

THE **OTT EVENT** OF THE YEAR

APRIL 7-8, 2025

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APRIL 7TH, 5PM-6:30PM
WEST HALL CONVENTION CENTER
THIRD FLOOR TERRACE

Streaming Summit

Happy Hour!

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

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 State Of The Market/Industry

- Interest rates on money are still high, averaging 6-8%
- Uncertainty in the market with trade tariffs
- Wall Street caring about profitability AND growth

At the end of 2024, credit card defaults have risen to their highest rates since 2010, with TransUnion reporting that the average American carries \$6,300 in credit card debt. During the first nine months of 2024, lenders wrote off \$46 billion in unpaid balances, a 50% increase from the previous year.

- All of this will continue to impact jobs going forward

Key Call Outs From The Past Year

- Potential Paramount/Skydance merger
- Disney's DTC business turning profitable, + others
- Netflix games on Xmas
- NBA moved from WBD to Amazon
- Bally's came out of bankruptcy
- Price raises across OTT and Pay TV
- WWE merged with UFC
- Venu Sports didn't launch
- NFL still dominates viewership
- RSNs are getting messy
- It's about costs, bitrates are getting cut
- Pay TV providers offering new skinny bundles
- Live event viewership numbers skyrocketed
- Paramount Global and WBD wrote linear assets, combined of \$15 billion, + Disney of \$584 million

FACTS Matter, Not Opinions. Question ALL Data!!

◆ AI Overview

Learn more ⋮

Tubi, Fox's free, ad-supported streaming service, streamed Super Bowl LIX live, and **used Amazon CloudFront for the content delivery network (CDN) to ensure a smooth, scalable 4K stream, breaking Super Bowl streaming records.** [🔗](#)

Here's a more detailed breakdown:

Tubi as a Super Bowl Streamer:

Fox simulcast Super Bowl LIX on its free, ad-supported streaming service, Tubi. [🔗](#)

CDN for Scalability:

Tubi relied on Amazon CloudFront, a content delivery network (CDN), to deliver the live stream to viewers. [🔗](#)



Tubi smashes the Super Bowl live stream record by teaming ...

1 day ago — Tubi had already established a live video pipeline that could support 4K streaming using the...




AWS



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SAMPLE OF AD SUPPORTED USERS

	Ad Supported Monthly Users (millions)	Share of Ad Supported Monthly Users
 YouTube	9	1.66%
 NETFLIX	40	7.38%
 prime video	147	27.11%
 hulu	27.5	5.07%
 Disney+	5.2	0.96%
 tubi	80	14.75%
 Roku	81.6	15.05%
 max	7	1.29%
 peacock	48	8.85%
 Paramount	23	4.24%
 pluto	68	12.54%
 sling	1.9	0.35%
 fubo	1.5	0.28%
 DIRECTV	2.6	0.48%

Total 542.3

Total 100%



STREAMING TV UPDATE

1



David Klein • 2nd
Problem Solver and Trusted ...
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Streaming TV Advertising: Essential Insights for Law Firms Transitioning from Traditional TV (1 of 3)

Where are the ads being broadcast? 2024 has seen an explosion of available ad inventory on the most popular streaming TV services. 2 years ago, there were no ads on HBO and Netflix. Now, they have 4.5 million and 13 million ad supported subscribers respectively adding 100,000's of ad supported subscribers monthly. The biggest change took place in January of this year when Amazon Prime Video added ads for all 150+ million subscribers. 85% of those subscribers stayed in the ad supported tier. In addition, the cost to advertise on these premium publishers has plummeted. ...more

👍 2

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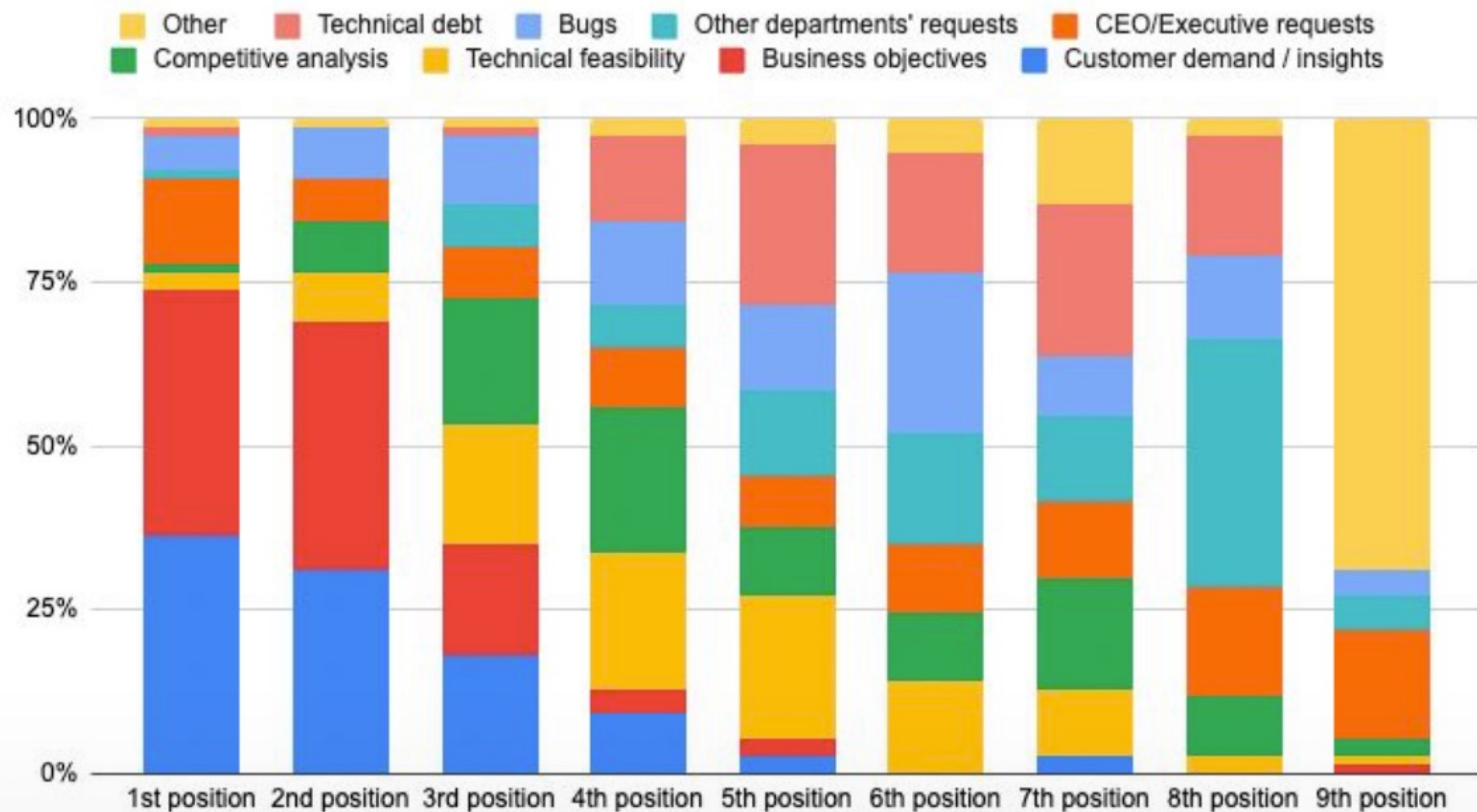
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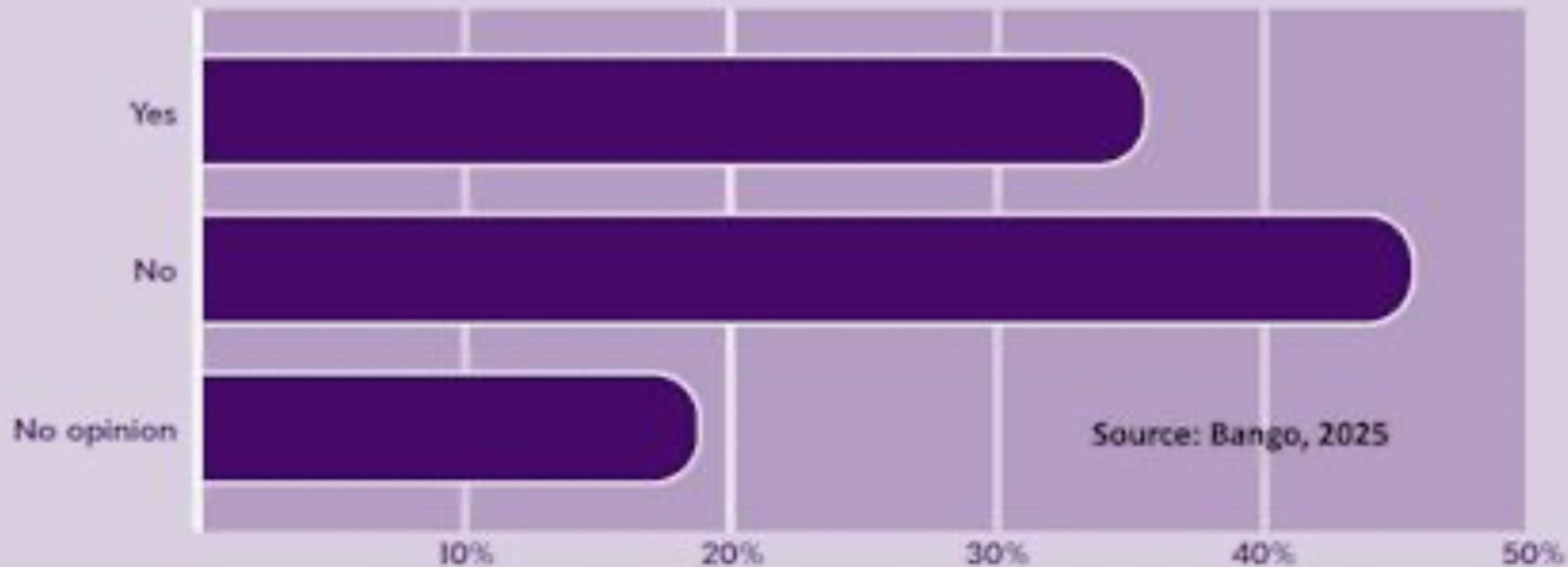
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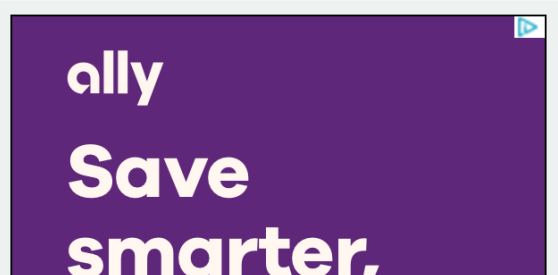
Amazon Acquires Elemental Technologies For A Reported \$500 Million In Cash

Connie Loizos
1:23 PM PDT · September 3, 2015



Amazon announced this afternoon that it's acquiring Elemental Technologies, a backend mobile video service.

It's paying around \$500 million in cash for the company, according to a [new report](#) from The Information. (Subscription required.)



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Other assets acquired	23
Deferred tax liabilities	(65)
Other liabilities assumed	(25)
	<u>\$ 393</u>

(1) Acquired intangible assets have estimated useful lives of between one and six years, with a weighted-average amortization period of five years.

We determined the estimated fair value of identifiable intangible assets acquired primarily by using the income approach. These assets are included within “Other assets” on our consolidated balance sheets and are being amortized to operating expenses on a straight-line basis over their estimated useful lives.

On October 19, 2015, we acquired Elemental Technologies, Inc. (“Elemental”), for total consideration of approximately \$296 million . The acquisition combines Elemental’s video solutions with the AWS Cloud platform to provide customers integrated solutions to efficiently and economically scale video infrastructures. We are currently in the process of estimating the fair values of the assets acquired and liabilities assumed and will include the impact of this acquisition in our 2015 Annual Report on Form 10-K.

Thank You & On To The
Keynote Fireside Chat

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SkyShowtime Keynote Fireside Chat: Why Europe is the Next Frontier in Streaming

This discussion will highlight why Europe is the next frontier in streaming, the growth opportunity in international markets, and how SkyShowtime delivers entertainment and serves consumers in diverse markets.

Monty Sarhan

CEO, SkyShowtime

skySHOWTIME

