

Revedia for AVOD

Maximize revenue with data-driven insight



Advertising-supported video on demand (AVOD) is a lucrative revenue model, and it's growing explosively. By 2024, the AVOD market is [projected](#) to reach \$87 billion globally – a 17.5% CAGR. AVOD now [comprises](#) 30% of the global OTT market. Content owners that strive to capture demand for AVOD must evolve data strategies to retain a competitive edge.

\$87B

Projected AVOD market (2024)

17.5%

CAGR

30%

Global OTT market

Challenge

Business intelligence is crucial to a successful AVOD operating model. But a complex data ecosystem stands between decision-makers and the insights they rely on to fully monetize AVOD revenue. Common challenges include:

Data volume – Numerous, diverse data sets cannot be adequately mined for insight within the resource constraints of most organizations.

Quality of insight – Irrelevant, incomplete, and outdated data sources generate low-quality insight that leads to poor business decisions.

Data complexity – Heterogenous formats, naming conventions, and ingest and storage standards prevent meaningful data analysis.

Platform proliferation – Managing, monitoring, and optimizing complex distribution models demands constantly increasing resource expenditure.

Operational overhead – Personnel, vendor, and software investments needed to operationalize data analysis are typically cost-prohibitive.

Distributor transparency – Self-reported distributor data delays and obscures key insights required to negotiate optimal terms.

Market unpredictability – Abrupt changes in the economic, social, and competitive climate can quickly render historic insights obsolete.

Solution

The AI-powered [Revedia cloud platform](#) scales data intelligence to optimize your AVOD revenue model. Revedia's unrivaled data management and analysis capabilities confer a measurable competitive advantage:

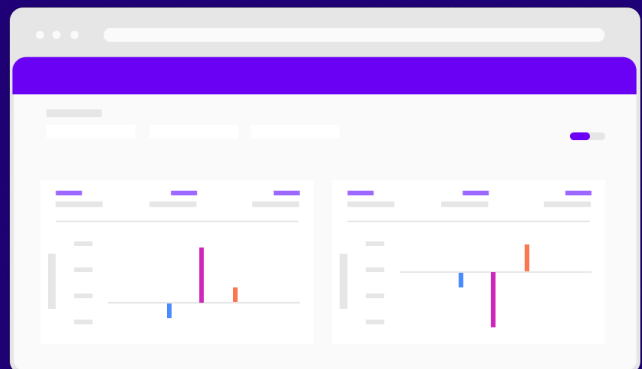
Data management – Normalizes data from disparate sources to speed ingest, simplify operations, and scale analysis.

Comprehensive insight – Analyzes owned and third-party data sets without reliance on internal data science experts.

Agreement management – Securely stores distributor contract documents on a central, searchable, cloud platform.

Predictive intelligence – Detects hidden signals, alerts users, and recommends actions based on predicted revenue outcomes.

Accessibility – Enables business and technical users alike with user-friendly software applications and database-level access.



Use Cases

Content owners rely on Revedia's high-quality insight to adjust offerings, connect with audiences, and optimize distribution. Leading media and entertainment organizations leverage Revedia to achieve revenue growth across multiple dimensions:



Distributor Performance

Analyze contract and financial data for a transparent view into performance on every AVOD platform.



Content Intelligence

Gain insight into trends, preferences, and demand drive better strategic decisions to position content favorably among consumers.



Subscriber Engagement

Draw on all available data to generate rich customer profiles, segments, and prescriptive recommendations.



Market Trends

Detect market trends in advance to enable strategic agility with historic, real-time, and predictive AI analysis.

Reach us to discuss how Revedia can deliver unmatched quality of insight to power your AVOD revenue streams.

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