Connected TV - Accelerating the Development of OTT Video

Description: New players, new solutions... the connected TV market continues to evolve against a backdrop of consolidation for on-demand TV services and the never-ending enhancement of available products.

This new report on the connected TV market presents readers with the latest industry trends and explores the initiatives being taken by CE, TV and Internet sector players. It also delivers a detailed SWOT analysis for each type of stakeholder, and concludes with three market scenarios for 2025, complete with figures on market value, and a breakdown of screen time by type of device depending on which sector dominates the future ecosystem.

Slideshow Contents

The connected TV market continues to evolve
- Progress made by connected TVs and connected devices
- Multiple devices being used to access connected video
- Connected TV and the rise of the companion screen
- Connected TVs opening up a host of possibilities
- Regulator-ordered open interfaces could be a game-changer for connected TV

Industrial organisation
- CE suppliers changing tack
- TV industry making up for lost time
- Internet heavyweights entering the connected TV fray
- Result: coopetition between TV, CE and Internet players over connected TV distribution

Strategic organisation
- CE suppliers working to avoid becoming commodities
- A major challenge ahead for the TV industry
- Internet leaders also want control of your TV

Connected TV market scenarios: 2025
- Defining the scenarios for 2025
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