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Video Streaming Outside The Firewall Market Shares, Strategies, and Forecasts, Worldwide, 2012 to 2018

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Abstracts

WinterGreen Research announces that it has a new study on Video Streaming Outside the Firewall. The 2012 study has 414 pages, 119 tables and figures. Worldwide markets are poised to achieve outstanding growth as people look for video content online and enterprises go outside the firewall to get content for employees.

Video content delivery on the internet is all about content and infrastructure. Infrastructure is needed to manage end point devices. Content is almost an afterthought once the infrastructure is in place. The vision of video content delivery is to change fundamentally the way media is accessed and consumed. User generated content represents a move away from entirely professional content to some content captured on the fly.

As better video tools become more widely available, the quality of the user generated content and the professional video begins to converge. There has often been little or no charge for uploading user-generated content. As a result, data centers are replete with exabytes of user-generated content that, in addition to creating a corporate asset, may also contain data that can be regarded as a liability.

As better video tools become more widely available, the quality of the user generated content and the professional video begins to converge. There has often been little or no charge for uploading user-generated content. As a result, data centers are replete with exabytes of user-generated content that, in addition to creating a corporate asset, may also contain data that can be regarded as a liability.

The online video content delivery business is characterized by rapid change. Converging, new and disruptive, technologies are rapidly evolving. Companies seek to

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connect people with information on the web and provide them with relevant advertising.

Google YouTube provides a range of video, interactive, and other ad formats for advertisers to reach their intended audience. YouTube's video advertising solutions give advertisers a way to promote their content to the YouTube community, as well as to associate with content being watched by their target audience. Google YouTube offers analytic tools to help advertisers understand their audience and derive general business intelligence.

YouTube has experienced strong growth in mobile viewers and has established key partnerships with content companies to help monetize mobile video.

More than 3 billion views per day

48 hours of video uploaded every minute

More video uploaded to YouTube in one month than the three major US networks created in 60 years

60 hours of video are uploaded every minute, or one hour of video is uploaded to YouTube every second.

Over 4 billion videos are viewed a day

Over 800 million unique users visit YouTube each month

Over 3 billion hours of video are watched each month on YouTube

More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years

Mediafly seeks to fundamentally change the way media is accessed and consumed. Mediafly is committed to the iOS platform. It has been there since the launch of the app store in 2008. Insight in consumer media organization and consumption, experience with enterprise security and analytics, and a rapid development cycle are applied to the iPhone, iPod Touch, and iPad.

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According to Susan Eustis, principal author of the study, 'Video streaming outside the firewall: is used to deliver content efficiently. Sometimes user generated content constitutes a portion of a website where the majority of content is prepared by administrators. Numerous user generated content is driving video markets outside the firewall. Network performance and broadband play a critical role in video streaming.'

Video Content Delivery outside the firewall markets at $1.8 billion in 2011 are anticipated to reach $5.8 billion by 2018. Growth is a result of the ubiquitous value of video for entertainment and communications. Video is invaluable in education, providing a broad set of use there. New infrastructure and tools are being used to create opportunity in streaming video outside the firewall. Video availability outside the firewall is evolving strategies in the cloud environment. Advertising represents the premier manner of monetizing video.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

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