

# Hybrid TV and Over the TOP TV Trends: Market Research Report

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## Abstracts

A hybrid TV, also known as connected or smart TV, technologically integrates Internet/Web 2.0 features into set-top boxes and television sets. Such devices primarily focus on Internet TV, on-demand streaming media, over-the-top content and online interactive media. Over the Top (OTT) television refers to any type of linear/non-linear media content delivered to a television set without using the cable delivery or conventional broadcast methods.

The report analyzes and presents an overview of Hybrid TV and Over the TOP TV market worldwide. In addition, the report provides global market estimates and projections for Hybrid and Over the Top TV in US dollars and Units for year 2012 through 2017. Supported with 8 market data tables, the report provides a review of market trends, challenges and features of Hybrid TV, and market scenario for the Over the TOP TV. The report further discusses about key regional markets including Canada, Germany, France, Poland, Latin America, Middle East, and other parts of Europe. The report also highlights on various strategic industry activities of major companies witnessed by the industry over the last few years. In addition, 59 companies operating in the Hybrid TV and Over the TOP TV arena worldwide including Apple, Google, Hitachi America, Hulu, Infonova GmbH, Lenovo Group, LG Electronics, Mitsubishi Electric Corporation, Mobistar, Netgem, Panasonic Corporation, Samsung Electronics, Sharp Corporation, Sony Corporation, ZTE Corporation and others are profiled.

## Contents

### 1. HYBRID AND OVER THE TOP TV - A NEW AGE VIEWING

A Prelude

Television Industry – Technology Innovations

Hybrid TV – An Introduction

#### **Table 1.** Global Smart TV Shipments (2012-2017) in Million Units

Hybrid TV – Evolution and Scope

Major Trends Driving Convergence of TV and Internet

Hybrid TV - A Revolution

Hybrid TV - Features

Innovative Content and Services

Interconnectivity

Social Networking

Open Environment

Interactivity

Hybrid TV - Challenges

HbbTV - New Standards

HbbTV: Definition

HbbTV - Technical Specifications

HbbTV - Recommendations

Over the Top (OTT) Television – An Introduction

OTT TV - Scope

Open and Closed OTT TV

OTT TV Services Market - Leading Players

OTT Players Face Competition over Streaming Rights

Hybrid TV Vs. OTT TV

### 2. MARKET TRENDS

Burgeoning Connected Devices to Propel Global Demand for Online Video

High Demand for Premium Online Video Services

OTT Streaming: Major Threat for Linear TV

**Table 2.** Global OTT Market (2012-2017): Number of Customers Using Paid OTT Services in Million

**Table 3.** Global Number of Households Using Online Video & TV Services (2012-2017) in Millions

**Table 4.** Global Hybrid and Over the Top TV Market by Category (2012-2017) in US\$ Million for Advertising, Download to Own (DTO), Rentals, and Subscriptions

Long-form Video to Drive Subscription Revenue

**Table 5.** Global Pay VOD and OTT transactions (through set-top boxes) (2012-2017) in Billion Units

Impressive Growth in Online Advertisement Revenues

Burgeoning Online Video Traffic

All-in-one System Market to Witness Impressive Growth

OTT Industry Gears Up to Increase Scalability

OTT Market Presents Business Opportunities for Local and National Companies

Strategies for Industry Participants to Tap OTT Market

Telecom Operators

DTH/Cable TV Operators

Broadcasters

Hybrid TV – Global Market Scenario

**Table 6.** Global Hybrid and Over the Top TV Market by Country (2012-2017) in US\$ Million for US, China, Japan, UK, Germany, France, Canada, Italy, and Others

### 3. REGIONAL TRENDS

Canada

Internet TV Witnesses Increasing Penetration in Canada

Europe

Hybrid TVs Revolutionize European TV Industry

**Table 7.** OTT Market in Europe (2014P) Percentage Breakdown for Paid Services and

Advertising Revenues

Hybrid Technologies/Solutions  
Germany

**Table 8.** Number of Households with Hybrid TV in Germany (2012-2017) in Millions

France  
Central & Eastern Europe  
Poland  
Latin America  
Major Factors to Drive OTT Market in Latin America  
Middle East  
OTT Service Providers Set Eyes on the Middle East Market

#### **4. RECENT INDUSTRY ACTIVITY**

Digital Development Group Selects Placemaking Group  
Espial Takes over ANT  
Never. no and Hybrid TV Enter into Partnership  
SBB Selects OTT Platform of Zappware  
Vision247 Takes Over Fora  
Zee New Media and IndiaCast Media Distribution Enter Into Partnership  
Accedo Enters into Partnership with Verimatrix to Provide OTT Video Applications  
Azuki Systems Enters into Partnership with D-Link  
BH Telecom and Beenius Ink Agreement  
Bona Netto Selects SmartLabs for Implementation and Supply of OTT/IPTV Integrated Solution  
Can'L Deploys Over-The-Top TV Solution in New Caledonia  
EBU Members Deploys Hybrid Broadcast Broadband TV in Olympic Games  
EBU Members Collaborates for Hybrid TV Rollout in Europe  
Fortis Integrates Access' NetFront Solution in HbbTV-based Set-Top Box  
GlobalSat Selects Galio HbbTV Platform of ANT  
Kaonmedia Enters into Partnership with Verimatrix  
KIT Digital Acquires Assets of Sezmi  
LIME Selects Entone's FusionTV Solution for PayTV Service  
Opera Software Inks Agreement with Altech Multimedia  
TriCounty Telecom Selects FusionTV Solution of Entone

TVP and Sony Enter into Strategic Partnership  
Twin Lakes Telephone Chooses FusionTV Solution of Entone for OTT Service Delivery  
aioTV Receives Venture Capital Investment from Innovacorp to Expand Unified OTT TV Experience  
Digiturk Deploys User Interface and Electronic Programme Guide of Farncombe  
Divitel Deploys Entone Hybrid TV Products in Divisio Hosted Service Solution  
Entone Entered into Partnership with Anevia  
Entone Collaborates with NECA to Offer FusionTV  
Entone's Hybrid TV and OTT Devices Integrate with Orbit Fast Channel Change Solution of Edgeware  
Eutelsat Germany Inks Agreement with Rovi to Offer VOD Service on KabelKiosk  
Fresco Microchip Partners with Maxim Integrated Products  
Logiways Selects ACCESS' Solutions for Hybrid TV  
Minerva Networks Acquires TVBLOB  
Sezmi Enters into Partnership with Grupo Iusacell for Hbb Platform  
Star TV Enters into Partnership with Mediapool Content Services  
Stofa Deploys Envivio Systems in WebTV Service  
Tri-County Telephone Association Deploys Fusion TV Solution of Entone  
Valley Telephone Cooperative Selects FusionTV Solution of Entone  
Vestel Selects Discretix to Deploy DRM Technology for Hybrid TVs and Set-Top Boxes  
Zee Entertainment Deploys Siemens CMT Solution  
Entone's Hybrid Devices Integrate with CubiTV Middleware of Cubiware  
Hybrid Television Services Inks Agreement with DDD Group  
Netgear and Zixi Collaborate to Develop HD OTT Solution  
Netgem Offers Hybrid TV Solution in the US  
Notola Partners with Vestel to Develop Digital Solutions  
ONO Selects Nagravision to Secure Hybrid TV Platform  
Opera Software Enters into Partnership with GooMe Interactive  
Rovi Takes Over Sonic Solutions  
Sonic Solutions Acquires DivX  
Viaccess Offers Hybrid Solutions to Boxer  
vividwireless and Hybrid TV Sign Agreement to Provide Unmetered TiVo Content  
YTL Communications and Sezmi Ink License and Service Agreement

## **5. PRODUCT LAUNCHES/TECHNOLOGY INNOVATIONS**

Bridge Technologies Unveils NAB OTT Solution  
Broadpeak Unveils CDN Technologies  
Devolu Unveils OEM Portfolio

Foxtel Introduces Foxtel Play TV Service  
Ocean Blue Unveils Horizon HbbTV Solution  
Pilat Media Introduces Improvements in IBMS Omnicast Solution  
Radio Télévision Suisse Unveils RTS+ Pilot HbbTV Service  
Sencore Unveils TXS 8600 Transcoder  
Softron Media Services and IMAVEX Partner to Introduce Net Television Payout Solution  
Telestream Unveils Vantage Workflow Orchestration  
Thomson Video Networks Unveils ViBE VS7000 Video System  
Tvinci and MediaCorp Enter into Partnership to Unveil Toggle OTT Service  
Vinson Unveils White-Label Mobile OTT Solution  
Vision247 Introduces XtremeIPTV and XtremeCDN Platforms  
Vivendi Unveils Watchever OTT Service  
Volia Selects Hybrid TV Platform of Entone to Introduce Hybrid TV Services  
Broadcom Deploys BCM3472 Digital Terrestrial TV Chipset in Brazil  
Eutelsat Communications Unveils KabelKiosk Choice Service in Germany  
Intertrust Technologies Introduces Integrated OTT/IPTV Distribution Solution  
KyLinTV Launches KyLinTV Everywhere Platform  
LIME Rolls Out Hybrid TV Service  
Mediacom to Offer DVR-Enabled Hybrid TV Service  
Minerva Networks Introduces New iTVFusion 5 Video Services Platform Version  
Myspace Introduces Myspace TV Service  
Netgem and Sure Partner Introduces Hybrid IPTV Service  
netTALK. com Unveils netTALK TV  
ONO and TiVo Announce Software Upgrade for TiVo Platform  
ONO and TiVo Launch Advanced Hybrid TV Solution in Valencia  
PC Telcom Introduces Over-The-Air Hybrid TV Services  
PrimeTel Introduces Hybrid TV Service in Cyprus  
Vidmind Rolls Out Vidmind OTT TV Platform  
West Alabama TV Cable Rolls Out Entone Hybrid TV System to Deliver HDTV Services in Alabama  
Zattoo Introduces Live TV Service in Luxembourg  
Zee New Media Rolls Out Ditto TV  
ZTE Launches New OTT Solution  
Bharti Airtel Launches Broadband TV in India  
Entone and Nordija Introduce Hybrid TV Solution  
Entone Introduces Range of Hybrid TV Products in North America  
KabelKiosk Commences Marketing of KabelKiosk Choice Hybrid TV Service  
Media Broadcast Introduces Technology for Web-based On-Demand Services

NDS Partners with Tele Columbus Launch HbbTV Service  
Nokia Siemens Networks Introduces Multiscreen Solutions  
Tvinci and Netgem Develop OTT TV Solution  
Vodafone Germany Introduces Hybrid Television Service  
Devolvo Develops Modular Hybrid TV System  
Entone Launches Hybrid HD Receiver for OTT and Live Broadcast Applications  
Entone Unveils Hybrid TV for Telcos  
Latens Unveils ECO UI5 for Entone Hybrid Devices  
Vodafone Introduces Hybrid TV in Spain

## **6. MARKET PARTICIPANTS**

Amino Communications Ltd. (UK)  
Anevia S. A. (France)  
ANT Software Ltd. (UK)  
Apple (USA)  
Azuki Systems, Inc. (USA)  
Entone, Inc. (USA)  
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Hisense Group (China)  
Hisense Australia (Australia)  
Hitachi America Ltd. (USA)  
httv, S. A. R. L (France)  
Hulu (USA)  
HUMAX Co. , Ltd. (South Korea)  
Hybrid Television Services (ANZ) Pty. Ltd. (Australia)  
Infonova GmbH (Austria)  
JT Global (Channel Islands)  
Koninklijke Philips NV (The Netherlands)  
Lenovo Group Ltd. (Hong Kong)  
LG Electronics, Inc. (Korea)  
LG Electronics India Pvt. , Ltd. (India)  
Loewe AG (Germany)  
Loewe Ltd. (UK)  
Massive Interactive (UK)  
Mitsubishi Electric Corporation (Japan)  
Mitsubishi Electric Visual Solutions America, Inc. (USA)  
Mobistar (Belgium)



Nagravision S. A. (Switzerland)  
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Netgem S. A. (France)  
Nordija A/S (Denmark)  
Nyxio Technologies Corporation (USA)  
Ocean Blue Software (UK)  
Onida Electronics (India)  
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Panasonic UK (UK)  
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Samsung India Electronics Pvt. , Ltd. (India)  
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Skype (Luxembourg)  
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SMiT (Honk Kong)  
Sony Corporation (Japan)  
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TiVo, Inc. (USA)  
Toshiba America Information Systems, Inc. (USA)  
Tvinci (Israel)  
UTStarcom, Inc. (China)  
Verismo Networks, Inc. (USA)  
Vestel Group (Turkey)  
Viaccess S. A. (France)  
Vimond Media Solution AS (Norway)

### **VISION247 (UK)**

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Yahoo!, Inc. (USA)  
ZiXi LLC (China)  
ZTE Corporation (China)

## **7. APPENDIX**



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