

A *vimeo* Resource



## **True Royalty TV streams pomp and pageantry to your home**

Why niche entertainment reigns on OTT

**True Royalty TV**



True Royalty TV (TRTV), the first and only brand of television dedicated to royals, has quickly become the go-to hub for monarchy enthusiasts seeking authentic, entertaining content. Launched in 2016, the “Netflix for Royals” has exploded in popularity thanks to a seemingly endless supply of real-life royal drama coupled with savvy programming.

By sticking to its strategy of starting small, then taking measured steps to expansion, True Royalty has found true success in niche entertainment streaming.

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### **Birth of a media dynasty**

The seeds for True Royalty were planted in friendly discussions between independent TV producer Nick Bullen and brand strategists Gregor Angus and Edward Mason. Bullen approached Angus and Mason when he was investigating his next career move and how to best use his archive of primarily non-fiction content.

“We explained that with the changes in formats and digital platforms, he would have to evolve his business,” says Angus. “We had a hunch that there was a potential for going direct-to-consumer, but we didn’t know exactly what that meant or how to do it.”



Once they understood the breadth of Bullen's and third-party royalty content, they realized it could be a stand-alone channel. And, much to their surprise and excitement, there was no one else offering it. They would be the first to fulfill, as Angus calls it, "a deep curiosity around royalty and how things work — state visits, marriage, and family relationships."

"True Royalty TV could provide the truth, the context, and the background to the goings-on with monarchies around the world," he adds. "Most particularly with the British royal family."

## Planning growth and succession

True Royalty's expansion strategy — moving forward prudently with investment, content, and technology — can be summed up as pilot, prove, and scale. "You're in trouble if all the money's gone," warns Angus, "and you've developed all sorts of bells and whistles and used all sorts of exciting content, but no one knows you exist."



"I really appreciated working with Vimeo and the quality of people on the team. Vimeo delivers on all of its promises. It's a professional, mature organization — as I think we are — so there was a really good fit."

### Gregor Angus

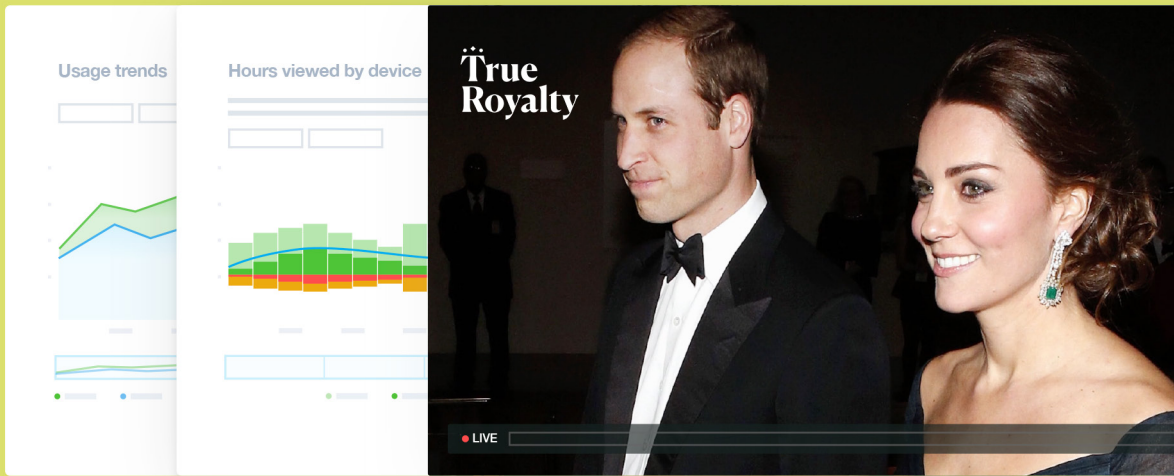
Co-Founder & CEO, True Royalty

After a preliminary launch on Comcast Xfinity X1, the True Royalty team quickly realized they were missing a massive opportunity by not reaching Roku's 30 million subscribers. Having demonstrated they could succeed with a subscription video on demand (SVOD) model, it was time to expand. They simply had to find the right video platform partner.

After investigating various options, they chose [Vimeo OTT](#) as their expansion partner. "It was a blue-chip decision," says Angus. "If Vimeo is good enough for a hundred million creators, it's probably good enough for us."

In 2019, True Royalty relied on Vimeo to launch on iOS, tVOS, Android, Android TV, Roku, Amazon Fire TV, and the web. Now their audiences could easily watch the best royalty-focused shows wherever they were, on any device.

"Vimeo delivers on its promises," explains Angus. "The team works the way I like to work: they keep it simple, they don't over-promise, they deliver on time."



## Crowning achievements

The pandemic of 2020 led to hypergrowth for OTT everywhere, and TRTV experienced significant gains, too. It doubled subscription numbers and increased viewing time by 40%. Roku and Amazon Fire services surged.

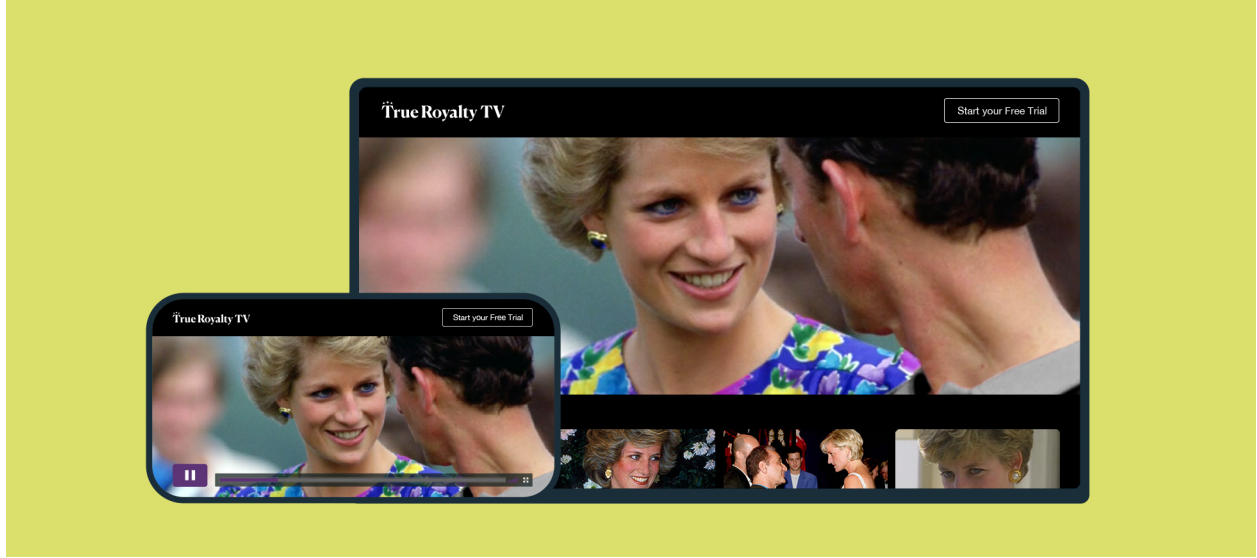
Two years ago, the team thought if they could get people streaming their content two hours per month, they'd be successful. Last year, viewers were streaming 5-7 hours per week.

Best yet, Vimeo's in-app payments platform support of 12 currencies offered True Royalty 2-3X improved conversion. "With Vimeo, we're able to acquire subscribers more efficiently," says Angus.

"OTT is the way people consume content now. There is no debate anymore — you just need to play that game."

### Allan Wills

Head of Operations, True Royalty



## Content is king, and marketing is queen

When asked about lessons learned, Allan Wills, Head of Operations, laughs, “be consistent, be patient, and don’t flail.”

The team at True Royalty learned there is a place for both the small screen (mobile devices) and the big screen (connected TVs) in their operating model. Subscribers watching OTT content on connected TVs tend to remain subscribers longer than those who watch on devices because often they perceive that watching on a big screen (at home) is more valuable. Now, True Royalty is “the queen of the big screen.”

On the marketing front, TRTV has experimented with advertising and offers, allowing them to optimize their operations. When advertising on social platforms, they now apply two filters: must be 1) a Royal superfan, and 2) an SVOD native. Basic good marketing rules deliver for them, including retargeting and creating lookalike audiences. Additionally, they have won subscribers by offering app store partnership bundles.

### Channel at a glance

**700+**

documentaries and programs

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**30%**

monthly subscriber growth  
in 2020

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**20M hours**

streamed in 2020

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**\$5.99 / \$59.99**

Monthly / annual pricing

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**50 U.S. states**

and 6 countries with  
subscribers



## Expanding the dynasty

In 2020, less than five years after they first envisioned True Royalty TV, the co-founders embarked on their third business expansion by crowdsourcing funds to create more content to feed a seemingly endless demand for royalty-focused shows. New content will include documentaries as well as a bi-weekly panel discussion show.

True Royalty TV's co-founders offer solid advice for others hoping to build an entertainment brand on OTT.

First, create a targeted plan. "Start with a proposition that is crisp, clear, and focused on a very dedicated fan base of people interested in the subject matter," advises Angus. "You do not need 20 million or 50 million subscribers to be successful," he notes. From there, "create authenticity as a brand. Once you're a trusted brand, other areas will open up."

The co-founders of True Royalty TV understand that creating a media kingdom takes a sound strategy of brand building, piloting, and measured expansion. In just a handful of years, this approach has allowed True Royalty to ascend from a discussion between friends to a niche entertainment empire.