



The Battle for Broadband TV: TelcoTV vs. Internet TV



The entertainment market is changing with a shift from theatrical presentation and DVD rental and purchase to on demand and on line content delivery. The battle between the on demand providers is becoming quite intense.

This report contrasts and compares TelcoTV and Internet TV and identifies where they compete and how they will cooperate. The battleground for these two services will be over which controls the TV in the home. They each have fundamental strengths and weaknesses identified in this report that will determine the outcome.

In particular, this report addresses:

- Telco strategies for making their broadband network video capable.
- TelcoTV service strategies.
- How Internet TV services will affect TelcoTV services, that is, how Internet TV service will pull the audience away from TelcoTV.
- How TelcoTV providers should use Internet TV content to improve their services.
- Which Internet TV service providers have the best content that for TelcoTV services.
- What the Internet TV providers need from the telcos to expand their markets.
- How the telcos can make money from their TelcoTV services, by region.
- Global market forecasts along with forecasts for Europe, Asia Pacific, North America, and the Rest of the World.
- 13 forecast charts in the report along with 17 more in an Excel spreadsheet annex.
- IPTV subscriber forecasts.
- Broadband subscriber forecasts
- Forecast of viewing hours per month for TelcoTV services and Internet TV services.
- Forecast of film revenues for theater attendance, DVD rentals and sales, cable and TelcoTV video on demand, and Internet TV and downloads.
- Strategies that TelcoTV and Internet TV providers can each use to win in this market.

This report identifies the fundamental strategic advantages that the TelcoTV and Internet TV providers have. It describes how these advantages will translate into unique market stratification. In particular, this report describes how the TelcoTV providers control this market in fundamental ways and limit the ability of the Internet TV companies to reach their users.

The report also provides strategies that the Internet TV providers can use to get around the limitations to their services due to the capacity of the broadband Internet services that the telcos provide. It describes ways of living within these constraints as well as ways of removing them.

Who Should Buy This Report?

- TelcoTV Providers
- Internet TV Providers
- Systems manufacturers
- Company executives
- Marketing managers
- Product managers
- Network planners
- Engineering managers
- Venture capitalists
- Investors

Where to Get More Information

You can get information on this report at www.telecomview.info. This 80-page report is available for \$2,495 for a single user license with a spreadsheet that includes the charts from the I3 report along with 17 supplemental charts that provide additional perspectives on the market. Both departmental and corporate licenses are available.

The report can be purchased at www.telecomview.info or by emailing or faxing us a purchase order. There is also a Free Whitepaper available on our website that provides information about the Mobile TV market.

You can contact us at:

TelecomView

+44 162 683 4224 voice
+1 415 259 5452 voice
+1 415 242 1008 fax

www.telecomview.info
info@telecomview.info

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