



CASE STUDY

**Launching Skreens Tessera™ and
Defining the BYOMV Category**

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Introduction

When Skreens prepared to launch Tessera, its Build Your Own Multiview (BYOMV) platform, the company needed more than a product announcement. Together, we developed an editorial strategy that educated the market, reached multiple buyer personas, and helped define a new category in live streaming.

The challenge

By mid-2024, multiview was gaining momentum. YouTube TV, ESPN, and Comcast had all deployed versions, but most of the market still viewed it as a viewer feature, not a business opportunity. Skreens wanted to change that perception and show how multiview could increase engagement, enable new ad models, and support first-party data strategies.

Skreens partnered with Jan Ozer to design an education-led campaign that explained the technical and commercial value of Tessera.

The strategy: editorial storytelling by design

The editorial plan was developed collaboratively between Skreens leadership and Ozer to serve three goals: educate the market rather than promote the product, reach multiple buyer personas from executives to engineers, and anticipate objections before they appeared.

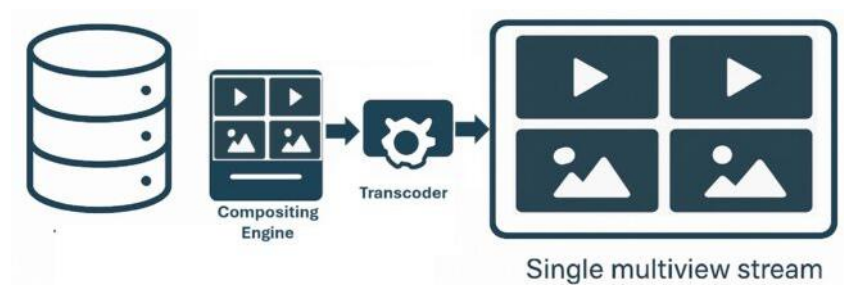


Figure. Defining Server-sided multiview.

The resulting content mix addressed the full buyer journey:

- Why Multiview Matters – Business-level framing of the market shift toward interactive viewing
- Monetizing Multiview – Financial logic and new revenue models such as ads, sponsorships, and commerce
- Server-Side vs Client-Side Multiview – Technical analysis showing how Tessera's architecture scales
- Marc Todd Interview and Video – Leadership perspective reinforcing credibility and vision

Each story stood alone but collectively guided readers from why to how to proof. The balanced mix of long-form analysis, short features, and a video interview ensured the campaign resonated with decision makers.



August 19, 2025
By Jan Ozer Contributing Editor
Featured Articles

The Multiview Imperative: How Technical Architecture Determines Streaming Success

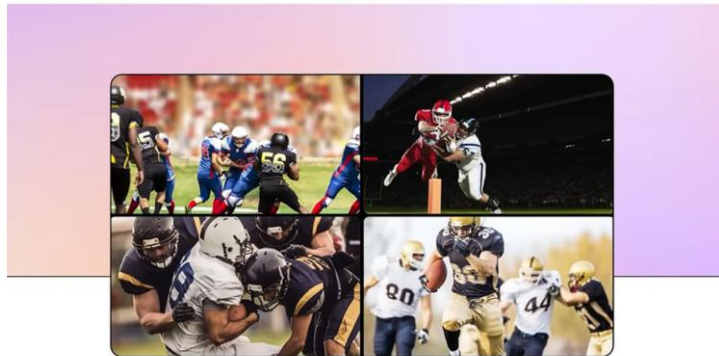


Figure 2. We placed this feature story in Streaming Media Magazine.

Execution

The campaign began with [The Multiview Imperative: How Technical Architecture Determines Streaming Success](#), published in *Streaming Media Magazine*. It explained how the choice between client-side and server-side architectures determines scalability, device reach, and overall quality.

Next came [What Is the Market for the Second-Best Sports Experience?](#) an analysis of how multiview enables new viewing tiers for fans without premium rights, expanding audience reach and engagement.

[Monetizing Multiview: Why Waiting Costs More Than Deploying](#) followed, detailing the revenue opportunities multiview unlocks across ads, sponsorships, and shoppable commerce.

[Server-Side vs Client-Side Multiview Architectures](#) provided the technical comparison, showing how server-side implementation delivers broader compatibility, lower device load, and faster deployment.

The series culminated with the Marc Todd Interview entitled [Building the Future of Multiview: Skreens CEO Marc Todd on Tessera and BYOMV](#), and the [companion video](#), which captured the CEO's perspective on how Skreens built Tessera to redefine multiview at scale and accelerate industry adoption.

When one article sparked debate on LinkedIn, Ozer published an independent follow-up, [Rethinking Multiview Economics: When Server-Side Beats Client-Side](#), using data-driven comparisons to defend server-side architecture and reinforce Skreens' position as a thought leader.

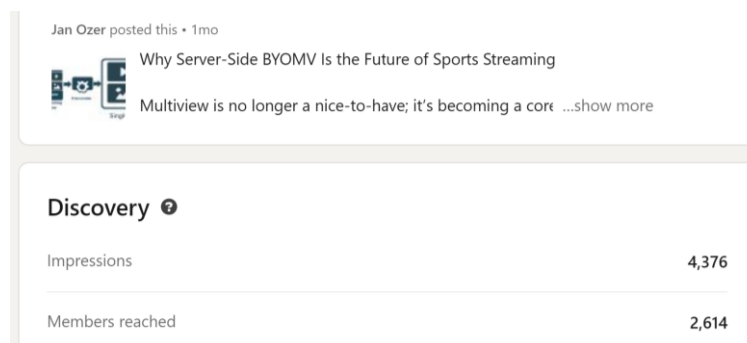


Figure 3. LinkedIn posts from Jan Ozer generated significant exposure.

Results

The campaign generated more than 17,000 impressions across LinkedIn and the Streaming Learning Center, in addition to readership from the Streaming Media article. Combining original posts and social media, the Server-Side vs Client-Side Multiview article drew over 7,600 views, Monetizing Multiview attracted 4,000, and the Marc Todd interview blog more than 1,400

Skreens reported multiple qualified inquiries linked to the campaign and entered IBC with measurable visibility and momentum. In April 2026, Skreens [announced](#) an agreement with Fox One "to support multiview experiences with innovative monetization options for select live programming on the FOX One platform."



Figure 4. An origin story in an interview and article.

Takeaway

This collaboration demonstrated that education-led storytelling can define a product category faster than traditional advertising. By translating complex technical ideas into accessible education, Skreens launched Tessera as the foundation for the emerging BYOMV segment.