

Mobile Video: Issues for Ecosystem Players & Potential 2025 Scenarios

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Abstracts

The mobile video market is fairly unstructured, and includes a wide variety of service offerings and business models yet to be consolidated. In addition, ongoing technological advances need to be validated to establish development of the market.

However, there is strong potential for market growth given the current acceleration in mobile video consumption. Which players will benefit the most remains to be seen.

This report presents the key technologies under development, current issues and both the existing and potential future ecosystems. Three scenarios for 2025 are presented, which aim to anticipate the scope of the market and potential winners in 10 years.

Contents

1. EXECUTIVE SUMMARY

- 1.1. Technical advances are required to meet the strong growth of the market
- 1.2. Services driven by OTT
- 1.3. Places to be filled in a complex ecosystem
- 1.4. Three potential scenarios for mobile video distribution by 2025

2. METHODOLOGY & DEFINITIONS

- 2.1. General methodology of IDATE's reports
- 2.2. Methodology specific to this report
- 2.3. Scope of mobile video

3. STRUCTURE OF THE MOBILE VIDEO MARKET

- 3.1. Segmentation of mobile video & TV offerings
- 3.2. Growth of mobile video consumption
 - 3.2.1. Personalisation of video consumption
 - 3.2.2. Video accounts for the majority of mobile traffic
- 3.3. Key technologies
 - 3.3.1. Content preparation and management
 - 3.3.2. Distribution systems
 - 3.3.3. Cellular networks
 - 3.3.4. Wi-Fi networks
 - 3.3.5. Terrestrial broadcast networks
 - 3.3.6. Devices
- 3.4. Regulatory environment
 - 3.4.1. Frequencies, a rare and regulated resource
 - 3.4.2. Net neutrality, an obstacle to managed video services?

4. RECENT MOBILE VIDEO AND TV DEVELOPMENTS

- 4.1. Examples of mobile broadcast TV offerings and experiments
- 4.2. Mobile operators
- 4.3. Hybrid mobile video offerings
- 4.4. Independent video services
 - 4.4.1. Viral platforms

4.4.2. TV & video services

5. BUSINESS MODELS AND STRATEGIC POSITIONING

5.1. Business models

5.1.1. Pricing models for mobile services

5.1.2. Transport monetisation for operators

5.2. Strategic analysis

6. POTENTIAL SCENARIOS FOR MOBILE VIDEO DISTRIBUTION BY 2025

6.1. Two main areas will disrupt the market by 2025

6.1.1. Increased investment in networks and infrastructure

6.1.2. Evolving consumption patterns towards more personalised usage

6.2. Three potential scenarios for mobile video distribution by 2025

6.2.1. Overview of scenarios

6.2.2. Factors distinguishing these scenarios

Tables

TABLES

Table 1: Scheduled service launches using carrier aggregation

Table 2: Evolution of Wi-Fi performance

Table 3: The '2020-2025-2030' model and positions of the broadcasting and mobile sectors

Table 4: SWOT analysis for mobile operators

Table 5: SWOT analysis for terrestrial broadcast operators

Table 6: SWOT analysis for media groups and OTT video services

Table 7: SWOT analysis for OTT platforms

Table 8: Conditions necessary for fruition of these scenarios

Figures

FIGURES

Figure 1: Growth in mobile video consumption

Figure 2: Duration of mobile video consumption varies depending on the type of OTT content

Figure 3: Impact of screen size on service usage, according to Ericsson

Figure 4: Mobile traffic 2014-2020, according to Ericsson

Figure 5: Mobile traffic 2014-2019, according to Cisco

Figure 6: Percentage of OTT video consumed on smartphones and tablets

Figure 7: Technical chain for mobile video distribution

Figure 8: Principle of adaptive streaming

Figure 9: Illustration, multi-screen cloud solutions

Figure 10: How eMBMS works

Figure 11: Unicast, Multicast and Broadcast architectures

Figure 12: Mobile-Edge Computing (MEC) value chain

Figure 13: Operating principle of a mobile CDN

Figure 14: How carrier aggregation works in Release 10 of LTE

Figure 15: Different scenarios envisaged for LTE-U

Figure 16: Example of a heterogeneous network combining small cells and a macro network

Figure 17: Deployment rate of DTT standards worldwide

Figure 18: Overview of ATSC 3.0

Figure 19: FOB TV schedule and phases

Figure 20 : Eutelsat's multi-screen satellite solution

Figure 21: Example of products integrating Siano chipsets

Figure 22: LTE Broadcast devices ecosystem

Figure 23: The i-mobile IQ 5.8 DTV smartphone with support for DVB-T2

Figure 24: Examples of external TV tuners for mobile devices

Figure 25: Overview of the debate surrounding allocation of frequencies to various players

Figure 26: The issue of Net neutrality for video distribution

Figure 27: The failure of Dyle TV

Figure 28: TDF's B2M platform

Figure 29: Overview of Doodarshan's mobile broadcast offering (on smartphones)

Figure 30: Overview of the One-Seg service

Figure 31: Verizon's videocast service in partnership with Ustream

Figure 32: The U+HDTV service allowing 4 channels to be watched simultaneously

Figure 33: LTE Broadcast tests and commercial launches

Figure 34: Overview of NOTTV

Figure 35: Overview of the NOTTV architecture

Figure 36: Top 10 applications/protocols in terms of mobile traffic in the United States

Figure 37: Dailymotion's Android app interface

Figure 38: Number of active mobile users on Facebook, per day

Figure 39: Preferred devices for watching Hulu and Netflix according to their subscribers, September 2013

Figure 40: Sky TV's SkyGo streaming offering

Figure 41: Breakdown of sports content consumption on mobile devices

Figure 42: Usage by time of day and by device, during the Olympic Games (28 July - 9 August 2012)

Figure 43: Daily video requests by device type

Figure 44: Top 5 mobile games integrating video

Figure 45: 'What percentage of streams are being monetised by connected platform?'

Figure 46: 'How is mobile content distribution monetised?'

Figure 47: Advertising investment in the United States, by device, 2013-2019

Figure 48: Distribution of mobile Internet advertising revenue worldwide (%)

Figure 49: Swisscom breaks its subscriptions down by speed tier

Figure 50: Vodafone UK: Pay as you go plans

Figure 51: AT&T sponsored data

Figure 52: Potential scenarios for mobile video distribution by 2025

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