

# Multi-screen video: a game-changing phenomenon

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## Abstracts

Multi-screen TV and video is a significant phenomenon that has far-reaching consequences for a variety of stakeholders across different sectors. In many ways, it is a sign of the times, underlining the considerable shifts in the way consumers view TV/video – on demand, on the move and on different screens around the home. It also signals the dissolution of the traditional delivery stovepipes, and the accompanying disruptive impact on business models. The emergence of this new multi-screen environment sees competition coming from many directions as pay-TV operators increasingly turn to mobile and broadband channels, as telcos embrace IPTV and mobile TV, and as adjacent players aggressively develop content ecosystems across the TV, the PC, and mobile devices.

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...and also for consumers

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