

# Online Video Now

## Executive Summary & Key Findings

With Sample Service Profile

Spring 2011



By **Pam Allison**

## REPORT SUMMARY

If 2010 seemed like a year of great change in the online video sector, 2011 is shaping up to make it look sleepy. This may be the year where online video achieves critical mass. Online video services that were limited to just one platform a year ago have expanded to encompass computers, game consoles, televisions, Blu-ray players, mobile devices, and tablets. Large aggregators like YouTube, Netflix, and cable and satellite companies with “TV Everywhere” strategies are pushing content distributors tied to one platform out of the game and changing market dynamics. Just as Netflix seems to be emerging as the dominant player, Facebook steps into the game. One thing is clear, consumers expect to be able to access online video services everywhere. Services that are not able to do this will not likely be able to compete in the future.

To help analyze this complex and evolving landscape, Baseline Intelligence, a part of Baseline and the New York Times Company, is proud to announce the 2<sup>nd</sup> edition of its flagship digital media research report: **Spring 2011 Online Video Now**

This comprehensive online video comparative study analyzes 26 of the most prominent services distributing professionally generated online video content. Available in both bound copies and PDF, the report is organized into four main categories: **Streaming, Video on Demand, Live Streaming, and Video Service Aggregators**. It is designed to offer media, investment, corporate development, and strategic planning professionals a global overview, profile, and analysis of the major contenders vying for the crown in the new home video stakes.

This 142 page report is a key tool for investors and content professionals working to understand both the present state of affairs and future path of online video distribution. Detailed service-by-service breakdowns provide insight into key features, business models, content deals, and analytical outlooks. The report features 26 online video service profiles – each containing service statistics and professional analysis on platform strategy, current activity and long-term growth opportunities.

Author Pam Allison, a digital media strategist, assists companies in assessing the monetization of online content. Pam has occupied key roles at anti-piracy firm DtecNet, DIRECTV, Disney’s New Technology Strategy Group, and Movielink. Her strong acumen in developing business opportunities – especially those that involve disruptive or enabling technologies – has enabled her to help clients develop effective “digital age” strategies for a rapidly changing market ecosystem that fulfill customer needs.

The Spring 2011 Online Video Now Report appeals to a wide array of professionals, including:

- Media Investors
- Corporate Development Departments
- Strategic Planners
- Advertisers
- Hedge Funds
- Venture Capitalists
- Producers
- Studio Execs
- Law Firms
- Academic Institutions

## Spring 2011 Online Video Now – A Baseline Intelligence Report

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This second edition includes profiles of:

- Amazon
- Apple iTunes Store
- AT&T U-verse Online
- Blockbuster OnDemand
- Boxee
- CinemaNow/Best Buy on Demand
- Crackle.com
- Dish Online
- Epix
- Fancast Xfinity TV
- Google TV
- Hulu
- Justin.tv
- Livestation
- MobiTV
- Netflix
- PlayStation Network
- Stickam
- TiVo
- TV.com
- Ustream
- V CAST
- VUDU
- YouTube
- Zune Marketplace

### Key Report Topics:

- High-level Service Description
- Content
- Content Licensors
- Investors/Owners
- Key Features
- Business Model
- Revenues
- Visitors / User Data
- Key Milestones
- Geography
- Type of Player
- Key News
- Analysis

Also included in each report are four video service matrices: charts which compare the video services within each major category against each other in key areas. Each major section of the report features a section introduction explaining the category that the service falls within. An overall introduction begins the report, introducing the analysis. The report concludes with a Services to Watch section examining promising new digital video services on the horizon.

### Report Specs:

Single Issue - \$595

Page Count – 142

Video Services Covered – 31

Format – Hardcopy; Perfect Binding, PDF

Delivery – Approx 2-3 days from order

### ANALYSIS BITS AND BYTES:

- VUDU** -- VUDU focuses on high quality playout, which is a differentiator. It has made a significant number of deals with HDTV manufacturers to get distribution. VUDU's content library is limited – it needs to expand to continue to be competitive. The service is not well-known, but ownership by Wal-Mart can change that.
- PlayStation Network** -- The PlayStation Network has access to millions of gamers who use the PS3. The Windows app was smart – it extends who can watch PSN content. The Qriocity service, which gets content to TV from a PS3, was also a smart move. They are positioned to have a good VOD business, but may want to extend to devices beyond those made by Sony.
- Zune Marketplace** -- The Zune Marketplace focuses on the Xbox 360 console, which gets content directly to the TV, which people want. Microsoft should look into over-the-top deals for distribution. Zune Marketplace is a strong presence in the VOD space and will continue to be. This service has opportunity to grow as it continues to expand to multiple platforms.
- Ustream** -- Ustream is the leader in online streaming. They have very low streaming costs, which is partly the key to their success. Ustream has made key partnerships with entities like CNN and MTV and their white label product is a valuable asset. One threat is Facebook and its live streaming partners since Facebook has a huge following.
- Fancast XFINITY TV** -- Fancast Xfinity TV's biggest strength is that it is part of Comcast's "TV Everywhere" strategy. Comcast owns broadband pipes to many customers, so it can bundle services. One weakness is Fancast isn't well-known. It offers streaming and VOD, so it can go after more than one type of customer. Fancast's main opportunity to grow is with existing Comcast customers who want content wherever they are.
- YouTube** -- YouTube's VOD feature is great but is not well promoted. This service, if marketed, could bring in significant revenue. Live streaming is also a big area of opportunity as Google and YouTube have the technological resources to provide low-cost solutions. YouTube has changed mobile video and will continue to do so. They are likely to become a larger destination for studio produced content as they make more deals and promote them.

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