

Connected TV: Accelerating the Development of OTT Video

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Abstracts

New players, new solutions... the connected TV market continues to evolve against a backdrop of consolidation for on-demand TV services and the never-ending enhancement of available products. Our new report on the connected TV market presents readers with the latest industry trends and explores the initiatives being taken by CE, TV and Internet sector players. It also delivers a detailed a SWOT analysis for each type of stakeholder, and concludes with three market scenarios for 2025, complete with figures on market value, and a breakdown of screen time by type of device depending on which sector dominates the future ecosystem.

The development of connected TV is inextricably bound up with the widespread availability of high-speed Internet access, a shift to more and more individual viewing and the proliferation of smart devices in the home. Together, these three elements are steadily revolutionising how viewers access their TV programmes, and providing them with an array of new functions and features.

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LIST OF PLAYERS

Apple
Amazon
BBC
Comcast
Deutsche Telekom
Facebook
France Télévisions
Google
HBO
Liberty Global
LG Electronics
Mediaset
Microsoft
Netflix
Orange
Roku
Samsung
Sony
Telefónica
Sky
TCL

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