



OTT and Video Streaming Platform Management Course: Content Acquisition, Subscribers and Churn

6 – 10 September 2027

Amsterdam - Zuidas business district hotel



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Introduction:

OTT and video streaming platform management, covering content acquisition, subscribers and churn, is a 1-week course for content, growth, product and commercial units at media groups, telcos and broadcasters, ending with an OTT Service Business Plan for a case organisation. Many streaming services overpay for catalogue few subscribers watch, chase sign-ups with discounts that raise cancellations and cannot show when content and delivery costs will be covered. Nominees already manage part of a streaming service and work through modelling builds on licence, funnel and cohort data. CoreConcept Training Center delivers this OTT and video streaming platform management course.

Course Objectives:

- Select a monetisation model across SVOD, AVOD, TVOD, FAST and hybrid tiers that fits the organisation's audience and assets
- Evaluate licence offers and original commissions by window, territory, exclusivity and cost per viewing hour
- Run catalogue and metadata operations so titles are discoverable, correctly packaged and ready for release on every device
- Build subscriber acquisition funnels and price tests that grow paying members at an acceptable acquisition cost
- Diagnose voluntary and involuntary churn with cohort survival curves and design retention and win-back actions
- Model the streaming service P&L, including content amortisation, delivery, DRM and advertising revenue, in an OTT Service Business Plan

Target Audience:

- Units responsible for buying, licensing and scheduling film, series and channel content for streaming services
 - Units responsible for subscriber acquisition, pricing, bundling with telecom plans and retention campaigns
 - Units responsible for the streaming product, apps, catalogue presentation and user experience
 - Units responsible for advertising sales, ad operations and FAST channel partnerships
 - Units responsible for the financial plan, budget and P&L of a streaming service
 - Units responsible for delivery partners, CDN contracts and content security on streaming platforms
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Course Outline:

Day 1: Streaming Market Structure and Service Baseline

- OTT Value Chain From Rights Owner to Connected Screen
- SVOD, AVOD, TVOD and FAST Revenue Model Comparison
- Hybrid Tier Design With Ad-Supported and Premium Plans
- Telco Bundle, Aggregator and Direct Distribution Route Options
- Service Baseline Scorecard for Subscribers, Viewing and Revenue

Day 2: Content Acquisition, Licensing Windows and Catalogue Strategy

- Release Window Sequence and Holdback Mapping for Acquired Titles
- Licence Term Sheet Covering Territory, Exclusivity and Run Limits
- Cost per Viewing Hour Model for Licence Valuation
- Originals Versus Acquisitions Mix Using Catalogue Gap Analysis
- FAST Channel Programming From Library Titles and Archives

Day 3: Catalogue Operations, Metadata and Subscriber Acquisition

- Title Metadata Schema With Artwork, Ratings and Availability Rules
- Content Ingest and Packaging Workflow Using HLS and MPEG-DASH
- Subscriber Acquisition Funnel From Trial Start to Paid Conversion
- Price Point and Free Trial Testing With Control Groups
- Acquisition Cost per Paying Subscriber by Marketing Channel

Day 4: Churn Analytics, Retention, Delivery Costs and Advertising Yield

- Cohort Survival Curves for Gross, Net and Rotational Churn
- Involuntary Churn Recovery Through Payment Retry and Dunning Flows
- Retention Offer, Pause Option and Win-Back Campaign Design
- CDN, Adaptive Bitrate and DRM Cost Drivers per Stream
- Server-Side Ad Insertion Fill Rate and Ad Load Balancing

Day 5: Modelling Build of an OTT Service Business Plan

- Case Organisation Brief With Catalogue, Funnel and Cohort Data
 - Content Spend Plan With Amortisation and Window Schedule
 - Subscriber Forecast Using Acquisition and Churn Assumptions
 - LTV to CAC Ratio and Service P&L Sensitivity Model
 - OTT Service Business Plan Completion and Executive Panel Review
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Skills You Will Gain:

- Streaming Monetisation Modelling
- Content Licence Valuation
- Release Window Planning
- Catalogue Metadata Governance
- Subscriber Funnel Optimisation
- Cohort Churn Diagnosis
- Streaming Delivery Cost Control
- Streaming P&L Forecasting

Why Attend This Course:

- Deliver an OTT Service Business Plan for a case organisation to the managing director, the finance lead and the content committee
- Decide which titles to license or commission, which tiers and prices to offer and where acquisition budget earns paying subscribers
- Avoid overpaid licences, discount-led cancellations and delivery costs that grow faster than subscription and advertising revenue
- Share the cost per viewing hour model, cohort churn template and P&L workbook with content, growth and finance colleagues

Conclusion:

Back at work, the participant gives the managing director, the finance lead and the content committee an OTT Service Business Plan that links content spend, tier pricing, subscriber forecasts, delivery costs and advertising yield to one P&L. The organisation uses it to approve the licence and originals budget, the launch or relaunch of tiers and the acquisition and retention spend for the coming period. After the first quarter under the plan, the unit should compare actual sign-ups, cohort churn, cost per viewing hour and advertising fill against the forecast and update the assumptions.

Frequently Asked Questions FAQ:

What should participants know before the OTT and video streaming platform management course?

Participants should already work on content buying, growth, product, advertising or finance for a streaming service or a planned launch. A laptop with a spreadsheet application is needed for the modelling builds, and anonymised funnel or catalogue data helps apply the plan to their own service.

How does OTT and video streaming platform management differ from a broadcast channel management course?

This course centres on on-demand and ad-supported streaming economics: tiers, licence valuation, subscriber funnels, cohort churn and per-stream delivery costs. A broadcast channel course covers linear schedules, ratings, playout and airtime sales, which appear here only where they affect a streaming service.

Why does cohort analysis matter for OTT and video streaming platform churn?

Cohort analysis tracks subscribers by the month they joined, so a growing base cannot hide rising cancellations. It shows survival curves, average subscriber lifetime and the effect of trials or discounts, which feed lifetime value and the acquisition budget a service can afford.

What does a participant take back from the OTT and video streaming platform management course?

Each participant takes back an OTT Service Business Plan for a case organisation, with a content spend plan, tier and price design, subscriber forecast, churn and retention actions and a service P&L sensitivity model they can adapt to their own service.