

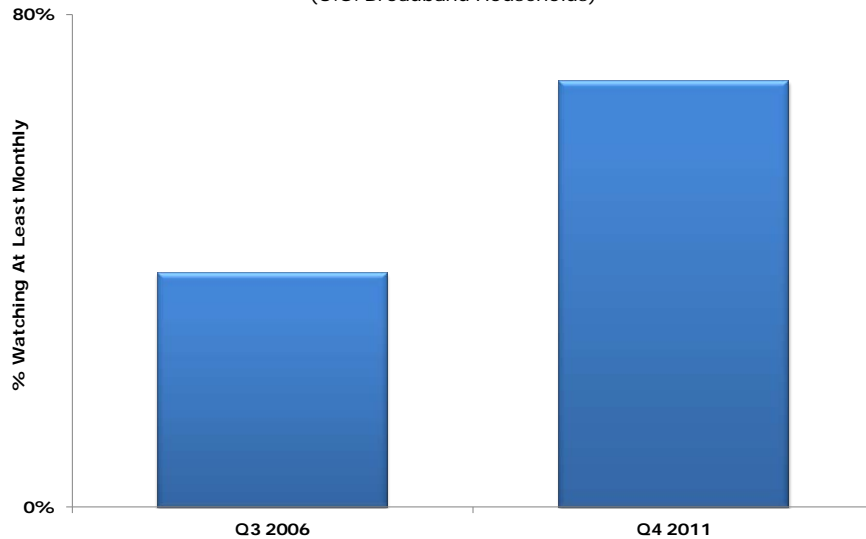
Synopsis

This industry report examines the complex digital distribution ecosystem, including its key technologies and players. The report also analyzes the threats and opportunities created by digital distribution, describes implications for the main content categories (video, music, videogames, books), and illustrates the different technologies used in the digital value chain.

Online Video Usage in Broadband Households

Online Video Consumption Growth (2006-2011)

(U.S. Broadband Households)



Source: *Digital Media Habits (Q3/06)* and *CDP Holiday Intentions (Q4/11)*
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“We are witnessing a profound revolution in the way media content is distributed,” said Pietro Macchiarella, Research Analyst. “The ubiquity of Internet access, especially through mobile devices and tablets, has opened up new channels to deliver books, games, music, and videos to consumers. This trend is causing significant transformations in the way content is produced, distributed, and monetized. It is also generating new opportunities for companies that use digital distribution to reach audiences hungry for easy-to-access content.”

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