



# CASE STUDY

CHILL Video on Demand App  
by Cellular One.

Based on Vennetix Mobile Video  
Platform.

CELLULARONE®



# KEY FINDINGS

- **87%** of consumers stream or rent premium video content on a weekly basis.
- **87.5%** find cross-catalog search capability useful.
- **9 out of 10 consumers** want a single app to help them search for content across catalogs.
- **58.3%** of consumers have rented a movie only to discover later that the same movie was available to view for free on another service.

## SURVEY DEMOGRAPHICS

- Target Survey size: 1,000
- Geographic Region: Arizona, USA
- Age of Respondants: 18+
- Timing: Q2, 2018

*The survey was conducted via an online questionnaire distributed by Cellular One to its subscribers with mobile data plans.*

# INTRODUCTION

Cellular One has launched a unique new App called Chill VoD, which dramatically improves how users can search and discover their preferred VoD content, ensuring that they always get the lowest possible price for premium shows. The Chill VoD App is based on the unique capabilities of the Vennetics Mobile Video Platform. New research contained in this report from Cellular One subscribers with mobile data plans, explains the pain points for consumers renting and streaming online movies, and demonstrates how these issues can be best addressed by broadband service providers.



Fig 1: CHILL VoD App from Cellular One



# BACKGROUND

Video-on-Demand services for both subscription streaming and pay-per-rental movies, are becoming increasingly popular. In December 2017, the TiVo Video Trends Report concluded that 65.6% of Americans stream TV and movies using a subscription VoD service.

Now, Cellular One reports that 87.5% of their data plan users, either stream or rent premium video content on a weekly basis. This market is dominated by Netflix, Amazon, iTunes, Hulu, Google and HBO, with an increasing trend for original content to be available within each of these platforms.

However, such fragmentation leads to its own problems for consumers as we explain in this report.

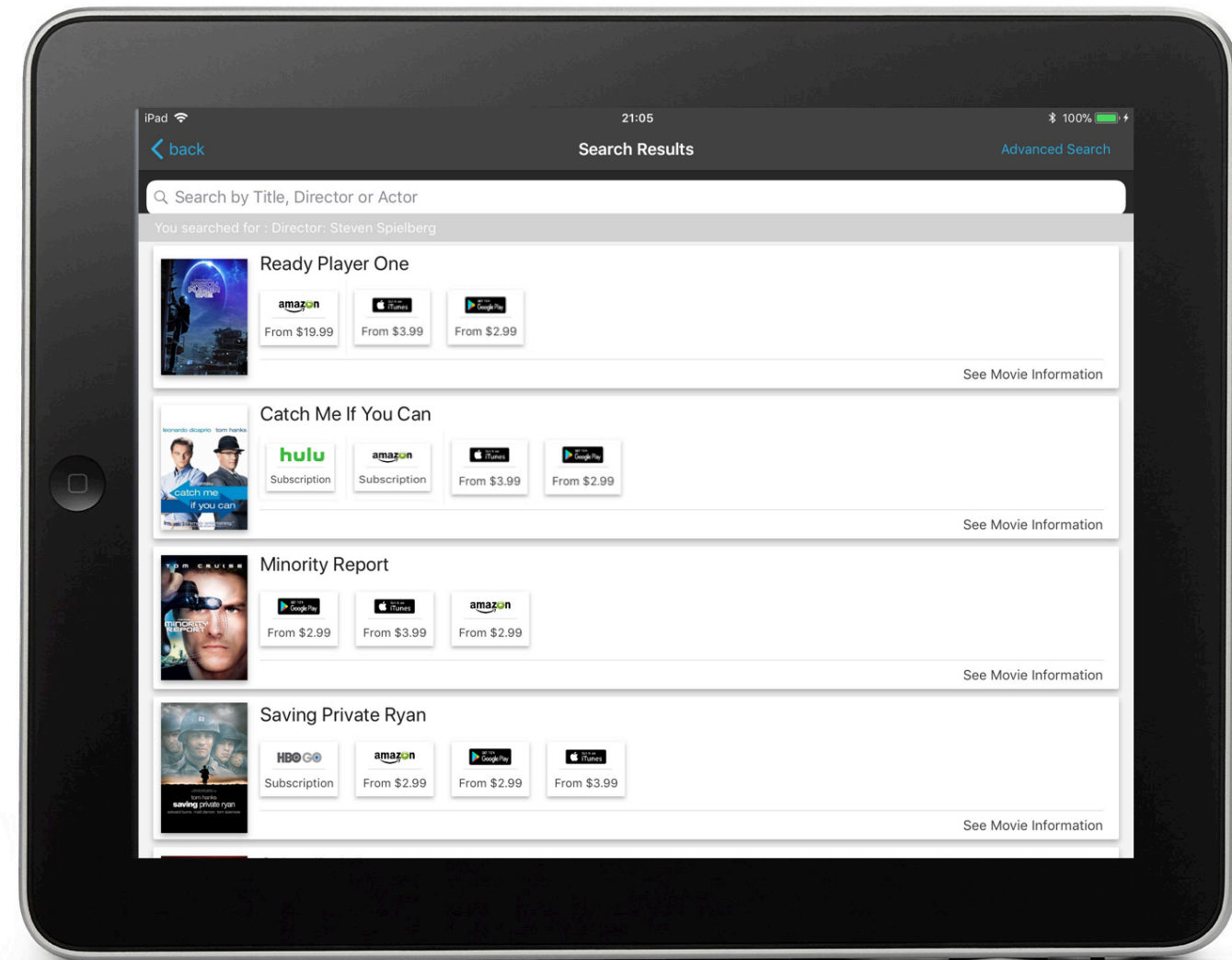
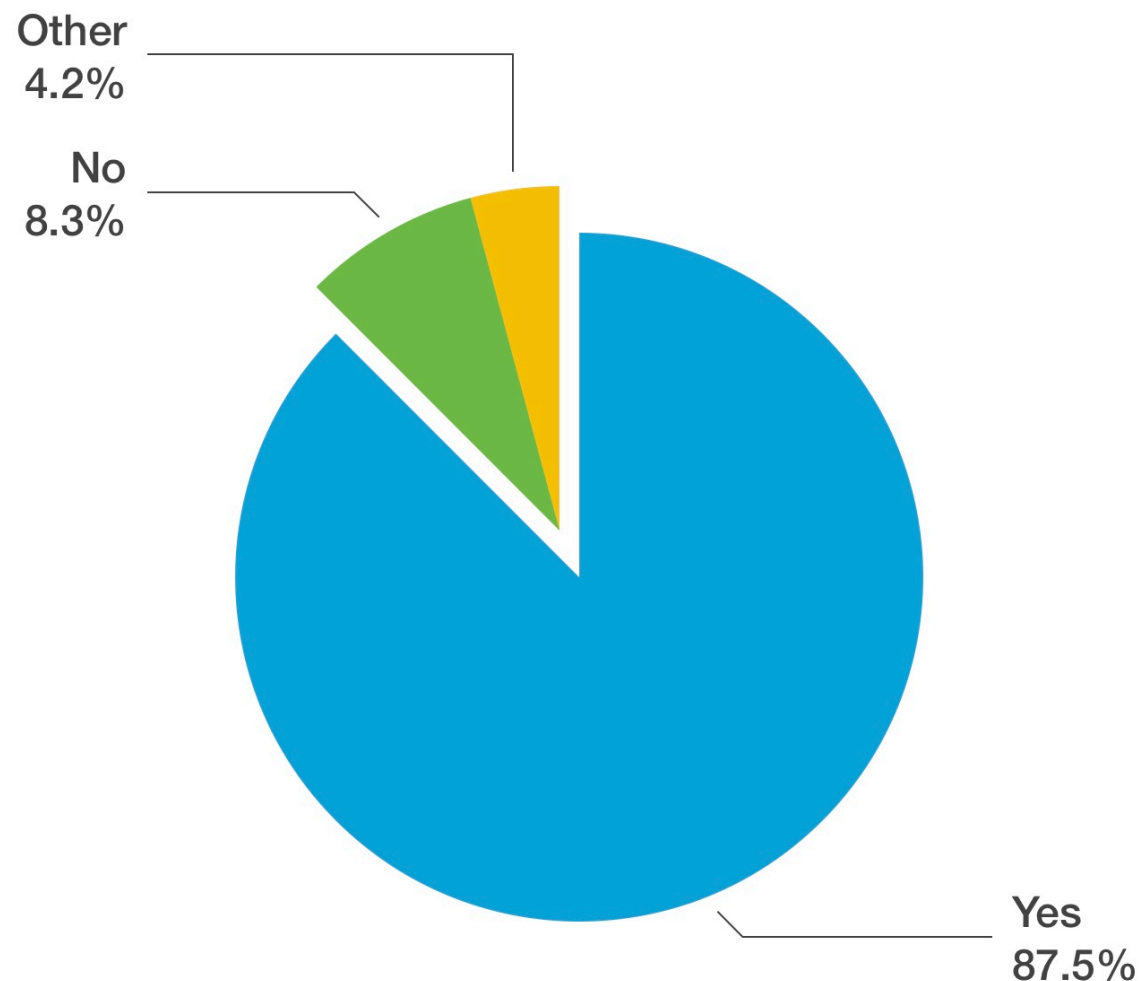


Fig 2: CHILL VoD App Cross-Catalog Search for Steven Spielberg Movies.



# BROWSING FATIGUE

**Survey Question:** *Would it be useful if you could search across multiple VoD catalogs simultaneously?*



With so much VoD content now available, it can be difficult and time-consuming for users to discover relevant movies and TV shows. Accessing each available service or app in turn and browsing the separate catalogs, can be a frustrating process. The 2017 TiVo research, reported that 65.2% of users are "always" or "sometimes" frustrated while trying to find something to watch and that 52.8% of users would like to have access to a cross-catalog search capability.

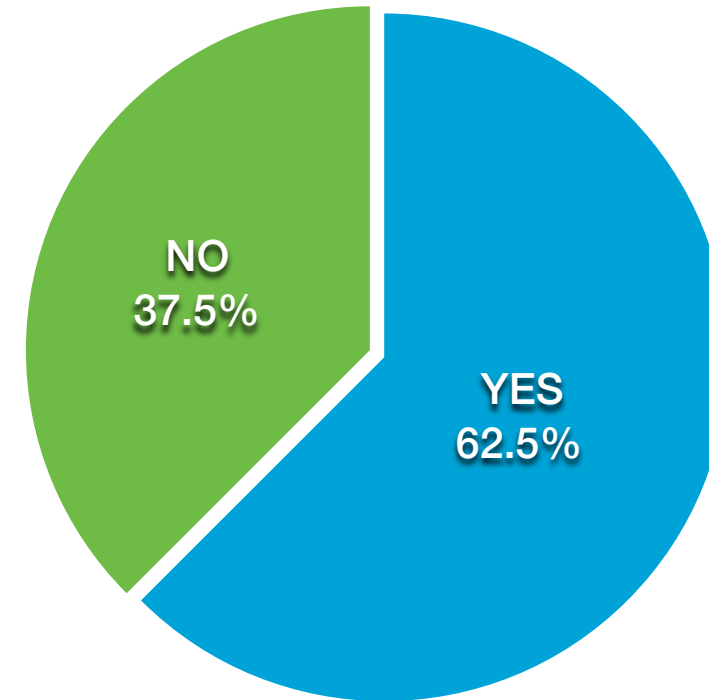
However, among Cellular One mobile data users, almost nine out of ten, 87.5% find such a capability useful, having seen the very practical benefits that the Chill VoD App can offer.

The Chill VoD App allows users to browse and search across all of the major VoD platforms simultaneously, showing immediate price comparisons between each service provider.



# PRICE COMPARISON

**Survey Question:** *Are you aware that the same movie can be priced differently across various VoD platforms?*



Today there are just so many Video on Demand / TV services packed with the latest blockbuster movies and TV shows. The challenge for the viewer is finding relevant content quickly and at the right price.

Another interesting finding from the research conducted by Cellular One, is that a clear majority of their users appreciate that prices for the same movie often differ between providers.

Sometimes a movie is only available to purchase on one platform while it is also available to rent on another, or just

as often, the rental price for the same movie can be quite different between different catalogs.

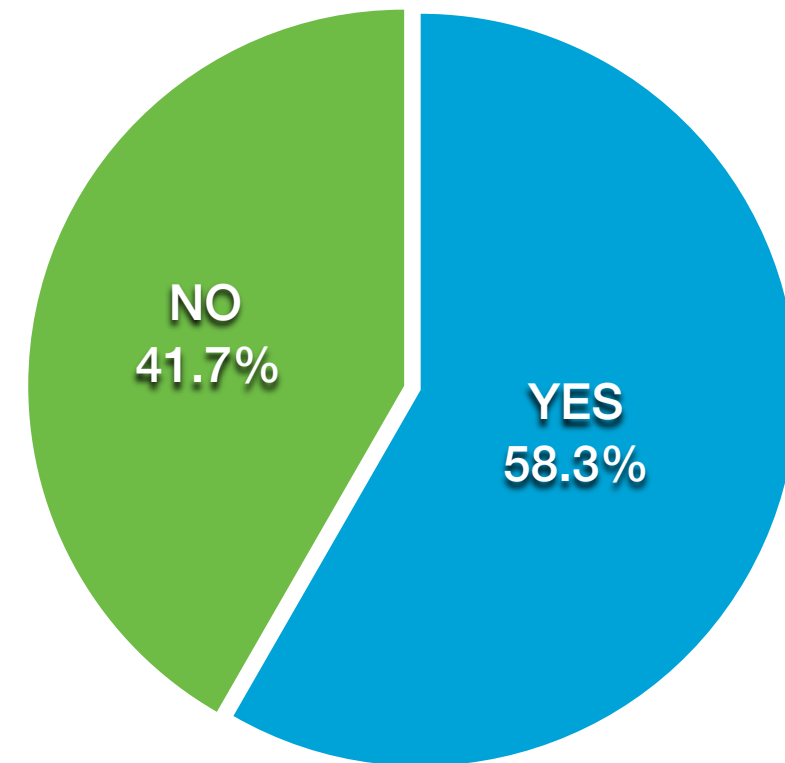
It is almost inevitable then that without a cross-catalog search capability that includes price comparisons, some users are paying too much for online movies and TV shows. The Chill VoD App gives consumers confidence that they can always get the best price available.



# PAYING FOR FREE MOVIES

One user experience that has proved to be especially annoying, is paying to rent a movie from transaction catalogs like iTunes or Google Play, only to discover later that the same movie was available to view for free on Netflix, Amazon or another S-VoD or TV playback service. It's frustrating, and it happens far too often. Many times you don't even realise you've done it. Strikingly, a clear majority of Cellular One users have already had this experience.

Of course, this data does not include those people who have rented or purchased a movie, without even realising that the same movie was available within their subscription streaming catalog. However, the Chill VoD App can give users full confidence that they will never experience this problem. Where the same movie is available within both a subscription streaming service and also within a pay-to-watch transaction catalog, the Chill VoD App will allow users to immediately see that they don't need to pay any rental or purchase fees.



**Survey Question:** *Have you ever rented a movie only to later realise that you could have streamed it without cost?*

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# COMPELLING CROSS-CATALOG FEATURES

There is now a growing consensus among all of the major providers, that cross-catalog search is becoming a crucial feature for VoD consumers. Several services like Apple TV and TiVo already support this capability. However, the Chill VoD App is unique in providing immediate price comparisons across all of the leading VoD catalogs. A further indication of how crucial this feature is, can be seen in the incentives offered by the most widely available services.

For example, Apple pays a 7% commission to affiliate service providers like Cellular One, who invest in making compelling cross-catalog features available to their users, and others pay even more. It seems that the availability of cross-catalog search with immediate price comparisons, will increasingly become an indispensable feature for users, for VoD catalog providers, and for data network operators alike.

# IMPORTANT NEW REVENUE STREAMS

In particular for the data network operators that are investing huge sums in providing high-capacity consumer broadband connections, it is important to note that the Average Revenue Per User for VoD is now more than \$8 per month. Most residential users of data networks are consumers of VoD services, and most of the capacity across those networks is filled with video content. Given the huge costs to data network operators in delivering lucrative VoD services, can they continue to forgo the generous commissions on this business offered by the main VoD service providers?

Since VoD catalogs are increasingly ubiquitous, network operators already know that these are the services that their users wish to consume. The Vennetics Mobile Video Platform enables unique new offerings like the Chill VoD App, which will allow data network providers to monetise traffic from the leading VoD providers, while delivering a useful and compelling new service to their customers.



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## ABOUT VENNETICS:

Vennetics Mobile Video Platform provides a cross-catalog search capability that spans all of the major internet based video on demand (VoD) catalogs. It uniquely curates content into one easy-to-use App, allowing users to search and discover movies and TV shows across multiple VoD services simultaneously. It also provides immediate price comparisons, ensuring that end users never pay too much for a movie. That's the genius of the MVP - it lets you spend more time enjoying your favourite movies, than trying to find them.