

Smart TVs in a Pay-TV World 3Q 2012

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Abstracts

This report examines the phenomenon of smart TV diffusion on video delivery and consumption. It specifically analyzes the technology and business implications for delivering managed and over-the-top video services into a smart TV. It provides an overview of content delivery models, examines the role of pay-TV operators, and provides global forecasts.

"The proliferation of smart TVs and other connected consumer electronics is both an opportunity and a threat for pay-TV providers," said Parks Associates. "They offer the intriguing possibility for the expansion of pay-TV services beyond the set-top box, but they also offer other players such as broadcasters and over-the-top video providers a toehold into the living room."

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