

OTT Video: How media companies are responding to Internet giants' incursion into their territory

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Abstracts

This report analyses the OTT video market's dynamic around the globe, and especially how market players are faring.

It begins by looking at the ways in which top Internet companies are stepping up their OTT video developments, by leveraging their trump cards: financial clout, technological advance, global audience, monetisation tools.

Next it explores these leading players' content acquisition and OTT video service strategies.

Lastly, it delves into the options available to media companies to respond to these incursions, including partnership strategies and the creation of standalone services.

The report concludes with forecasts for OTT video market revenue (advertising and paid services) up to 2021.

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