



STREAMING SUMMIT

by Dan Rayburn



The OTT Event Of The Year

APRIL 15-16, 2024

NABSHOW[®]
Where Content Comes to Life



STREAMING SUMMIT

by Dan Rayburn

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Special Presentation by Dan Rayburn: Best Practices for Getting a Job and Advancing Your Career and Show Recap

 [Tuesday, April 16](#) | 4:00 PM - 5:00 PM PT [W106-W107](#)

Dan Rayburn will be hosting a special interactive presentation as part of the closing session at the Streaming Summit. He will take questions and share some best practices on job search and placement, LinkedIn profiles and resumes. Learn why you must stand out, how to do it and how to communicate with clarity, consistency and candor. This is free to attend for anyone at the entire NAB Show and no RSVPs or special badges are required.

My Job is to Inform, Educate and
Empower Others

Dan Rayburn
917-523-4562

Always free, no cost,
my why is different.

Financial and Economic State of the Industry

- Everyone is resetting the cost bar on CAPEX and OPEX. Getting to free cash flow and then profitability is all that matters. Free cash flow is a measure of profitability that excludes the non-cash expenses of the income statement.
- Even Netflix, which had \$6.92 billion in free cash flow last year, did two rounds of layoffs. A company as profitable as Netflix still had to cut costs and be more efficient.
- Layoffs tend to happen in November and December as companies set their budgets for next year. Some companies are doing more layoffs in the new year as they had a financial plan and business plan to work through to get to a revenue number, and that's why they let people go earlier in the year. Now, in the thick of 2024 planning, if the revenue, efficiencies and cost savings they thought would come through haven't gone through, they're deciding to let people go to ensure they are set up for success in late 2024 and into 2025.
- Money is hard to get, with lending rates as high as 15%. Three years ago, it was 1%. For example, Fubo will pay 7.5% interest on new convertible senior secured notes if paid in cash and 10% interest if paid in kind. Why do this? They reduced their debt by \$28.3 million and extended a meaningful portion of their debt maturities out to 2029 from 2026.

Financial and Economic State of the Industry

- Companies can't invest when they can't get credit, and many vendors in the market have less than \$50 million in cash/equivalents. Due to the 11 raises the Fed has already done, the cost of capital required to do business and expand has gone higher. Rate cuts will come, but they won't be in Q2 like some expected.
- Wage growth has stalled. If you look at what people are putting on credit cards, the amount of debt they have there is rising. We've got points in the market that show there will still be constraints in 2024 with growing our industry.
- The positive signs we are seeing are how focused all companies have become with their products and services, their go-to-market approach, content bundling, and all the costs they have already cut out of their business.
- I'm not predicting doom and gloom; this is just reality. These are data points you can use to make informed decisions. Things are improving but if more mergers take place amongst OTT services (Paramount, AMC Networks etc.) more layoffs will happen.
- Educate yourself on P&L, understand the numbers, read the news that matters, focus on facts over opinions and learn what is *truly* driving our business. Balance sheets tell the story. More CEO's and management teams being replaced: Edgio, VideoAmp, Nielsen, Harmonic, and Vimeo just in the past few months, with more to come.

2024 NFL Wild Card TV Viewership Numbers

🏈 FOX, 43.4 million (peak viewers) FOX Sports NFL Wild Card game on Sunday, January 14, between the Green Bay Packers and Dallas Cowboys peaked at 43.4 million viewers, making it the best Wild Card game for FOX since 2015. FOX does not break out pay TV versus digital viewership for any of its NFL games.

🏈 NBC, 38.3 million (peak viewers) NBC Sports NFL Wild Card game on Sunday, January 14, between the Detroit Lions and Los Angeles Rams peaked at 38.3 million viewers across NBC, Peacock, NBC Sports Digital, and NFL Digital platforms. Across Peacock, NBC Sports Digital platforms, and NFL Digital platforms, the AMA for the game was 3.9 million viewers.

🏈 ESPN, 28.6 million (viewers) ESPN's NFL Wild Card game on Monday, January 15, between the Philadelphia Eagles and Tampa Bay Buccaneers generated more than 28.6 million viewers across ESPN, ABC, ESPN2, ESPN+ and NFL+, making it ESPN's second most-watched NFL playoff game. ESPN does not break out pay TV versus digital viewership for any of its NFL games.

🏈 Peacock, 24.6 million (peak viewers) Peacock's NFL Wild Card game on Saturday, January 13, between the Chiefs and Dolphins peaked at 24.6 million viewers across Peacock, NBC stations in Miami and Kansas City and on mobile with NFL+. Peacock had 16.3 million concurrent devices.

The NFL's streaming viewership makes up less than 10% of all viewers when the game isn't exclusive to a streaming-only platform.

Thirteen Years of Super Bowl Streaming Viewership Stats, 2012-2024

SUPER BOWL STREAMING VIEWERSHIP — 2012-2024

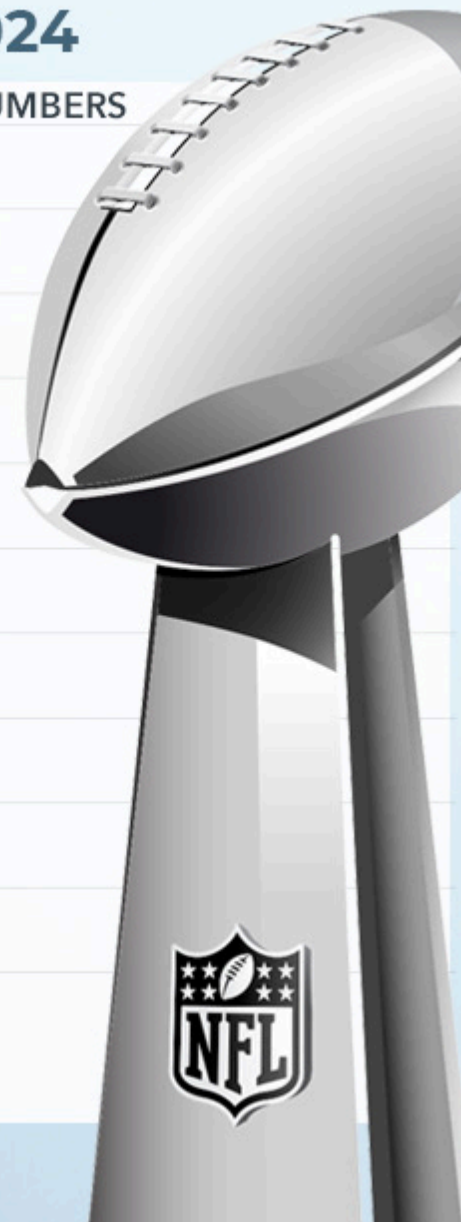
SEE MY POST AT [SUPERBOWLSTREAMING.COM](https://www.superbowlstreaming.com) FOR THE FULL EXPLANATION OF THE NUMBERS



*2012 NOT LISTED DUE TO NO COMPARABLE STATS

DAN RAYBURN

SOME NUMBERS REPORTED ARE AVERAGE MINUTE AUDIENCE, OTHERS CONCURRENT STREAMS
DOES NOT INCLUDE VIEWERSHIP FROM vMVPDs (YOUTUBE TV, FUBO, HULU + LIVE TV ETC)



The Top Largest Live Streaming Events in History

1. 59 Million: The cricket World Cup 2023 final match on November 19, 2023, hit a “concurrent viewers” peak of 59 million on the Disney+ Hotstar platform, according to Disney.
2. 53 Million: The CC ODI World Cup 2023 semi-final match between India and New Zealand on November 15, 2023, hit a “concurrent viewers” peak of 53 million on the Disney+ Hotstar platform, according to Disney.
3. 43 Million: The ICC Men’s Cricket World Cup 2023 match between India and New Zealand on Oct 22, 2023, hit a “concurrent viewers” peak of 43 million on the Disney+ Hotstar platform, according to Disney.
4. 35 Million: The India-Pakistan match of the ICC Cricket World Cup played on October 14, 2023, hit a peak of 35 million “concurrent” viewers on the Disney+ Hotstar platform, according to Disney.
5. 32 Million: The May 2023 JioCinema stream of the IPL finals match had 32 million “concurrent peak viewers,” as reported by the rights holder Viacom18.
6. 30.6 Million: Riot Games announced that the 2021 finals between DWG KIA from South Korea and Edward Game from China drew an average minute audience of 30.6 million viewers.
7. 25.3 Million: The semi-final match between India and New Zealand during the 2019 ICC Cricket World Cup had a peak concurrency of 25.3 million viewers on Disney+ Hotstar as reported by the ICC.
8. 24.5 Million: The May 2018 League Of Legends final peaked at just over 24.5 million simultaneous streams which was reported by ESC.
9. 24 Million: Chennai Super Kings’ victory over Royal Challengers Bangalore in April 2023 was watched by a peak concurrent audience of 24 million users as reported by the rights holder Viacom18.
10. 18.6 Million: In 2019 Akamai reported that the twelfth edition of the VIVO IPL cricket tournament peaked at 18.6 million concurrent viewers.

Thank You & On To The
Keynote Fireside Chat

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NABSHOW.COM/STREAMING



AT



Fireside Chat

Keynote Fireside Chat With Dan Rayburn

Tuesday APRIL 16, 2024 — 9:30AM - 10:00AM

BA Winston

VP, Technology, Prime Video

prime video



The OTT Event Of The Year

BUILDING AN INDUSTRY-LEADING VIEWING EXPERIENCE FOR GLOBAL AUDIENCES

BA WINSTON

VP, Technology

ENDLESS
ENTERTAINMENT FOR EVERY
CUSTOMER



prime video



WE ARE GLOBAL

200+

COUNTRIES & TERRITORIES

30+

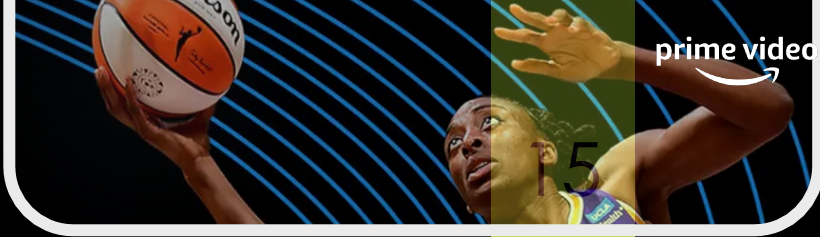
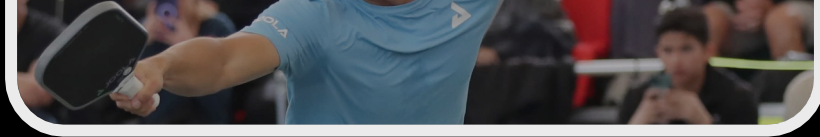
LANGUAGES

200MM+

PRIME SUBSCRIBERS WW



SPORTS PROPERTIES IN THE U.S.



Logos for various sports properties:

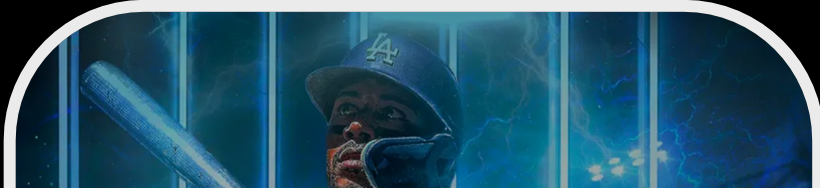
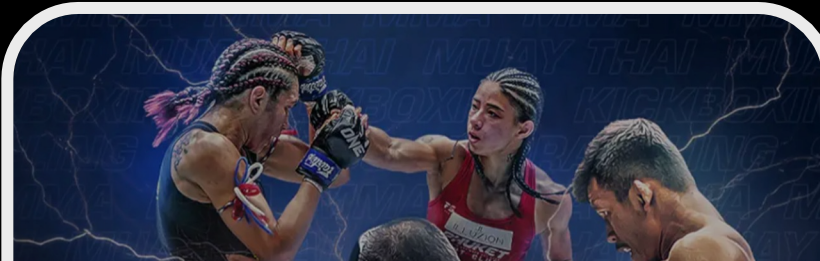
- NWSL (National Women's Soccer League)
- NFL (National Football League)
- PBC (Premier Boxing Champions)
- NASCAR
- WNBA (Women's National Basketball Association)
- UTR SPORTS
- LOCAL SVOD (Local Sports Video Distribution)
- SEATTLE STORM (Seattle Storm logo)
- OPE (Olympic Pickleball Event)
- ONE Championship
- PPA PICKLEBALL TOUR

SVOD

Logos for various channels and services:

- MLB.tv
- PPV (Pay-Per-View)
- PBC (Premier Boxing Champions)
- NBA League Pass
- NBA TV
- SQUASHTV

CHANNELS





7:17:55

NA REVENUE SUMMIT 2024



CUSTOMERS ARE OVERWHELMED

A more delightful entertainment experience, offering customers all of their premium video content in a **single app**

THANK YOU

[NABSHOW.COM/STREAMING](https://nabshow.com/streaming)



Fireside Chat

Keynote Fireside Chat With Dan Rayburn

Tuesday APRIL 16, 2024 — 10:00AM - 10:30AM

Matt Strauss

Chairman, Direct-to-Consumer and International, NBCUniversal

NBCUniversal

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