

# Amazon, a MVPD platform?



**veed insights**

March 2020

# About veed analytics

# Market intelligence  
and strategic advisory

# For the global  
video industry

# With a focus on the  
customer perspective



# Founded in 2014

# Based in Munich

# Team of product &  
content enthusiasts

# A lot of happy  
international clients

# Aggregator Endgame: Who will succeed?

Tech



Access



Media



Likely

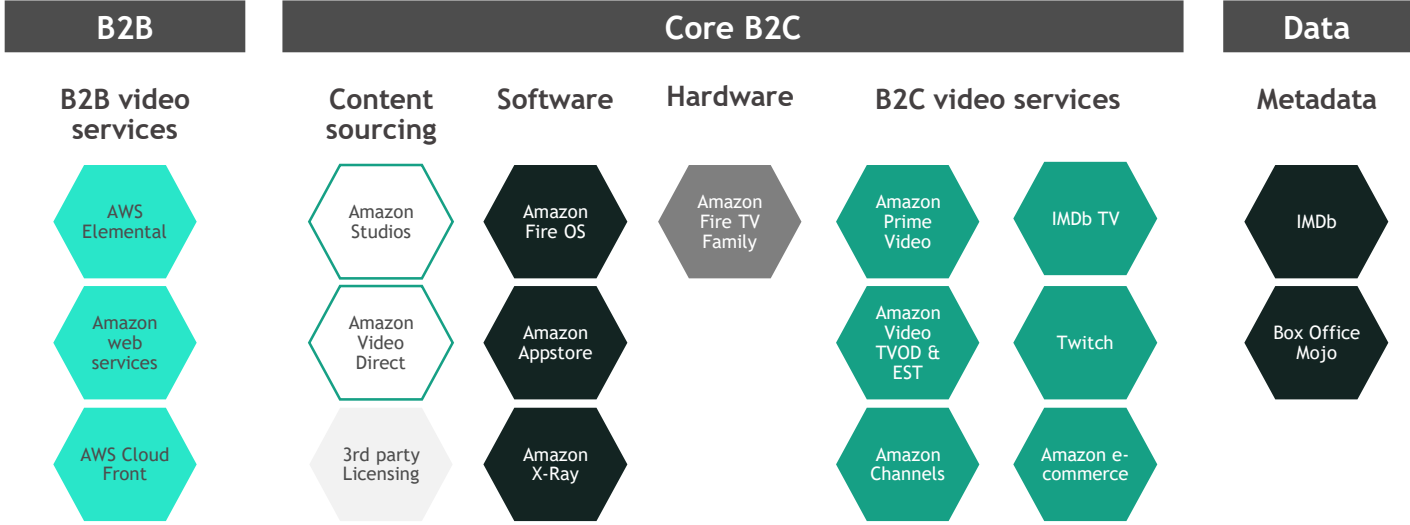
Unlikely

# Heads-up: Amazon vs. Deutsche Telekom

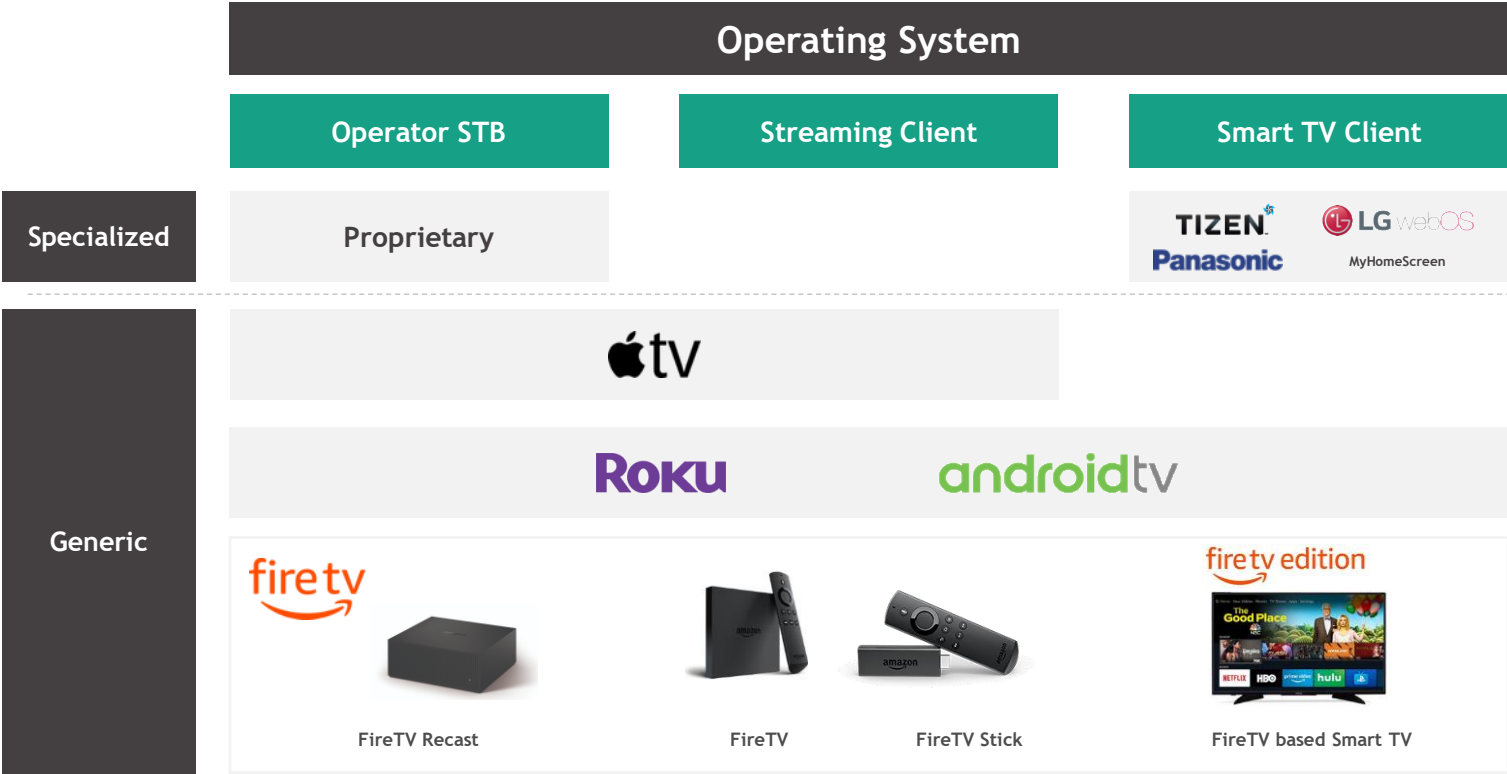


Hardware/OS	■	■
App store	■	□ (■)
Content breadth	■	■
Content surfacing	■	■
Content bundling	□	■
“...other bets”	■	■

# Comprehensive Video Ecosystem



# Big screen technology



# Linear TV: yet through 3<sup>rd</sup> parties

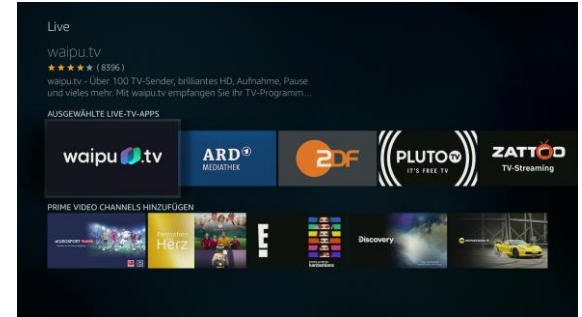
FireTV // First Install // US



FireTV // Live Section // US

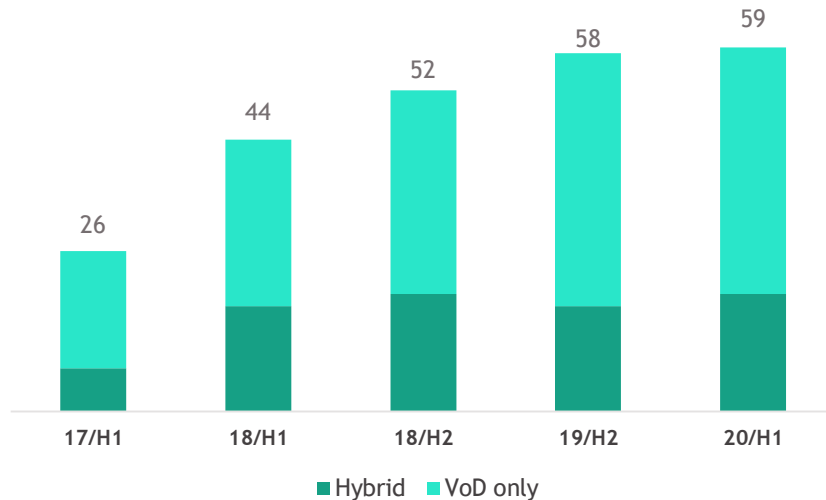


FireTV // Live Section // DE



# Amazon Channels: Recent development

## Channel availability DE



## Pricing DE

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Avg. price VoD only € 4,40

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Avg. price Hybrid €4,15

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# The missing piece: EPG

Prime Video (Web) // EPG // US

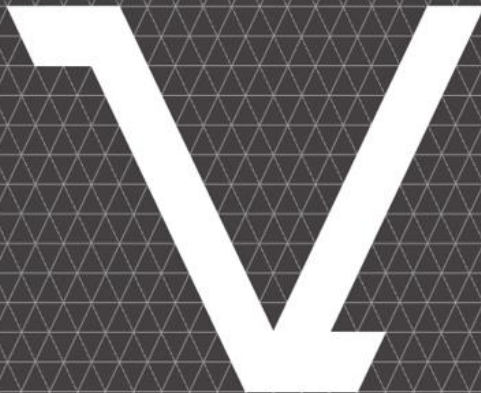
The screenshot shows the Prime Video US EPG interface. At the top, it says "prime video" with navigation links for Home, Channels, Rent or buy, Categories, and My Stuff. Below that, it displays "Channel Guide | 07:26 PM UTC-1". A search bar is visible. The main content area is titled "More subscription channels" and features a grid of program listings for various channels including HBO, HBO 2, Discovery, HBO Latino, HBO Comedy, HBO Family, and HBO Home. Each listing includes the channel logo, program title, and time slot.

Prime Video (Web) // EPG // DE

The screenshot shows the Prime Video DE EPG interface. At the top, it says "prime video" with navigation links for Startseite, Channels, Kaufen und Leihen, Kategorien, and Mein Bereich. Below that, it displays "Einstellungen" and "So geht's". The main content area is titled "Weitere Channels" and features a grid of program listings for various channels including Eurosport, Discovery, HBO, and others. Each listing includes the channel logo, program title, and time slot.

# Summary

- # **Amazon Video Ecosystem:** Comprehensive and competitive set-up
- # **FireTV Ecosystem:** True ecosystem with global reach and reasonable variants
- # **Amazon channels:** The door into Linear TV



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