

Viasat AS in Consumer Electronics (Norway)

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Date: January 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

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Abstracts

Over the forecast period, Viasat will work to reduce the competitive threat from streaming services such as Netflix by investing in the further development of its own viaplay.no service. Viaplay.no was launched before Netflix entered Norway, and the company hopes that this early mover advantage can be built on by expanding the variety and quality of programming available via the service. In particular, it is likely to focus on making more HD and 3D content available to viaplay.no customers, as...

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