

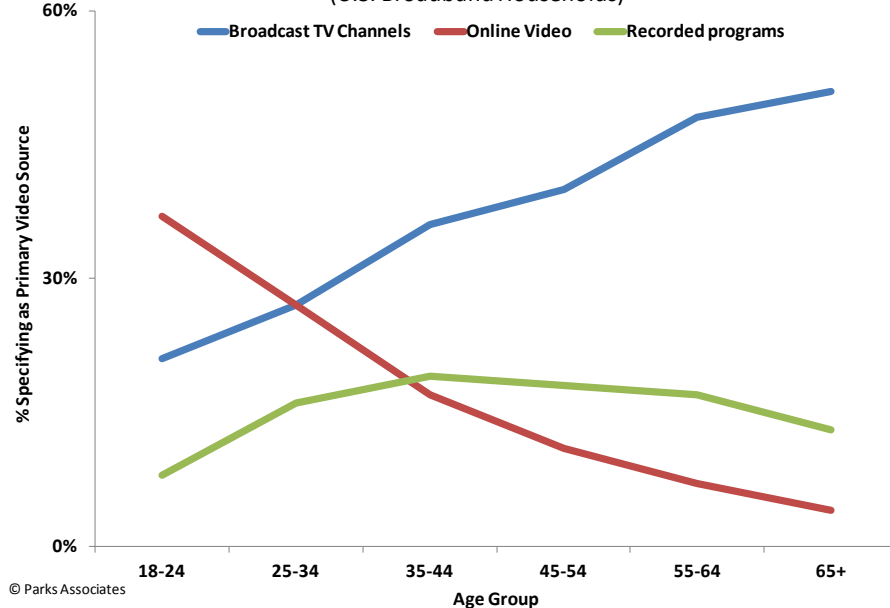
**Synopsis**

This report examines current video content licensing trends and the impact of those trends on players throughout the content licensing ecosystem. The report explores several areas of content licensing including licensing movies vs. television, branded content, content release windows, multiscreen services, time-shifting, live events, and content exclusivity. The report also includes a forecast for licensing revenues for pay-TV content and provides implications and recommendations for various players in the content licensing marketplace.

**Most Important Video Sources by Age**

**Most Important Video Sources by Age**

(U.S. Broadband Households)



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“Content licensing is a core part of premium video services, and the money at stake in the video entertainment industry is considerable,” says Glenn Hower, Research Analyst, Parks Associates. “While pay TV remains an important outlet for consumers to watch video content, consumers have more options for video services than ever before. Content creators and rights holders have many more customers for content licenses but must balance existing relationships with future opportunities. How the industry will evolve is a subject of great debate among industry players, and the rapidly developing and emerging technologies will play a large part in the content licensing environment.”

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