Austria Video Platform

Premium Content in a Premium Environment
The Situation: Complicated (as always…)

- TV stations (e.g. ORF)
  - have excellent news video content
  - but ads are prohibited in core markets (regulations)
    - small ad revenues

- Publishers / Online News Sites
  - need more and more news video content (multimedia storytelling)
  - but cannot produce (enough) material in high quality
The Market in Austria: Small (and Complicated…)

- Most single online news platforms are too small for online ad market
- Revenue shares drain off …
  - from conventional publishers
  - out of Austria
- CPTs for mass video content are low
  - quite a challenge for high(er) CPTs for premium video news content
The Solution: a platform – *the* platform: AVP

*Austria Videoplattform (AVP)* is operated and marketed by APA.

It is a professional link between
- Producers of editorial videos (content providers) and
- Online platform providers (inventory providers).

*Austria Videoplattform* is open to all participants within the market adhering to the same principles and rules (sound with rules of anti-trust-authority)
Premium Partner and Premium Content

- participants: media companies with conventional editorial core business
- provision of video content:
  - professional journalistic standards and ethic principles
  - legal: all rights cleared
- usage of video content:
  - on news portals – in addition to editorial content as audio-visual add-on to existing coverage
  - unaltered incl. logos, watermarks etc.
  - video player powered by APA-IT
The Dashboard for Online Editors
ZIB 9:00 - "Nebenan - Erkundungen in Europas Nachbarschaft"

Mehr als eine Woche dauernd der Schwerpunkt im ORF Radio Ö1, der sich mit Marokko beschäftigt. Fast alle Sendernamen werden sich diesem Land, seiner Geschichte und seinen Menschen widmen. Gestartet wird mit "Nebenan" an diesem Freitag.

Embed Code: UVP iFrame

UVP iFrame:
<iframe src="http://uvp.apa.at/embed/d1a41e6b-4de6-43f7-a55d-8a3d2ae64956" /></iframe>
Embedding
Ad money turns up via
  - Programmatic / Real Time-Bidding (RTB) or Private Deals

Business model: 50:50 share of income between content and inventory providers (minus operational costs APA)

Pre-Roll-Ads (max. 20 sec)
  - Post-Roll optional
  - No Mid-Rolls
Performance: Video Downloads/Visits so far
The Problem/Limit: Online Team Resources

The Solution: APA Video Booster

- Software tool identifies
  - main topics/people/places in videos and online text
- In case of match: automated import of video in designated frame at online site
  - Publishers define matching thresholds (e.g. at least 80/85 %)
  - Video can be manually removed
News Primetime: APA Video Booster Never Sleeps

*Tägliche AVP Abrufe pro Stunde*
APA Video Booster: Example 2 – small site

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Austria Videoplattform
Premium Content Made in Austria

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