

Monetization of Multiscreen Video: Content Owner Strategies 1Q 2012

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Abstracts

This report evaluates the revenue strategies of the U.S. traditional and OTT video industries from a content producer-owner perspective. The study provides profiles of leading media companies, multiscreen video monetization trends, core business models, internal and external pressures shaping company strategy, content owner video revenue projections in the U.S. from 2011 to 2016 and strategic implications driving market growth.

“Technological advancements have proven a disruptive force in video distribution and monetization,” said Heather Way, Research Analyst, Parks Associates. “The growth of on-demand video and the rise of multiscreen delivery capabilities have drastically altered how content producers-owners formulate strategies to attract and reach viewers while maintaining control on when, how, and where their video properties are consumed.”

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