



OTtera, Inc.

1,867 followers

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OTtera, Inc., a prominent provider of OTT/CTV streaming solutions, has introduced StreamInsights™ - a comprehensive data solution that enables content owners and publishers to optimize their revenue potential.

OTtera, Inc.'s StreamInsights™ incorporates a sophisticated dashboard that integrates an extensive dataset on FAST (Free Ad-Supported Television), VOD (Video-On-Demand) consumption, and revenue analytics.

Through StreamInsights™, OTtera, Inc. provides real-time insights into viewer behavior and engagement, presented in a highly configurable tool that assists in informed decision-making regarding programming and advertising strategies. By leveraging these data-driven insights, content channels can maximize their revenue potential and gain a better understanding of their content's impact on their audience. #streaminsights #datasolution #OTT #CTV