

Faultline last covered Starry in January this year, when the company cut another 100 staff, around 24% of its remaining headcount. This followed the slashing of 200 staff in October 2022, around half of its workforce at the time. It came as Starry abandoned a deal to raise \$100 million in new funding – in a deal contingent on stock purchases. Starry was delisted from the New York Stock Exchange in early January 2023.

This comes less than a year after going public, via a SPAC maneuver, with its share price falling from a height of \$8.84 to a comical \$0.012.

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Sky unexpectedly caved into pressure from streaming giants, adding **Netflix** and **Spotify** to its Sky Q set top and Now TV box. Both streaming services were a means of pressuring people onto the Sky Q set top, which offered WiFi mesh connectivity, with alternative backhaul over powerline, UHD content, Kids mode and voice TV remote. Sky had shown a genuine resistance to onboarding anything alien onto its set tops, but had come to realize that **Virgin Media's** pioneering approach of treating Netflix like any other channel was the only rational move forward.

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Brazilian broadcaster **Globo** tested an LCEVC-enhanced live stream for the recent Carnival 2023 in São Paulo and Rio de Janeiro. The MPEG-5 Part-2 technology, developed by **V-Nova**, resulted in bandwidth savings of approximately 40% compared to the existing AVC stream, in a trial featuring a **MainConcept** LCEVC-enhanced H.264 live encoder.

Bitmovin has launched its Next-Generation VoD Encoder with a feature called Smart Chunking that optimizes chunk lengths and bitrate distribution, to deliver improved visual quality. The US encoding vendor describes this as the “next evolution of the split and stitch algorithm” where a video file is sliced and delegated into parallel encoding jobs.

Vizio shipped 5.2 million TV sets in 2022, down slightly on 5.5 million in 2021. As a result, net hardware revenue tanked 24% to under \$1.4 billion. A silver lining is that the US smart TV maker had projected a fall in hardware sales, putting contingency plans in place years ago to focus growth on the Platform segment, where revenue increased 55% from 2021 to 2022. Vizio's Platform business has partly offset losses, but the bottom line is strong at a gross profit of \$296.5 million for 2022, up 41%.