

# Services that Accelerate Success

Global scale, local support.

To help you make the most of your video investment, we offer a portfolio of world-class services and support. From consulting to training, you'll feel the difference.

## CUSTOMER SUCCESS

An Ooyala Customer Success Manager is your primary business partner—helping you define key success metrics, optimize strategy and drive results.

As your strategic advisor and advocate, your Ooyala Customer Success Manager will work with you from day one to maximize your relationship with Ooyala, provide executive-level collaboration, and help you meet your business goals. He/she will provide you with year-round access to market-specific insights and ongoing reports, and help drive:

- ◆ **Alignment:** Ensuring that you fully benefit from Ooyala's product vision and pace of innovation
- ◆ **Growth:** Helping you meet your objectives and key performance indicators
- ◆ **Collaboration:** Working with key stakeholders to deliver results and ensure your success
- ◆ **Advocacy:** Understanding your business needs and championing them within Ooyala
- ◆ **Commitment:** Supporting your business goals throughout our partnership

## PROFESSIONAL SERVICES

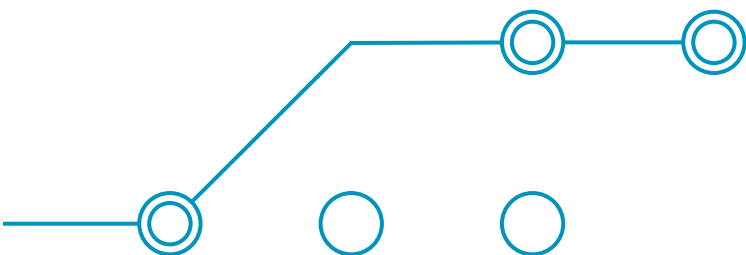
Audiences today are looking for a better way to watch video content, delivered seamlessly anytime and on any device. Online video is growing rapidly and offering an unprecedented opportunity for content creators, broadcasters and brands that want to grow their business.

Ooyala Professional Services Group (PSG) partners with you to bring your video vision to life—quickly, and at scale. Leverage our proven methodology and deep experience to reduce your time to market and optimize your revenue opportunity.

### Broad Service Offerings

With experience deploying hundreds of digital video solutions leveraging local and global resources and best practices, Ooyala PSG creates modular solutions that fit your business needs, and give you the flexibility to adapt to changing needs over time.

- ◆ **Training:** Comprehensive training for technical and non-technical staff. Design and Integration Workshops to accelerate knowledge growth. Insight, optimization, and custom reporting to increase the value of your data.
- ◆ **Development:** Using deep integration experience and sophisticated templates, PSG will create video-centric web properties; custom players; mobile and TV apps; and customized analytics and reports to maximize your engagement and revenue generation.
- ◆ **Deployment:** Ooyala PSG has extensive experience in medium- and large-scale OTT project deployments and helps increase your speed to market by deploying proven content migration and 3rd party integration methodologies.



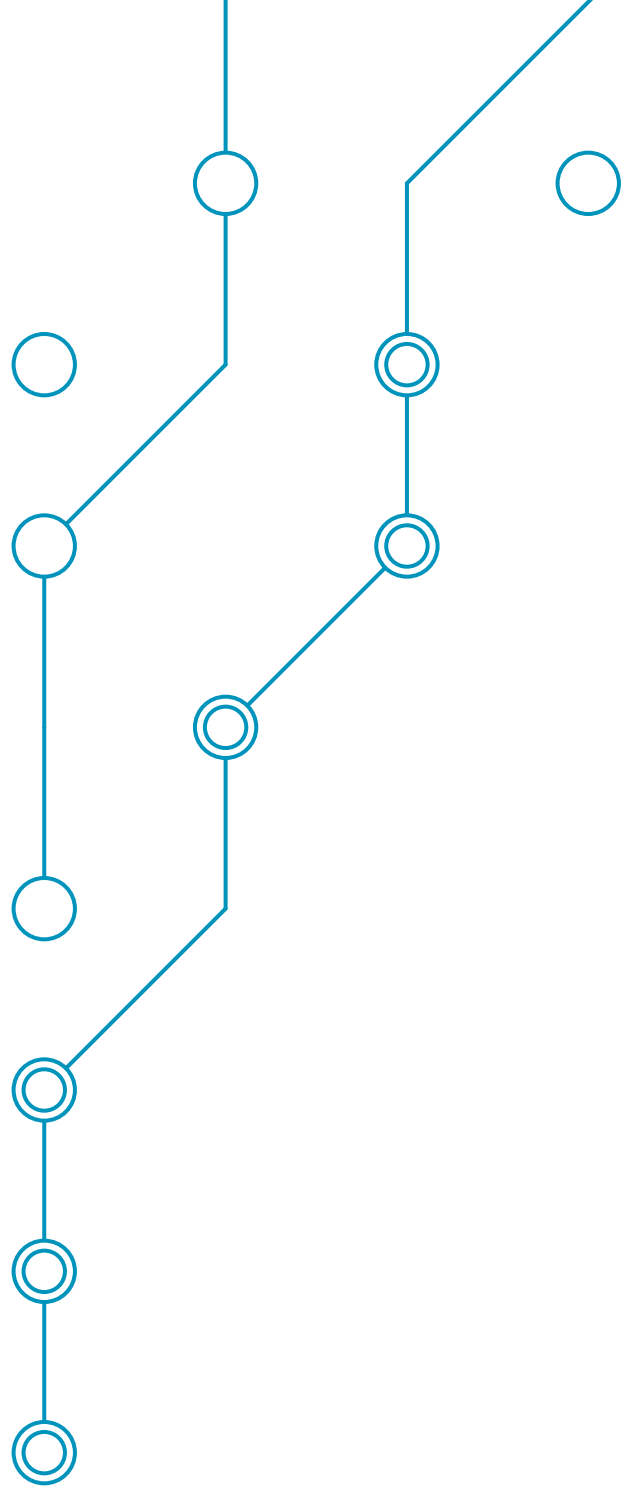
## STRATEGIC MEDIA CONSULTING

Ooyala Strategic Media Consulting brings the experts to you to help you derive value from your video offering.

We work objectively and collaboratively with you and take an analytical and data driven approach to understand your company's strategic goals and critical challenges. We collect relevant internal and external information and provide tangible and impactful recommendations to help unlock value. We strive to transfer invaluable knowledge, key frameworks and repeatable processes to your team that will allow you to make ongoing data-driven decisions with better certainty.

### Topics That Make a Difference

- ◆ **Industry Insights:** Review the online video industry with a focus on your specific market. Get insights into relevant platforms for today while optimizing strategies for tomorrow.
- ◆ **Personalization:** With so much content available to consumers, how do you keep viewers engaged? We help you understand your viewers and tailor their experiences so that they watch more of your content, longer.
- ◆ **Monetization:** We'll help you investigate different models to monetize your content and provide recommendations on how to maximize your revenue.
- ◆ **Content Strategy:** How do you determine the right content to produce? Should you spend valuable dollars on original content or licensing it? We can help determine which strategy makes sense.
- ◆ **Data Strategy:** It's critical that key business decisions are based on data and insights. Our team can provide you with a framework for leveraging the power of data as an ongoing strategy.
- ◆ **Reach:** Ensuring your content reaches viewers where they are is critical. This includes a unique strategy for mobile and other platforms, maximizing views on social networks and leveraging partners for syndication.



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Ooyala helps deliver content that connects. A US-based subsidiary of global telecommunications and IT services company Telstra, Ooyala's comprehensive suite of offerings includes one of the world's largest premium video platforms, a leading ad serving and programmatic platform and media logistics solution. Built with superior analytics capabilities for advanced business intelligence and a strong commitment to customers' success, Ooyala's industry-leading solutions help large-scale broadcasters, operators, media companies, enterprises and brands build more engaged and more profitable audiences, and monetize video and TV with personalized, interactive experiences across any screen.

Some of the most successful and innovative media companies in the world—ESPN, Univision, Sky Sports, NBCUniversal, RTL Germany, and Singapore's Mediacorp—rely on Ooyala.