

The Future of Live Entertainment

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Abstracts

While viewing of linear television has declined among broadband households, live video—sports, news, and events—continues to play a critical role in the television business. Alternative platforms have stepped in to capture a portion of live audience, and services like Facebook Live and Periscope have led the charge in live online video entertainment. This report explores the state of live broadcast video, including the renaissance in live video services online, alternatives to traditional linear television, consumer use, and new opportunities for content creators and distributors.

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