PART I: THE STATE OF THE OTT MARKET

The 2017 OTT Streaming Market Year in Review
Conviva’s Continuous Measurement Annual Census Report

PART II: THE STATE OF OTT STREAMING VIDEO QUALITY OF EXPERIENCE (QoE)

In 2017, Conviva’s global customer base initiated 38.8B plays which drove 12.6B viewing hours across 2.4B devices with as many as 9.76M concurrent streams.

The internet is now driving broadcast TV-scale audiences and viewing time across a wide variety of devices.

AVG COMPLETION RATE
RANKED BY DEVICE

Most plays are on mobile devices:
31% Mobile: Android 18%, iOS 13%
13% Computers: PC 10%, Mac 3%
55% OTT TV Devices: Roku 24%, Game Consoles 14%, Fire TV 9%, Apple TV 8%

Most viewing hours are on living room devices:
58% North America
21% Europe
19% Asia
2% RoW

In 2017, Conviva’s global customer base initiated 38.8B plays which drove 12.6B viewing hours across 2.4B devices with as many as 9.76M concurrent streams.

2017
2016
74% growth in total plays

TOTAL PLAYS BY REGION
54% North America
25% Europe
18% Asia
3% RoW

In-browser Video Apps increased by 160% compared to 64% for Video Apps.

WHAT IS THE IMPACT OF THE SPINNING BUFFERING WHEEL ON VIEWING TIME, VIEWER SATISFACTION, AND ULTIMATELY REVENUE?

Real-time QoE monitoring can be used as a predictive indicator of viewer engagement and satisfaction.

In 2017, the internet lost 8.3B plays that could have driven 2.6B viewing hours.

THE GOOD NEWS: IMPROVING QOE

23% faster VST:
4.84 seconds average Video Start Time (VST) with monthly averages from 4.07s to 6.82s

25% better bitrate:
3.44 Mbps average bitrate – a 25% increase through the course of the year

The OTT market continues to see explosive growth not only in the number of viewers, but the amount of time spent viewing as well. The data in this report is based solely on Conviva’s customers, the Conviva customer base covers nearly 60%* of the internet population and measures 7 out of the top 10 SVOD providers in the US (as noted by Parks & Associates), has a global data set comprising viewer data from over 180 countries connected to the internet by over 1,200 internet service providers.

It should be noted that the data in this report is international, and actual customer names are not disclosed. This is an anonymized summary of all Conviva customer data providing a unique, independent view of the state of the OTT market.

* In 2017, Conviva saw 1.04B unique streaming apps on devices just in the United States. Conviva data shows on average there are 2.2 video streaming apps per device; in the U.S. there are 2.9 devices per person. Of the entire US internet population (287M), Conviva sees 163M unique internet viewers.

2017
2016
77% growth

TOTAL VIEWING TIME PER DEVICE
AVG 48% Mobile: Android 27%, iOS 21%
20% Computers: PC 17%, Mac 3%
30% OTT TV Devices: Roku 11%, Game Consoles 10%, Fire TV 5%, Apple TV 4%