OWNZONES
Working Remotely
The Current State of the Industry
Production is at a near halt

Covid-19: US media content production, distribution to be permanently changed
Joseph O’Halloran | 27 April 2020

A far-reaching industry analysis by MoffettNathanson has warned that after heading into 2020 with the fundamental pillars of US media starting to crack, these foundations will crumble as customer behaviour permanently shifts to streaming models on the back of the coronavirus crisis.
Theatrical’s future is in Question

AMC Theaters will no longer play Universal movies after Trolls World Tour’s on-demand success

The decision came after recent comments from NBCUniversal’s chief exec
By Julia Alexander | Apr 28, 2020, 7:44pm EDT

Regal Cinemas warns Universal over Trolls World Tour skipping theaters

A message to other studios
By Julia Alexander | Apr 29, 2020, 2:08pm EDT
Streaming Consumption is on the rise

Covid-19: four-fifths of US viewers watch more TV, online video since lockdown

Editor | 29 April 2020

Research from ad tech firm FreeWheel has revealed that for US TV viewers, it’s definitely a case of the show must go on for not only programming but advertising during the coronavirus crisis and the subsequent lockdown.

<table>
<thead>
<tr>
<th>HOW MUCH MORE ARE THEY WATCHING?</th>
<th>WHAT ARE THEY WATCHING?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A couple hours more per week</td>
<td>32%</td>
</tr>
<tr>
<td>More than 2 hours per day more</td>
<td>26%</td>
</tr>
<tr>
<td>About an hour per day more</td>
<td>12%</td>
</tr>
<tr>
<td>About 2 hours per day more</td>
<td>10%</td>
</tr>
</tbody>
</table>

News | 49% |
Comedies | 48% |
Dramas | 46% |
Others | 50% |
Late Night TV | 12% |
Talk Shows | 12% |
Kids Programs | 9% |
Sports | 7% |

UK content consumption climbs as Sky identifies boxset effect for lockdown viewers

Joseph O’Halloran | 25 April 2020

Noting that as the country’s viewers are spending an unprecedented amount at home, leading UK pay-TV provider Sky has released research showing that viewers are using more apps, using more broadband and simply consuming much more TV.
Advertising Spend is accelerating towards Digital

A majority of publishers say advertisers have canceled or paused campaigns, says new IAB survey

Published Wed, Apr 15 2020-12:47 PM EDT | Updated Wed, Apr 15 2020-4:06 PM EDT

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**Key Points**

- Most online publishers in the U.S. polled in a new Internet Advertising Bureau survey say they’ve had advertisers cancel or pause ad campaigns with them.
- That’s resulting in widespread layoffs and cost cuts even as media consumption is skyrocketing.

Connected TV ads soar as advertisers gain 335% higher engagement

Editor | 29 April 2020

In a study that the author says highlights best practices that marketers can implement immediately in today’s shifting advertising climate, advertising and analytics platform Innovid has found that the pace of connected TV (CTV) impression and engagement growth has scaled dramatically with a 67% increase in volume year-on-year.

Video ad durations by device

<table>
<thead>
<tr>
<th>Device</th>
<th>10s</th>
<th>15s</th>
<th>30s</th>
<th>45s +</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC</td>
<td>9%</td>
<td>62%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td>17%</td>
<td>61%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>CTV</td>
<td>1%</td>
<td>47%</td>
<td>48%</td>
<td></td>
</tr>
</tbody>
</table>
How is the supply chain evolving?
Traditional On Prem Supply Chain
Traditional On Prem Supply Chain
Cloud Based Supply Chain
Cloud Based VoD Supply Chain
THANK YOU!

For inquiries and product demos, please contact +1 (855) 466-9696 or info@ownzones.com

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ABOUT OWNZONES

75 cloud engineers
Leaders in cloud native apps

Cloud-based video supply chain solutions
provided with disruptive “pay-as-you-go” model

Component-based video-workflow system