

Abstract

Under the trend of global industry development, the growing consumer preference for the over-the-top (OTT) streaming services is having a disruptive effect on traditional television scheduling, ratings, advertising, and subscriptions. In this critical moment, the ability of media planners to understand audiences across the various viewing alternatives becomes an important issue.

The purpose of this study is to examine the business models of dominant OTT players from various countries and the approach of audience measurement. The in-depth interview and focus groups are employed as the main research methods in this project as well for answering to which extent between the rating mechanism for OTT industries and their business models.

The followings are the important findings of this study :

- 1 、 The OTT industry is booming internationally, and many players in Taiwan have joined the competition.
- 2 、 Relevant international organizations have discussed the measurement mechanism of the OTT industry in different ways.

This study finds that the current rating mechanism had been

discussed especially in three ways, which include advertising market, content distribution and the personalized service of OTT operators. Through the data mining and the transparent data operation mechanisms, OTT operators can achieve innovation and build the trust mechanism between multi-interest groups to building the trustworthy market transactions.

- 3 、 Regarding to the research conclusions, this study suggests the industry should jointly establish the Joint Industry Council (JIC) to determine the survey of OTT's audience measurement methodology and related operational mechanisms, which also would be audit by the fair-trade commission. Meanwhile, in the long term, the government should adopt the law to ensure the use of data mining and relevant mechanism for balancing the value of personal privacy's protection.

Keywords: OTT (over-the-top), Digital ratings, Audience measurement