



WHO WILL WIN THIS GAME OF THRONES CONTENT WARS 4.0??



It is evident that **'Winter is Coming'** soon for the traditional content platforms. In order to protect the throne that matters, each platform is working towards building an impregnable wall of original content to prevent the breach of its kingdom. Where and how are you positioned for this battle?

- Understand trends and get actionable insights on how to define your value proposition as a vendor to media companies today.
- As a media company, take a deep dive into what entices viewers today, and find your spot in the cluttered OTT landscape.
- Take the help of experts to define your roadmap for a profitable OTT service or solution. For additional information, please reach out to digitalmedia@frost.com
- Or click here to explore.

Source: Industry publications, company releases, Frost & Sullivan analysis