

# OTT Video and TV Everywhere: Competition and Success

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## Abstracts

The rise of over-the-top (OTT) video services has reshaped consumer habits and the competitive landscape for the video industry. This report examines the ongoing evolution of OTT video services, pay-TV services, and the video content ecosystem. In addition to global trends, success factors, and inhibitors, this report also assesses the future for the industry.

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