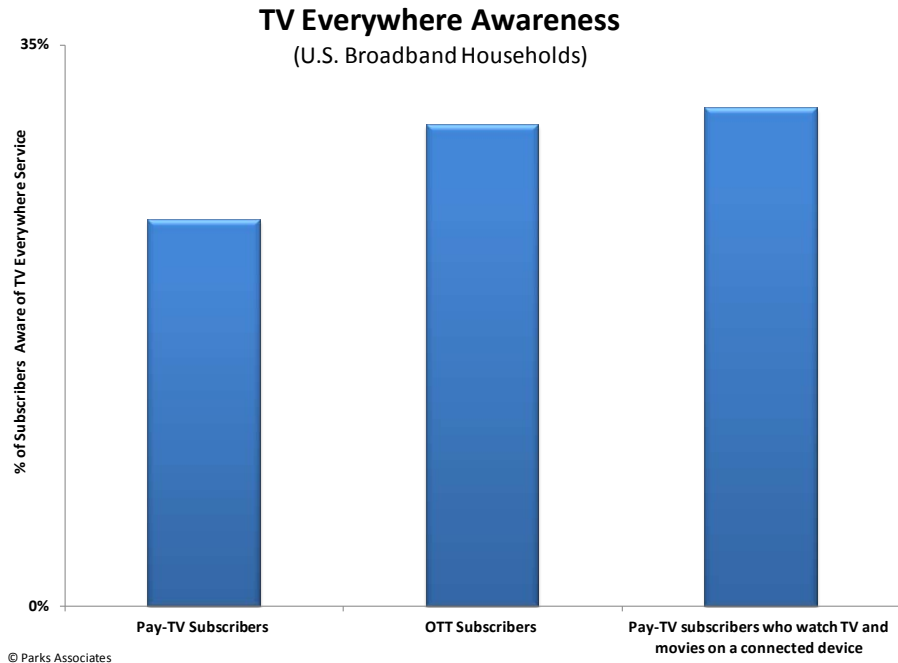


Synopsis

As TV Everywhere / multiscreen services have become more common, operators and vendors are pushing multiscreen into its next stage of evolution. This report analyzes recent trends in TV Everywhere to reveal what is next for this important technology, including the new competitive environment, new features, and new priorities for operators and vendors. The report examines the implications for these changes, assesses the future for multiscreen services, and provides a forecast for multiscreen services through 2018.

Consumer Awareness of TV Everywhere



Publish Date: 1Q 14

“While TV Everywhere used to be about getting TV content to subscribers’ IP-connected devices, multiscreen services today involve much more,” said Brett Sappington, director of research, Parks Associates. “The competitive environment has changed. Differentiation in multiscreen has become more important, with user experience, content discovery, security, and other features driving innovation. Solutions are maturing, and the vendor space is experiencing change as well. The next two-to-three years will be a critical time in the evolution of this space.”

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Attributes

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