

TV Everywhere: Growth, Solutions, and Strategies (Second Edition) - North America 2Q 2012

<https://marketpublishers.com/r/TF60F708412EN.html>

Date: December 2011

Pages: 64

Price: US\$ 3,500.00 (Single User License)

ID: TF60F708412EN

Abstracts

This report examines the development of TV Everywhere services in North America. It illustrates the growth in the availability of services to consumers due to an increase in the number of operator deployments. It includes an analysis of current operator strategies and emerging technological solutions. The report also forecasts the growth of operator offerings throughout North America as well as the implications of current TV Everywhere trends.

“The speed and complexity of the TV Everywhere deployments in North America over the past two years have been amazing,” said Brett Sappington, Director of Research. “Cable, telco, and satellite operators have moved quickly to counter the threat of online video and to stake their claim as the top providers of consumer video services. While these services were implemented with the objective of improving customer retention, strategies are now shifting to alternative business models. The next year will be crucial as operators refine their priorities and offerings.”

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