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OTT – Has It Found and Unlocked Its Undoubted Potential?

Sports over-the-top (OTT) provisions have seen to be a profitable area to be a player in with OTT media revenue expected to reach 158.84 billion dollars by 2024, more than double the \$67.8 billion generated in 2018. OTT growth is second only to virtual reality in the media industry. However, it is not without its challenges - whilst there are many opportunities arising in this arena, especially due to the current pandemic and the increase in content consumption this has led to, there is the overhanging question of whether this market is a positive one to be part of or if it is the offering too broad with too many subscriptions for the consumer? Will this lead to a consolidation in the market much like the cable industry of yesteryear?

OTT platforms have shown positive traits, Caelum Shove said as an example on Medium 'NBC Sports Gold... focus on functional benefits relevant only to niche sports fans. Not only is this a messaging shift, but also an organizational one. In many cases, subscription sports streaming is the first time these networks have moved into the direct-to-consumer world, forcing the firms to shift priorities, hire new departments, and build new organizational muscles'. This suggests that OTT platforms are not only delivering that extra content for fans but are also providing a boost to the economy through new jobs and revenue streams.

Despite this, the proliferation of OTT platforms creates a sports battle for audiences with lead runners being the likes of Amazon Prime Video, Netflix and Hulu, DAZN, NBC, Discovery and Eleven Sports. The market consists of more and more media channels entering the market constantly - some focusing on more tailored content and others showing their breadth.

Co-Founder and Managing Director of Stellwagen Ventures, Matthew Baxter says that the economics seem tough on all sides.... Do you believe that the OTT sports market is close to achieving its objectives and finding its model?