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By Billy Nayden, Research Analyst, Parks Associates

Synopsis	End-to-end Solutions		
<p>With more content moving online, distributors are forced to adapt to the new models of distribution. OTT services, virtual MVPDs, and other forms of distributing digital media have become the norms in the content space. At the same time, new approaches to distribution can affect content length, monetization options, and branding. This report explores the business of content distribution today and how the market is evolving in a rapidly changing digital media environment. It also provides examples of new alternatives for distribution among leading companies. This report provides a five-year forecast for household video consumption among broadband households.</p>	<pre> graph LR subgraph Row1 [End-to-end Solutions] D[Distribution] --> VM[Video Management] VM --> A[Analytics] end subgraph Row2 [End-to-end Solutions] UM[User Management] --> I[Intelligence] I --> CM[Content Management] end A --> CM CM --> M[Monetization] M --> A </pre> <p style="text-align: right;">© Parks Associates</p>		
<p>Publish Date: 3Q 19</p>	<p>“There are virtually unlimited substitutes in the content landscape, making convenience direly important for proper content distribution. Consumers no longer want to be force fed content that distributors favor, and instead want personalized media on demand on a large variety of devices,” said Billy Nayden, Research Analyst, Parks Associates.</p>		
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	5G	Lowe's
	Accedo	Massive
	Adobe	Microsoft
	ADP	National Geographic
	AdThrive	Netflix
	Akamai	NGD Systems
	Amazon	Nokia
	Blackbird	Ooyala
	Brightcove	Oracle
	Broadpeak	OWL Labs
	Business Insider	PureFlix
	Cloudinary	Qvest Media
	Comcast	RLJ Entertainment
	Comcast Technology Solutions	Rocketium
	Dativa	Rogers
	DAZN	Roku
	Disney	Sharp
	Dunkin Brands	Skillssoft
	ESPN	SpeedMedia
	Evite	Telstra
	Ford	TiVo
	Fusion Media	Univision
	Gracenote	Verizon
	HBO	ViewLift
	Hudl	Vox Media
	Hulu	Wendy's
	Iflix	Wicket Labs
	JW Player	WordPress
	Kaltura	WWE
	Kate Spade	YouTube
	Lamborghini	

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