

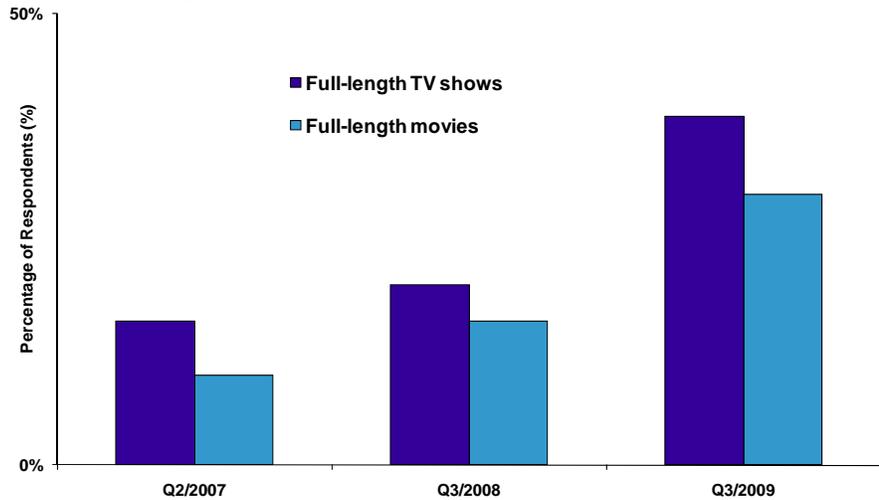
**Synopsis**

This report examines the key technology trends and business requirements that are shaping the market for online video services and the competitive environment driving the entry of broadband providers into this space through initiatives such as TV Everywhere. In addition, the report also discusses the consumer interest in online video services and their willingness to pay for such solutions.

**People Watching TV and Movies Online**

**Percentage of Active Online Video Viewers**

(Among respondents 18+ in U.S. broadband households participating at least monthly basis)



Sources: *Global Digital Living II* (2007); *TV 2.0: The Consumer Perspective* (2008); and *Mobile & Broadband Bundled Services* (2009)  
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“The increased penetration of connected CE is affecting the competitive ecosystem of the television industry,” said Jayant Dasari, research analyst, Parks Associates. “There is a danger that as consumers access video content online free-of-charge from anywhere with any device, they will start to view pay-TV services as expendable. Providers are working to head off this shift in consumer perception.”

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<p>Parks Associates 5310 Harvest Hill Road Suite 235 Lock Box 162 Dallas TX 75230-5805</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Jayant Dasari Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© April 2010 Parks Associates Dallas, Texas 75230</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>