

OTT Audit Program

In response to the seismic industry shifts created by streaming services, Symphony MediaAI has created an audit program for over-the-top (OTT) programming distribution services. OTT distribution is growing fast - from \$6 billion in 2010 to \$68 billion in 2018, OTT revenue worldwide is expected to reach \$160 billion to \$330 billion by 2025.

“Symphony MediaAI constantly helps NBCU create new ways to more efficiently and effectively manage our operations. The OTT program is another example of the leadership and innovation that make Symphony MediaAI a key strategic partner in capturing value and positioning us for future success.

Steve Grau, Vice President, Finance,
Content Distribution

NETFLIX	—	6.3M US 167 Million Globally
prime video	—	42.2M US 96.5 Million Globally
apple tv	—	33.6M
hulu	—	31.8 Hulu + Live TV 3.2M
Disney+	—	23.2M US Agreements Managed
pluto tv	—	20M
tubi	—	20M
sling TELEVISION	—	2.4M+
YouTubeTV	—	2M+
AT&T tv NOW	—	1.1M
fubo TV	—	300K+

Highlights of the Symphony MediaAI OTT audit program



Specifically tailored to address non-traditional fieldwork requirements associated with these content distributors



Ensures that both content owners and OTT distributors agree with contract requirements and the interpretation



Provides insight into distribution compliance and identifies contractual and reporting issues unique to the OTT market

Frequently Asked Questions

When is the right time to audit?

Our experienced programmer clients know sooner is better to measure compliance of distribution agreements and general payment practices, particularly with new delivery platforms where underlying billing systems and remittance processes are evolving with high growth. OTT subscribers make up approximately 10% of total pay TV households, a number expected to rise sharply as millennials become heads of households. The time is now. Cooperation with your new partners by providing audit insight will allow both parties to maximize revenues now.

What does an OTT audit tell us?

In short, it's the same as other media distribution and payment audits - are your payments correct, and if not, why not? Are there other contractual issues that must be understood and/or clarified with your partners? How may data inform your corporate strategy going forward? Are subscribers authorized, billed, and geo-filtered? Are there reporting issues? If there are competing interpretational issues, it is in the best interest of both parties to resolve these issues sooner than later.

Are OTT audits the same as traditional cable and satellite audits?

No. OTT has different authorization, distribution, packaging, consumer terms, consumption, billing systems and data repositories than cable and satellite. As a result, OTT audits require additional fieldwork including IT infrastructure assessment, conditional access system review, geo-filtering evaluation and operational and process review. The only similarity to traditional cable and satellite providers is that most major programmers are distributed via OTT platforms.