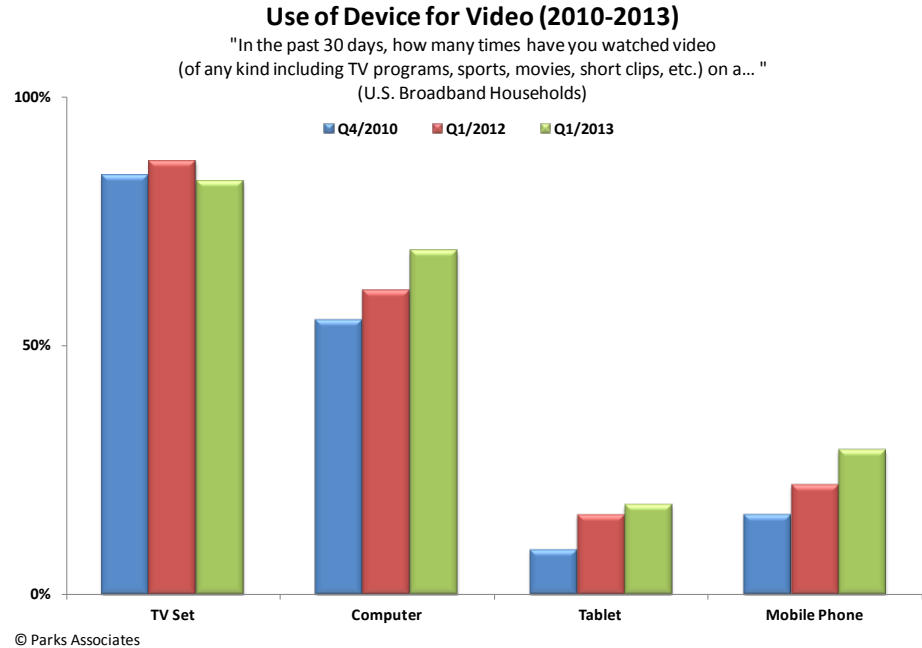


Synopsis

This report analyzes trends in consumption, solutions, technology, competition, and monetization that affect the business of content delivery. The report outlines the key elements of the online video value chain and how recent trends are impacting the industry. The report also provides insight into current trends in analytics and how those trends are affecting business models and service delivery. The report concludes with a forecast for CDN industry revenue growth through 2018 and the future outlook for the content delivery market.

Video Consumption and Network Congestion



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"The business of content delivery has changed dramatically. The demand for video and the growth of connected devices that play video have multiplied the scope and complexity of video content delivery," said Brett Sappington, director of research, Parks Associates. "New services are emerging to help content owners and distributors get their content into the hands of viewers. Major distributors are setting up their own CDNs. Analytics are more important than ever. Companies involved in video production, distribution, and consumption need to understand these and other key trends in order to chart a course for the future."

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