



## Maximizing Revenue From Existing Video Content: Video Convergence Forum addresses need for standard profile definitions

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Professional media content will reach far broader markets, and open up whole new revenue streams, thanks to the Video Convergence Forum's (VCF's) program to develop standard profile definitions for online video – announced this week at NetEvents APAC Press Summit, Singapore. This program is the latest in a range of activities being undertaken by the VCF to meet the enormous opportunities – and challenges – presented by online video profile proliferation.

"We are seeing simultaneous and rapid growth in at least three aspects of the online video market: types of user device, network delivery infrastructure characteristics and localization" explains Daniel Bar-Lev, the Forum's CEO. "This forces media content owners to prepare the same content in hundreds, even thousands of formats to serve all the potential markets. Add up all those transcoding and storage costs, monetization capabilities and service assurance demands – these are critical issues for content owners and their delivery partners as they attempt to squeeze maximum value from their huge content archives, while serving their customers with high quality video."

Online video is exploding, with comScore reporting almost 20 billion views during January this year in China, Japan, Singapore, Malaysia, Hong Kong and Australia. This is matched in the US by 30 billion videos viewed online in March. In the UK alone, viewing of online video rose 37% over 12 months to reach 5.5 billion views in February – again according to comScore.

Vidya Nath, Global Industry Manager, Digital Media Group, at Frost & Sullivan adds: "Based on current estimates of online video views in China, we can expect a ten fold increase of viewing figures in this country alone over the next five years. 'Over-the-top' or OTT video as a popular concept has taken firm roots, but it is unclear how it is going to split with the ever growing number of device types and access methods, such as mobile devices and digital signage. Besides this, the regional landscape is strewn with so many cultures and languages that it requires localization of advertising and subtitles; this poses a huge monetization opportunity and an operational challenge to match."

The operational challenge begins with the question of the almost exponential proliferation of video profiles that describe how the video is edited for content, advertisements inserted, subtitles placed, as well as encoding for different target devices and delivery networks implemented.

”The basic question of how much ‘localized’ content should be prepared in advance and stored, and how much content should be prepared ‘just in time’ for video delivery is a complex one,” comments Bruce Devlin, CTO of Amberfin, who is leading the Video Convergence Forum’s technical work on video profile definitions and specifications. ”The better the model for standardized categorization of online video profiles, the more effectively content owners, aggregation companies and other members of the online video ecosystem can match their business rules and workflows, as well as storage and monetization capabilities to the actual market potential they are addressing. In other words, the online video community can use standardization in the area of online video profiles to both control costs, and take advantage of fast appearing user markets.”

The Video Convergence Forum is inviting any member of the online video ecosystem that would like more information on this aspect of the forum’s work and how to participate in this new specification activity to contact the forum – for details visit the VCF web site at <http://www.vcoForum.org/>.