

TV Everywhere 2.0: The Next Steps in Multiscreen 1Q 2014

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Abstracts

As TV Everywhere / multiscreen services have become more common, operators and vendors are pushing multiscreen into its next stage of evolution. This report analyzes recent trends in TV Everywhere to reveal what is next for this important technology, including the new competitive environment, new features, and new priorities for operators and vendors. The report examines the implications for these changes, assesses the future for multiscreen services, and provides a forecast for multiscreen services through 2018.

Contents

1 TV EVERYWHERE TODAY

2 TV EVERYWHERE CONSUMERS

2.1 Awareness and Use

2.2 TV Everywhere Users vs. Average Pay TV Subscribers

2.3 Groupings of TV Everywhere Users

3 TV EVERYWHERE

3.1 Changes in Operator Motivations

3.2 Features

3.2.1 Discovery

3.2.2 User Engagement / Interaction

3.2.3 Seamless Transition / Portability

3.2.4 Expanded Content

4 TV EVERYWHERE SOLUTION PROVIDERS

4.1 Changes in the Vendor Marketplace

4.2 The Challenge in Differentiation

5 FORECAST

5.1 Methodology and Assumptions

5.2 Global Forecast of TV Everywhere Use

6 IMPLICATIONS / RECOMMENDATIONS

6.1 Vendors

6.2 Operators

7 NOTES ON METHODOLOGY

8 GLOSSARY AND INDEX

8.1 GLOSSARY

8.2 INDEX

List Of Figures

LIST OF FIGURES

Phases of the TV Everywhere Market

Consumers and TV Everywhere Awareness

TV Everywhere Awareness by Pay-TV Provider

Comparison of Demographics

Comparison of CE Ownership

Comparison of CE Ownership

Comparison of Monthly Video-on-Demand Use

Comparison of Demographics

Demographics of TV Everywhere Use Case Groups

Examples of Operator-based OTT Initiatives

Differentiation among Selected TV Everywhere Solution Vendors

Forecast Methodology

Forecast of TV Everywhere Users by Region (2013-2018)

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