

Category: Technology Innovation

Entry Title: Revolutionising OTT Revenue Growth with Mangomolo's Hybrid Monetisation Module

In a high-growth and rapidly evolving OTT video market, providers have to have the flexibility and adaptability to serve changing demands. They require a single platform where all capabilities are in one place to allow for a seamless experience end-to-end.

They need to be able to maximise the value of their video content by tailoring their offering to local consumer demands while shaping their offerings based on content type.

When monetising, providers are facing the following challenges:

- **Providing Different Models for Different Markets** - Aligning users' preferences across different markets is important when it comes to choosing the right monetisation model.
- **Providing Different Models for Different Content** - Creating different packages based on the type of content and how it can be monetised. Paid packages for premium content, Freemium option for limited access to your library or pay-per-view for that one-time event.
- **Providing Different Payment Methods for Different Countries** – Choosing the right payment gateways for a smooth payment process, including the ability to support multiple currencies, as where debit or credit cards are common in some countries, they may be rarely used in others.

Without a hybrid monetisation strategy, providers are putting themselves at risk of wrongly targeting audiences and losing customers.

That's where the Mangomolo Hybrid Monetisation Module comes in. The module provides customers with a centralised, flexible and convenient solution to maximise revenue across any content type, region, business models and payment methods.

Within one singular platform, customers are empowered to with multiple monetisation options for all content, on any device, to maximise opportunities to grow both audiences and revenue. Providers gain a new level of adaptability to continually shape offerings dependent on markets, audiences and content all without the need to integrate multiple complicated solutions.

Behind The Innovation

Mangomolo's platform removes the barriers to digital adoption and enables anyone, from national broadcasters to niche creators, to capture new revenue and grow their audiences. We remove the complexity around deploying multiple monetisation models meaning users no longer need multiple services or integration to capture new revenue and deliver tailored solutions.

Our turnkey OTT platform provides an End-to-End solution, with customised client-side applications and embedded features to reach out to audiences without having to worry about the technology. It automates the entire video and audio delivery process, offering a superior viewer experience. With multiple monetisation models for all content, on any device, customers are empowered to maximise opportunities to grow both audiences and revenue.

We go one step further than competitors by providing robust analytics reports to give insight on advertising performance, users and subscriptions. Adding an extra layer of business intelligence combined with the platform capabilities maximises the value of our customer's content.

Success Story

Our Hybrid Monetisation Module represents a paradigm shift in the OTT industry, addressing the pain points of content providers while delivering unparalleled value to viewers. Unlike traditional monetisation approaches that force content providers to compromise between user experience and revenue, our innovative solution empowers them to have the best of both worlds.

Don't just take it from us, hear how our solution has benefited Urduflix, the first Urdu -language OTT provider here: <https://www.mangomolo.com/resource-centre/urduflixcasestudy>

Why should we win?

The Mangomolo Hybrid Monetisation Module is not just a product innovation - it's a game-changer for the OTT industry. Service providers need to become more flexible if they wish to capture new audiences and revenue. With a hybrid model functioning all within a single platform, providers have the ability to experiment with different models, cater content for different geographies and manage consumer expectations.

Through continuous optimisation and innovation, we ensure that our module remains at the forefront of OTT revenue strategies, driving tangible results for content providers worldwide. By doing so, we maximise the value of content and opportunity to drive new revenue growth, simplifying how broadcasters grow their businesses.

We are proud to submit our entry for the Innovation award, confident that our revolutionary approach will set a new standard for OTT revenue growth and user experience excellence.