



OTT X

CONNECT. LEARN. SOLVE.



YOUR PARTNER IN STREAMING



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VISION & MISSION

We bring together content creators, platforms, & technology partners to share insights, innovation, & build meaningful relationships. To empower an open, inclusive, and forward-thinking streaming industry where diverse voices thrive, emerging platforms flourish, and audiences connect with content in bold new ways. To advance the growth and success of the digital entertainment industry by fostering opportunities to Connect, Learn, & Solve.



Connect

OTT.X creates spaces—both virtual and in-person—for streaming industry professionals to build meaningful relationships, discover new partners, and expand their networks.



Learn

Through events, webinars, and working groups, OTT.X provides insights into market trends, best practices, and emerging technologies. Our members gain knowledge that helps them navigate and lead in the fast-changing streaming landscape.



Solve

OTT.X serves as a forum for addressing shared industry challenges, from technical standards to business models. Together, our community develops solutions that drive innovation and shape the future of streaming.



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OUR MEMBERS



OTT.X members span the entertainment media supply chain, from emerging platforms to established media companies.

Our community includes:

- Streaming services and FAST channels
- Content producers, aggregators, and distributors
- Technology & service providers
- Retailers, platforms, and metadata companies
- Ad tech, analytics, and monetization partners

Members join OTT.X to network with peers, gain insights into the evolving digital landscape, and collaborate on solutions that advance the industry. We welcome companies of all sizes – from startups to global brands – who are shaping the future of streaming.

OUR HISTORY

OTT.X began in 1984 as the Entertainment Merchants Association (EMA), initially representing retailers and distributors in home entertainment. In addition to serving as a trade association, EMA pioneered metadata standards—most notably the EMA Avails specification, developed with MovieLabs. EMA Avails provides a standardized format (Excel and XML) for publishers to communicate rights windows, territories, and business rules to digital retailers—offering clarity and automation in content distribution.

In 2019, we relaunched as OTT.X to build on this legacy and champion the emerging streaming ecosystem. Today, OTT.X is the nonprofit trade association for the streaming media landscape, bringing together content creators, platforms, distributors, and technology partners across FAST, AVOD, SVOD, and direct-to-consumer models. We support the community through industry events, working groups like our Avails Metadata Workgroup, and thought leadership—helping members stay informed, collaborate, and influence the future of streaming.



MEMBER BENEFITS

	Standard	Strategic
	\$6,500	\$9,500
Eligible for election to Board of Directors		☑
Eligible for nomination to Board committees		☑
Summit Tickets	2	3
Discount Additional Summit Tickets (50%)	☑	☑
Tickets to Breakfasts, Salons, & Happy Hours	1	2
Tickets to OTT.X Roundtables	1	2
Meeting Room at Summit*	Discounted	☑
Tabletop at Summit*		☑
Participation in working groups	1	2
Webinars Per Year	1	2
Participation in OTT.X Buzz	By Invitation	By Invitation
Sponsorship of OTT.X Buzz		☑
Discounted Sponsored Speaking at Summit		☑
Discounted Sponsored Speaking at Breakfasts/Salons/Happy Hours		☑
Discounted Sponsorship of Roundtables		☑

*Offered subject to venue facilities and restrictions.



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MEMBER BENEFITS CONTINUED

	Standard	Strategic
	\$6,500	\$9,500
One week ad on OTT.X website	✔	✔
Ad in the OTT.X Newsletter	2 Per Year	4 Per Year
Hosted invite only micro-event	Sponsored	Sponsored
Facilitated Introductions to OTT.X Members	✔	✔
Promotion through OTT.X LinkedIn	Sponsored	✔
Welcome announcement to OTT.X Members	✔	✔
Company logo included on OTT.X website	✔	✔
Eligibility to present at OTT.X Summit	Sponsored	✔
Company logo included in OTT.X newsletter		✔
OTT.X Members Only Website	✔	✔
Working Group Findings	✔	✔
White Papers	✔	✔
Research Results	✔	✔
ISA Working Group Findings	✔	✔



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