

eBOOK

Best Monetization Strategies for Live Broadcasters

Live broadcasting offers unique opportunities for monetization due to its real-time engagement and immediate audience interaction. Here are some of the top monetization avenues.



92%

**Audience reach among
internet users worldwide**

Overview

Did you know that a **third of global viewers** watch paid video streaming services for an average of one to five hours each week? Or that online videos noticed a **92%** audience reach among internet users worldwide in the first quarter of 2023?

Having said that, video is a powerful medium for reaching and engaging audiences worldwide. So, whether you are a seasoned broadcaster or just starting your journey, pairing engaging content with an effective monetization strategy could be the key to long-term success.

Read along to learn how to monetize your live broadcasts and increase your revenue streams.

1 Donations and Crowdfunding

Donations and crowdfunding are dynamic monetization strategies that rely on the support and generosity of your audience. By embracing these strategies, you invite your viewers to contribute financially to your broadcasting journey.

When embarking on a donation or crowdfunding campaign, transparency is key. Clearly communicate how the funds will be utilized and set achievable goals. Engage with your donors regularly, expressing your gratitude and keeping them updated on your progress. Encourage your audience to

share your campaign, expanding your reach and potential donations. Furthermore, consider hosting special events, such as live fundraisers, to boost donations.

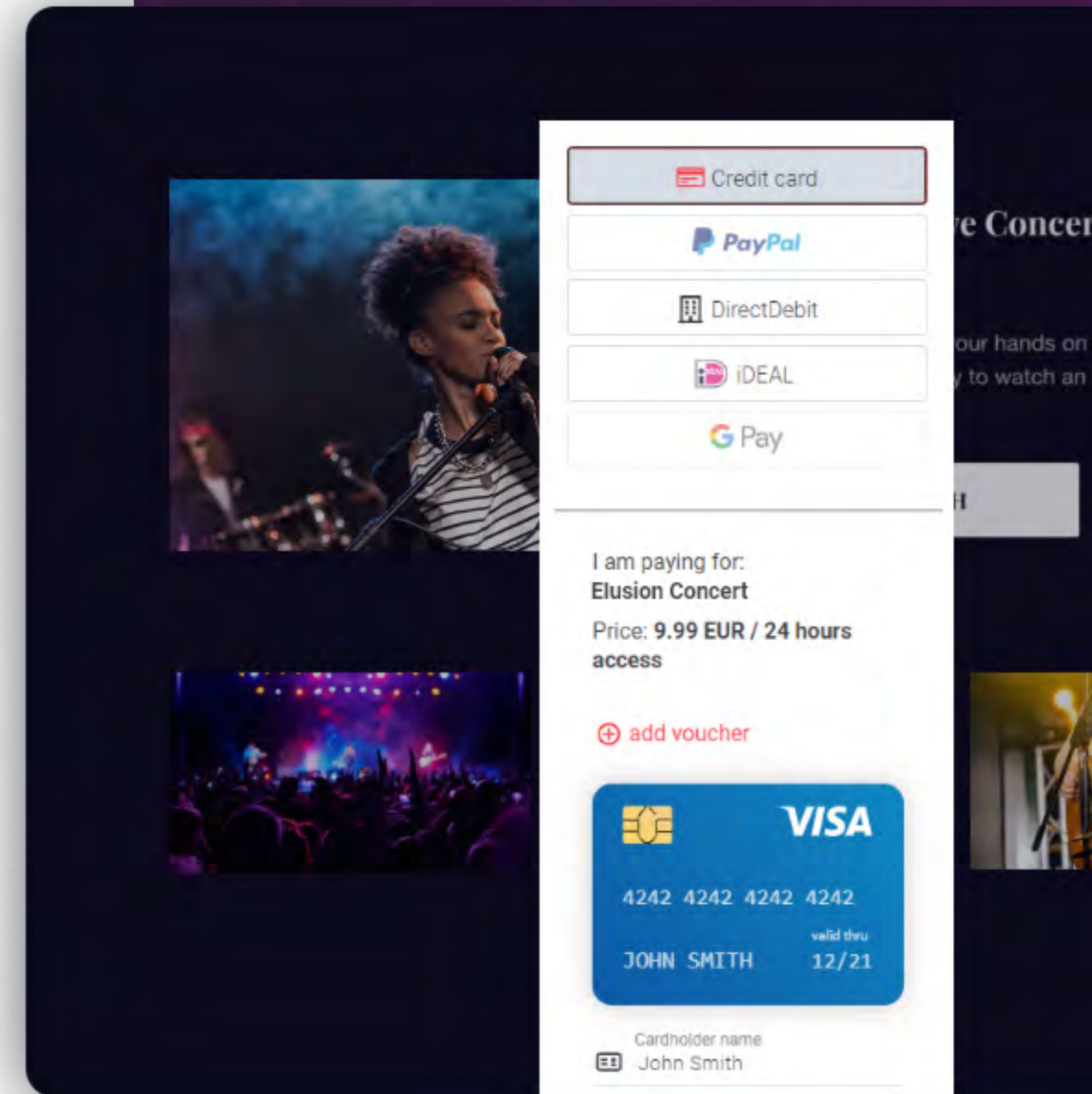
For maximum engagement, tailor your content to your viewers. Behind-the-scenes videos, personalized shout-outs, and interactive Q&A sessions can make donors feel valued and invested in your journey. Lastly, keep them updated on how their contributions are making a difference, building a strong sense of community and support around your content.

2 Subscriptions and Memberships

Subscription and membership models offer a consistent stream of revenue while building a dedicated community. Create tiered membership levels, each with unique benefits, such as exclusive content, early access, and community engagement. Plan your release schedule carefully, providing consistent value to your subscribers.

To retain subscribers, it's crucial to consistently deliver on the promises of your subscription tiers. Engage with your members through private chats, forums, and community events. Use surveys and feedback to shape your content based on your subscribers' preferences. Additionally, consider introducing an annual subscription plan to incentivize long-term commitments.

Exclusive subscriber content can be a powerful tool to attract and retain subscribers. This could include Q&A sessions, tutorials, or personalized content tailored to the interests of your subscriber base. Ensure that this content adds genuine value and a sense of exclusivity, giving your subscribers compelling reasons to remain loyal.



3 Pay-per-view Content

Pay-Per-View (PPV) is an effective monetization strategy where viewers pay a one-time fee to access premium content. It's a valuable approach, particularly for broadcasters streaming exclusive events, special shows, or unique experiences.

When implementing PPV, it's essential to strike a balance between pricing and content value. Make sure your premium content justifies the fee, offering something viewers can't easily find elsewhere. Promote your PPV content effectively in advance, leveraging your existing audience and marketing channels. To add more value, throw in bonus features, Q&A sessions, or limited edition merchandise.

Live events, workshops, concerts, or sports matches that fans are willing to pay for are some examples that perform best with a PPV model. Therefore, it's crucial to communicate the unique value of your PPV content, ensuring viewers understand what they'll gain from their investment.

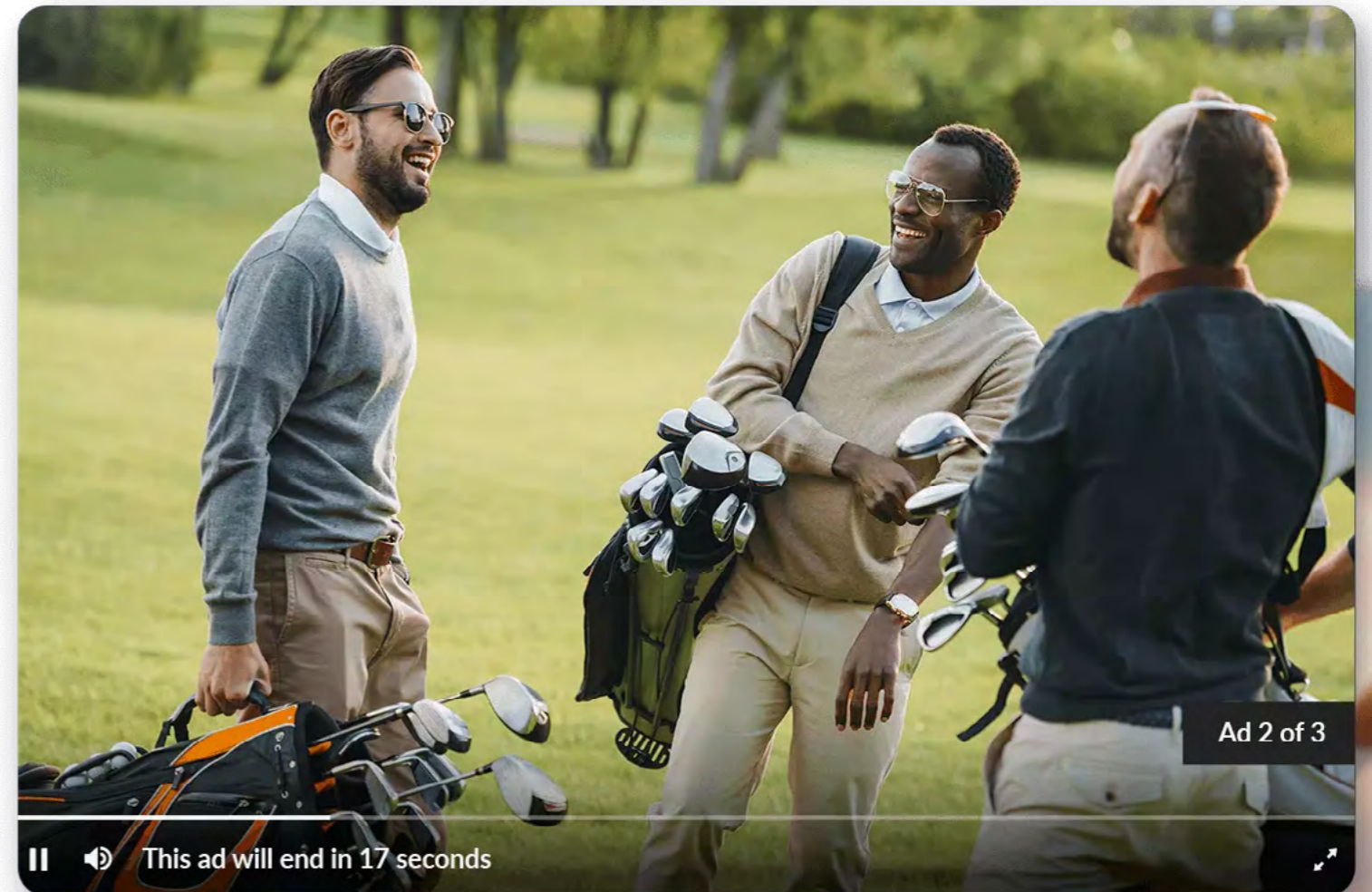


4 Server-side Ad Insertion

Server-side ad insertion (SSAI) is a strategy that combines user-friendly ad integration with revenue generation. It allows you to insert ads into your content prior to the delivery, ensuring a smooth viewing experience. To implement SSAI effectively, ensure you have the right technology and partnerships in place, allowing you to target ads based on viewer behavior and preferences.

When utilizing SSAI, consider different ad formats such as pre-roll, mid-roll, and post-roll ads. The key to success lies in balancing revenue generation with viewer experience. Experiment with various ad lengths, and monitor viewer feedback and engagement to find the sweet spot. Additionally, strategically place ads within your content to maximize visibility and engagement.

While generating ad revenue is crucial, maintaining a positive user experience is equally important. Aim to limit ad interruptions and optimize ad targeting to ensure that viewers see relevant and non-intrusive ads. A good user experience will keep your audience engaged and returning for more content.



5 Merchandising with Interactive Hotspots

Merchandising with clickable hotspots is an innovative way to monetize your content by allowing viewers to interact with and purchase products directly from your videos. This strategy is highly effective for broadcasters with a strong e-commerce presence.

To make the most of this strategy, integrate your e-commerce platform with your videos. Create visually appealing and informative product showcases within your content, offering in-depth insights into the featured products. Collaborate with brands or create your merchandise to diversify your revenue streams and maintain authenticity.

For an optimal placement, track the performance of your clickable hotspots, monitor the click-through rates and sales generated through those hotspots. This will help you make data-driven adjustments and improve your revenue. Plus, you can engage with your audience by promptly responding to their questions and providing additional information.



6 Sponsored Content and Affiliate Marketing

Sponsored content and brand affiliations are a lucrative monetization method. Collaborations can take the form of product reviews, sponsored videos, or even co-hosted content. When considering sponsored content, ensure it aligns with your brand and content style to maintain authenticity and resonate with your audience.

Affiliate marketing is a strategy where you promote third-party products or services, earning a commission for each sale or action generated through your unique affiliate link.

When selecting affiliate products, focus on those that provide real value and have a positive reputation. Most importantly, disclose your affiliate relationships transparently, ensuring that your viewers are aware of your financial interest in promoting the product.

The key to successful affiliate marketing is trust. Never compromise your integrity by promoting products that you don't believe in or that don't align with your values. Authenticity builds long-lasting relationships with your audience and encourages them to take your recommendations seriously.

How to Choose a Video Monetization Platform

Choosing a video monetization platform can make or break your monetization strategy. That's why it's important to keep the following factors in mind:

RELIABILITY

If you want to generate maximum revenue from your content, your delivery should be flawless. With JW Player's dual and multi-CDNs, you can distribute high-quality streams globally.

SUPPORT FOR LIVE EVENTS

Live streaming is an integral part of every broadcaster's strategy. It's an effective way to maximize revenue while engaging with audiences. JWP makes sure to deliver broadcast-grade live and VOD streaming in up to 4K resolution.

SUBSCRIPTION MANAGEMENT SYSTEM

A secure subscription management system is key for controlling your entire subscriber lifestyle. With JWP's identity management feature, you can use your customers' data to optimize your content strategy.


VIDEO PAYWALL

For an optimal monetization experience, look for a platform with an integrated paywall. JW Player offers a fully customizable, white-label paywall solution with multi-language and multi-currency support.

Conclusion

In summary, video content is a powerful medium, with a growing audience worldwide. Broadcasters can capitalize on this trend by pairing engaging content with effective monetization strategies, including donations, subscriptions, pay-per-view, server-side ad insertion, merchandising with interactive hotspots, sponsored content, and affiliate marketing.



 To learn more about how JWP can help you reach your video goals please visit us at jwplayer.com/contact-us