

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.

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