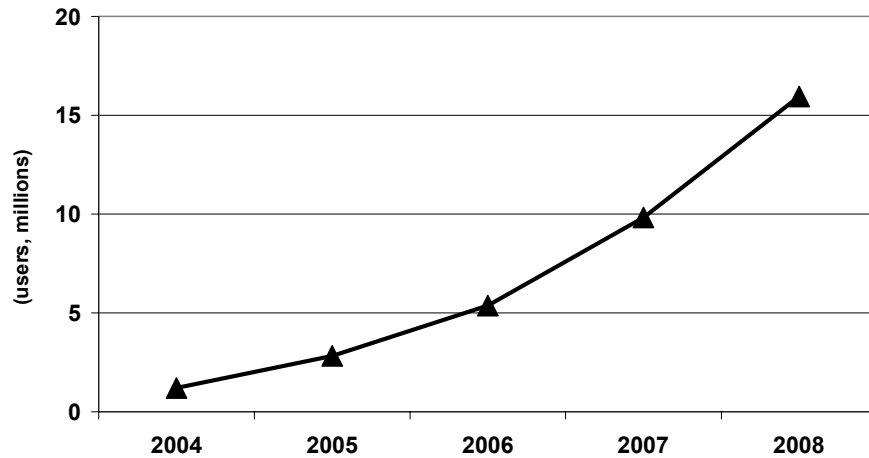


Synopsis

Video-on-demand (VOD) and personal video recorders (PVRs) are changing the way consumers watch TV. This report will analyze the competitive landscape, hardware solutions, and consumer demand for VOD and PVRs, as well as the wider implications and impact of VOD/PVR adoption.

**Growth of IP-Based Entertainment Content:
Users Paying for On-Demand Movies from the
Internet**



Source: Parks Associates' Research
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"Regarding on-demand video services, several key pieces of the puzzle are now in place," said John Barrett, Parks Associates. "Broadband penetration is sufficiently high, and with the launch of service providers like MovieLink and STARZ! Ticket, movies are legally available in on-demand environments. The only missing piece is a wireless connection between TVs and PCs, and this should be available within the next 12 months, thanks to new products coming to market."

Contents

Video-on-Demand and Personal Video Recorders: Analysis and Forecasts

1.0 Notes on Methodology

- 1.1 Consumer Data
- 1.2 Definitions

2.0 Overview and Market Adoption

- 2.1 Background
- 2.2 Market Adoption
- 2.3 Service and Product Cannibalization

3.0 Advanced Video Providers

- 3.1 Overview
- 3.2 Cable MSOs
- 3.3 Satellite Companies
- 3.4 Internet Based VOD Providers
 - 3.4.1 Case Study — FastWeb: La Dolce Video Vita
- 3.5 Consumer Electronics Players
- 3.6 Telecommunication Video Providers

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	<p>4.0 Hardware and Technology</p> <p>4.1 DVRs</p> <p>4.1.1 VOD vs. DVRs and Streaming vs. Downloading</p> <p>4.1.2 Distribution within the Home</p> <p>4.1.3 Compression Technologies</p> <p>4.2 Content Protection and Digital Rights Management</p> <p>4.2.1 The Role of Standards</p> <p>4.2.2 Conditional Access and Open Cable</p> <p>5.0 Forecasts</p> <p>5.1 DVRs</p> <p>5.2 VOD</p> <p>6.0 Implications</p>
--	---

Figures	<p>Video-on-Demand and Personal Video Recorders: Analysis and Forecasts</p> <p>List of Figures</p> <p>Households Using Video Services</p> <p>Video Service Comparisons</p> <p>Likelihood of DVR Purchase and Other Video Services</p> <p>MSO Video-on-Demand Highlights</p> <p>MSO DVR Highlights</p> <p>Satellite TV DVR Highlights</p> <p>Satellite vs. CATV DVR Deployment</p> <p>Internet-Based VOD Providers</p> <p>Telco Fiber vs. Satellite TV Plans</p> <p>Number of TVs on Which Interested CATV Subs. Want DVRs</p> <p>Wireless Distribution Technologies for the Home</p> <p>Wireline Distribution Technologies for the Home</p> <p>Multiroom DVR Solutions</p> <p>Compression Technologies</p> <p>Digital Rights Management Providers</p> <p>A Sampling of Microsoft and RealNetworks DRM Partners</p> <p>Conditional Access Players</p> <p>Interest in DVR Solution at \$5 Per Month</p> <p>Installed Base of DVRs</p> <p>DVR Installed Base (units) Data Table</p> <p>Households with a DVR</p> <p>DVR Installed Base (households) Data Table</p> <p>Households Using CATV-Based VOD</p> <p>CATV-Based VOD Data Table</p> <p>Growth of IP-Based Entertainment Content</p>
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Contents	<p>Resource Book</p> <p>Section I: Demographic Profile of Advanced Video Service Users</p> <p>Section II: Advanced Video Households: Technology Adoption and Other Video Services</p> <p>Section III: DVR Historical Adoption Patterns and DVR Intenders</p>
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Section IV: DVR Intenders

Section V: DVR Intenders and Other Video Services

Section VI: Cable Provider Profiles

Charter
Comcast
Cox Communications Inc.
Time Warner Cable

Section VII: Satellite TV Provider Profiles

DirecTV
EchoStar Communications Corp.
Section VIII: Internet-Based VOD Provider Profiles
CinemaNow
Movielink LLC.
RealNetworks
STARZ! Ticket

Section IX: Hardware Provider Profiles

2Wire
Motorola Broadband Communications Sector
NDS Group
Pace Micro Technology Americas
Pioneer North America
ReplayTV
Scientific-Atlanta
Sony America
TiVo
Toshiba America

Section X: Hybrid Provider Profiles

Akimbo
MovieBeam

Figures

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Resource Book

List of Figures

Households Using Video Services
Video Services by Gender
Video Services by Race
Video Services by Age
Video Services by Income
Video Services by Marital Status
Video Services by Education
Video Services by Type of Home
Video Services by Household Ownership
Video Services by Number of Adults in Household
Video Services by Number of Children in Household
Video Service Comparisons
Video Services
Movies Owned on DVD/VHS Relative to Video Service
Broadband Type by Video Service
Number of Movies Ordered on PPV and DVRs

Satellite vs. CATV DVR Deployment
Growth of DVR Ownership by Household Income
Growth of DVR Ownership by Head-of-Household Education
Growth of DVR Ownership by Head-of-Household Race
Growth of DVR Ownership by Head-of-Household Age
Growth of DVR Ownership by Head-of-Household Marital Status
DVR Intenders vs. Non Intenders: Selected Characteristics
DVR Intenders and Head-of-Household Income
DVR Intenders and Head-of-Household Race
DVR Intenders and Head-of-Household Marital Status
DVR Intenders and Head-of-Household Education
DVR Intenders and Household Type
Likelihood of DVR Purchase of Other Video Services
Likelihood of DVR Purchase and PC Usage
DVR Intenders and PPV Use
DVR Intenders and Online VOD Use
DVR Intenders and CATV VOD Use
Charter Financial Overview
Charter DVR Service
Comcast Financial Overview
Comcast DVR Service
Cox Financial Overview
Cox DVR Service
Time Warner Cable Financial Overview
Time Warner Cable DVR Service
DirecTV Financial Overview
DirecTV DVR Service
EchoStar DVR Service
CinemaNow Service Overview
Movielink Service Overview
RealNetworks Financial Overview
RealNetworks Service Overview
STARZ! Ticket Service Overview
2Wire Product Overview
Motorola Financial Overview
Motorola Product Overview
Pace Micro Technology Americas Financial Overview
Pace Micro Product Overview
Pioneer North America Financial Overview
Pioneer North America Product Overview
ReplayTV Product Overview
Scientific-Atlanta Financial Overview
Scientific-Atlanta Product Overview
Sony America Product Overview
TiVo Financial Overview
TiVo Product Overview
Toshiba America Product Overview
DVR Vendors and Products
Akimbo Product Overview
MovieBeam Product Overview

Attributes	
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