MESSAGING REVAMP

Muvi Playout is selling a feature list to people who are shopping for two very different outcomes.

One buyer wants to replace an expensive broadcast rig with something reliable. Another wants to launch a FAST channel and start monetizing viewers by next quarter. Muvi Playout's page tries to win both with the same "100+ features" pitch, and ends up landing neither point as hard as it could.

225+ CDN points of presence | 14-day free trial | Multi-DRM built in | No coding required

THE HUMAN MOMENT

Two buyers, one page, opposite anxieties.

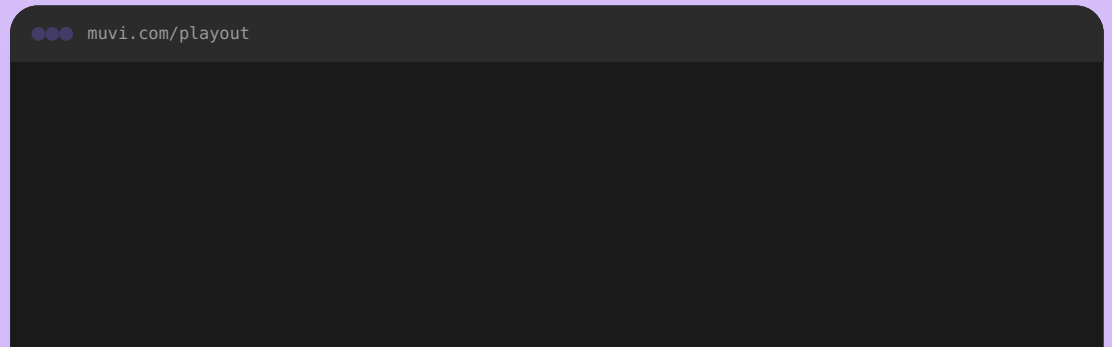
A broadcast engineer at a regional TV network is staring at an aging on-prem playout server that costs a fortune to maintain and is one hardware failure away from dead air. His anxiety is reliability. He needs to know this won't break on a Friday night during the evening news.

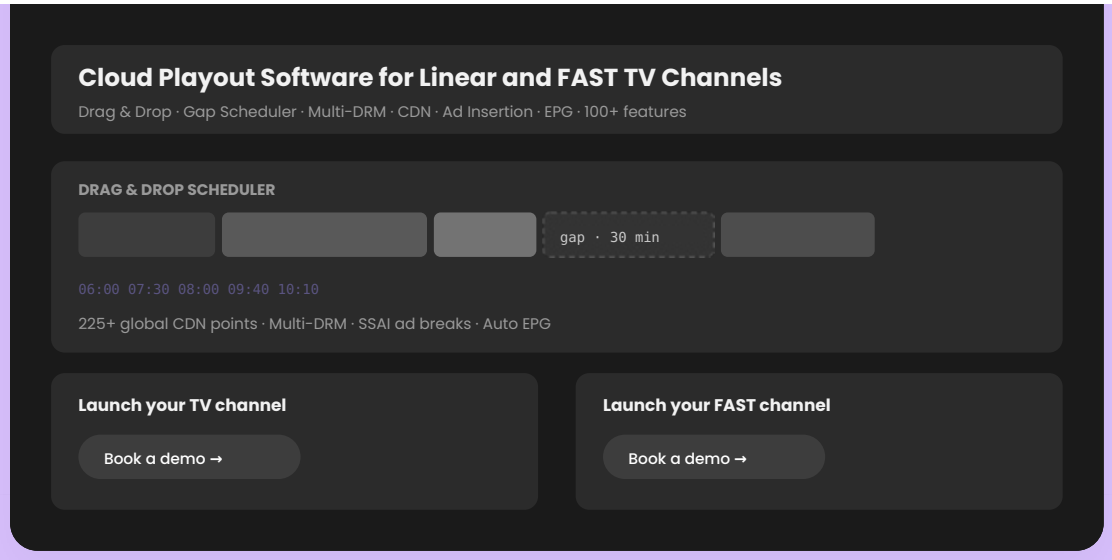
A media exec at a digital-first content company just watched Pluto TV and Tubi prove that free ad-supported streaming is a real business, and wants to launch a FAST channel before the ad-supported streaming window closes. Her anxiety is speed and monetization. She needs to know how fast she can be live and making ad revenue, not how the DRM stack is architected.

Muvi Playout's homepage answers both of them with the same wall of features: drag-and-drop scheduling, the Gap Scheduler, multi-DRM, CloudFront delivery, ad insertion, EPG generation. It's an impressive list. It is not a decision either buyer can make quickly, because neither one is told which three features are actually the ones that matter to them.

FIRST 60 SECONDS

What the homepage actually leads with.





Illustrative recreation of the homepage's messaging layout, not an actual screenshot.

Notice that both the "TV channel" and "FAST channel" paths, aimed at genuinely different buyers, resolve to the identical "Book a demo" CTA. The page has already done the work of separating the two audiences in its own navigation. It just doesn't follow through with separated messaging, proof, or next steps.

PRODUCT WORLDVIEW

What Muvi Playout believes about its own value.

The implicit pitch is: **"We have more features than anyone else in this category, so completeness is the value proposition."** Feature depth is a real and defensible advantage against smaller playout tools. But "100+ features" is a claim about the product's breadth, not a promise about any single buyer's outcome, and breadth-as-pitch tends to under-sell products that actually solve a specific, urgent problem extremely well.

ICP SEGMENTATION

The four buyers hiding inside one homepage.

Broadcast engineers replacing hardware

Wants reliability, uptime, and migration ease. Needs proof this won't fail during a live broadcast.

FAST channel launchers

Wants speed to market and ad monetization. Needs to see revenue potential and distribution to Roku, Fire TV, Samsung TV+.

Existing Muvi OTT customers

Wants to add a linear or FAST layer to their existing on-demand platform without switching vendors or CMS.

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Independent radio operators

Wants the simplest possible path to a 24/7 online radio station with minimal technical overhead.

GAP ANALYSIS · OBSERVATION → THINKING → DECISION

Where the messaging breaks down.

OBSERVATION	The homepage nav already splits "TV channel" from "FAST channel," but both paths land on the same generic feature list and the same demo CTA.
THINKING	The segmentation work has already been done in the information architecture. It just isn't being used to change what each buyer reads, sees as proof, or is asked to do next.
DECISION	Split into two real landing paths: a reliability-led page for engineers replacing hardware (uptime stats, migration checklist, DRM depth) and a speed-and-revenue-led page for FAST launchers (time-to-live, ad monetization models, distribution partner logos).
OBSERVATION	Customer testimonials on the page praise Muvi as an "all-rounder" and "robust platform," which is reassuring but generic; it could describe almost any competent SaaS product.
THINKING	Generic praise doesn't help a buyer picture their specific use case succeeding. A broadcast engineer wants to hear about a migration that didn't cause downtime. A FAST launcher wants to hear about time from sign-up to first ad dollar.
DECISION	Replace generic praise quotes with segment-specific proof: "Migrated three linear channels off legacy hardware with zero missed broadcasts" for engineers, "Went from sign-up to a monetized FAST channel on Samsung TV+ in 11 days" for FAST launchers.

BEFORE AND AFTER

Rewriting the hero for one buyer at a time.

BEFORE	AFTER · FAST CHANNEL LAUNCHER
"Cloud Playout Software for Linear and FAST TV Channels." One headline, every buyer, no urgency.	"Launch a FAST channel and start selling ad breaks in under two weeks, no hardware, no code." Names the outcome, the timeline, and removes the two biggest objections up front.
CTA: "Book a demo." Same button regardless of how ready the visitor is to buy.	CTA ladder: "See a sample FAST channel" (low friction) → "Estimate my ad revenue" (mid) → "Talk to a launch specialist" (high commitment).
Proof: "Trusted by media and entertainment companies worldwide." Vague reassurance.	

Proof: "Join channels already distributed alongside Pluto TV, Tubi, and Samsung TV+ on the same FAST platforms." Specific, comparable, and status-conferring.

STRENGTHS WORTH PROTECTING

What's already working.

- ✓ The Gap Scheduler and drag-and-drop scheduling are genuinely differentiated, hard-to-copy features and deserve to be a hero moment, not buried mid-scroll.
- ✓ Naming FAST distribution partners like Pluto TV, Tubi, and Samsung TV+ as category peers is smart positioning by association and should be pulled higher up the page.
- ✓ The 14-day free trial and "no coding required" promise remove real objections and are already doing good work lowering the barrier to a first look.

WHAT'S MISSING

A page that picks a buyer and finishes their story.

Right now the page tries to be everything to everyone in a single scroll: broadcaster, FAST launcher, existing customer, and radio operator all read the same 100-feature list. None of them get a complete argument built for their exact anxiety, from problem to proof to next step, without doing translation work themselves.

> The features are not the problem. The absence of a buyer-specific front door to those features is.

BUSINESS MODEL NOTE

Why this matters for a self-serve, trial-led product.

Unlike a long enterprise sales cycle, Muvi Playout's 14-day free trial and self-serve sign-up mean the homepage itself is doing most of the qualifying work that a sales rep would otherwise do. A generic feature list forces every visitor to self-qualify from a wall of specs, which quietly raises the bar for who bothers to start a trial at all. Buyer-specific landing pages don't just improve message clarity, they directly increase trial starts, because they do the qualifying work the page already needs to do before a human ever gets involved.

CLOSING INSIGHT

Muvi Playout has already built the segmentation, it just hasn't written for it. The nav splits TV from FAST. The feature set already serves broadcasters, FAST launchers, existing customers, and radio operators differently under the hood. The messaging

just hasn't caught up to the product's own architecture. Closing that gap is a copy and information-architecture problem, not a build problem, which makes it one of the fastest wins available on the page.

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