

Future TV: Distribution, Content Publishing, Production: Where is the Value?

<https://marketpublishers.com/r/F47278239EBEN.html>

Date: December 2017

Pages: 63

Price: US\$ 3,300.00 (Single User License)

ID: F47278239EBEN

Abstracts

In recent years, the audiovisual market has faced unprecedented disruption as technology has rapidly evolved, new publishing and content distribution players have emerged, and consumption patterns have changed. Although certain trends are already quite clear and can help us understand how the sector will evolve, there are still many uncertainties which leave considerable scope for what is possible.

By analysing trends and uncertainties related to the market and competitive environment, this report puts forward four possible scenarios for how the audiovisual market will evolve by 2025.

The study:

- explains the hypotheses on which the scenarios are based

- provides market figures between 2015 and 2025, including a detailed examination of the linear TV and video-on-demand market subsegments

- evaluates the impact of each scenario on players involved in production, content publishing and distribution, as well as on consumers

The report also analyses how the value is distributed between content publishing, production and content distribution players in four major countries (United States, United Kingdom, France and Germany), and how this value sharing will evolve by 2025 in a trend scenario and in a disruption scenario.

Contents

1. EXECUTIVE SUMMARY

2. METHODOLOGY

- 2.1. General methodology of IDATE DigiWorld's reports
- 2.2. Methodology specific to this report
- 2.3. Definitions

3. EVOLUTION OF THE MARKET ENVIRONMENT

- 3.1. Economic and societal context
 - 3.1.1. Trends
 - 3.1.2. Uncertainties
- 3.2. Regulatory framework more neutral between TV services and OTT services, and more protective of consumers
 - 3.2.1. Trends
 - 3.2.2. Uncertainties
- 3.3. The IT migration of television
 - 3.3.1. Trends
 - 3.3.2. Uncertainties
- 3.4. Rapid change in consumer demand
 - 3.4.1. Trends
 - 3.4.2. Uncertainties

4. EVOLUTION OF THE COMPETITIVE ENVIRONMENT

- 4.1. Importance of content
 - 4.1.1. Trends
 - 4.1.2. Uncertainties
- 4.2. Competition from Internet platforms
 - 4.2.1. Trends
 - 4.2.2. Uncertainties
- 4.3. Role of consumer electronics and manufacturers
 - 4.3.1. Trends
 - 4.3.2. Uncertainties
- 4.4. Restructuring of the value chain
 - 4.4.1. Trends

- 4.4.2. Uncertainties
- 4.5. “Consumactors” able to influence content production
 - 4.5.1. Trends
 - 4.5.2. Uncertainties

5. TV 2025 SCENARIOS

- 5.1. Low-Cost scenario: linear TV/VOD coexistence with race to the bottom over prices
 - 5.1.1. Scenario description
 - 5.1.2. The scenario in figures
 - 5.1.3. Impact on the market
- 5.2. Convergence scenario: vertical integration of networks/content, content is a loss leader, the value resides in enhanced connectivity
 - 5.2.1. Scenario description
 - 5.2.2. The scenario in figures
 - 5.2.3. Impact on the market
- 5.3. Disruption scenario: disappearance of local linear TV and the emergence of globalised VOD
 - 5.3.1. Scenario description
 - 5.3.2. The scenario in figures
 - 5.3.3. Impact on the market
- 5.4. Syndication scenario: TV brands remain key players and capture the value
 - 5.4.1. Scenario description
 - 5.4.2. The scenario in figures
 - 5.4.3. Impact on the market
- 5.5. The new value distribution
 - 5.5.1. Overview of analysis calculations
 - 5.5.2. Analysis

List Of Tables

LIST OF TABLES AND FIGURES

Table 1: Key changes in the new General Data Protection Regulation

Table 2: Integration of TV production companies by TV broadcasters

Table 3: Integration of MCNs by TV broadcasters

Table 4: Examples of horizontal concentration movements in distribution

Table 5: Low-cost scenario description

Table 6: Convergence scenario description

Table 7: Disruption scenario description

Table 8: Syndication scenario description

Figure 1: Global population growth by region

Figure 2: Global GDP growth by region

Figure 3: Growth in one-person households in the United States, 1960-2016

Figure 4: Global growth of mobile speeds, by network

Figure 5: Distribution of time spent watching television, by device, 2010-2016

Figure 6: Proportion of time spent consuming video content, by type of content, 2010-2016

Figure 7: Most popular subscription OTT/SVOD services in North America, early 2017

Figure 8: Most used transactional video-on-demand video sites in North America, early 2017

Figure 9: Average time spent per individual consuming linear, timeshifted and online television, United States and France, 2016

Figure 10: The television set is still the most popular device, even for streaming video

Figure 11: Consumer interest in individualised consumption

Figure 12: Consumer interest in a personalised pay-TV offering rather than a pre-set package

Figure 13: Time adults spend consuming media daily, United States, 2017

Figure 14: Proportion of video in total media consumption time, United States, 2017

Figure 15: Growth in the fees received by the major sports leagues during recent renegotiations for the rights to broadcast on national markets

Figure 16: Price growth of Premier League rights in the United Kingdom

Figure 17: Netflix's and Amazon's annual spending on content production and acquisition, 2013-2017

Figure 18: Daily video views on Facebook and Snapchat worldwide

Figure 19: Monthly spending on satellite or cable TV access in US and Canadian households, Q4 2016 – Q1 2017

Figure 20: The power of influencers among consumers

- Figure 21: Four potential scenarios for the future TV industry
- Figure 22: Global audiovisual market by service, 2015-2025 – Low-Cost scenario
- Figure 23: Global linear TV market, 2015-2025 – Low-Cost scenario
- Figure 24: Global VOD market, 2015-2025 – Low-Cost scenario
- Figure 25: Global audiovisual market by region, 2015-2025 – Low-Cost scenario
- Figure 26: Global audiovisual market by service, 2015-2025 – Convergence scenario
- Figure 27: Global linear TV market, 2015-2025 – Convergence scenario
- Figure 28: Global VOD market, 2015-2025 – Convergence scenario
- Figure 29: Global audiovisual market by region, 2015-2025 – Convergence scenario
- Figure 30: Global audiovisual market by service, 2015-2025 – Disruption scenario
- Figure 31: Global linear TV market, 2015-2025 – Disruption scenario
- Figure 32: Global VOD market, 2015-2025 – Disruption scenario
- Figure 33: Global audiovisual market by region, 2015-2025 – Disruption scenario
- Figure 34: Global audiovisual market by service, 2015-2025 – Syndication scenario
- Figure 35: Global linear TV market, 2015-2025 – Syndication scenario
- Figure 36: Global VOD market, 2015-2025 – Syndication scenario
- Figure 37: Global audiovisual market by region, 2015-2025 – Syndication scenario
- Figure 38: Value distribution in the United States by segment, 2016-2025
- Figure 39: Value distribution in the United Kingdom by segment, 2016-2025
- Figure 40: Value distribution in France by segment, 2016-2025
- Figure 41: Value distribution in Germany by segment, 2016-2025

I would like to order

Product name: Future TV: Distribution, Content Publishing, Production: Where is the Value?

Product link: <https://marketpublishers.com/r/F47278239EBEN.html>

Price: US\$ 3,300.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F47278239EBEN.html>