

How Calysto's "Over-the-top" PR Results Delivered a Successful Exit for Widevine

A case study on how Calysto helped one company get noticed and acquired by Google just 12 months after accelerating its public relations efforts.



CALYSTO

Widevine – Positioning for an Exit

Situation:

When it hired Calysto, Widevine's stated goal was to become the number one provider of digital rights management and video optimization solutions to telco, satellite and over-the-top Internet provider players. This goal involved attracting the attention of customers as well as large market players that could serve as potential buyers for Widevine.

Objective:

Calysto developed and implemented a strategic PR plan for the company that leveraged the media, analyst and blogging community to help Widevine attract the attention of both potential customers and potential buyers.

Widevine – Positioning for an Exit

Challenge:

Calysto faced a few key challenges right off the bat, given that Widevine was competing in a rather crowded and technical market. This made it difficult to catch the attention of industry influencers – media, analysts and bloggers.

The challenge was differentiating Widevine and its products in a clear, concise manner that all members of the media, analyst and blogging community could understand.

CASE STUDY

Widevine – Positioning for an Exit

Strategies/Tactics:

- **Simplify and Strengthen the Message.** Immediately after being hired, Calysto took Widevine through a messaging exercise that helped the company clearly define its market position and its differentiators.
- **Expand the Reach.** Widevine had been consistently pitching only five or so media contacts prior to hiring Calysto, so Calysto quickly built a comprehensive, customized media list for Widevine. The list contained close to 200 contacts, which Calysto ranked in terms of relevance to Widevine's business. As part of this ranking, Calysto identified a list of about 20 media and analysts that Calysto often prepitched when big news came out.

CASE STUDY

Widevine – Positioning for an Exit

Strategies/Tactics:

- **Develop Champions.** Out of the gate, Calysto focused heavily on educating industry research analysts about Widevine and its product strategy. The goal: to have Widevine be recognized and named as a market leader and to develop positive, credible analyst references.
- **Position CEO as a “Go to” Source for Media.** Calysto began positioning Widevine CEO Brian Baker as a potential source for media covering stories on industry trends such as digital rights management (DRM), the movement toward over the top (OTT) video, and video delivery to the home and mobile devices. Calysto accomplished this by developing several “trend” pitches covering hot topics as well as pitches that could be sent in response to breaking news.

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Strategies/Tactics:

- **Keep the Buzz Going.** One strategy that Calysto uses to build awareness for a client is a “Did You Know” campaign. This program consists of communicating with industry influencers using short emails with the subject line “Did You Know?” These messages are designed to increase frequent communications with influencers in the media, blogger and analyst community by pointing out something interesting about the company, a trend in the industry or other facts that are notable but might not be newsworthy enough for a release. The overall goal is to have the influencers begin to align these insightful ideas with the company’s name.

CASE STUDY

Widevine – Positioning for an Exit

Strategies/Tactics:

- **Position Widevine as a Thought Leader and Subject Matter Expert.** Leveraging its strong relationships with industry influencers and its insight into prominent industry tradeshows, Calysto set out to quickly achieve Widevine's goal of positioning its executives as thought leaders and subject matter experts by pursuing speaking opportunities for Widevine at a targeted group of leading tradeshows.

CASE STUDY

Widevine – Positioning for an Exit

Results:

- **Secured Coverage Within 30 Days.** Because of its strong relationships in the broadcasting & cable, telecommunications and mobile communications industry sectors, Calysto was able to hit the ground running as soon as Widevine hired the Calysto team. Within 30 days after Widevine started working with Calysto, the Calysto team had scheduled introductory meetings with a group of influential research analysts and had already secured media coverage for Widevine.
- **Significantly Increased Overall Coverage.** In fact, after Widevine hired Calysto, Widevine went from getting covered in just a few articles a month to securing up to 35 or more hits per month in a wide variety of trade and mainstream publications, including *Light Reading*, *CED Magazine*, *Connected Planet*, *Multichannel News*, *Home Media Magazine*, *San Jose Mercury News* and the *Los Angeles Times* (see final slide to see some of publications where Calysto secured coverage for Widevine).

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Results:

- **Widevine Quickly Called a “Major Player” in the OTT Space by Respected Industry Analysts.** To give a few examples:
 - Several months after Calysto began working with Widevine, ACG Research Group sent this note about Widevine to its clients: “Widevine’s product strategy has impressed us as providing the right solution that will enable the service providers to participate in the impending OTT gold rush while securing Widevine’s position as a major player in the space.”
 - Widevine and its differentiators were also covered several times in blogs posted by Kurt Scherf of Parks Associates. For instance, when writing about an agreement between Widevine and LG Electronics, Scherf wrote that “Widevine’s video optimization technology ensures that consumers using LG products receive an excellent quality of viewing experience for both live and on-demand content.”

Widevine – Positioning for an Exit

Results:

- **Calysto's work in positioning Widevine CEO Brian Baker as a quotable expert was so effective that reporters started contacting Calysto for interviews.** Of course, Calysto also continued its proactive pitching efforts. As a result, Baker received so many requests for interviews that Calysto began having difficulty getting every interview request on his schedule.
- **As a result of Calysto's PR success and its speakers' bureau efforts, Widevine was invited to speak at several global industry events.** Widevine executives were invited to speak at several key conferences, including the 13th International Exhibition and CSTB Conference in Russia; CONNECTIONS 2011 in California and the OTTcon conference in California.

CASE STUDY

Widevine – Positioning for an Exit

Results:

Just 12 months after hiring Calysto to manage its strategic, targeted public relations program, Widevine was acquired by Google.



CASE STUDY

Widevine – A Look At Some of the Coverage

Los Angeles Times

Silicon Valley
MercuryNews.com
PART OF THE BAY AREA NEWS GROUP

CABLE **360** NET

tvover.net
IPTV · Internet TV · Video

 **FierceIPTV**
THE IPTV WEEKLY MONITOR

Voice.Data.Video
BGR
Broadband Gear Report

Multichannel NEWS

TechCrunch
EUROPE 

 **TMCnet**.com


LIGHT READING
Networking the Telecom Industry

Home Media
MAGAZINE
Bringing Digital Entertainment To You



connected planet

CED
The Premier Magazine of Broadband Technology



ARE YOU EXPERIENCED?
QoE helps subscribers get "there."

BC & C
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 **WIDEVINE**

 **streaming media.com**

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