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

Description: 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.”

Contents: The Bottom Line
1.0 Report Summary
1.1 Purpose and Scope of Report
1.2 Data Sources
2.0 TV Everywhere Growth
3.0 Solutions
3.1 Ecosystem
3.2 Solutions and Enablers
3.2.1 CDNs and OTT Platforms
3.2.2 Middleware Solutions and System Integrators
3.2.3 CE-based Solutions
3.3 Digital Rights Management and Conditional Access
3.4 Adaptive Streaming
3.5 Trends
4.0 Strategies
4.1 Business Models
4.2 Content Licensing
4.3 Threats
4.4 Virtual MSOs
5.0 Forecasts
5.1 Methodology and Assumptions
5.2 Forecast
6.0 Implications and Recommendations
7.0 Glossary
8.0 Index

List of Figures:
Availability of Multiscreen / TV Everywhere Services
Worldwide TV Everywhere Initiatives - By Region and Category
Worldwide TV Everywhere Initiatives – By Client Device and Content Type
Pay TV Operator Multiscreen/TV Everywhere Initiatives
Awareness of TV Everywhere Services – U.S.
Awareness of TV Everywhere Services - Canada
TV Everywhere Usage
Multiscreen Initiatives - North America
Connected CE Platforms
Change in Video Consumption Habits by Platform 2010 to 2011
TV Everywhere Ecosystem
OTT Platforms
Middleware Solutions and System Integrators
CE-based Solutions
Conditional Access and DRM Solutions
Ideal Add-Ons for TV Service Package
Premium Online Video Providers
Mobile TV Offerings in North America
Forecast Methodology
Pay TV Subscribers with Access to TV Everywhere / Multiscreen Services
N.A. Pay TV Operators Offering TV Everywhere / Multiscreen Services

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