By Billy Nayden, Research Analyst, Parks Associates

New personal identification and authentication technologies have the potential to transform the way that entertainment services are delivered, accessed, and experienced. They can also support truly personalized entertainment experiences. This report explores such technologies' readiness for market deployment, analyzes best-fit use cases, and profiles major players that provide authentication and identification technologies or solutions.

"An increase in available connected devices and accelerated fracturing of the content services marketplace have created a greater need for additional authentication and personalization methods," said Billy Nayden, Research Analyst, Parks Associates.

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