

Trends in Content Licensing 1Q 2014

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Abstracts

This report examines current video content licensing trends and the impact of those trends on players throughout the content licensing ecosystem. The report explores several areas of content licensing including licensing movies vs. television, branded content, content release windows, multiscreen services, time-shifting, live events, and content exclusivity. The report also includes a forecast for licensing revenues for pay-TV content and provides implications and recommendations for various players in the content licensing marketplace.

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