

Webisodes and Multichannel Networks: Future Content Opportunities
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By Glenn Hower, Research Analyst

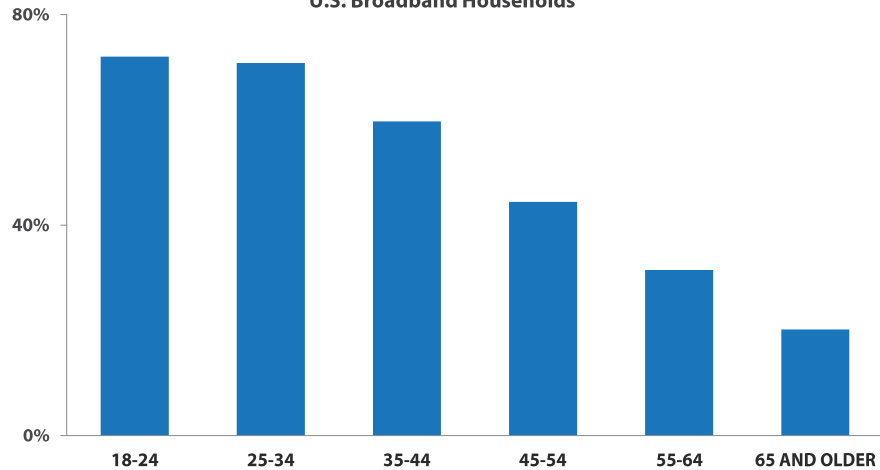
Synopsis

The landscape of video consumption has evolved to include content beyond the television. Content creators are leveraging digital video, OTT services, and supplemental content to build their brands and generate audiences. This report explores the current state of digital video content and future opportunities for content creators and distributors. It includes a global five-year forecast for Internet video viewers.

OTT Subscriptions

OTT Service Subscription by Age Group

U.S. Broadband Households



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“Internet video is in the midst of an evolution. Content creators have emerged to establish audiences that contribute recurring viewership, much like traditional television and video,” said Glenn Hower, Research Analyst. “Millennials watch the most Internet video content, a group that is least likely to have a pay-TV service subscription and a difficult demographic for content providers and distributors to reach. As audiences for Internet video personalities grow, content companies have taken note of the potential to leverage these viewers and monetize Internet video by aggregating creator channels into multichannel networks.”

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Online Video Viewer Forecast Methodology
Global Forecast: Total Online Video Viewers

List of Companies

Above Average Productions	Machinima
Abu Dhabi Media	Maker Studios
AdBlock	MBC Game
Amazon	MiTú
AMC Networks	Mobcaster
any.TV	Netflix
AT&T	OnGameNet
AwesomenessTV	Patreon
Base79	PBS Digital Studios
Blizzard	Pemberley Digital
BroadbandTV	Polaroid
Broadway Video	POPS Worldwide
CJ E&M	Pozible
Collective Digital Studio	Quizgroup
Creator Group	Rightser Group
Culture Machine	Riot Games Korea
Defy Media	RocketHub
Discovery Communications	Rooster Teeth Productions
Discovery Digital Networks	RTL Group
DOCSIS	Sony Music Entertainment
DreamWorks Animation	Stylehaul
Freedom!	Subbable
FundAnything	The Chernin Group
G.fast	The Walt Disney Company
Google	The Young Turks Network
GoPro	Twitch
Gretch	Universal Music Group
Hearst Corporation	Univision Interactive Media
leSF	Vevo
Indiegogo	Virality
KeSPA	Warner Bros.
Kickstarter	Yahoo!



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