

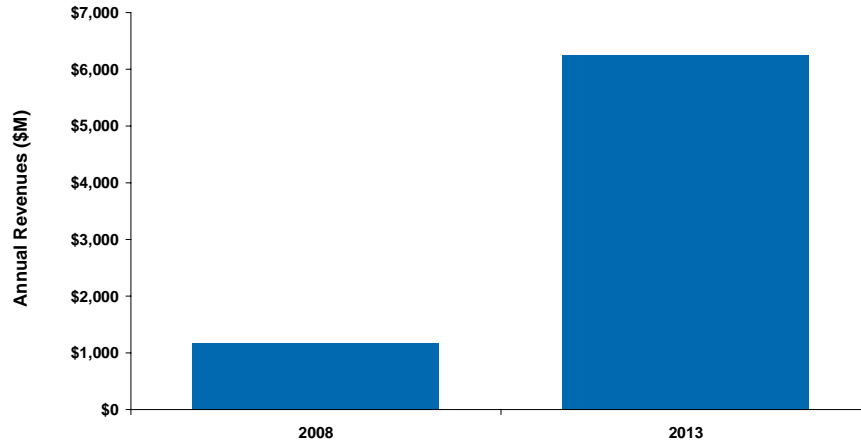
Synopsis

This report examines the market for online and electronic delivery of premium video content, including movies and television programming. It analyzes the brief history of online video distribution, offering commentary and analysis on business models, technology challenges, and consumer adoption. It offers forecasts and predictions for the future of online video distribution, including downloading and direct connections to consumer electronics devices.

Revenues on Internet Video Downloads & Rentals

**Internet Video Revenues:
Transactional TV and Movie Downloads and Rentals**

(Millions of Dollars, U.S. Broadband Households)



Source: *Internet Video: Direct-to-Consumer Services (Second Edition)*
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"Hollywood has discovered that online video distribution provides more upside to their businesses than risk," said Kurt Scherf, vice president and principal analyst with Parks Associates. "How the studios work with technology partners, device manufacturers, distributors, and advertisers to sustain momentum will be critical in defining success in the next few years."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

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Non-TV Internet Videos Served: TV and Movie Downloads and Rentals
Non-TV Internet Video Revenues
TV-based Internet Videos Served: TV and Movie Downloads and Rentals
TV-based Internet Video Revenues

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