

<p>Synopsis</p>	<p>Internet Video Consumption</p>										
<p>Internet video has shaped the way content creators produce and deliver video to their audiences, from affordable equipment to innovation in storytelling techniques. While YouTube videos have yet to overtake traditional television and movies, the millions of views that popular Internet video stars garner have led to a convergence of traditional media and Internet video. This report explores key factors leading to audience growth in Internet video, identifies areas of convergence between Internet video and traditional media, and assesses the future of video consumption in a digital future.</p>	<p>Weekly Use of Internet Video on Specified Devices U.S. Broadband Households</p> <table border="1"> <caption>Weekly Use of Internet Video on Specified Devices (Estimated Data)</caption> <thead> <tr> <th>Device</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Laptop or desktop computer</td> <td>~62%</td> </tr> <tr> <td>Smartphone</td> <td>~42%</td> </tr> <tr> <td>Television</td> <td>~38%</td> </tr> <tr> <td>Tablet</td> <td>~28%</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Device	Percentage	Laptop or desktop computer	~62%	Smartphone	~42%	Television	~38%	Tablet	~28%
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<p>Publish Date: 4Q 16</p>	<p>“Factors disrupting the user-generated online video space include low barriers to entry for equipment and distribution platforms, unique communities dedicated to online video and its creators, and the ability to monetize videos, leading to an emerging segment of professional online video creators,” said Glenn Hower, Senior Analyst.</p>										
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List of Companies

AMC	PBS
AwesomenessTV	Periscope
Bigo Live	PewDiePie
BuzzFeed	Rooster Teeth
Defy Media	Snapchat
Facebook	Sony Pictures
Fullscreen	TwitCasting
HBO	Twitter

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Instagram	Vessel
Kickstarter	VidCon
Legendary Pictures	Vimeo
Lionsgate	Vine
Live.Me	Yahoo
Maker Studios	Youku
Meerkat	YouNow
Netflix	YouTube
Patreon	

Attributes

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