Tv Everywhere: Growth, Solutions, and Strategies (Second Edition) – Europe and Asia/Pacific
By Brett Sappington, Director, Research & Patrice Samuels, Research Analyst

Synopsis
This report examines the development of TV Everywhere / multiscreen services in Western Europe, Eastern Europe, and the Asia/Pacific region. With details on over 60 different multiscreen service offerings, the report describes the growth in service availability, issues related to awareness and business models, an analysis of current operator strategies, positions of alternatives and competitors, and trends in multiscreen technologies. The report also forecasts the growth of multiscreen services and the future of TV Everywhere.

Availability of Services

Availability of Multiscreen / TV Everywhere Services

- % of Pay-TV Subscribers with Access to TV Everywhere or Multiscreen Services through their Pay-TV Operator

Source: TV Everywhere: Growth, Solutions, and Strategies © 2012 Parks Associates

Publish Date: 4Q 12

"Multiscreen services have seen amazing growth over the past year in Europe and Asia,“ said Brett Sappington, director, research, Parks Associates. "Motivated by consumer consumption trends and competitive forces, pay-TV providers are positioning themselves to be players in video services on any screen. Tomorrow’s winners in TV Everywhere will be the companies that discover the right mix of business model, content availability, and quality experience.”

Contents

The Bottom Line
Dashboard

1.0 Report Summary
1.1 Purpose and Scope of Report
1.2 Data Sources

2.0 TV Everywhere Growth
2.1 History
2.2 Growth
2.2.1 Western Europe
2.2.2 Eastern Europe
2.2.3 Asia/Pacific
2.3 Consumers and Multiscreen Services

3.0 Solutions

© 2012 Parks Associates. All rights reserved.
TV Everywhere: Growth, Solutions, and Strategies (Second Edition) – Europe and Asia/Pacific

By Brett Sappington, Director, Research & Patrice Samuels, Research Analyst

4Q 2012

3.1 Ecosystem
3.2 Solutions and Enablers
  3.2.1 CDNs and OTT Platforms
  3.2.2 Middleware Solutions and System Integrators
  3.2.3 CE-based Solutions
3.3 Digital Rights Management and Conditional Access
3.4 Adaptive Streaming
3.5 Trends

4.0 Strategies
4.1 Business Models
4.2 Content Licensing
4.3 Threats
  4.3.1 OTT Services
  4.3.2 Mobile TV
4.4 Virtual MSOs

5.0 Forecasts
5.1 Methodology and Assumptions
5.2 Forecast

6.0 Implications
6.1 Service Providers
6.2 Solution Providers

7.0 Glossary and Index
7.1 Glossary
7.2 Index

Figures
Availability of Multiscreen / TV Everywhere Services
Worldwide TV Everywhere Initiatives - By Region and Category
Worldwide TV Everywhere Initiatives – By Client Device and Content Type
Multiscreen Initiatives - Western Europe
Multiscreen Initiatives - Eastern Europe
Multiscreen Initiatives – Asia/Pacific
Awareness of TV Everywhere Services – Western Europe
Awareness of TV Everywhere Services - Western Europe
TV Everywhere Usage - Western Europe
Video Access on Tablets - Western Europe
TV Everywhere Ecosystem
OTT Platforms
Middleware Solutions and System Integrators
CE-based Solutions
Conditional Access and DRM Solutions
TV Everywhere Business Models
Factors in TV Everywhere Content Negotiations
Premium Online Video Providers - Europe
Notable Mobile TV Offerings in Europe and APAC
Forecast Methodology
Forecast: Pay-TV Subscribers with Access to TV Everywhere / Multiscreen Services
Forecast: Pay-TV Operators Offering TV Everywhere / Multiscreen Services

© 2012 Parks Associates. All rights reserved.
<table>
<thead>
<tr>
<th>Attributes</th>
</tr>
</thead>
</table>
| Parks Associates  
15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248  |
| Authored by Brett Sappington, Pietro Macchiarella, and Patrice Samuels  
Executive Editor: Tricia Parks  
Published by Parks Associates  |
| © October 2012 Parks Associates  
Dallas, Texas 75248  |
| All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.  |
| Printed in the United States of America.  |
| Disclaimer  
Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.  |