

Digital Media Distribution: Market Update 4Q 2011

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Abstracts

This industry report examines the complex digital distribution ecosystem, including its key technologies and players.

As consumers become more accustomed to purchasing and using non-physical entertainment content, traditional media companies are migrating towards online distribution channels. The report also analyzes the threats and opportunities created by digital distribution, describes implications for the main content categories (video, music, videogames, books), and illustrates the different technologies used in the digital value chain.

“We are witnessing a profound revolution in the way media content is distributed,” said Pietro Macchiarella, Research Analyst. “The ubiquity of Internet access, especially through mobile devices and tablets, has opened up new channels to deliver books, games, music, and videos to consumers. This trend is causing significant transformations in the way content is produced, distributed, and monetized. It is also generating new opportunities for companies that use digital distribution to reach audiences hungry for easy-to-access content.”

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