How UKTV grew their audience and revenue

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Turn on the TV in the U.K. and you have a bewildering array of over 300 channels to choose from, many of which are available free-to-air. These include national, regional and local channels, and their +1 and HD variants. An interesting difference between the U.K. and the U.S. market is the large proportion of TV that is available without the need for any cable subscription, which has helped drive innovation in the pay TV market as providers such as Sky and BT have had to develop products that are worth the money.

BACKGROUND

UKTV, jointly owned by BBC Worldwide and Scripps Networks, has a uni
market, with channels available from both free and pay TV providers. It r
including favorites Dave, Drama and Gold — half of which are free-to-ai
a subscription. It's this mix of income from advertising and subscriptions
success, fuelling both growth in viewership and a 20% increase in profit

In a clear evolution from its position as a traditional broadcaster, UKTV ha
suite of video on-demand products under the UKTV Play brand, and two
both audience numbers and income are rising at an impressive rate.

In mid-2014, UKTV's VOD apps and services were all brought together u
brand, with the channels presented as a brand "family." This coincided w
the TV's on-screen promotions for the channels, with greater use of cross
ads, again, with a brand family feel. "We were aware that UKTV Play was
relatively unknown network brand, UKTV. The first step was to inform our
were watching a channel from the UKTV family," explains Oliver Davies,
Products at UKTV. "Everyone knows and loves our channel brands, but we
association with the network, and by doing so UKTV Play started to make
consumer." With UKTV Play established as the entry point to multi-chann
to discover content from the other channels, which in turn increased eng
revenue, and awareness of the TV channels.

VERSE CONTENT AND CHA
EWERS TO UKTV PLAY

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The range of programs available is very diverse on UKTV Play. A portion including well-loved entertainment shows like "Top Gear," "QI" and "Moo quality dramas such as "Spooks" and "Silent Witness." A range of U.S. stu on catch-up such as "Suits," "Parks and Recreation" and "The Last Man o most exciting strand of content is the brand-defining UKTV Originals, ava UKTV Play. These include "Hoff the Record" starring David Hasselhoff, an cult "Red Dwarf."

"We currently have about 300 program brands in circulation," says Davi have 1,000 to 1,500 episodes available to our viewers, whose demograp with our broadcast channel viewers."

UKTV Play has achieved a 26% increase in views year-over-year, and is a of 50% by the end of 2016. "We measure our success on a range of metr

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DRIVING GROWTH IN VIEWS AND AD REVENUES: A MULTI-FACETED APPROACH

Providing great programming and a quality user experience is the first step in creating a successful VOD channel. The second step, according to Davies, is providing an ad viewing experience on demand that is consistent with viewers' experiences on broadcast. "We don't offer subscription VOD, so ad revenue is critical. People expect fewer ads online compared to TV, so the opportunity for us to maximize revenue on VOD advertising is limited. We aim for the same experience on demand as on TV: a maximum of three ads per pre-break, and no more than four minutes per mid-break."

UKTV has successfully developed viewer loyalty through consistent viewe
treatment of ad placements across all of its channels, whether VOD or br
of VOD viewers continues to increase, so does ad revenue.

A third element in driving viewership is adding platforms and devices. Re
device type, and devices have different usage patterns based on time ar
However, adding new platforms expands the network's reach. "Each new
unique user base and doesn't cannibalize the installed user base anywhe
Faced with a lack of standardization for viewing on different devices, Dav
focus to a specific list of devices, betting on platforms of the future, and s
tactically important for VOD consumption. PC, iOS, Android and YouView
strategic platforms such as Freeview Play and Amazon Fire TV have follo
"Choosing whether to develop for a platform is complicated. What about
TVs or aggregation services for example? We follow consumer and indus
carefully and try to figure out what will grow in dominance before comm

KEEPING AHEAD OF THE CURVE WITH TIME VALUED PARTNER

UKTV has been partnering with Brightcove for more than 10 years. What
videos on UKTV's channel websites has grown into a key, strategic partne
12-person team, enabling them to develop products and services across
"Without Brightcove, I'd need quite a few more developers to sort out all

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example, UKTV uses a Freewheel plug-in to facilitate
without Brightcove, Davies notes that this functionality would have to be custom built and, crucially, maintained.

Davies relies on Brightcove so the team does not have to develop or manage all the pieces of the jigsaw puzzle themselves. "Brightcove services have grown, bringing new functionality online such as Brightcove Once for server-side ad insertion, new DRM, stronger encryption, cloud encoding, dynamic ingest, and enhanced admin console capabilities. Brightcove makes VOD as easy and convenient as possible and takes care of lots of the complicated bits of the chain so we can concentrate on making beautiful products. Without Brightcove, the world would be a more difficult, technically challenging place for us. Video is a fast moving market, and Brightcove helps us to keep up with the changes."

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