

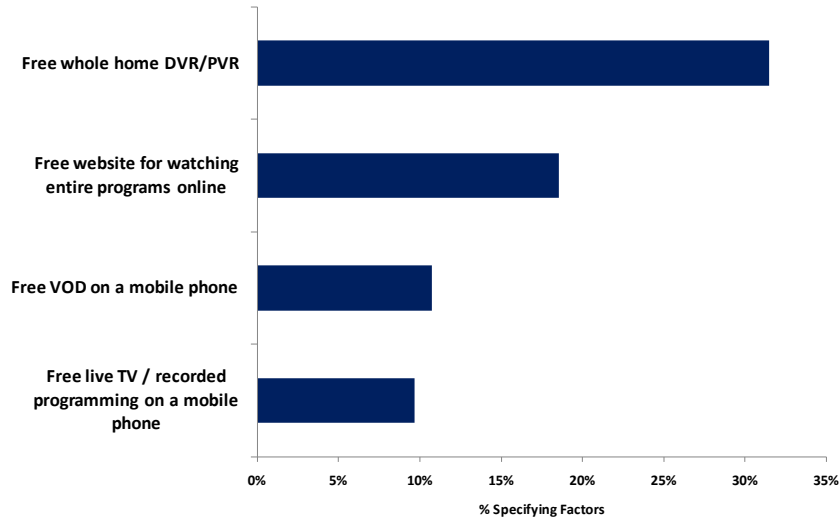
Synopsis

TV Everywhere: Growth, Solutions, and Strategies explores the growth of multiscreen and convergence TV services around the world, including delivery of television content to computers, smartphones, tablets, and other connected devices. It examines deployments of TV Everywhere initiatives by pay TV service providers, market-specific approaches, business models, and consumer interest. The report looks into the solution providers that are enabling these services and the technical, business, and legal issues related to TV Everywhere.

Appeal of TV Everywhere

Using TV Everywhere to Lure Competitor Subscribers

For video service subscribers with no intent to switch, which features would cause you to switch providers if a competitor offered them at no additional charge.



Source: *TV Everywhere: Growth, Solutions, and Strategies*
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Publish Date: 2Q 11

“Consumers are demanding video content on multiple platforms, and service providers are stepping up to address that demand and stave off cord-cutting,” said Brett Sappington, a senior analyst at Parks Associates. “The technology for delivering and monetizing TV Everywhere continues to grow. The systems are within reach for any operator. The question now becomes one of digital rights, business models, and competitive advantage. The next few years will be important in determining the future of how “television” will be delivered to customers, both today and in the future.

Contents

The Bottom Line

1.0 Report Summary

- 1.1 Purpose and Scope of Report
- 1.2 Data Sources
- 1.3 Definition of Global Regions
- 1.4 Glossary of Terms

2.0 Market Analysis

- 2.1 Consumer Data
 - 2.1.1 Connected Devices and Video Consumption
 - 2.1.2 Consumer Demand for TV Everywhere Services
- 2.2 Operator Deployments and Initiatives
 - 2.2.1 North America

- 2.2.2 Western Europe
- 2.2.3 Central / Eastern Europe
- 2.2.4 Asia / Pacific
- 2.2.5 Latin America / ROW
- 2.3 Competition and Substitution
 - 2.3.1 Online Video
 - 2.3.2 Web TV
 - 2.3.3 Mobile TV Services
- 3.0 Multiscreen Issues and Trends**
 - 3.1 Business Models
 - 3.2 Digital Rights
 - 3.3 Acquisition of Content Sources by Operators
 - 3.4 The Importance of Tablets and Mobile Phones
 - 3.5 The Danger in Competing Online
 - 3.6 Solutions and Enablers
 - 3.7 Standards
 - 3.8 Encoding / Transcoding
 - 3.9 Adaptive Bitrate Streaming
- 4.0 Forecasts – Pay TV Subscribers and Multiscreen TV Services**
- 5.0 Implications and Recommendations**
 - 5.1 Service Providers
 - 5.2 Solution Providers

Figures

- Industry Sources for the Report
- Global Forecast Regions
- Penetration of TV Everywhere Services – July 2011
- Increase in Connected Devices in US Homes
- Change in Video Usage by US Consumers
- Importance of Video Sources – US Households
- Attitude Towards Video Services – European Households
- Appeal of TV Everywhere Services – US Consumers
- Using TV Everywhere Services to Fight Cord-Cutting – US Consumers
- Using TV Everywhere Services to Lure Competitor Subscribers – US Consumers
- Worldwide Operator TV Everywhere Initiatives – Category & Region
- Worldwide Operator TV Everywhere Initiatives – Client Device and Content Type
- Multiscreen Initiatives – North America
- Multiscreen Initiatives – Western Europe
- Multiscreen Initiatives – Central / Eastern Europe
- Multiscreen Initiatives – Asia / Pacific
- Multiscreen Initiatives – Latin America / ROW
- Premium Online Video Providers
- Additional Online Video Offerings
- Wilmaa Web TV Service
- Mobile TV Offerings in North America and Western Europe
- Willingness to Pay for
- Verizon’s FlexView for FiOS On-Demand
- Media Consumption – 2009 vs. 2010

Benefits and Drawbacks of Business Models
 PC Multitasking – US Consumers
 Selected Solution Providers – TV Everywhere Solutions
 Selected Solution Providers – Transcoding / Delivery
 Adaptive Streaming Technologies
 Forecast Methodology
 Global Forecast – Pay TV Subscribers with Access to TV Everywhere Services
 Global Forecast – Pay TV Operators Offering TV Everywhere Services
 TV-Centric Multiscreen Features

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