

HBVOD in Europe: Competing with US Giants

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Date: December 2021

Pages: 45

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

ID: H1D5E3D1FCBFEN

Abstracts

This report addresses the dynamics of Hybrid Broadcast VOD services (HBVOD).

Focused chiefly on Europe, the study also looks at the situation in the US.

This report also presents the broadcasters' positioning and the variety of approaches taken.

It sets out to answer the following questions:

What are the rationale and dynamics affecting the launch HBVOD services?

Can HBVOD offers compete with SVOD services?

How to challenge US giants on a national and a global scale?

Are HBVOD services the way to reposition European broadcasters in the ever growing and competitive online video market?

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