

TV Everywhere: Growth, Solutions, and Strategies (Second Edition) - Europe and Asia-Pacific 4Q 2012

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Abstracts

This report examines the development of TV Everywhere / multiscreen services in Western Europe, Eastern Europe, and the Asia/Pacific region. With details on over 60 different multiscreen service offerings, the report describes the growth in service availability, issues related to awareness and business models, an analysis of current operator strategies, positions of alternatives and competitors, and trends in multiscreen technologies. The report also forecasts the growth of multiscreen services and the future of TV Everywhere.

“Multiscreen services have seen amazing growth over the past year in Europe and Asia,” said Brett Sappington, director, research, Parks Associates. “Motivated by consumer consumption trends and competitive forces, pay-TV providers are positioning themselves to be players in video services on any screen. Tomorrow’s winners in TV Everywhere will be the companies that discover the right mix of business model, content availability, and quality experience.”

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