

In an era when subscribers are abandoning traditional pay TV providers, 2nd and 3rd tier ISPs have a unique opportunity to increase the stickiness of existing customers and gain new ones by offering a triple-play-style package including live 'skinny basic' TV alongside high-speed broadband.

Unlike traditional video services where CAPEX, licensing, and customer premises implementation costs can strain budgets and staffing before a single subscriber is gained, delivering local TV as an Over-the-Top (OTT) service can be accomplished using scalable off-the-shelf equipment, content from free Over-the-Air broadcast channels, and consumer-based internet-connected devices.

This session will explore:

- The business case for delivering 'skinny basic' TV-as-a-service in the age of cord cutting
- How OTT business models and regulatory frameworks for OTT video delivery by MVPDs differ between US/Canadian markets
- Key tactics and technologies for quickly deploying a low-cost, easily scalable video solution