

Shifts in Video Distribution: Getting Content to Consumers

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Abstracts

With more content moving online, distributors are forced to adapt to the new models of distribution. OTT services, virtual MVPDs, and other forms of distributing digital media have become the norms in the content space. At the same time, new approaches to distribution can affect content length, monetization options, and branding. This report explores the business of content distribution today and how the market is evolving in a rapidly changing digital media environment. It also provides examples of new alternatives for distribution among leading companies. This report provides a five-year forecast for household video consumption among broadband households.

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