

HOW TO UPGRADE YOUR STREAMING SERVICE:

OTT Migration Made Easy



MaginePro

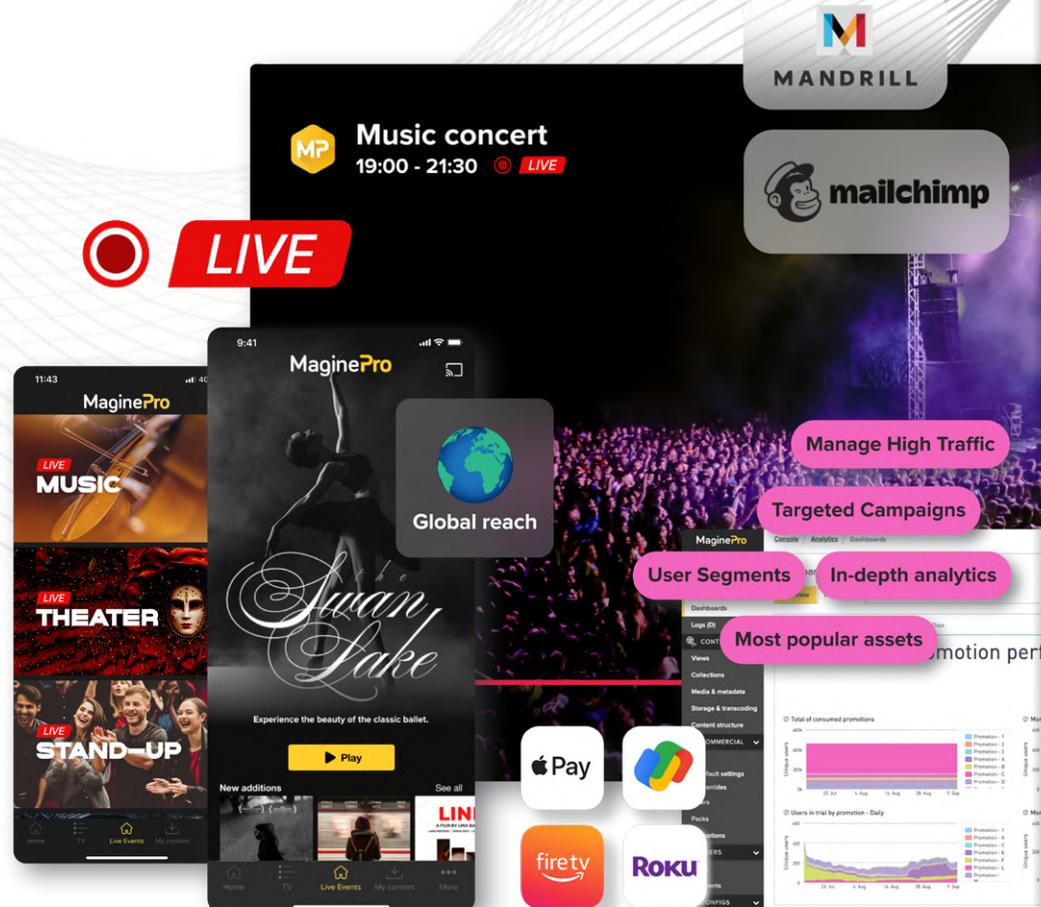
Introduction

Navigating the transition from one OTT platform to another can seem like a daunting task and no technology upgrade was ever achieved without a little discomfort. However, with the right preparation and support, upgrading your streaming service doesn't have to be a nightmare. And the benefits can be transformational.

This e-guide is designed to walk you through the entire migration process, from understanding why a migration might be necessary, to ensuring a smooth and efficient transition. We call it **The OTT Upgrade Path**.

By the end of this guide, you'll have a comprehensive understanding of the key considerations and steps involved in upgrading your OTT platform. You'll also learn

how two successful case studies navigated the process of transferring their streaming customers to the Magine Pro OTT platform.



Content

- 3 CHAPTER 01
Why Migrate?
- 8 CHAPTER 02
What to Consider Before Migrating
- 11 CHAPTER 03
When to Act to Manage a Smooth Migration
- 14 CHAPTER 04
How We Migrated a Client in Under Four Weeks
- 17 CASE STUDY | DRAKEN FILM
Seamless Migration
- 18 CASE STUDY | FILMICCA
Fast-Track Migration

CHAPTER 1:

Why Migrate?

As your OTT service matures, you might find that your current technology platform no longer meets your needs. There are several compelling reasons to consider migrating to a more advanced platform. Let's explore them in detail.

Streaming service providers can combat churn and cultivate enduring customer loyalty through a multifaceted approach encompassing:

- **data-driven decision making**
- **robust customer communications**
- **clear and effective pricing strategies**

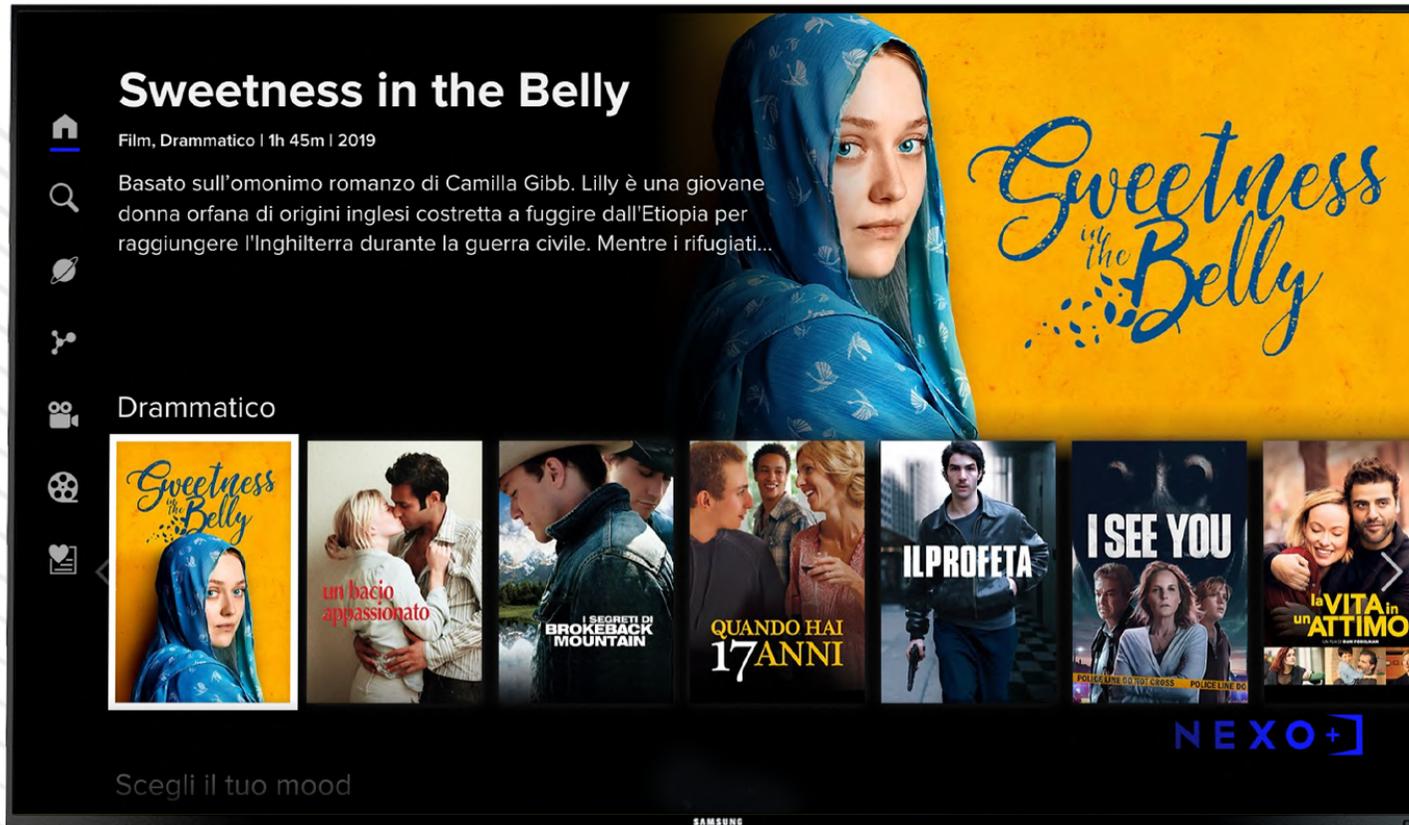
These initiatives not only minimize confusion for users but also demonstrate a strong commitment to a user-centric philosophy, fostering trust and loyalty over time.

Making Headway in a Maturing Streaming Market

The streaming market has seen significant growth over the past few

years. There have been gigantic and highly publicised launches (Disney+, HBO Max, Paramount+) but also numerous niche OTT offerings. Initially, many of these smaller services have made use of low-cost video platforms such as Vimeo or Viewlift.

These can be a great way to get started quickly and with minimal investment, but as your service grows, the limitations of these starter platforms can become a bottleneck for further development.



Branded apps created using the Magine Pro OTT platform for our customer Nexo+



Join The Big Screen Era

One of the primary drivers for migrating OTT platforms is the need to reach popular Smart TV brands. Research suggests that Smart TVs now account for a substantial portion of adult streaming viewing. If your current technology platform does not support popular Smart TV brands like LG, Samsung, and Vizio, you are missing out on a significant audience. What's worse, where support is available, it often only covers recent models, neglecting older yet still widely used devices.

The viewing experience on Smart TVs is crucial, and providing an app with rich features, reliable performance, and compatibility across various models can significantly enhance user engagement and satisfaction. Upgrading to a platform that offers comprehensive Smart TV support can help you tap into this growing

segment of the market and avoid losing viewers to competitors who offer a better viewing experience on these devices.

“

If your current technology platform does not support popular Smart TV brands like LG, Samsung, and Vizio, you are missing out...

Still unsure whether it's worth making the switch to a new OTT platform to get access to Big Screen apps?

Walk through the pros and cons in our whitepaper:

[LEARN MORE](#)

Maximising Revenue with Hybrid Business Models

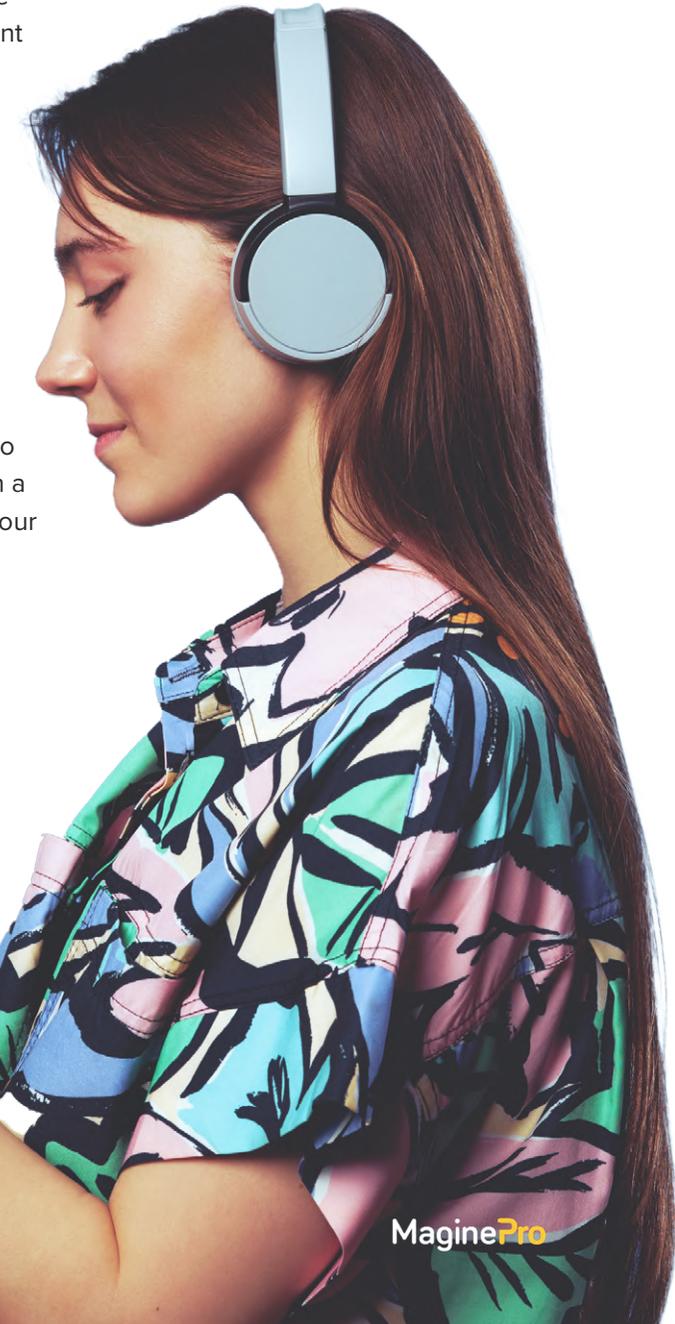
As OTT services evolve, so do their monetization strategies. Many smaller SVOD services now want to implement blended monetization approaches that offer both subscription and ad-supported options. This hybrid model can attract a broader audience by providing different viewing options to meet various preferences and budgets.

More basic OTT platforms often lack the flexibility to support these hybrid models or the technical capability to manage ad-insertion effectively. They might also struggle with billing adaptability, forcing content providers to choose one business model per asset rather than offering multiple viewing options for the same content. Moving to a more advanced platform can provide the flexibility needed to implement these hybrid business models, enabling you to maximise revenue and cater to diverse audience preferences.

Enhancing User Experience

User expectations have risen significantly, influenced by the high-quality UX provided by industry giants like Netflix and Disney+. Features such as AI-powered content personalization, automatic trailer previews, and multi-language support are becoming essential for retaining users and reducing churn. If your current platform cannot support these features, it may be time to consider upgrading.

A superior user experience not only improves engagement and satisfaction but also contributes to higher ARPU (Average Revenue Per User). Personalization features, for instance, can help users discover content that matches their interests, leading to longer viewing times and increased loyalty. Investing in a platform that offers advanced UX capabilities can set your service apart and drive sustained growth.



AVOD? SVOD? TVOD?

Wondering whether you've backed the right business model?

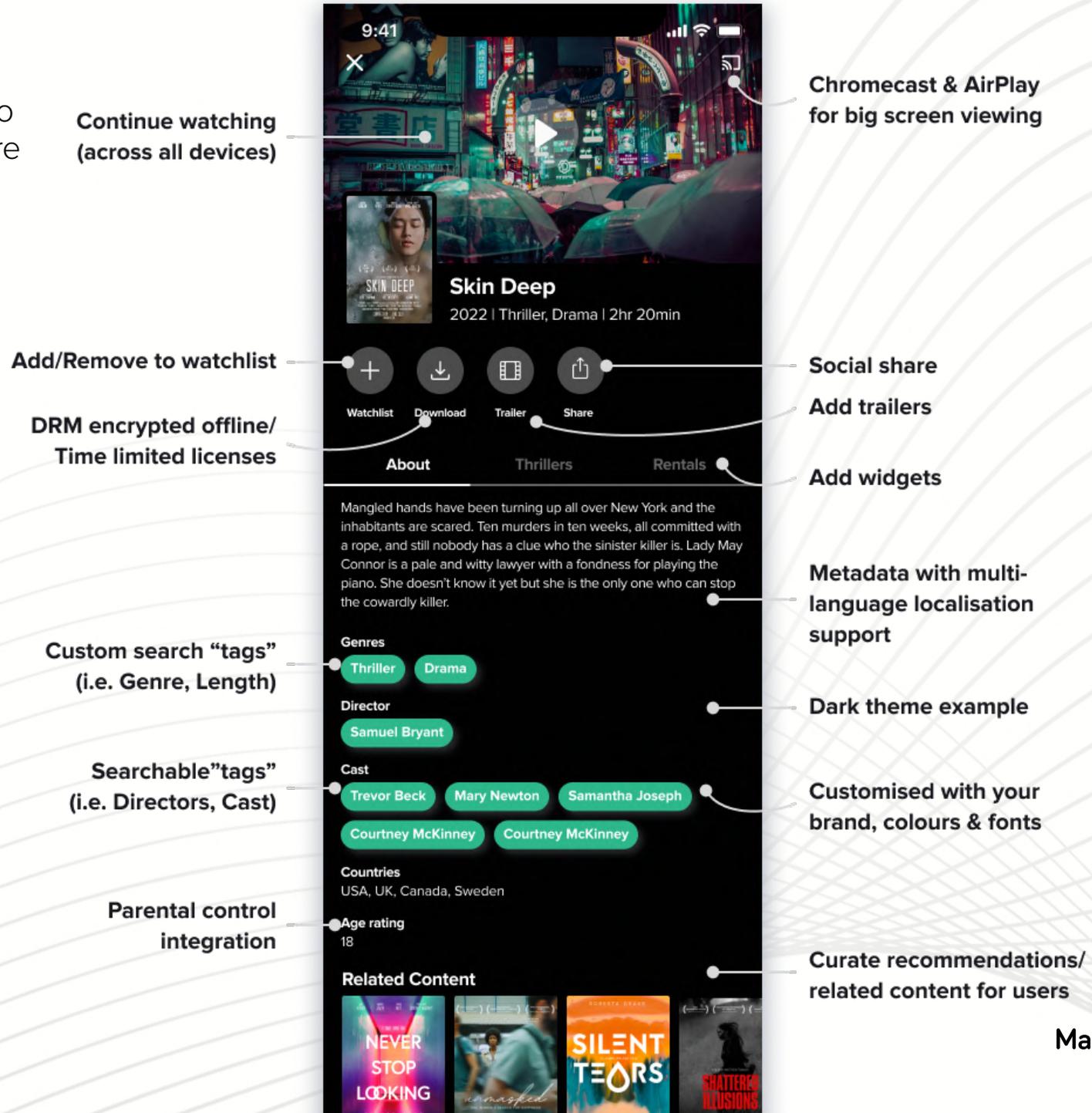
You'll find lots of OTT case studies and advice in our Whitepaper, **The Profit Playbook**.

[LEARN MORE](#)





Here are some powerful UX features to look out for when you're choosing an advanced OTT platform:



Continue watching
(across all devices)

Chromecast & AirPlay
for big screen viewing

Add/Remove to watchlist

Social share

DRM encrypted offline/
Time limited licenses

Add trailers

Add widgets

Custom search "tags"
(i.e. Genre, Length)

Metadata with multi-
language localisation
support

Searchable "tags"
(i.e. Directors, Cast)

Dark theme example

Customised with your
brand, colours & fonts

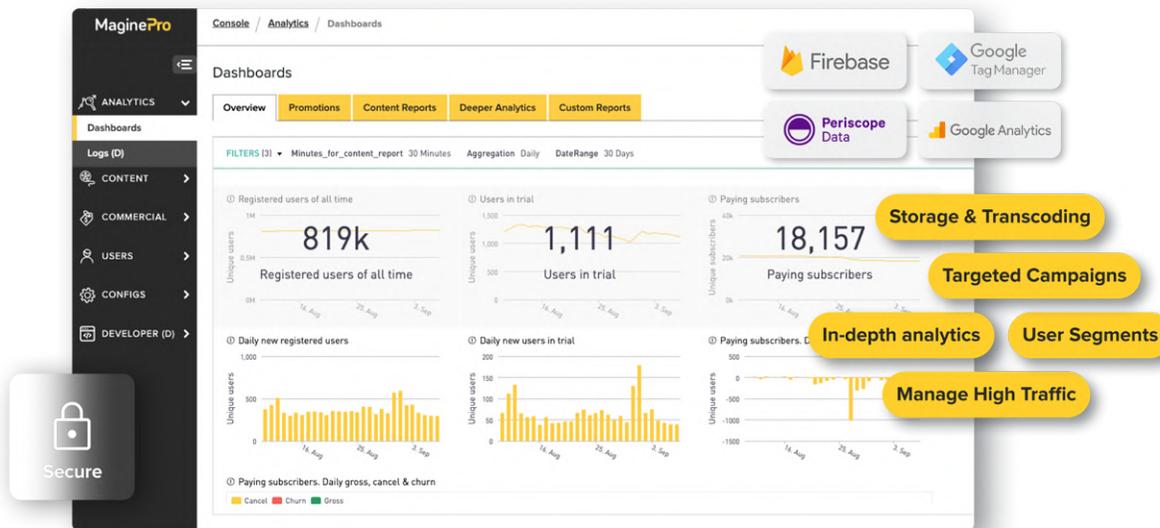
Parental control
integration

Curate recommendations/
related content for users

Solving the Challenges of Niche Streaming Services

For niche services, the limitations of starter platforms can be particularly frustrating. They thrive by super-serving a specific audience and having a platform that can adapt to their unique needs is critical for growth and success.

Smaller services often face challenges in scaling their operations and managing churn effectively. Moving to a more advanced OTT platform can provide the necessary infrastructure and tools to address these challenges, ensuring your service can continue to grow and succeed. Advanced analytics, for instance, can help you better understand your audience and tailor your offerings to meet their needs.



An overview of the Magine Pro OTT Platform's powerful reporting features

The OTT Upgrade Path: From the “Why” to the “What”

Do these challenges sound familiar? At Magine Pro, we've been where you are. [Having operated a B2C streaming service before offering our OTT platform as a SaaS solution to other OTT services](#), we know that moving platforms is a daunting prospect.

The opportunities outlined above show that it's worth making the move to a new platform that offers big-screen apps, business model flexibility, and an attractive user experience. The trick is to find a vendor that understands your challenges and offers all the features you need for now and the future. That way you won't have to contemplate another switch in two or four years' time. The Magine Pro team has significant experience in supporting other OTT services to migrate - don't miss the case studies at the end of this guide!

In the meantime, the next chapter will guide you through the essentials that you need to consider to ensure a successful transition.

CHAPTER 2:

What to Consider Before Migrating

Before embarking on a technology transformation, it's crucial to understand the key factors that will impact the process and outcome.

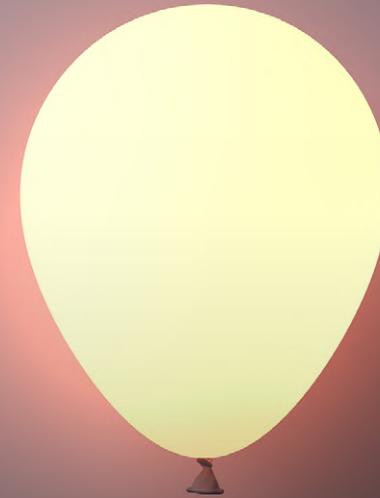
Migrating Your Video Content

Your content library is perhaps your most valuable asset, and migrating it efficiently is paramount. Consider whether you have access to source video files, as re-transcoding from high-resolution sources can ensure better quality for new devices. If you cannot access the original source content, cooperation with your current provider will be essential to exchange encryption keys and re-use existing files.

Efficiently moving video assets, associated images, and metadata into your new OTT platform is critical. This includes rights and availability information for each asset and any editorially-generated data such as thematic collections. Properly planning and managing this process can prevent data loss and ensure a seamless transition.

Transitioning Subscription Plans

Mapping your current subscription plans to the new platform is critical to avoid customer confusion. If you plan to introduce new business models like AVOD or TVOD, carefully consider how these will integrate with your existing offerings and how you will communicate these changes to your users to maintain trust and avoid potential churn. Keep naming and content selection consistent to avoid confusing customers during the transition.



Managing User Accounts

One of the areas that most concerns OTT services is the friction that will be created for users in any platform switch. It's sensible to consider the potential for churn and we advise doing everything possible to avoid making customers re-register. One option is to migrate all their data, including passwords. This is the most seamless approach for users but there are security implications. Another option is to migrate all the other data, but ask them to create a new password at their first login via the new platform. This is our recommended approach.

As well as granting access, relevant entitlements must also be transitioned to ensure users can still watch all their favourite content in line with their existing subscriptions and purchases. Making sure they're mapped accurately is essential to avoiding customer complaints. Depending on the vendor of your current OTT platform, the entitlements may be more or less tightly coupled to the individual video assets. That's something to check early in your decision making process.

Handling Payment Methods

For SVOD services, ensuring a seamless transition of stored payment details is crucial to maintain subscription revenues. The process of migrating stored credit/debit card details will be easier if you're using the same payment provider despite moving to a different streaming platform. But it can also be managed smoothly between different payment providers with sufficient notice, planning and cooperation. Advanced strategies such as subscription dunning and win-back campaigns can help maintain subscription continuity during and after the migration process.



App Transition

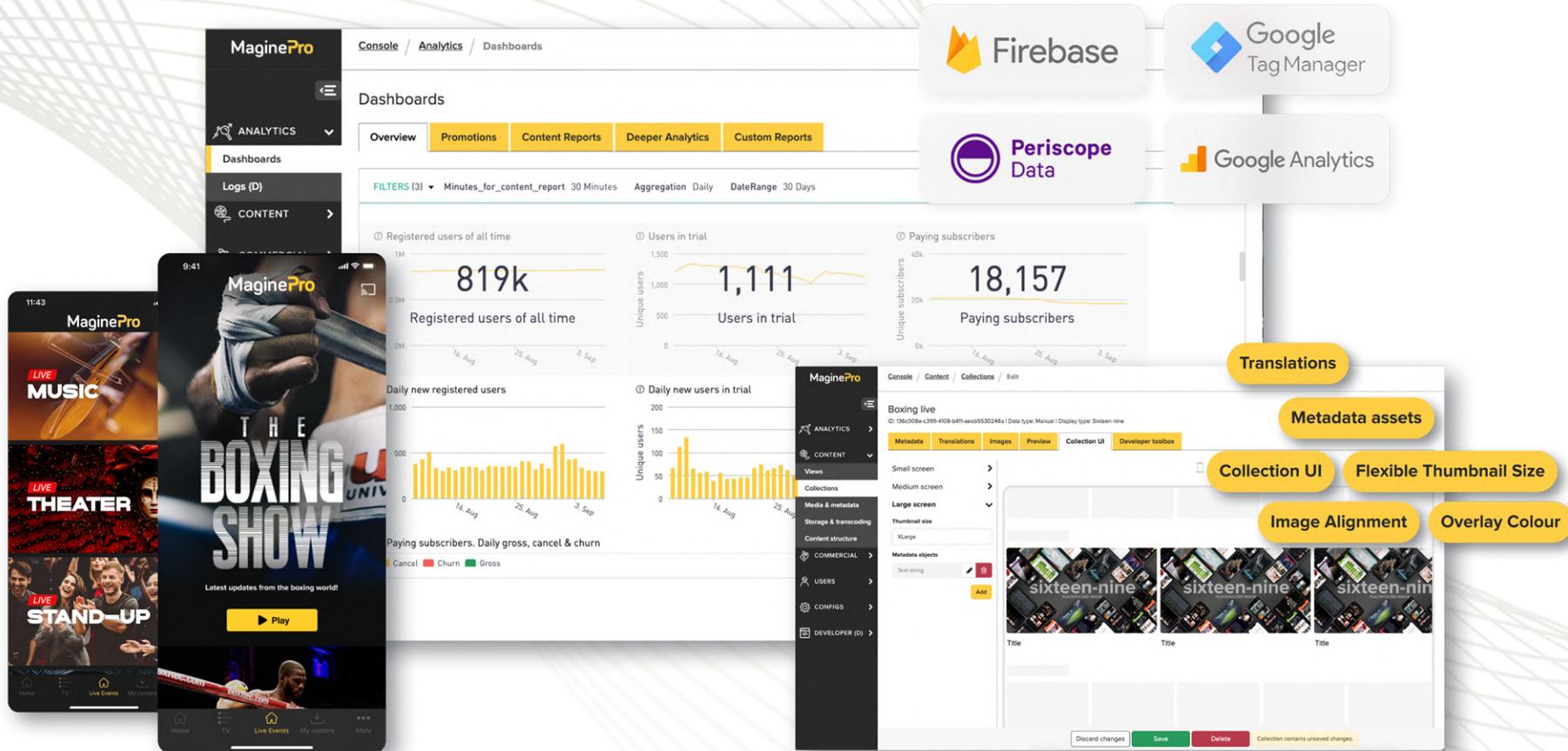
Switching users to new versions of your apps is another critical step. For mobile apps, this can be straightforward. You'll simply need to update the app ID in each app store to the ones provided by your new OTT platform. This generally requires minimal interaction with Apple or Google and little to no delay.

However, for Smart TV apps, the approval process can be lengthy, so starting early and working closely with TV manufacturers is essential. If you've not had big screen apps before, it's important to start the dialogue with TV manufacturers like Samsung and LG as early as possible. You'll need to create App Store accounts and carefully manage the approvals and publication process. Working with an established big screen app developer is a good way to reduce the time involved in this transition.

Want to know more about strategies for preventing payment-card related churn?

Read our Whitepaper: The Profit Playbook.

[DOWNLOAD](#)



Metadata Transfer and Enrichment

Maximising the discoverability of your content in the new OTT platform is crucial. Ensure that any video service takes the time to get the metadata transfer right. Accurately mapping metadata fields from your old system to the new one is essential.

Consider enriching your metadata to improve content discovery. Think about the additional keywords, fields, and data you can add to enhance the user experience and increase engagement. Enriched metadata will power the advanced content discovery features that can significantly improve user satisfaction and retention.

The OTT Upgrade Path: From the “What” to the “When”

Considering all these factors in advance will help ensure a smooth migration process. Detailed planning and cooperation with both your existing and new providers are key to minimising disruption and maintaining user satisfaction.

In the next chapter, we'll look at the timing of the transition, discovering what needs to happen first.

CHAPTER 3:

When to Act to Manage a Smooth Migration

Timing is everything when it comes to migrating OTT platforms. Acting at the right time can minimise disruption and ensure a smooth transition. This chapter outlines the critical timing considerations for managing a successful migration.

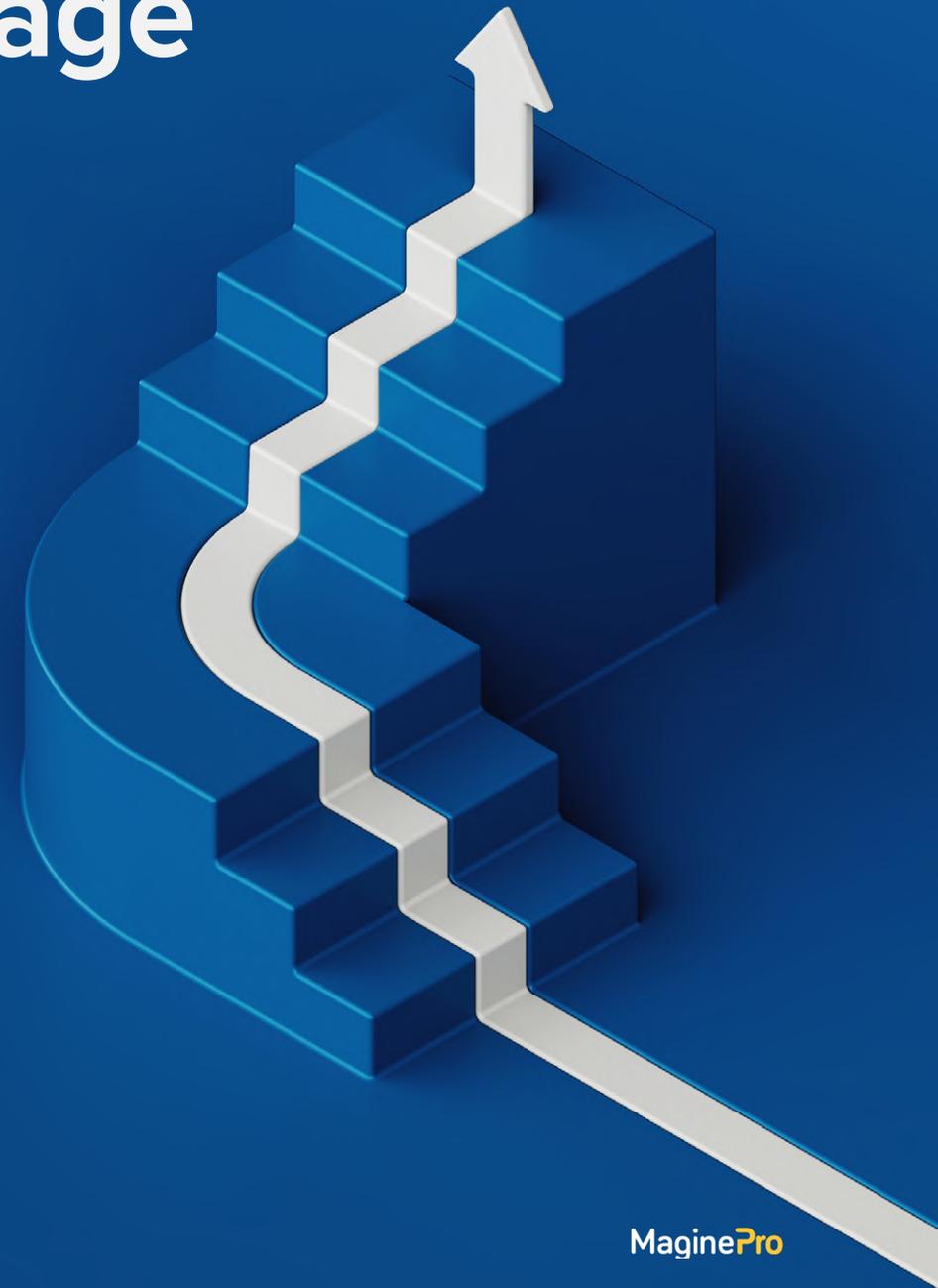
Early Preparation

Start preparing for your migration well in advance. This includes gathering all necessary information, such as platform settings, API keys, and content metadata. Early preparation allows you to address potential issues before they become critical, avoiding last-minute surprises and ensuring a seamless transition.

Coordinating with Providers

Maintain regular communication with both your current and new platform providers. This will help ensure a seamless handover of content, user data, and subscription plans. Coordination is particularly important when dealing with content ingestion and lengthy app approvals.

Regular check-ins and status updates can help address issues promptly and keep the migration process on track. Discuss the migration timeline and ensure that all parties are aligned on key milestones and deliverables. Effective coordination will minimise disruptions and ensure a smooth transition.



Managing Dual-Running Periods

To minimise disruption, consider running both platforms in parallel for a short period. This allows for a smoother transition but requires careful planning to avoid duplicating effort and creating additional work for your team.

Dual-running periods can provide a safety net during the migration process. By running both platforms simultaneously, you can ensure continuity of service while resolving any issues that arise with the new platform.

Communicating with Users

Effective communication with your users is crucial during a migration. Inform them well in advance about the upcoming changes, what to expect, and how it will benefit them. Clear communication helps mitigate the risk of churn and keeps users engaged throughout the transition.

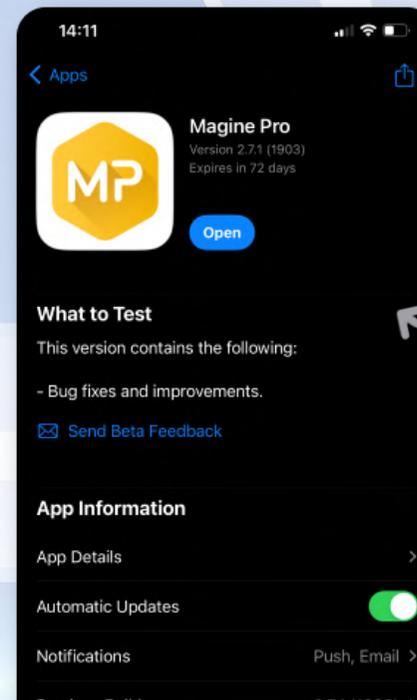
A comprehensive communication plan should include email notifications, in-app messages, and dedicated landing pages to inform users about the upcoming changes. Clearly explain the benefits of the migration and how it will enhance

their viewing experience. Provide detailed instructions on any actions users need to take, such as updating apps or creating new passwords.

While we've already covered the importance of migrating customer entitlements, there may be some user data that you choose not to bring across from your old platform. In our experience, most platforms don't migrate information on individual users' viewing habits such as "My List" (favourites), Continue Watching, Transaction Listing, Parental PIN settings etc. If it's important to you to migrate these settings, make sure you discuss those needs early in the project as they'll add time to the migration. And if you're not migrating them, this is another area where it's important to communicate clearly with end users to avoid dissatisfaction.

Testing and Validation

Before fully switching to the new platform, conduct thorough testing and validation. Ensure that all content, user accounts, subscription plans, and payment methods are correctly migrated and functioning as expected. This step is essential to avoid post-migration issues.



“

Clear communication helps mitigate the risk of churn and keeps users engaged throughout the transition.

Timing Your Switch

The timing of your switch-over is critical to minimising disruption. Schedule the migration during a period of low user activity, such as late at night or during off-peak hours. Coordinate with your cloud provider's maintenance window to ensure that backups are in sync and all data is secure. This approach will help minimise downtime and reduce the impact on users. Our advice is always to pause new sign-ups and purchases just before you take your image of the user database to avoid any new users getting lost in the changeover.

Once the apps and content are live with your new OTT platform, don't forget to think about SEO. If Google has indexed your top content items in your old platform, you'll want to set-up redirects from existing product pages to the new ones via the Google Search console. This might require redirecting the top 100 or 200 ranked pages in your library, but it's an effort that will pay dividends when consumers search for a particular piece of content in Google and can still find your service.

The OTT Upgrade Path: From the "When" to the "How"

Acting at the right time and maintaining regular communication and coordination with all stakeholders

will help ensure a smooth and successful migration. Early preparation and thorough testing are key to minimising disruption and maintaining user satisfaction. *In the next chapter, we'll show you how it's done in practice.*

Keen to know more detail about the migration process?

Read our blog: **Don't Panic! A stress-free guide to upgrading your OTT service**

[LEARN MORE](#)

CHAPTER 4:

How We Migrated a Client in Under Four Weeks

A recent migration success story highlights how effective planning and execution can lead to a rapid and smooth transition. Here's how we helped a customer move to the Magine Pro OTT Platform in less than four weeks.

A migration against the clock

For our client, an SVOD service based in the Southern Hemisphere, the primary goal was to capture the growing market for streaming content on Smart TVs. Their existing provider could not support Samsung and LG screens and their business objectives required a launch within four weeks of contract signature with Magine Pro. Despite the tight timeline, we successfully went live in 3.5 weeks.

Step-by-Step Approach

The secret of success in the project was a systematic approach to efficiency:

1. Initial Onboarding:

We outlined all tasks, roles, and responsibilities, ensuring everyone knew what was required and when.



2. Content Prioritisation:

The client had a large content library, so we advised getting started as soon as possible, and prioritising “must-have” content for launch, with the rest to follow post-launch.

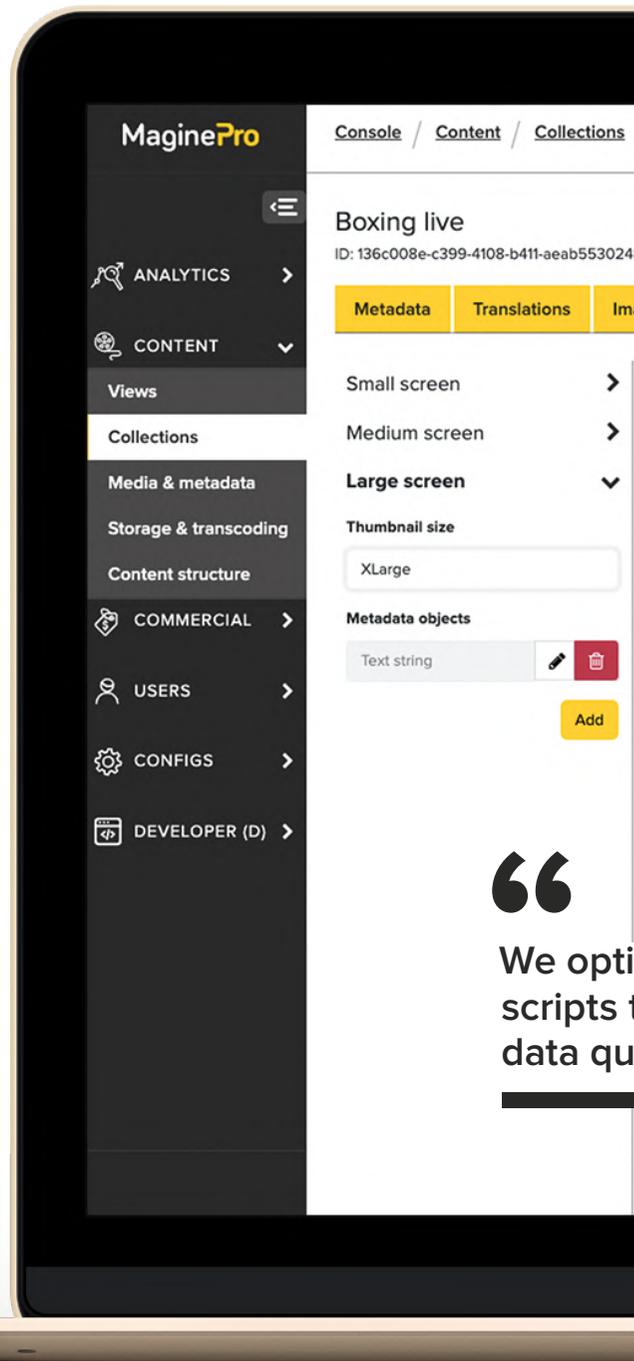


3. Regular Check-Ins:

Frequent meetings helped address challenges in real-time and keep the project on track.



This focus on efficiency enabled the launch to go ahead smoothly, even though the customer had only three full-time staff working on their side of the project: two involved with content migration and one with marketing.



Managing App Store Approval

Early in the process, we supported the client with the creation of accounts on the relevant Smart TV app stores and guided them through the submission and approval process. Additionally, we provided support in creating the PowerPoint presentations required by the different App Stores to support their app functionality testing. With our long experience of developing and submitting apps to big screen manufacturers, it was easy for us to guide the customer through the minefield of different images, text, and documentation that need to be uploaded through each app store. Getting these steps right is crucial if you want to expedite the sometimes lengthy approvals processes and avoid re-submissions.

Reducing User Friction

We optimised migration scripts to transfer user data quickly and advised the customer on proactive communication strategies to minimise user friction and prevent churn. They sent out email notifications to inform users in advance about

“

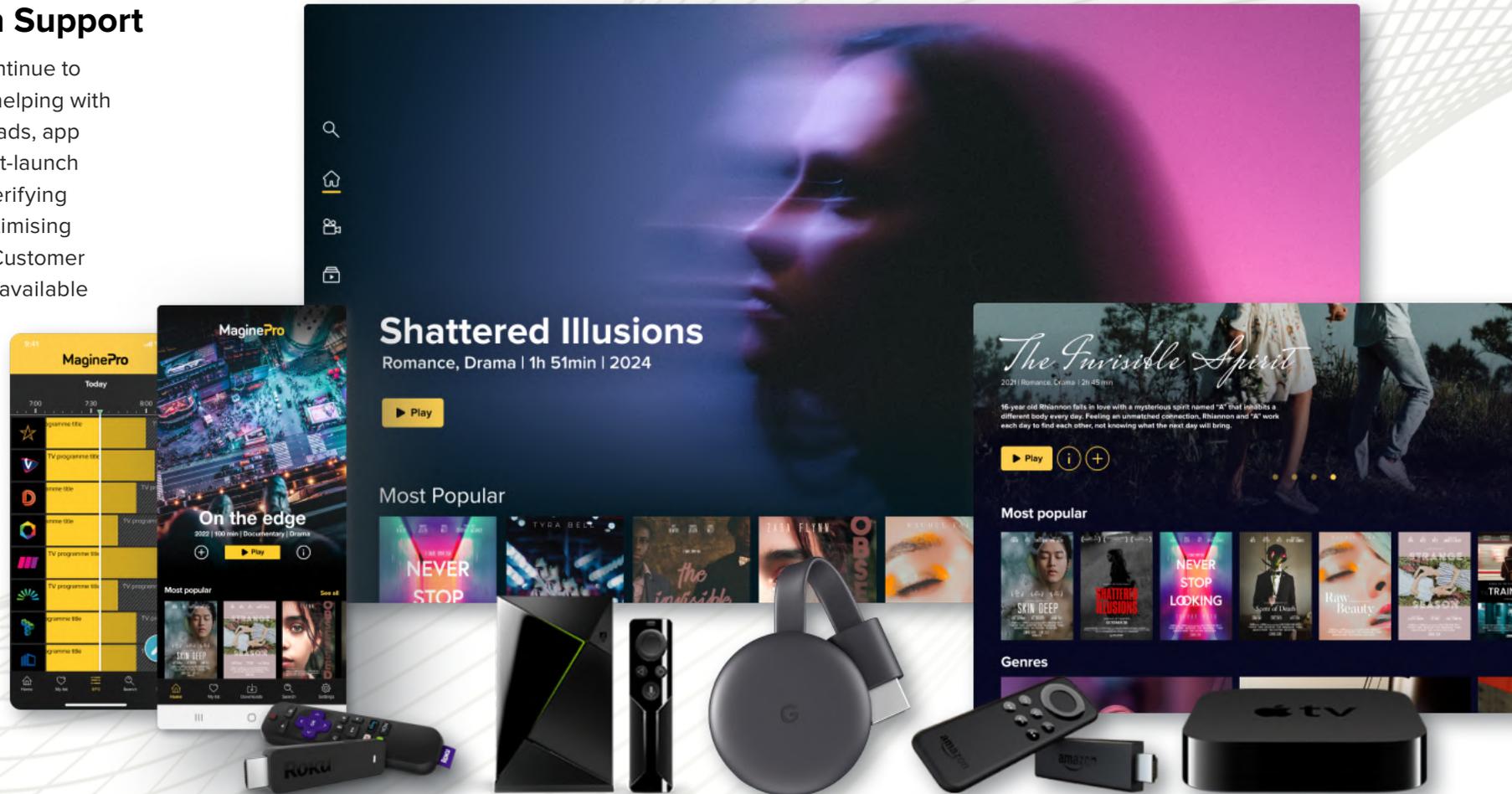
We optimised migration scripts to transfer user data quickly

the upcoming changes - highlighting the benefits to come in order to offset any inconvenience caused by creating a new password on the new platform. They also displayed banners in existing apps and created a dedicated landing page with detailed information about the migration process. All this ensured

the customer base was comfortable with the transition and limited the risk of user churn.

Post-Migration Support

Since going live, we continue to support the customer, helping with additional content uploads, app configurations, and post-launch adjustments such as verifying configurations, and optimising platform settings. Our Customer Success team remains available to ensure a smooth transition and ongoing success.



Lessons Learned

Reflecting on this specific project, it's clear that effective communication, meticulous planning, and agile execution are paramount when you're

looking to achieve both speed and quality. While each migration presents unique challenges, we are committed to delivering a seamless transition for

all. If you're contemplating a migration or seeking to upgrade your current OTT setup, contact our experts to talk about your needs.

CONTACT MAGINE PRO'S MIGRATION EXPERTS 

CASE STUDY:

Seamless Migration

Elevating Draken Film's Digital Experience

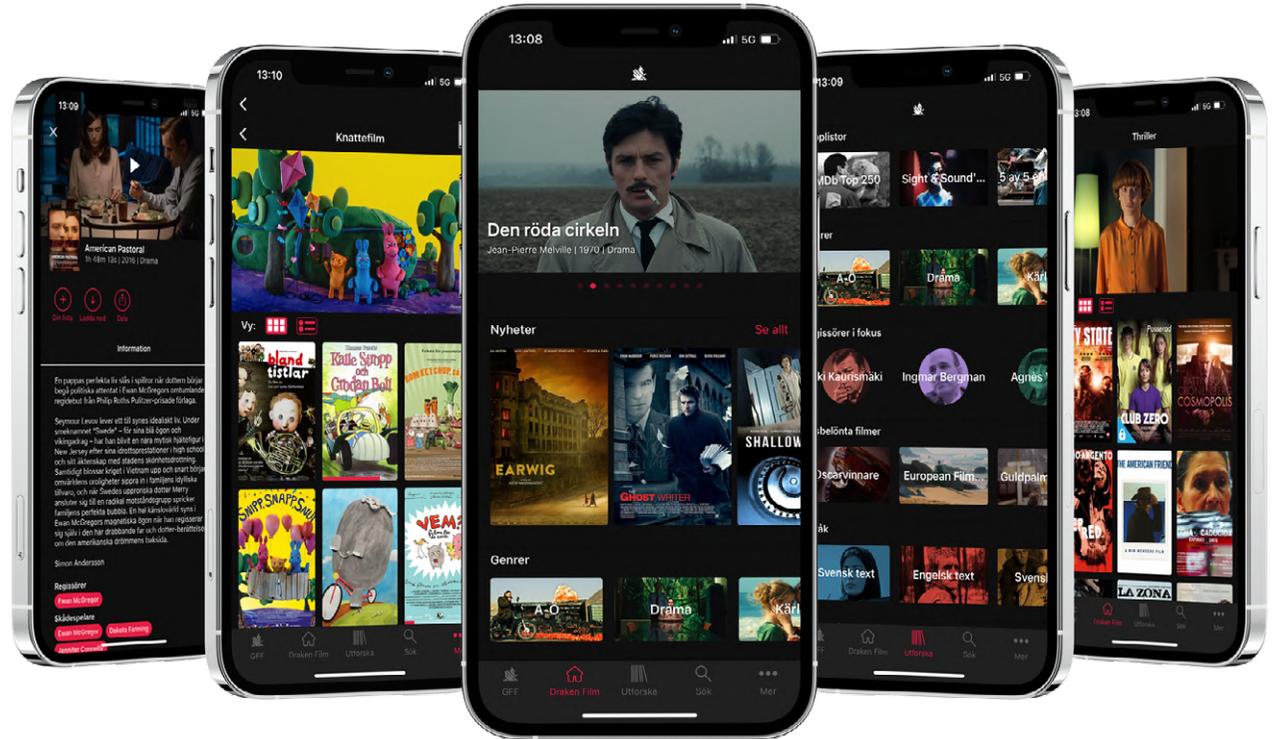
Transitioning to a new OTT platform might appear challenging, but at Magine Pro, we streamline the process, seamlessly migrating everything from branding and content to users and billing data. Here's how we optimized the Draken Film service using the Magine Pro OTT Platform.

CHALLENGE

Draken Film approached Magine Pro seeking to upgrade their OTT video platform provider, aiming to enhance customer experience, video quality, and expand their existing web-only streaming service by introducing new, high-quality apps on iOS and Android platforms.

RESULT

We successfully delivered a fully managed end-to-end OTT service, complete with brand-new Draken Film iOS and Android applications within a month.



“

Magine Pro's fast delivery means that in less than a month we will be able to launch the new service.

- Olle Agebro, Head of Acquisition at Draken Film

The project involved a seamless migration of Draken Film's existing subscribers to our OTT platform, executed with zero downtime or disruption to their user experience. This comprehensive transition included support in migrating billing data to our payment service provider, Adyen before commercial launch. Draken Film has complete access to the Magine Pro CMS Console,

empowering them to autonomously manage their service apps, including subscription management and promotional offers.



Draken Film

Want to know more?

Read our interview with Olle Agebro, Head of Acquisition at Draken Film.

[READ THE Q&A](#)

CASE STUDY:

Fast-Track Migration

Flimicca's Swift and Seamless Migration to Magine Pro

Migrating to a new OTT platform with minimal downtime and user disruption is crucial for streaming services. Discover how Flimicca quickly and seamlessly transitioned to the Magine Pro OTT Platform, significantly enhancing its service and user experience with minimal disruption.

CHALLENGE

Flimicca partnered with Magine Pro to migrate its streaming service to the Magine Pro OTT Platform, ensuring seamless integration across mobile applications and big screens. This collaboration aimed to minimise downtime and user disruption, providing Brazilian audiences with uninterrupted access to diverse, high-quality cinema.

RESULT

Flimicca swiftly migrated to the Magine Pro OTT Platform, integrating across web and mobile apps, followed



“
Magine Pro was exactly what we were looking for to provide the best experience to our Brazilian customers through Apps for Smart TVs and mobile. Our audience loved it!

- Gracie Pinto, CEO at FILMICCA

shortly by Samsung Smart TV and LG TV. This migration prioritised Brazilian localisation with Portuguese language settings and transactions in Brazilian Real, enhancing accessibility for film enthusiasts.

By optimising backend operations and expanding device compatibility, Flimicca has significantly improved the user experience and established a solid foundation for future growth, meeting diverse viewer preferences and seamlessly delivering high-quality, curated content.

Flimicca is an independent Brazilian streaming service celebrating authorial and cult cinema. With exciting weekly releases of exclusive titles and festival favourites, its curation champions diversity, spotlighting films by women, LGBTQIA+ stories, black narratives, and emerging filmmakers.

[LEARN MORE](#)

Flexible video streaming services & apps

Launch an OTT service that monetises and delivers your Live, Linear & VOD entertainment to audiences everywhere.

Data Analytics

Month	Users (k)
Mar	~5k
Apr	~20k
May	48k
Jun	~35k
Jul	~55k

iPhone
 android
 LG
 SAMSUNG
 chromecast
 AirPlay
 ROKU
 firetv
 apple tv
 androidtv
 VIZIO

maginepro.com