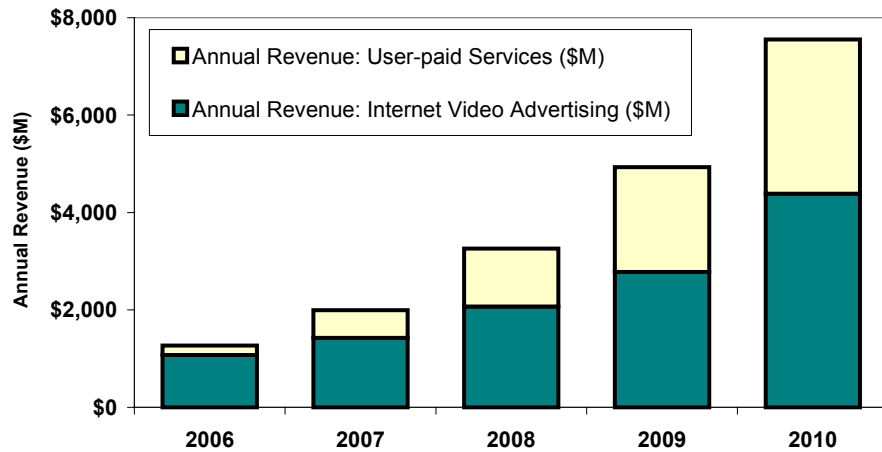


Synopsis **Total Annual Revenues from Internet Video Services**

This report identifies early leaders in Internet video services and technologies. The report provides forecasts for television download services; movie rental, purchase, and subscription services; and revenues from both embedded and non-embedded advertising in Internet video and Internet video Websites. It concludes with analysis and recommendations for major players in the Internet video delivery value chain.

**Total Annual Revenues:
Internet Video Services (Ad-supported and User-paid)**
(Millions of Dollars, U.S. Households)



Source: Internet Video: Direct-to-Consumer Services
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"We are in the midst of unprecedented experimentation on the part of major broadcasters, movie studios, retailers, and content aggregators in distributing video content online and attaching advertising revenue to a plethora of offerings," said Kurt Scherf, vice president and principal analyst, Parks Associates. "The early results, as reported by some of today's media giants, are quite promising."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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Content Creators/Owners
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The Walt Disney Co.
CBS (Columbia Broadcasting System)
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NBC Universal
Web and Entertainment Portals
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MSN Video
Yahoo Video
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Technology Enablers
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Blinkx
Cachelogic
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Kontiki (Now part of VeriSign Broadband Content Services Group)
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ROO
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ClickStar Service Information
EZ Takes Company Background and Information
EZTakes Service Information
Guba Company Background and Information
Guba Service Information
MovieFlix Company Background and Information
MovieFlix Service Information
Movieline Company Background and Information
Movieline Service Information
Starz Ticket Company Background and Information
Starz Ticket Service Information
Vongo Company Background and Information
Vongo™ (Starz) Service Information
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Disney Service Information
CBS Service Information
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NBC Universal Service Information
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Google Video Service Information
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MSN Video Service Information
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Yahoo Video Service Information
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ROO Company Background and Information
ROO Service Information
ThePlatform Company Background and Information
VeriSign Company Background and Information
Vidavee Company Background and Information
Wurld Media Company Background and Information
Zattoo Company Background and Information
Zattoo Service Information

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