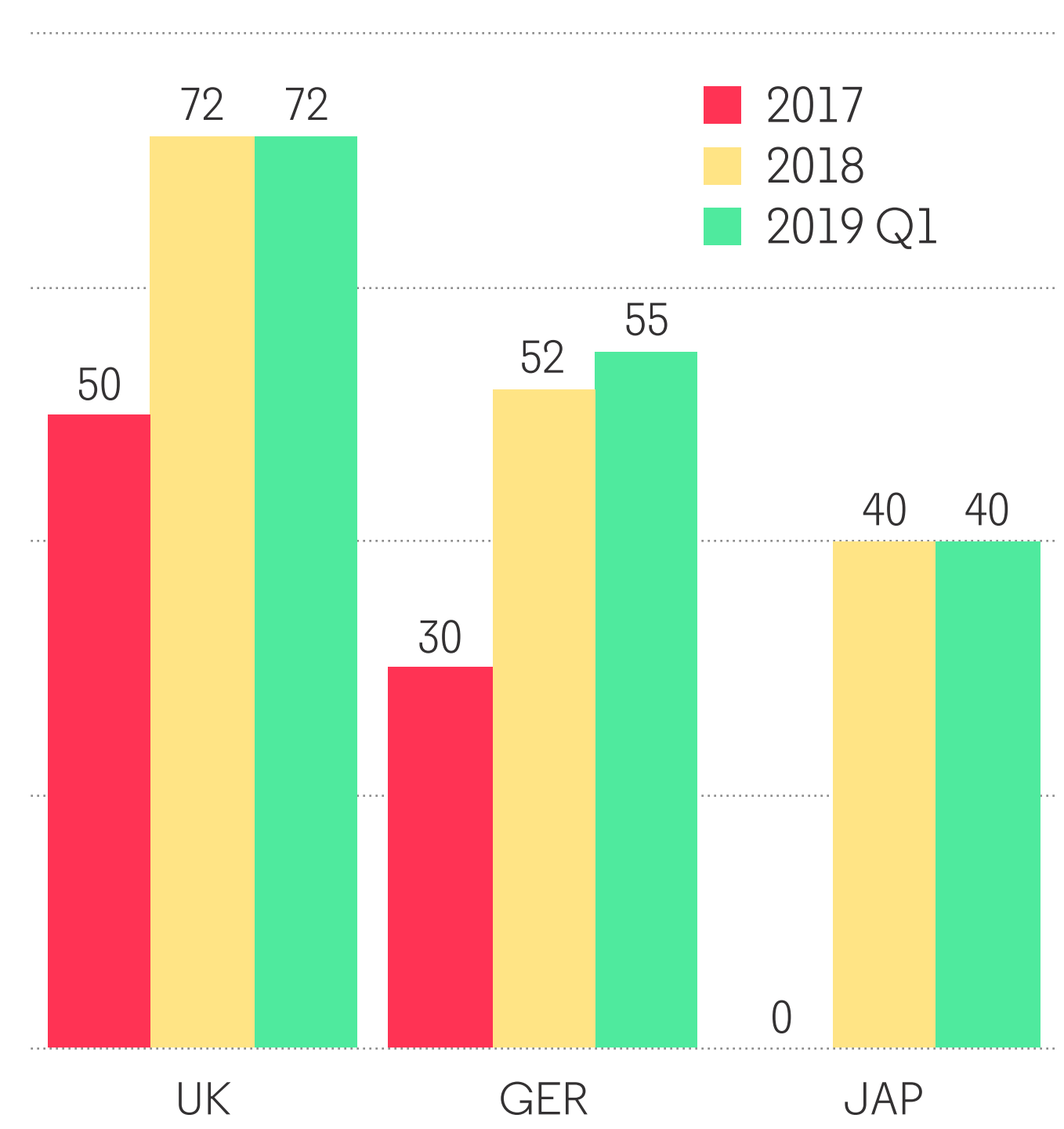
Will be able to upgrade to full TV (with cloud PVR)

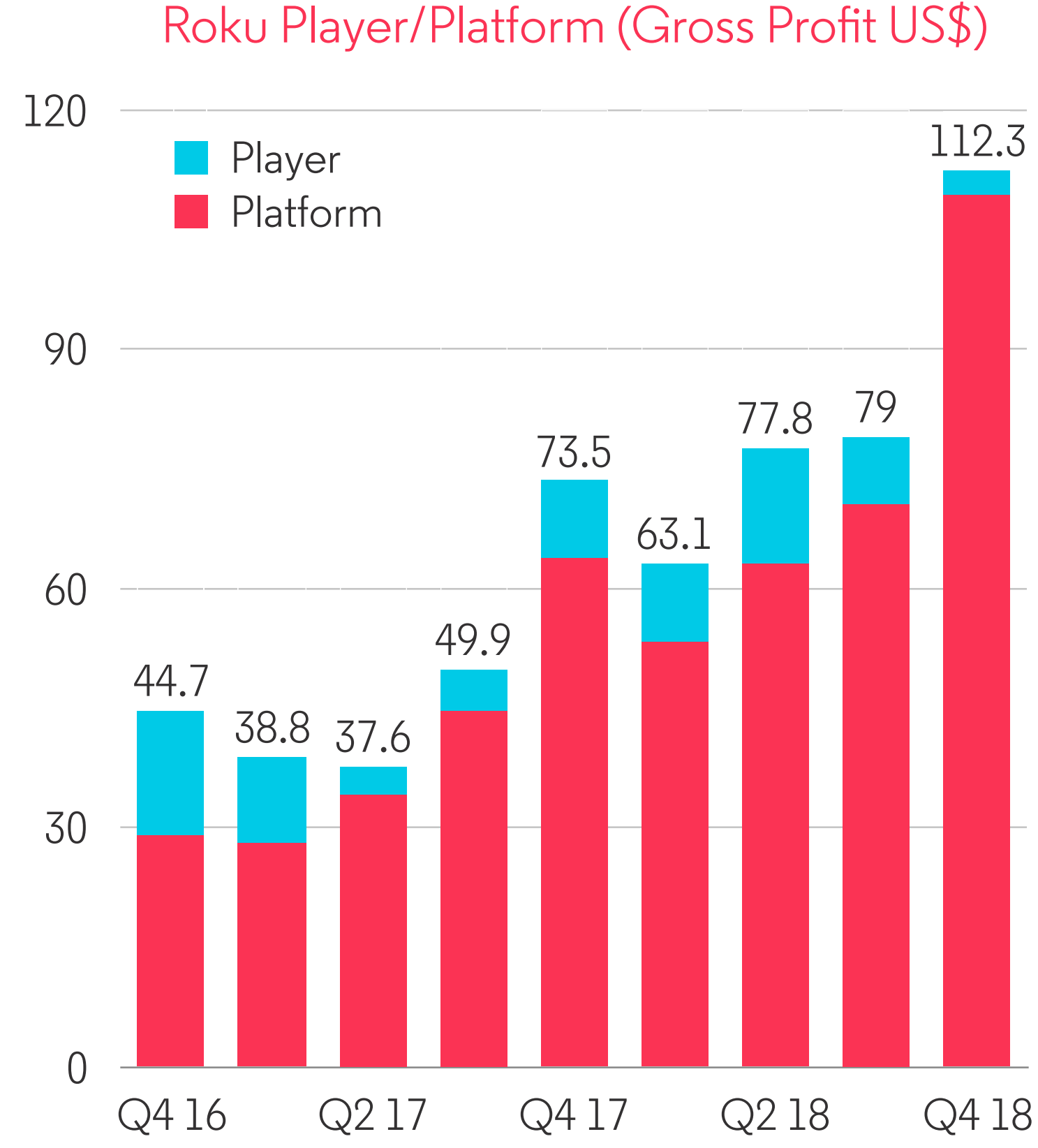
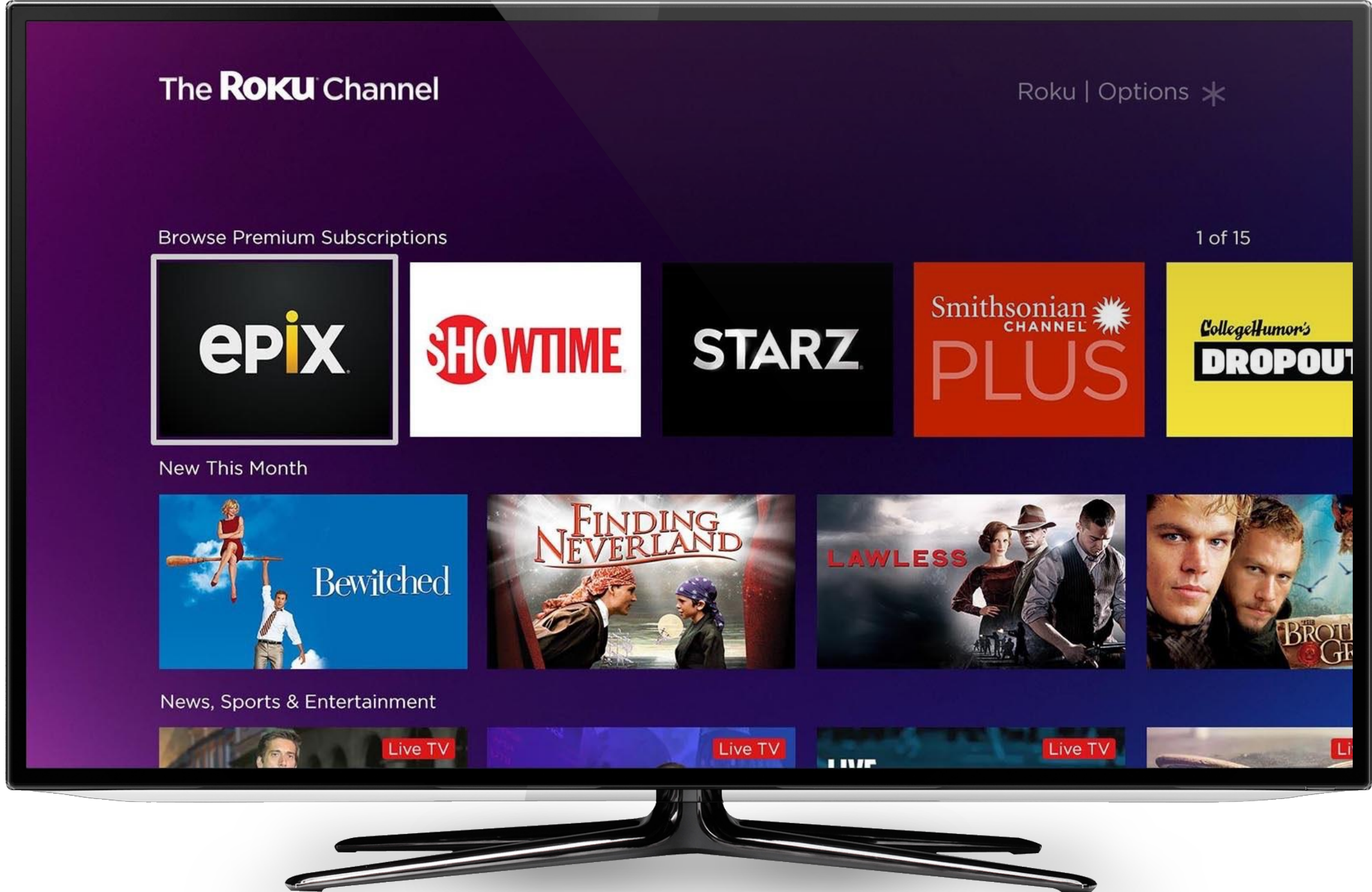
Amazon Channels Growth

Volume of Amazon Channels Available in the US



International Channel Volumes

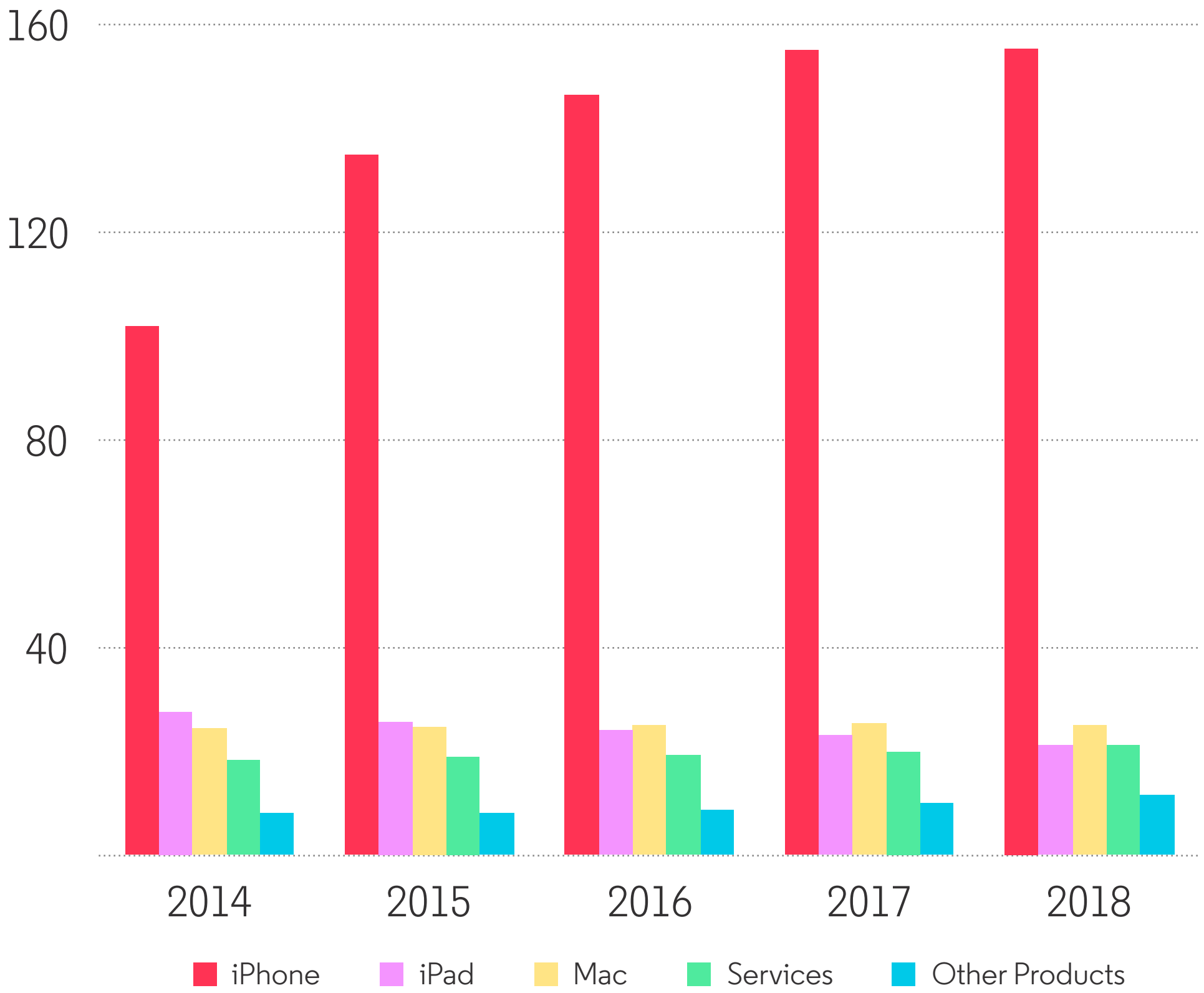




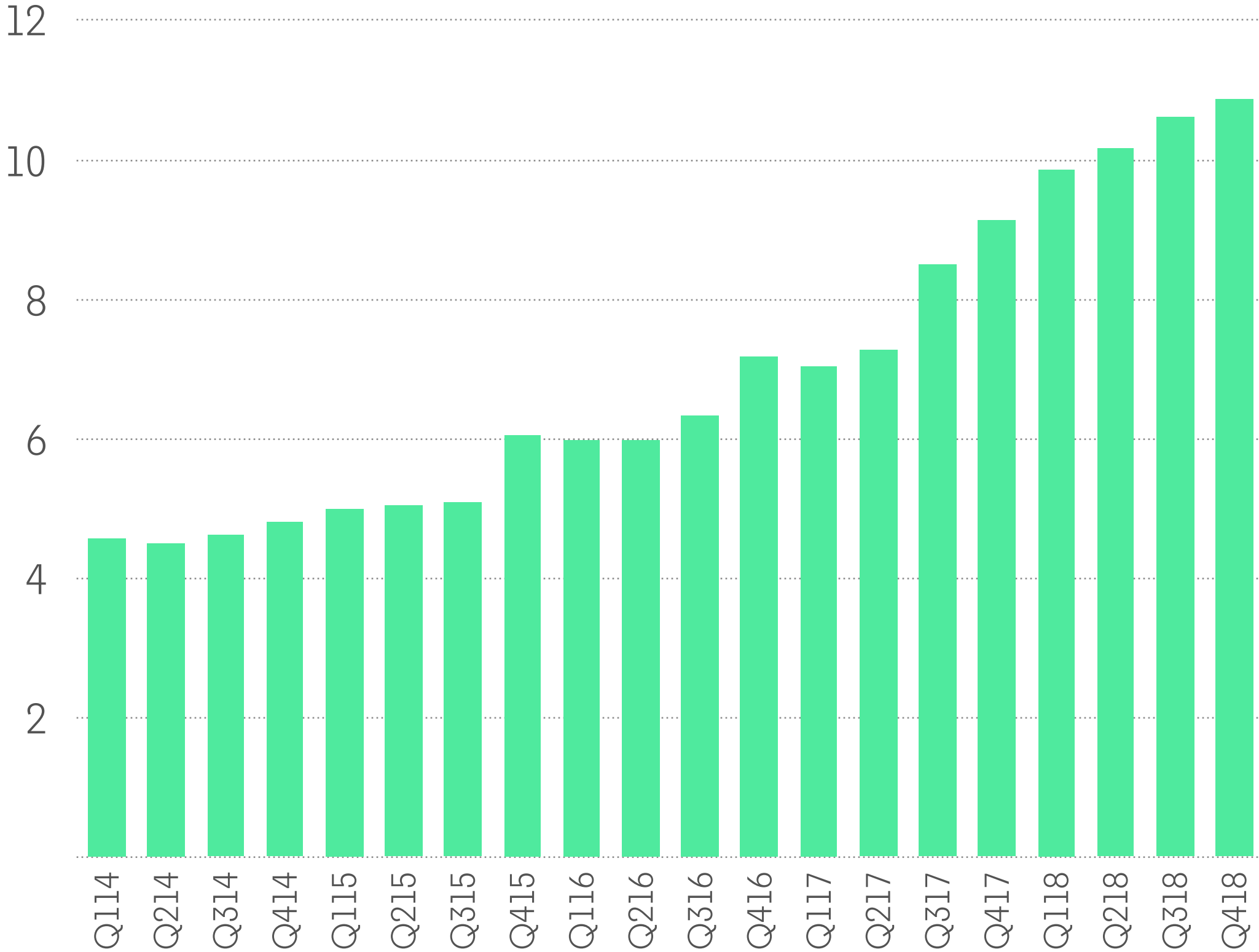
SVOD - Apple's additional pillar to their ecosystem where the focus is on services



Annual Revenues (US\$B) by Category

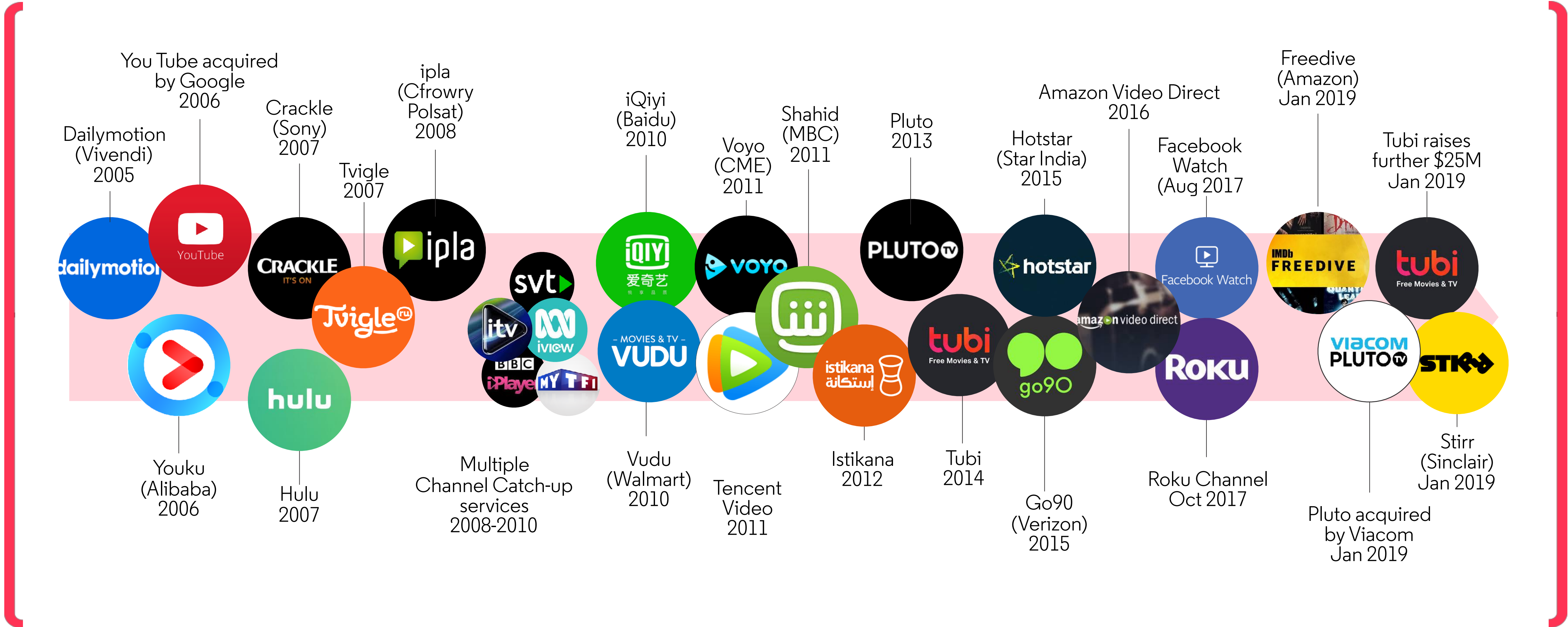


Quarterly Services Revenues (US\$B)

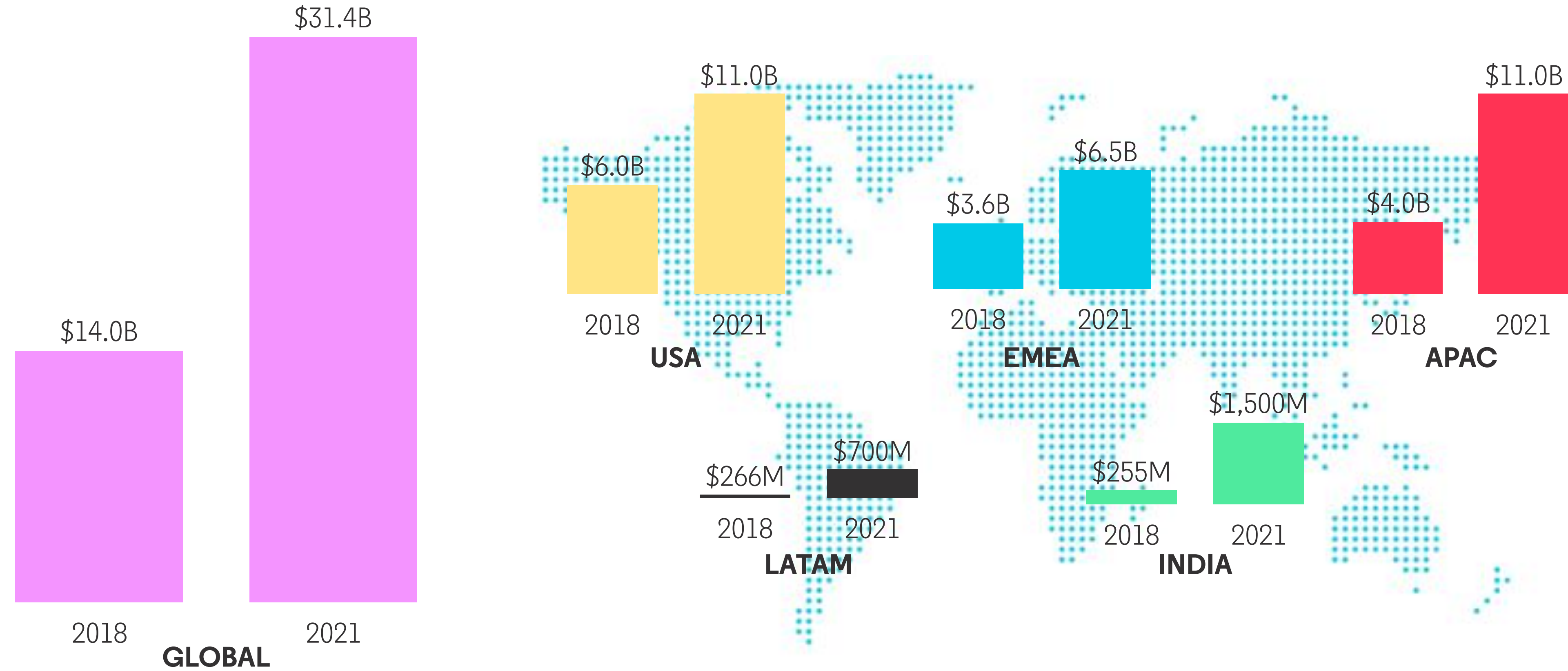


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AVOD - Ecosystem Changing



AVOD Market Growth Projections

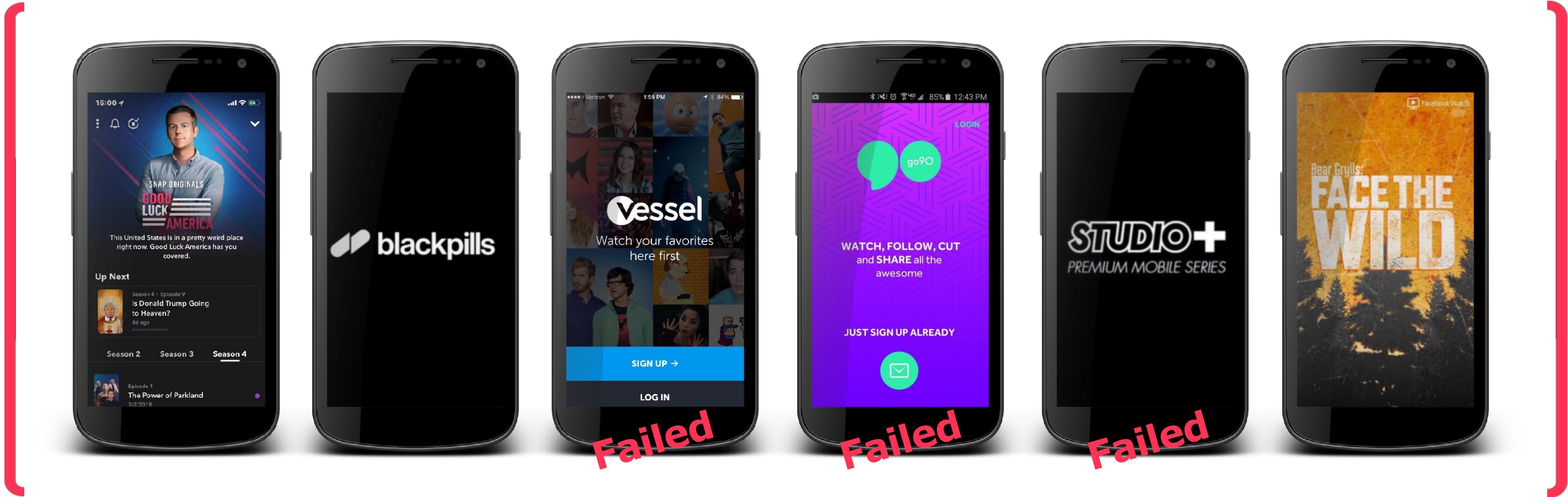


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Short Form - market being driven by social media

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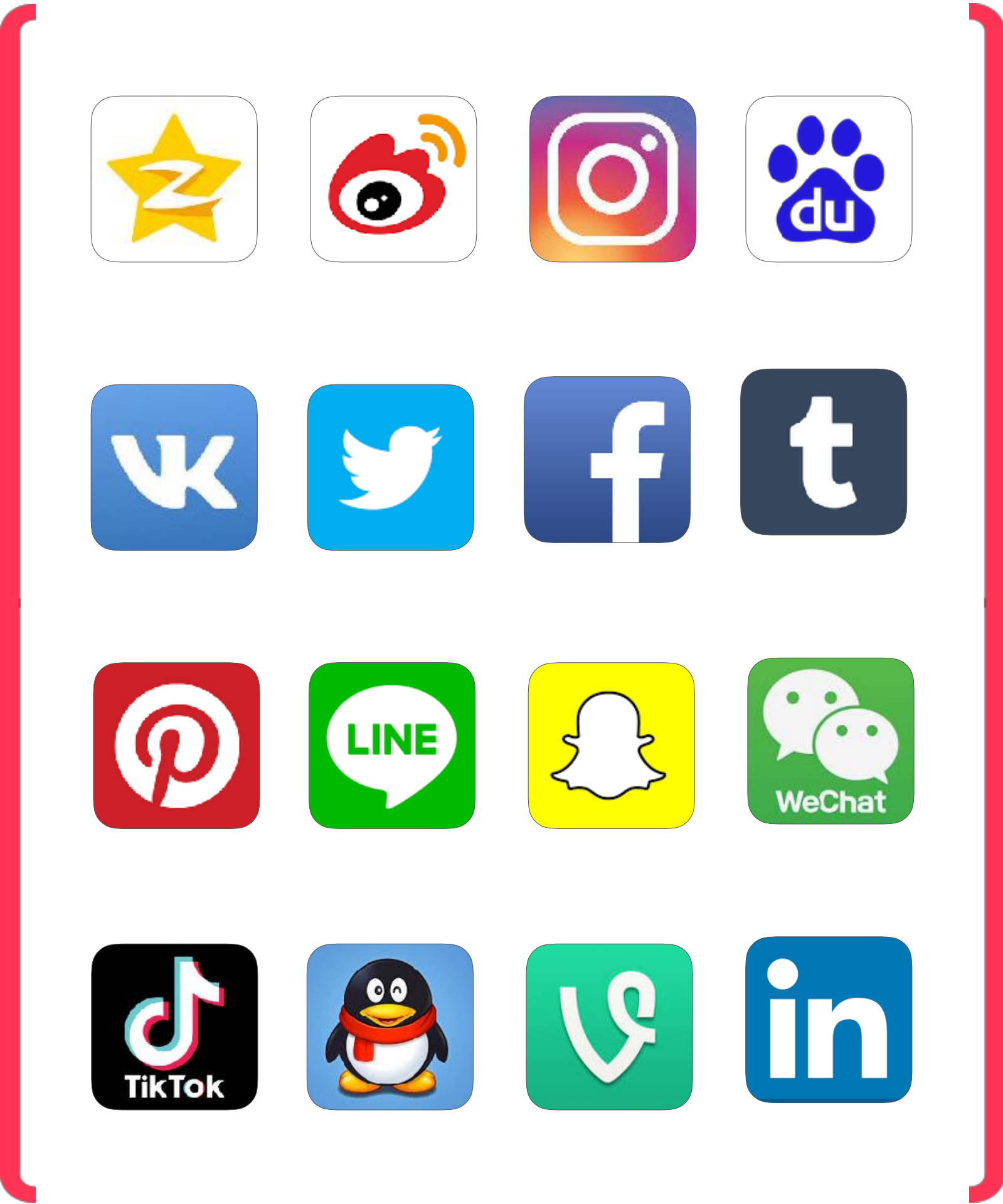
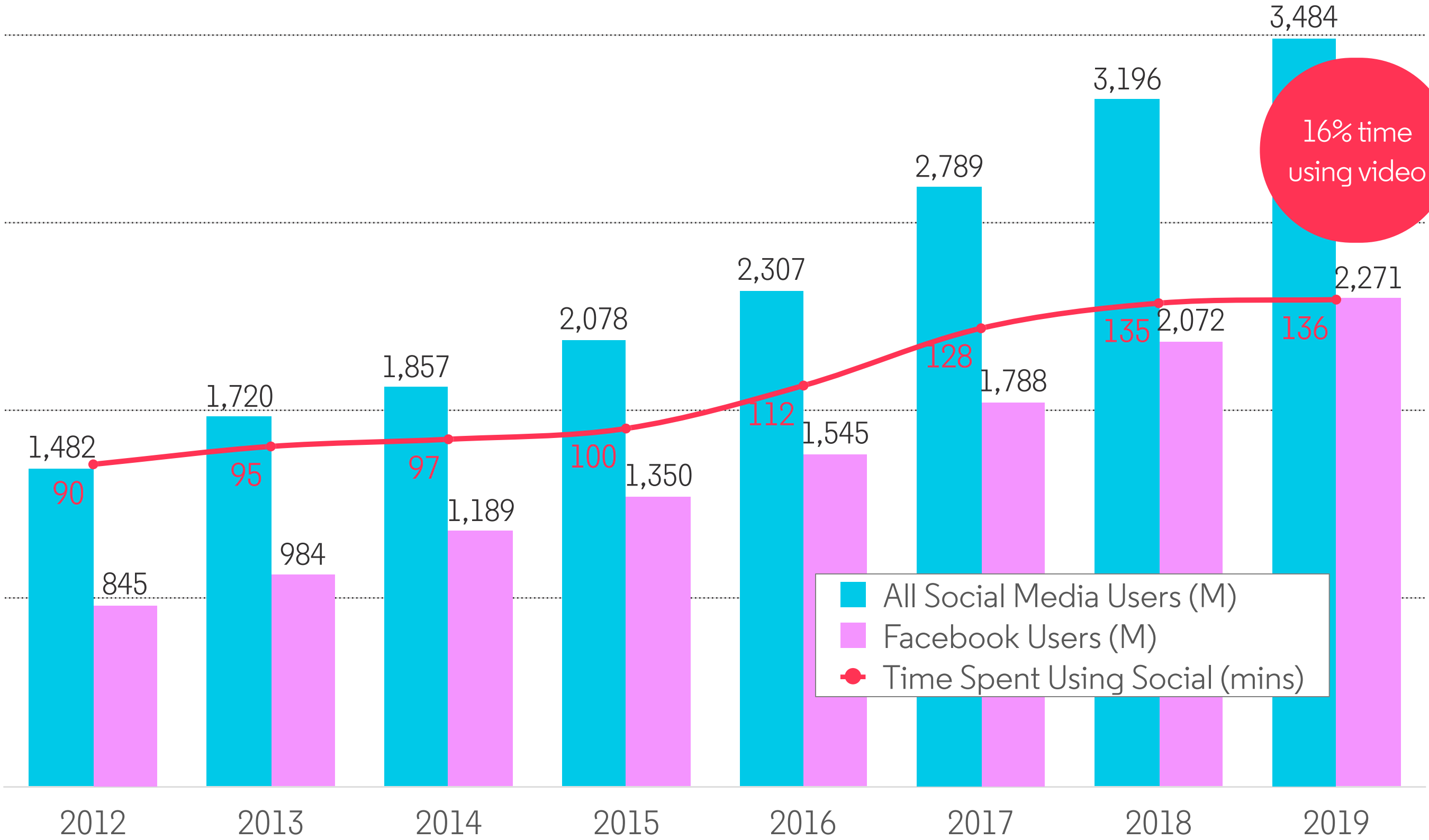
The market has had mixed fortunes with high profile failures, but brands are heavily involved and commissions increasing
Increasingly competitive App and Social Media ecosystem fighting for audiences and usage - with massive value with video



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Short Form - market being driven by social media

Global Social Media User and Usage Growth



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Short Form - There's a new player in town

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Jeffrey Katzenberg's plan is to create premium short-form content for mobile phones with top talent, "to rival HBO and Netflix"

He's raised \$1B to build a global video platform for short and mid-form content in 2017, named Quibi (short for Quick Bites)

Investors include an unrivalled list of major media players, with the 10 companies investing about \$25 million each

Expected to spend almost \$500 million dollars on programming for the service prior to their launch in 2020

Quibi Investors

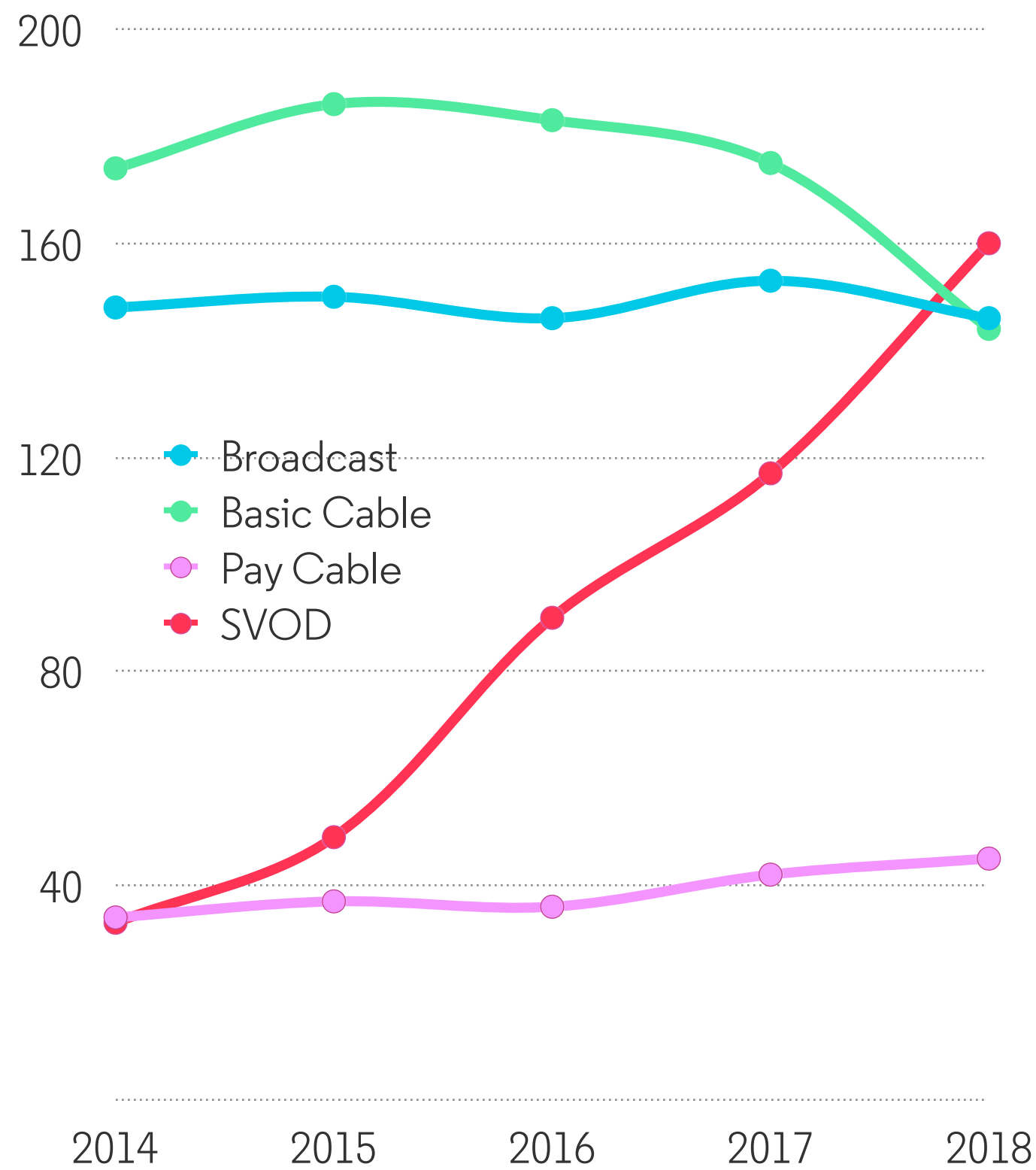
Disney	WarnerMedia	Alibaba Group
21st Century Fox	Lionsgate	Madrone Capital Part.
NBCUniversal	MGM	Goldman Sachs
Sony Pictures Ent.	ITV	JPMorgan Chase & Co.
Viacom	Entertainment One	Liberty Global



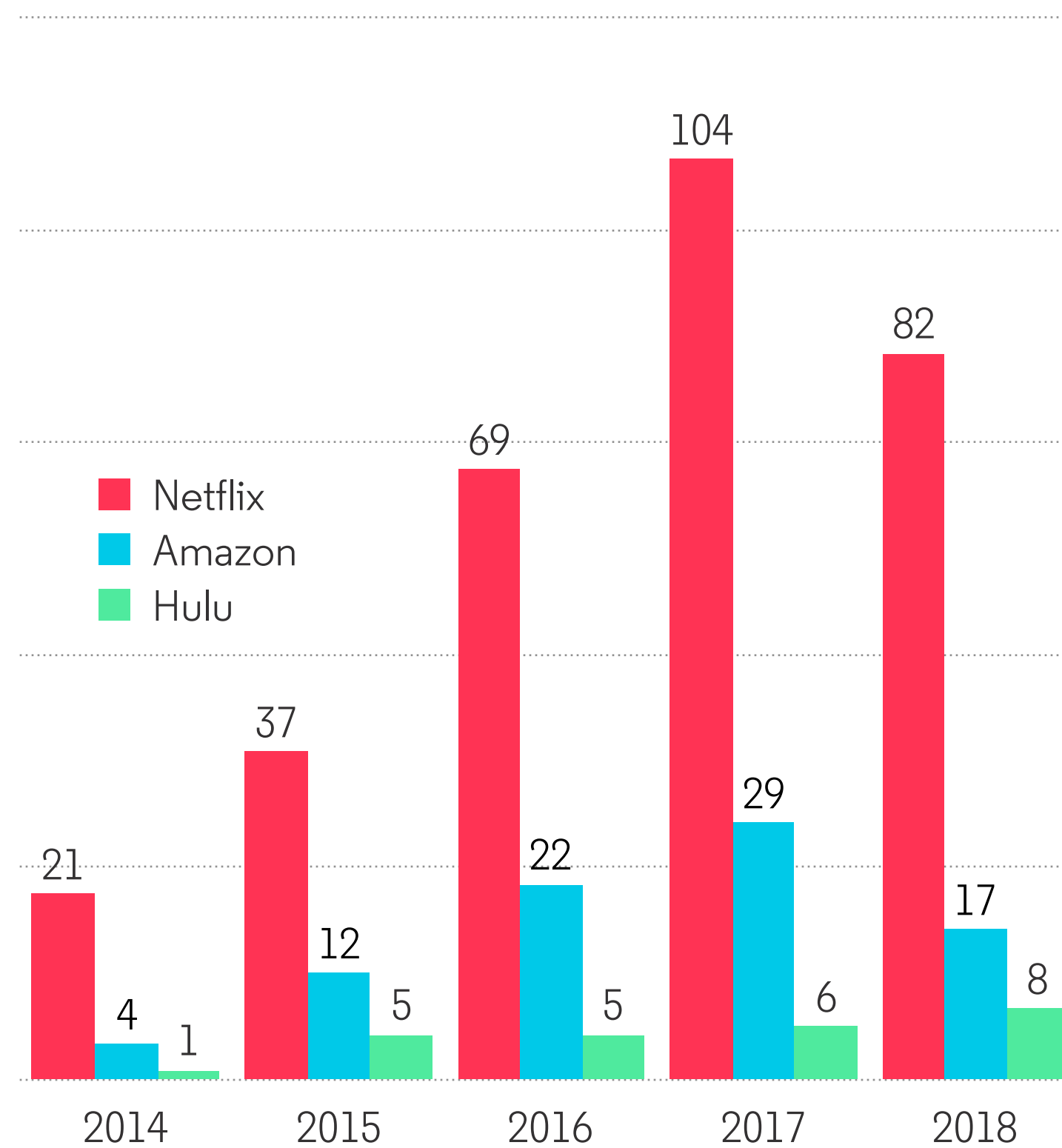
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Content Market - Production volumes keep rising

US Original Series Volumes



SVOD Scripted Originals Volumes



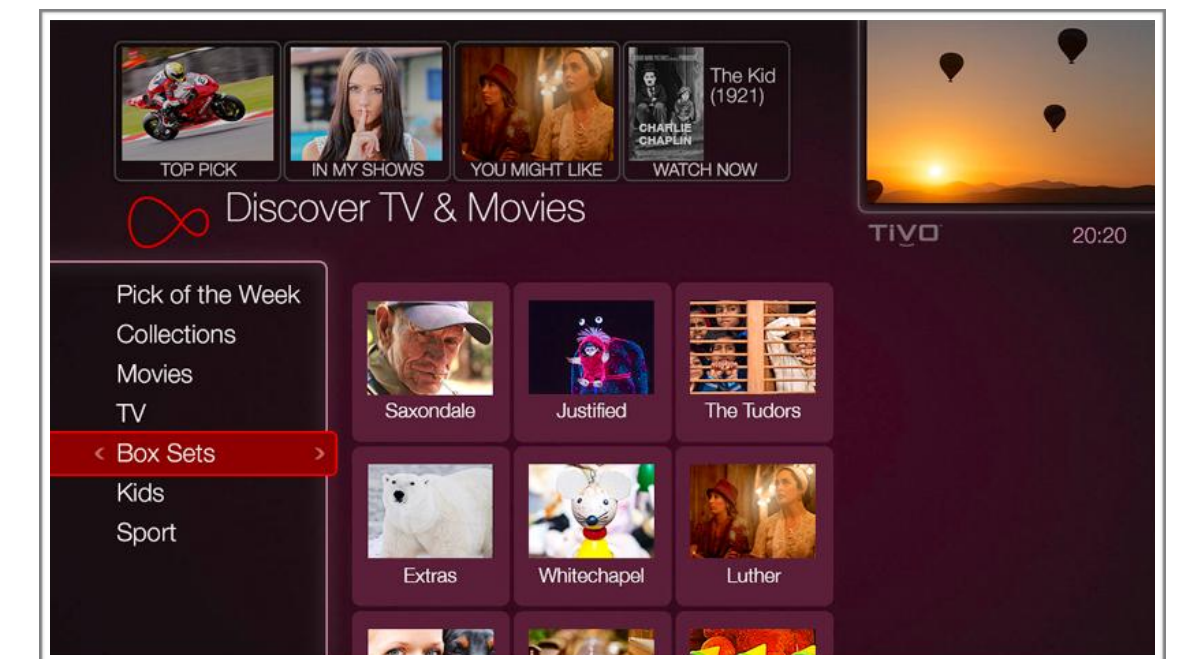
Selected Pay TV Initiatives with Originals

	50+ scripted projects 15-20 series p.a
	50 in 2018 (20 returning) \$800m p.a. on originals
	14 originals in 2019 Budgeting \$100m p.a.

Content Market - New Players in Premium Drama Production - The Rook

Liberty joined the project early and investment gets them rights in key markets and a share of any back-end

Show	The Rook
Production Cos	Character 7, Carpool Entertainment, Lionsgate
Commissioned	Starz & Liberty Global
Description	Psychological Drama from “Twilight” author Stephenie Meyer
Distributor	Lionsgate will distribute the series worldwide
Budget (p/hr)	Approximately \$5M per hour
Rights	2019 premiere on STARZ in the U.S. in 2019, simultaneously Liberty will offer the series exclusively on demand across its footprint in Europe, LatAm and the Caribbean



Content Market - Production projects with new relationships and structures



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Distributors still finding homes for New Season TV shows

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2016/17 New Season US TV Shows			
24: Legacy	Exorcist, The	Lethal Weapon	Shut Eye
A.P.B.	Falling Water	Loaded	Sinner, The
American Gods	Famous in Love	MacGyver	Six
American Housewife	Feud: Bette & Joan	Making History	Snatch
Atlanta	Freakish	Man With A Plan	Snowfall
Berlin Station	Frequency	Marlon	Somewhere Between
Better Things	Get Shorty	Mick, The	Son of Zorn
Beyond	Good Behavior	Midnight, Texas	Son, The
Big Little Lies	Good Fight, The	Nightcap	Speechless
Blacklist: Redemption	Good Place, The	No Tomorrow	Star
Blood Drive	Graves	Nobodies	Star Trek: Discovery
Bold Type, The	Great Indoors, The	Notorious	StartUp
Bull	Great News	People of Earth	Still Star-Crossed
Channel Zero: Candle Cove	Guest Book, The	Pitch	Taboo
Chicago Justice	Handmaid's Tale, The	Pope, The Young	Taken
Claws	Harlots	Powerless	This Is Us
Conviction	High Maintenance	Prison Break: Resurrection	Timeless
Crashing	Hollywood Darlings	Return of the Mac	Training Day
Designated Survivor	I'm Dying Up Here	Riverdale	Trial & Error
Dimension 404	Imaginary Mary	Room 104	Twin Peaks: The Return
Divorce	Imposters	Salvation	Westworld
Doubt	Insecure	Search Party	When We Rise
Downward Dog	Kevin Can Wait	Shooter	
Emerald City	Legion	Shots Fired	

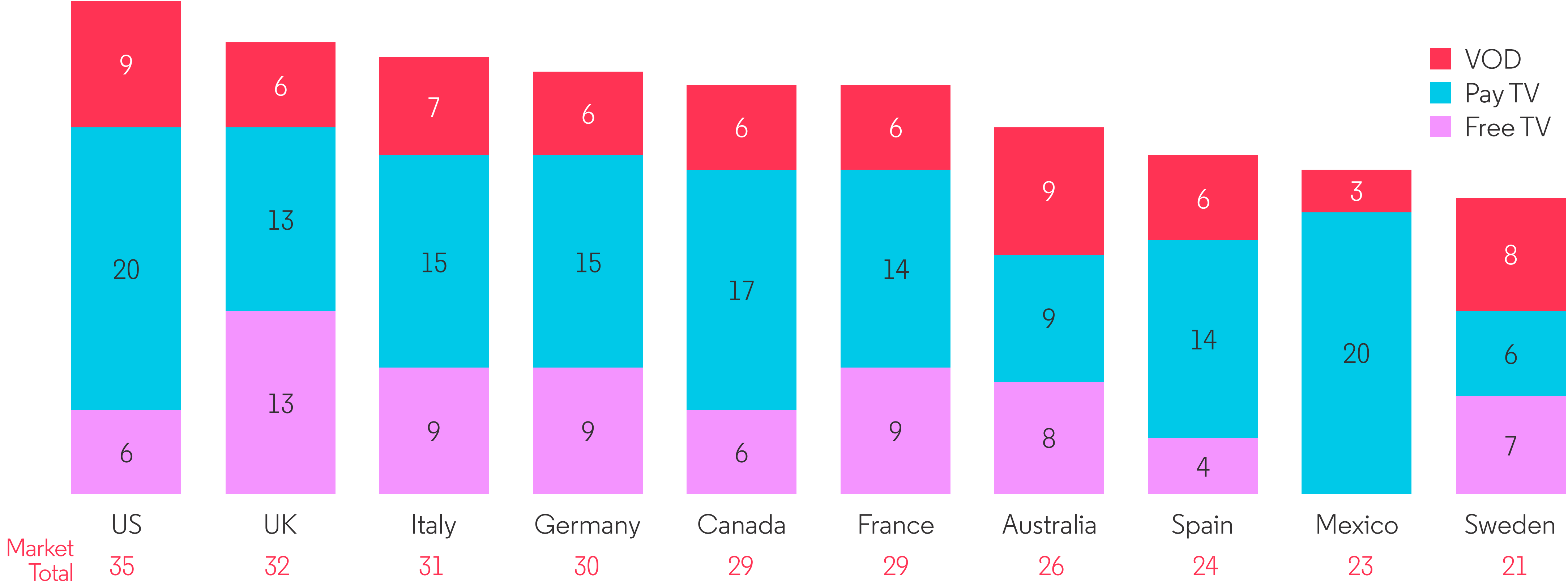
162

Services buying shows in 9 key markets

46%

Acquisitions by Pay TV

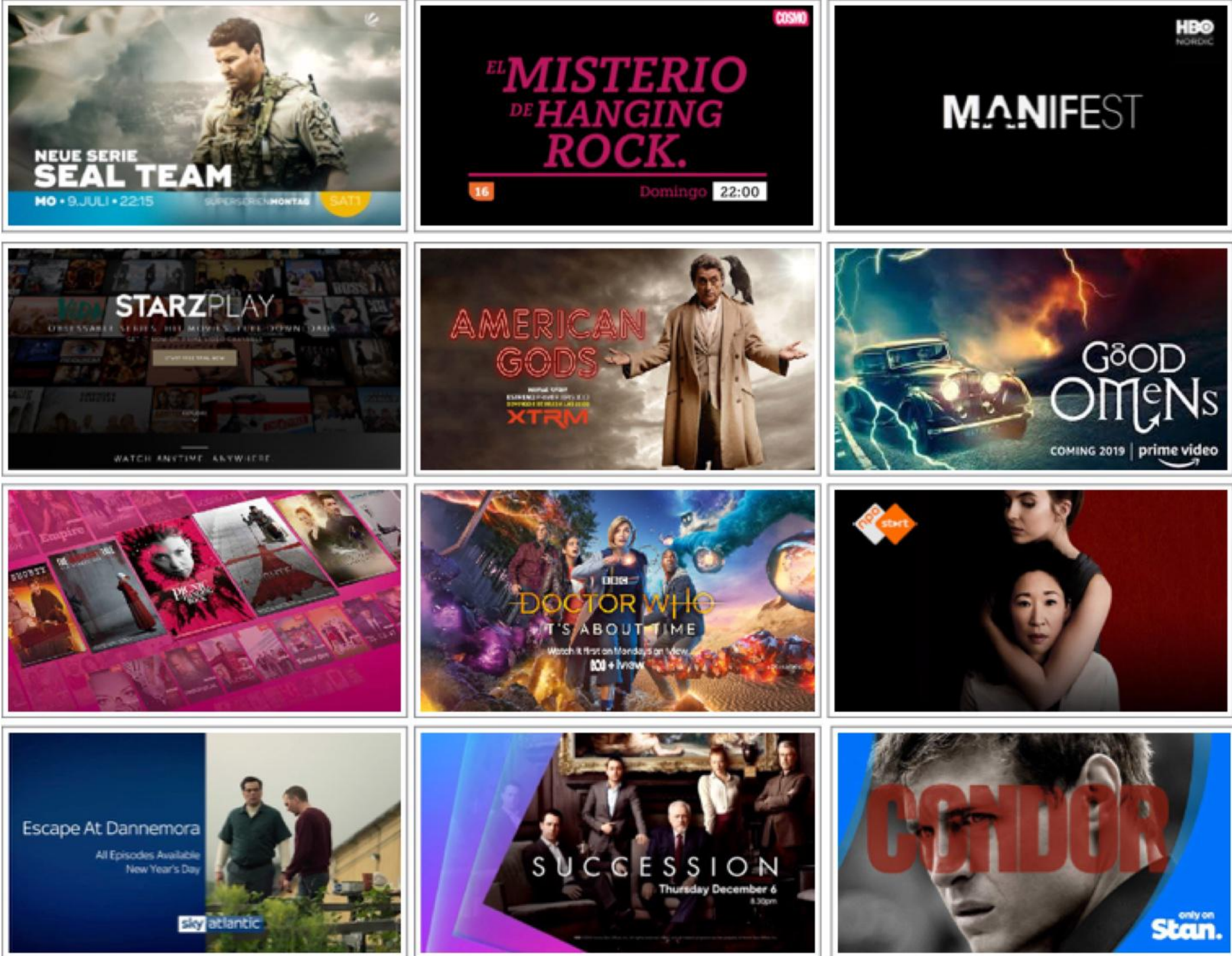
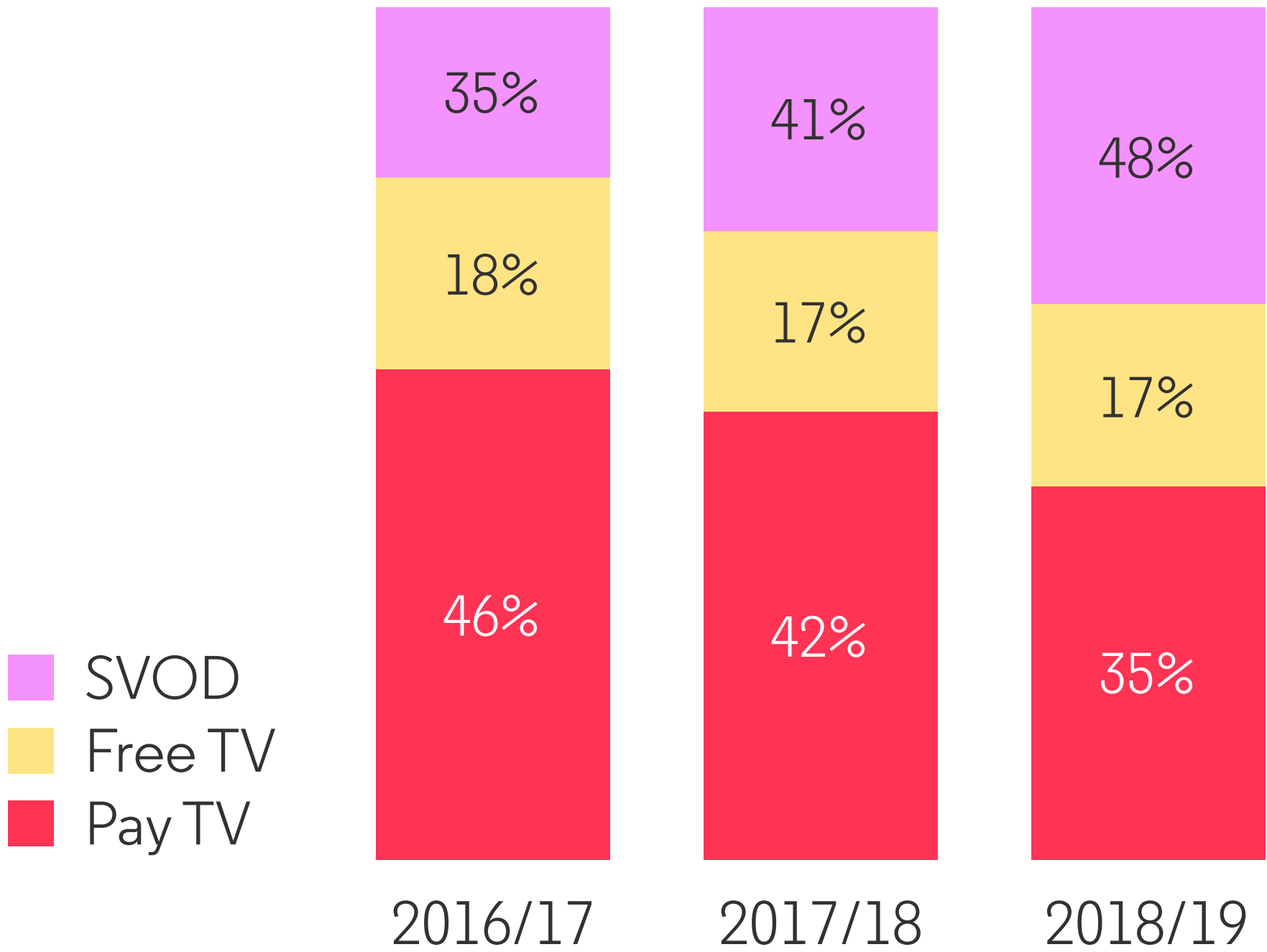
Number of Individual Services Licensing Shows by Market



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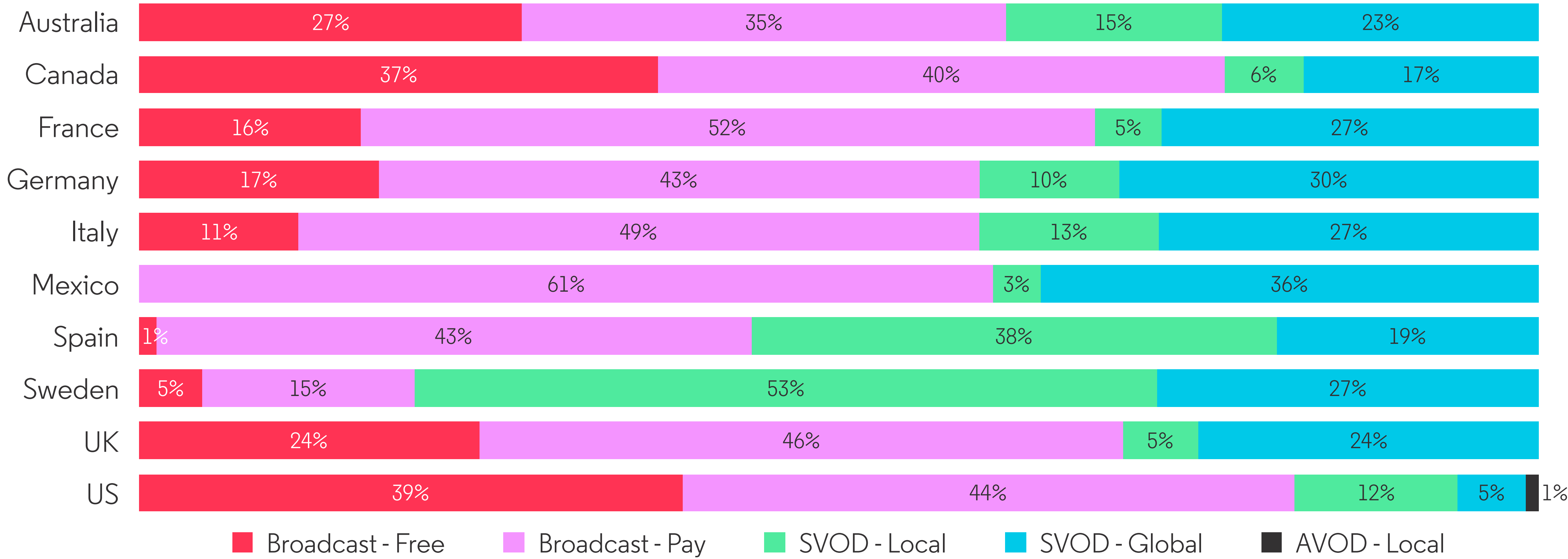
Mixed economy for programmes

Global (ex-US) First Exhibition of Shows by Type



Increasingly varied market for international TV sales

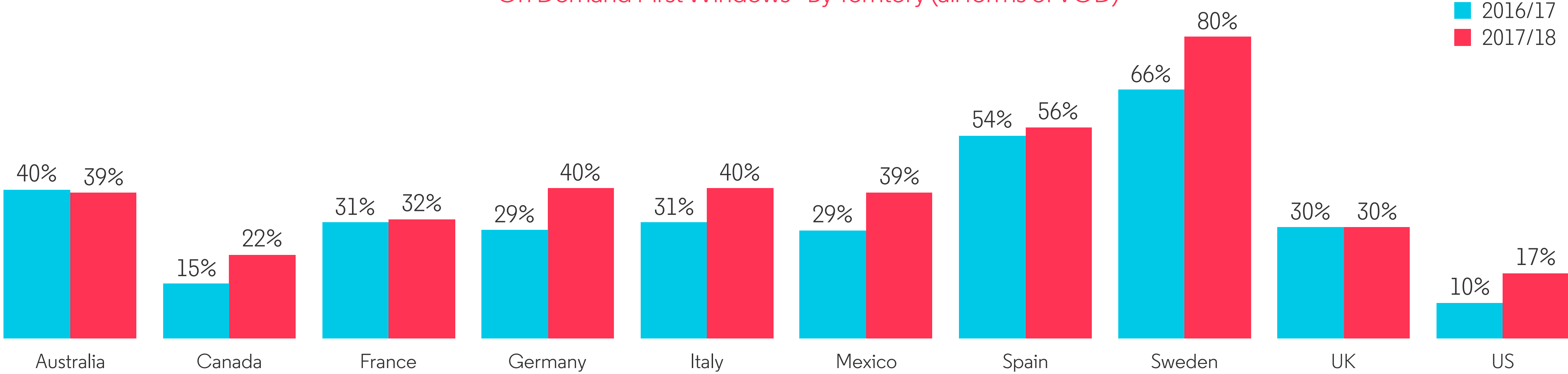
1st Window Distribution by Service Type - 2017/18 New TV Season Shows



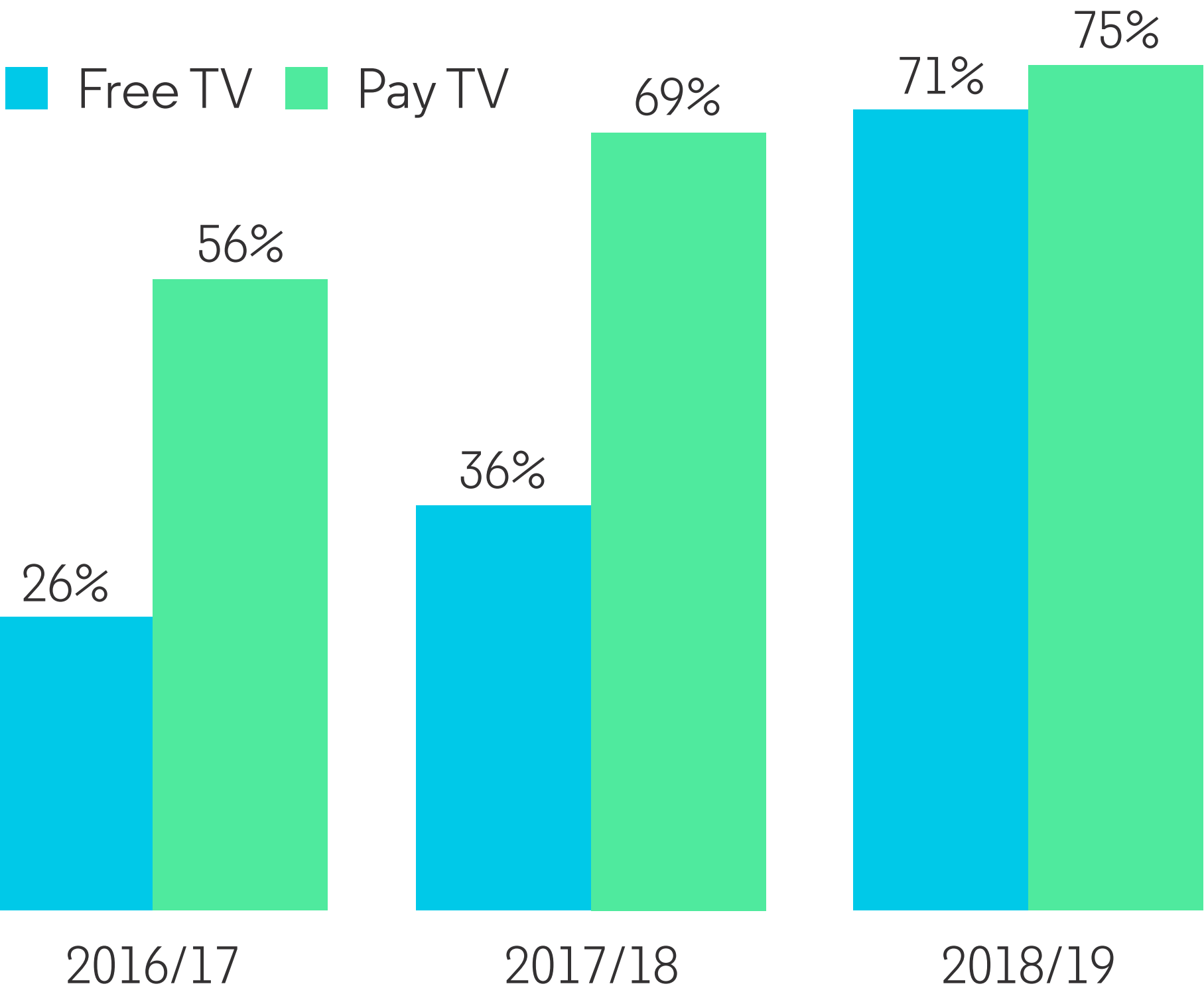
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On Demand services increasingly the destination

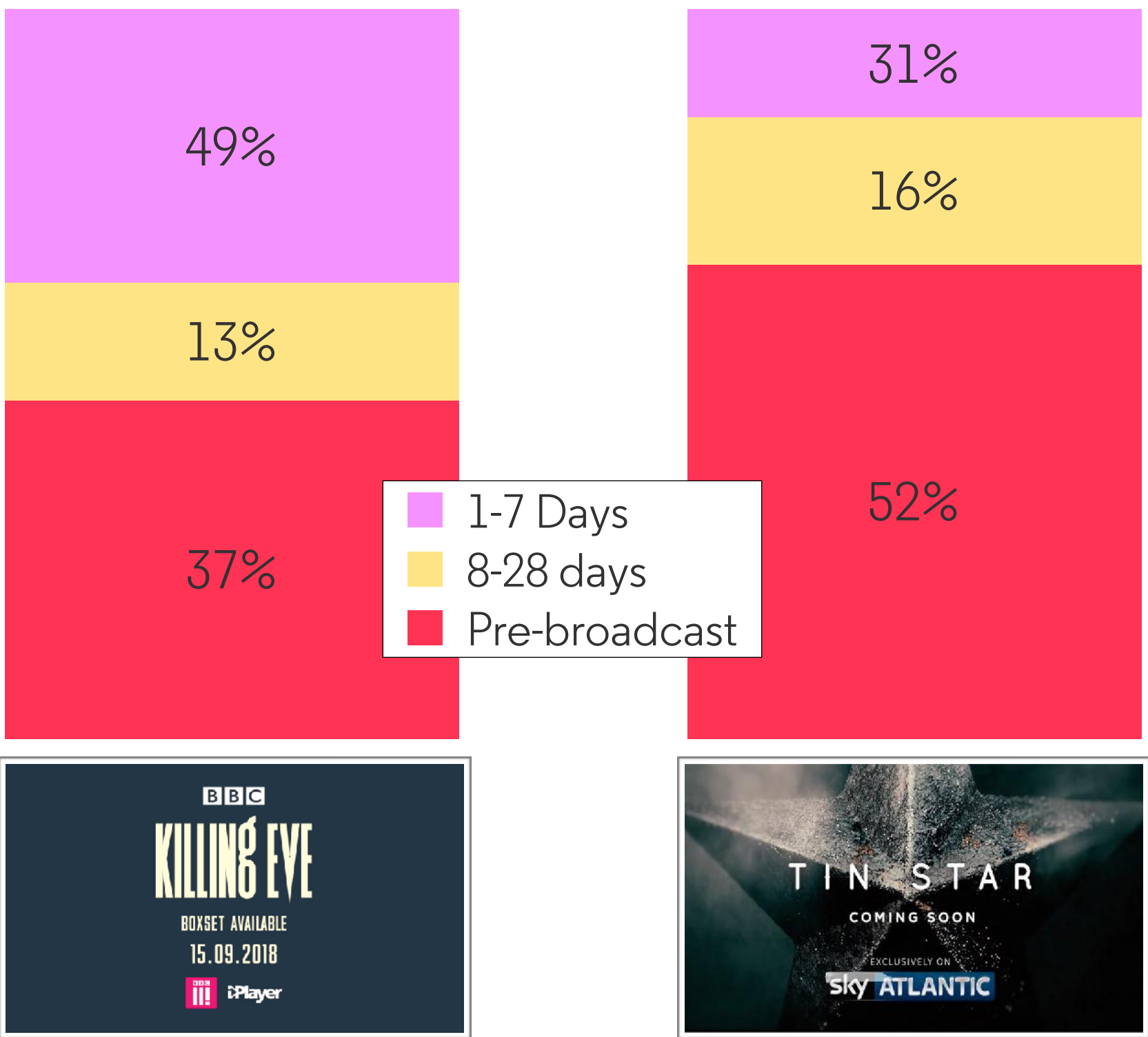
On Demand First Windows - By Territory (all forms of VOD)



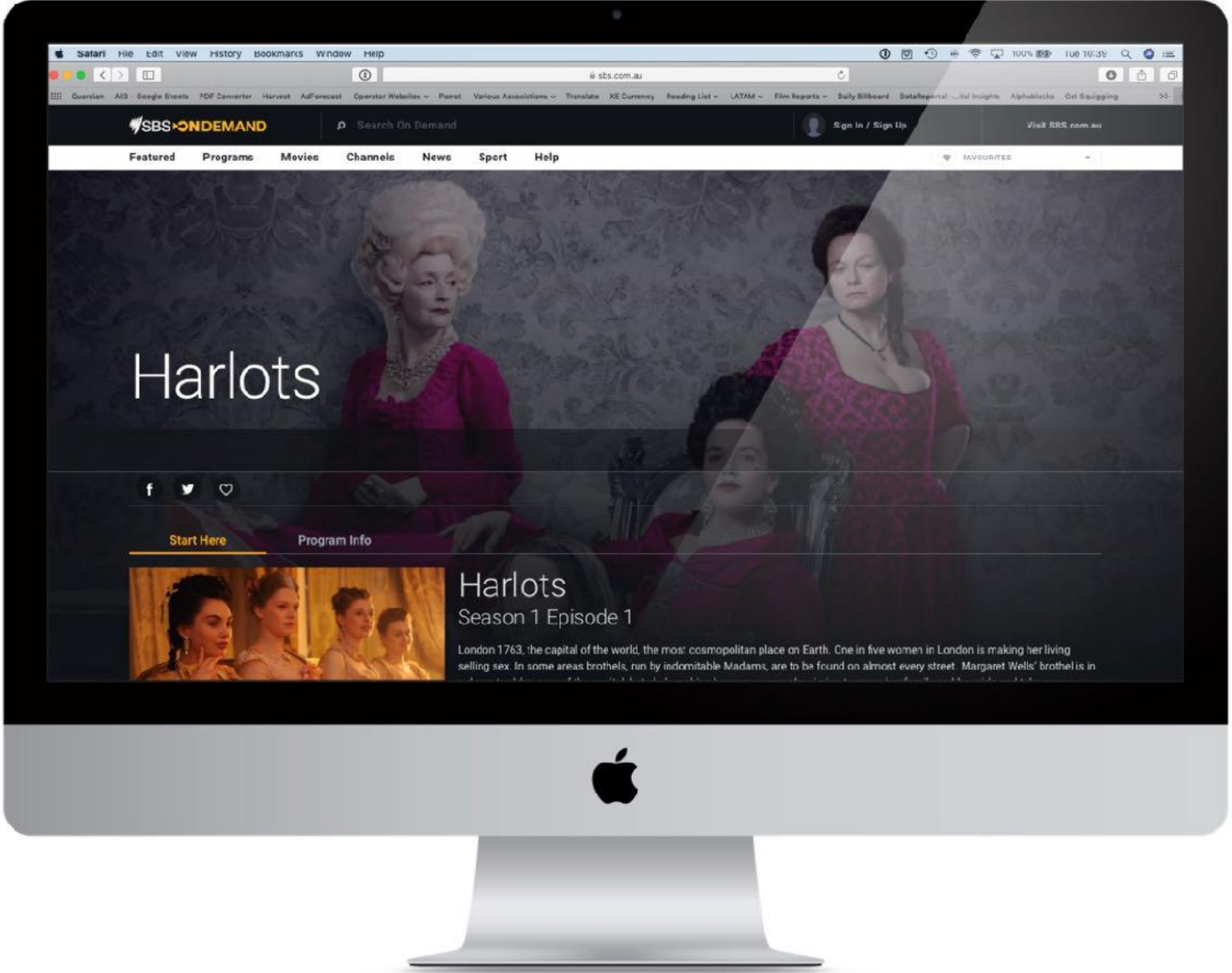
% Acquired Shows with Enhanced Catch-up (ex-US)



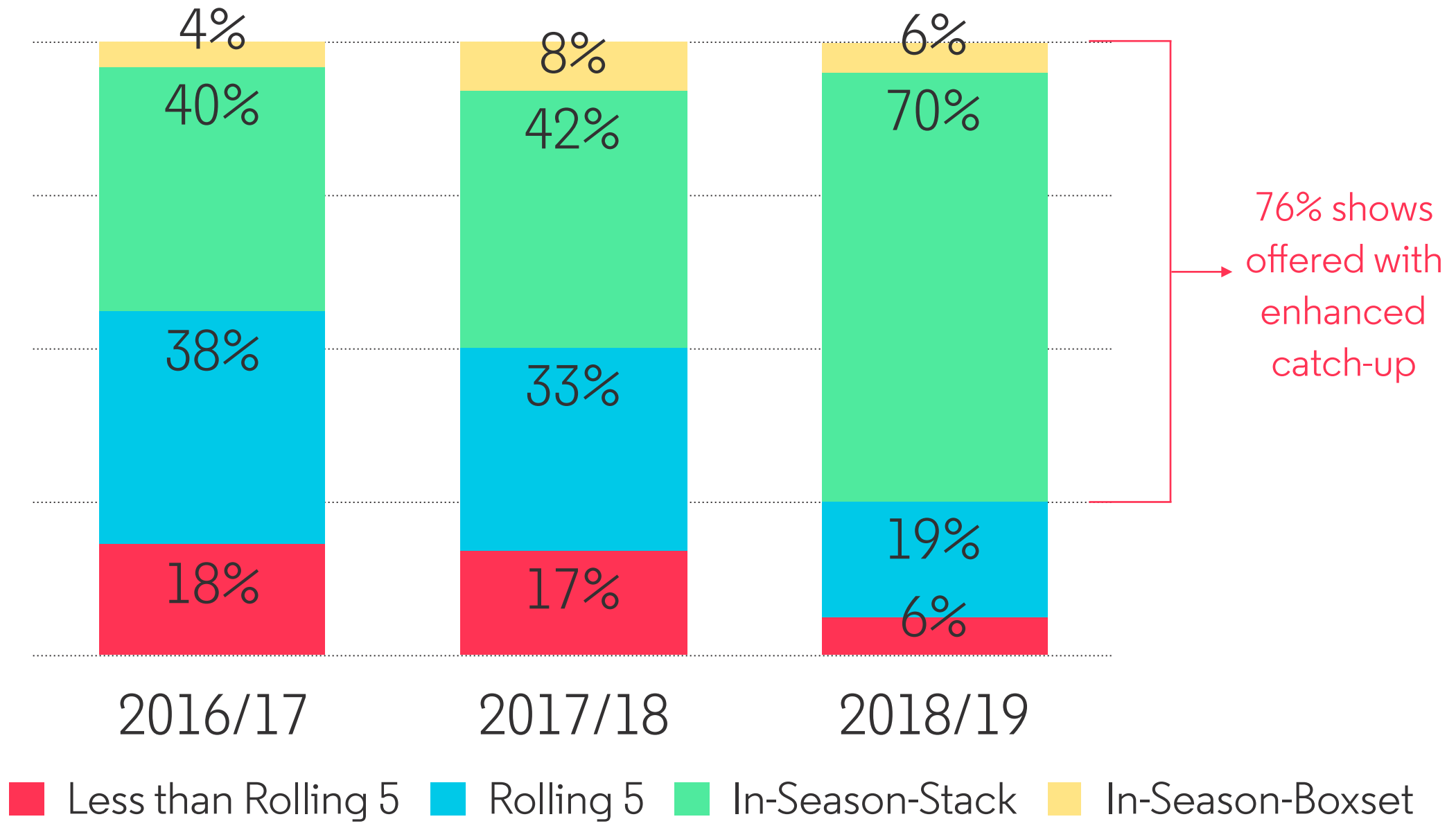
% Audience for first four episodes of Box-Set Shows



Innovation with schedules increasing - with the number of series offered with enhanced catch-up growing



Global Free TV Broadcast Channel Exhibition (inc-US)





Hard Sun
Seven Network / 7Plus (Australia)
Boxset & Linear premiere - Feb 2018



The Son
SBS / SBS On Demand (Australia)
Boxset & Linear premiere - Aug 2018



The Gifted
City TV (Canada)
Boxset & Linear 2nd window - Oct 2018



Deutschland 86
Channel Four / All4 (UK)
Boxset & Linear premiere - March 2019



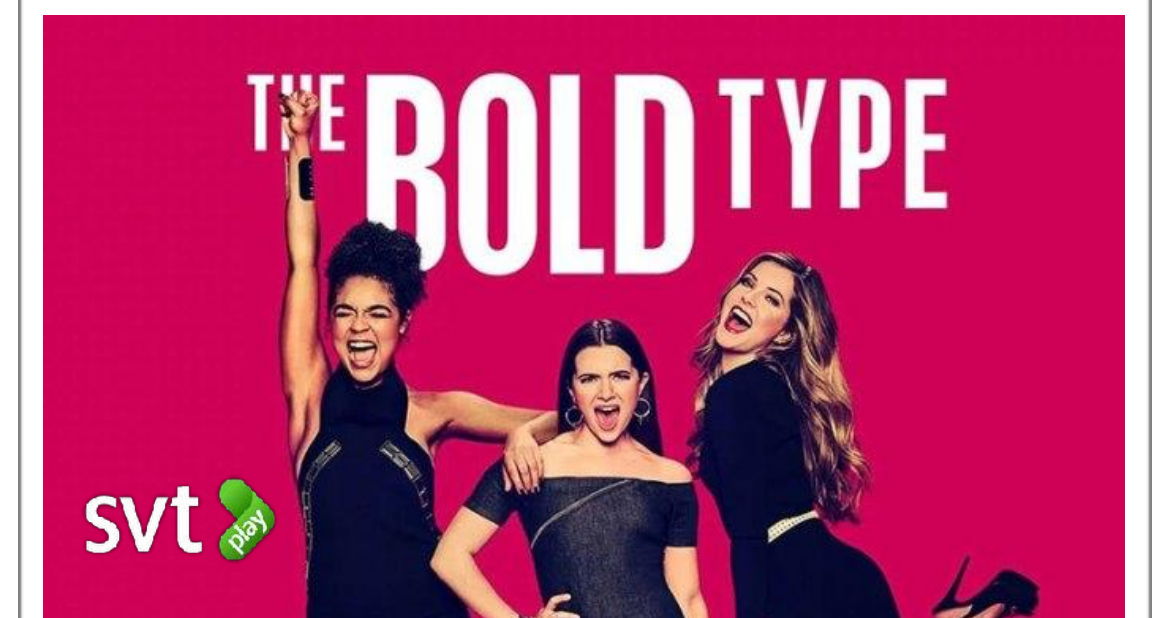
Let's Get Physical
E4 / All4 (UK)
Boxset & Linear premiere - May 2018



Killing Eve
ABC iView (Australia)
Boxset premiere - Jun 2018



Mayans M.C.
BBC Two / iPlayer
Boxset & Linear premiere - Feb 2019

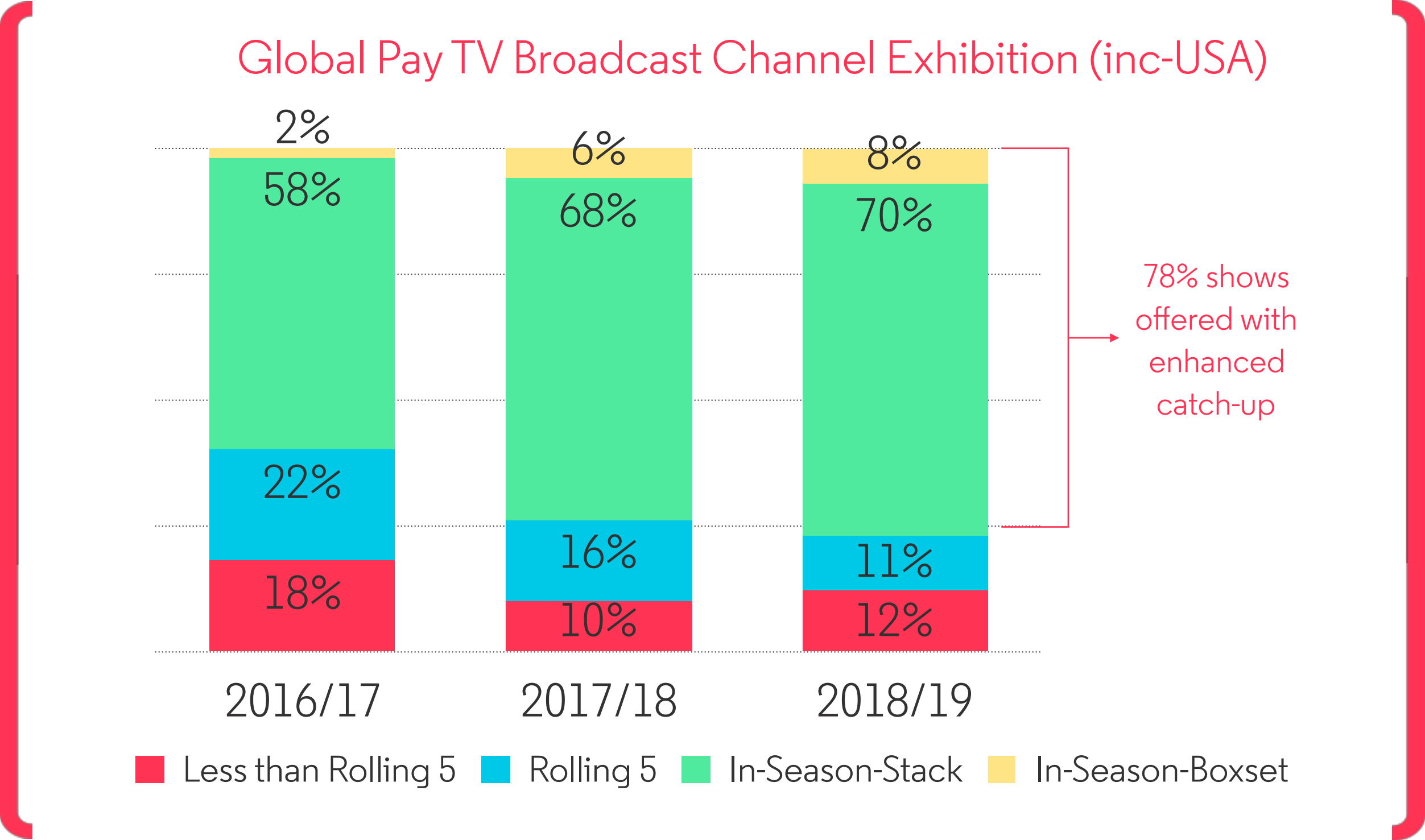


The Bold Type
SVT Play (Sweden)
Boxset premiere - Mar 2018

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Pay TV Scheduling

Pay TV were even quicker to enhance their linear channel offer than Free TV



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Pay TV Box-sets

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Escape at Dannemora

Sky Atlantic (UK)

Boxset & Linear premiere - Jan 2019



Succession

Fox Showcase (Australia)

Boxset & Linear premiere - Dec 2018



Mayans M.C.

Fox (Italy)

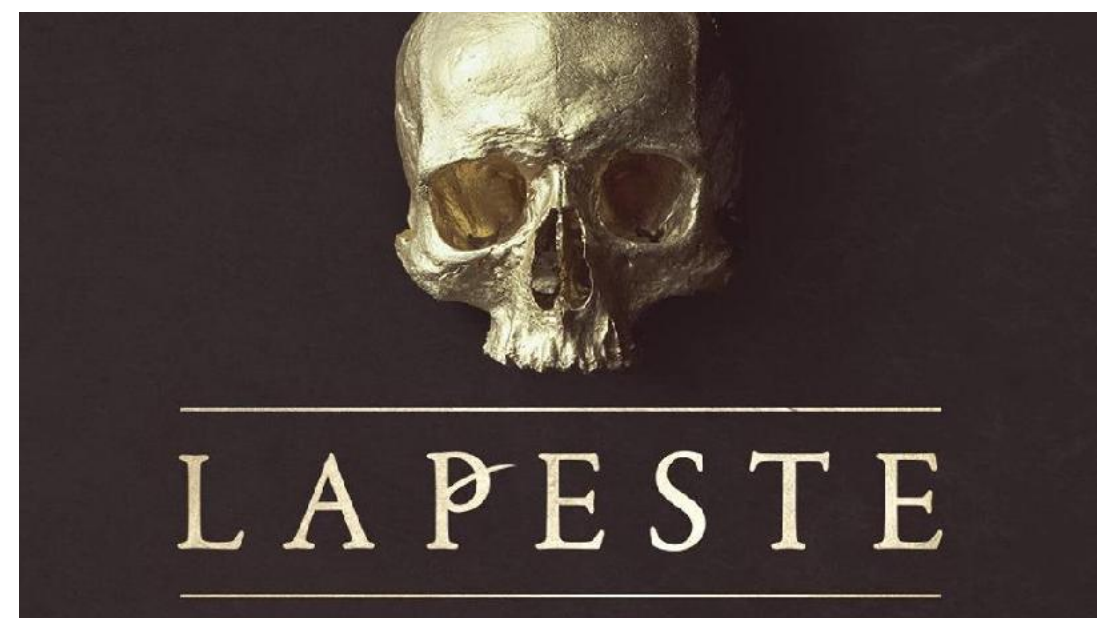
Boxset & Linear premiere - Dec 2018



Britannia

Fox Premium (Mexico)

Boxset & Linear premiere - May 2018



La Peste

Movistar Series (Spain)

Boxset & Linear premiere - Jan 2018



The Bisexual

Canal+ Series (France)

Boxset & Linear premiere - Dec 2018



Kidding

Sky Atlantic (Germany)

Boxset & Linear premiere - Dec 2018



Sweetbitter

C More Series (Nordics)

Boxset & Linear premiere - June 2018

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Killing Eve

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UK

BBC - Free TV
Boxset & Linear premiere



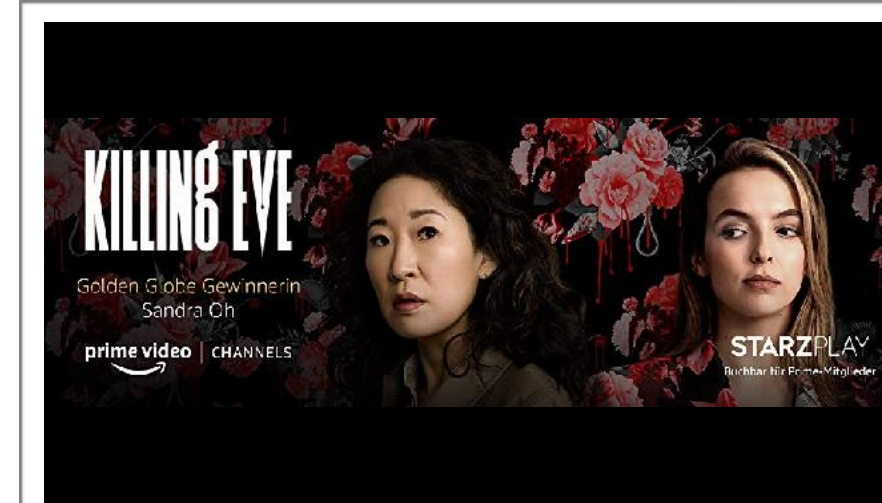
Scandinavia

HBO Nordics - SVOD
Weekly SVOD stack



Spain

HBO Espana - SVOD
Weekly SVOD stack



Germany

Starz - SVOD
SVOD Box-Set



Italy

TIMVision - Telco SVOD
Weekly SVOD stack



Australia

ABC iView - Free TV VOD
Boxset premiere



Mexico

Paramount - Pay TV
Linear with no catch-up



Canada

Bravo - Pay TV
Linear with in-season stacking



Netherlands

NPO - Free TV
Boxset premiere



USA

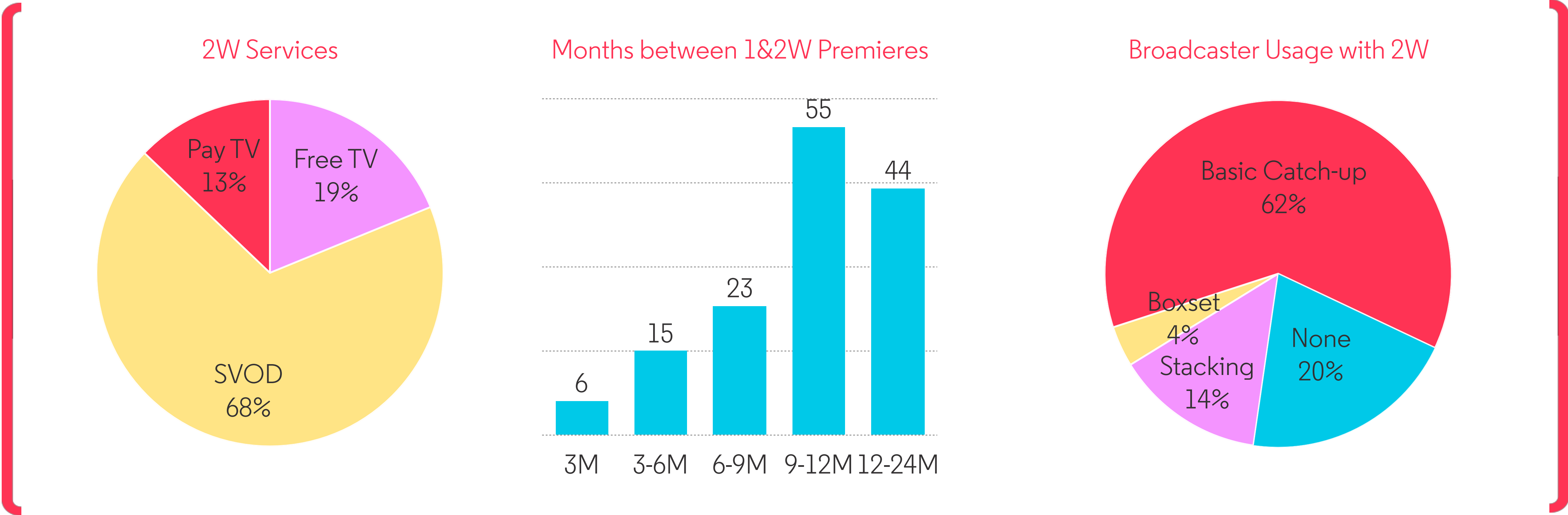
BBC America - Pay TV
Linear with in-season stacking



Satisfying the binge is important to all services now
Content first... and first as a boxset

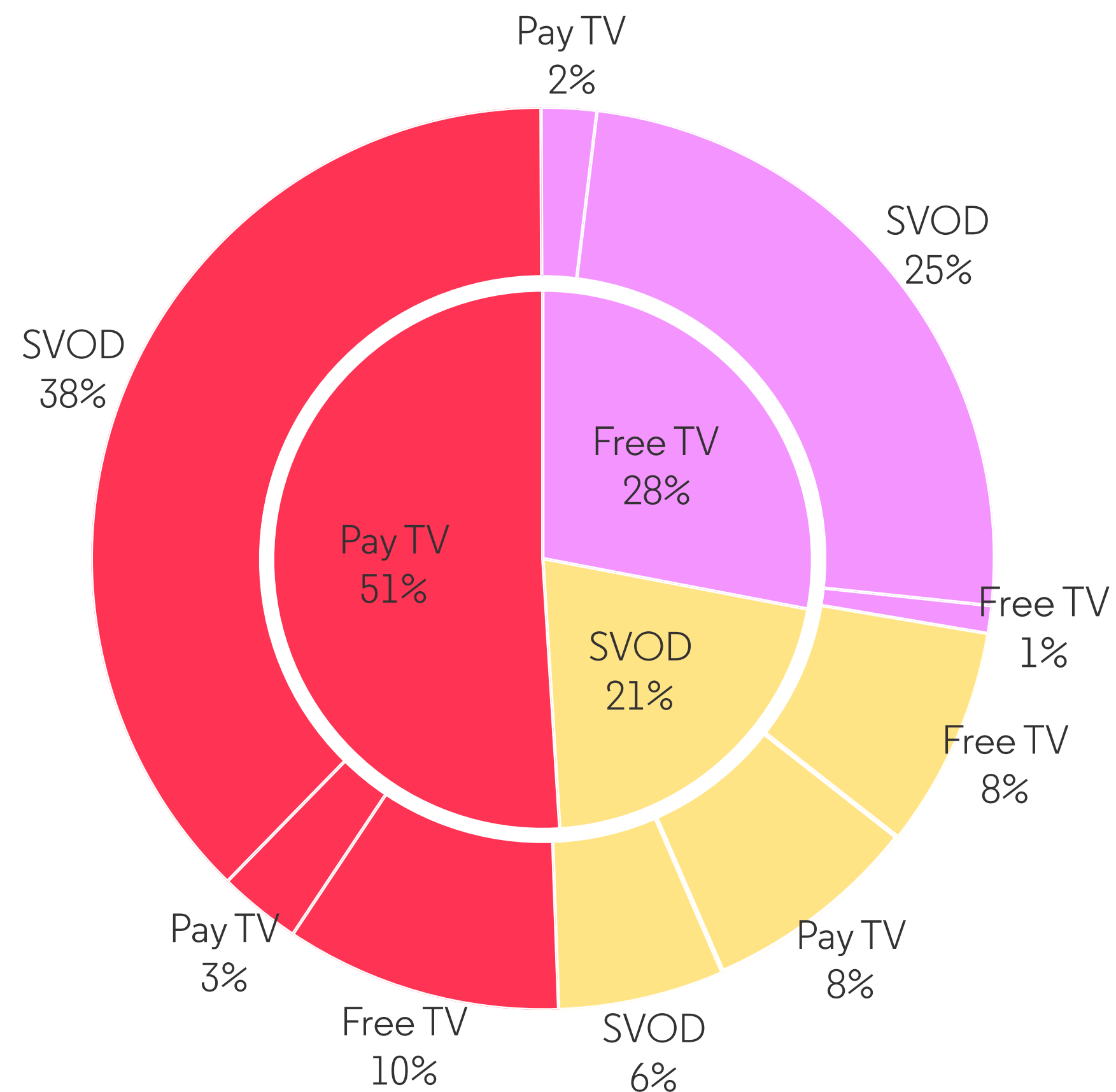
Dynamics with windowing have fundamentally changed
Usage methods as well as service segments matter now

SVOD dominates second windows in usage terms with post-SVOD broadcast second windows increasing tentatively, but with an increasing volume of post-SVOD shows available the market is experimenting more



Second windows are a key area of development - with significant experimentation

Service Type for TV Series with 1&2 Windows
(Inner ring represents 1W, outer ring 2W)



Selected Shows with 2nd Windows in UK

	First Window	Second Window
Six	5Spike	History UK
StartUp	Amazon Prime	Virgin Media Ultra HD
Taken	BBC One	5USA
Requiem	BBC One	Netflix
Handmaid's Tale, The	Channel 4 / E4	Sky Box Sets
This Is Us	Channel 4 / E4	Amazon Prime
Timeless	ITV	Netflix
Lethal Weapon	ITV	Amazon Prime
Harlots	ITV Encore	StarzPlay
Designated Survivor	ITV	Paramount Network
Good Place, The	Netflix	E4
Riverdale	Netflix	5Star
Sinner, The	Netflix	BBC Four
Tin Star	Sky Atlantic	Channel 4
Marvel's Inhumans	Sky1	Amazon Prime
Exorcist, The	Syfy UK	Amazon Prime
Marvel's Runaways	Syfy UK	Amazon Prime



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End

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