Qvest Unveils New OTT Guide Ahead of OMR Festival 2025

05/05/2025

Hamburg, May 5, 2025: Qvest, a global leader in media-focused practices and services, has unveiled its new OTT guide, designed to empower decision makers to navigate the full OTT lifecycle. Published ahead of OMR Festival 2025 in Hamburg, the guide presents a curated selection of OTT providers on-site, helping attendees focus their visit and connect with the right partners to leave this year's OMR Festival with actionable insights and solutions to enhance their platforms—both technically and commercially.

The OTT guide provides practical insights into key challenges facing OTT providers, such as rising marketing costs, audience fragmentation, trial-to-paid conversion drop-offs, and retention hurdles. It recommends leading vendors and solutions at OMR Festival across nine lifecycle stages, including pro tips for OTT teams in the fields of subscription management, billing optimization, user experience enhancement, churn analytics, and personalized reactivation campaigns. The guide underscores the opportunity for streaming services to transform operational challenges into competitive advantages by tapping into a mature ecosystem of OTT-focused solutions.

"Many OTT platforms focus heavily on content and app development but neglect the full breadth of the customer lifecycle. True growth lies in optimizing every phase—from acquisition and onboarding to churn prevention and win-back strategies," says Tobias Künkel, Managing Director Qvest Engage.

OMR Festival is one of Europe's biggest gatherings for digital marketing and tech. It is not just for general marketers—it's a hidden goldmine for OTT service providers seeking to boost commercial performance with minimal technical disruption.

Get your copy of the OTT guide here: The definitive guide for OTT decision-makers

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