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## Ooyala Research Firm

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# Ooyala Research Firm

BY: DYLAN BALL

# Company History

- Founded in 2007 by brothers Bismarck Lepe, Belsasar Lepe, and past colleague from Google Sean Knapp
- Acquired by Australian Telecom giant “Telstra” in 2012 where they invested \$61 million over two years before investing \$270 million in a 98% stake in the company.
- Bought out in 2018 by Dalet, one of the leading providers of solutions and services for broadcasters and content professionals.

# Products/Services

- Ooyala develops a cross-device platform that provides online video management, publishing, analytics, and monetization solutions, this program is also known as the Ooyala Flex Media Platform

# Locations/Employees

- United States:
    - Santa Clara, CA (Headquarters)
    - Frisco, Texas
    - New York, NY
  - Sydney, Australia
  - Paris, France (Dalet Location)
  - Chennai, India
  - Singapore
  - London, United Kingdom
- Ooyala has been at about 500 employees spread from these locations, but has been reduced to 88 employees due to COVID-19

## Notable Clients

- Media Prima
- Fox Sports Australia
- National Rugby League
- HBO Asia
- Korea Content Platform
- EnhanceTV
- SRG TPC
- NOS
- Media Tailor

## Notable Competitors

- Wistia- Internet Hosting and Analytics Company
- Cineflix- Media Production/Distribution
- Artable- develops a platform that supports independent artists
- Caffine- Developing a social broadcasting platform for gaming and entertainment

# Financials

- Since being acquired by Dalet, Ooyala has contributed about \$1.9 million, but also generated an additional \$800,000 in revenue costs (were regained by seller)
- 6-month revenue profile of between 2 and 3 million, which represents more than 100% of Dalet's growth in that period (Since July 12<sup>th</sup>, 2019)

# Career Opportunities

## Job Titles:

- Solutions Architect
  - Lead Technician
  - Options Trader Software Development Engineer
  - Project Manager (etc.)
- Loves to hire recent graduates from San Jose University, 14.3% of their current staff
  - Average pay \$75,587 per year.



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