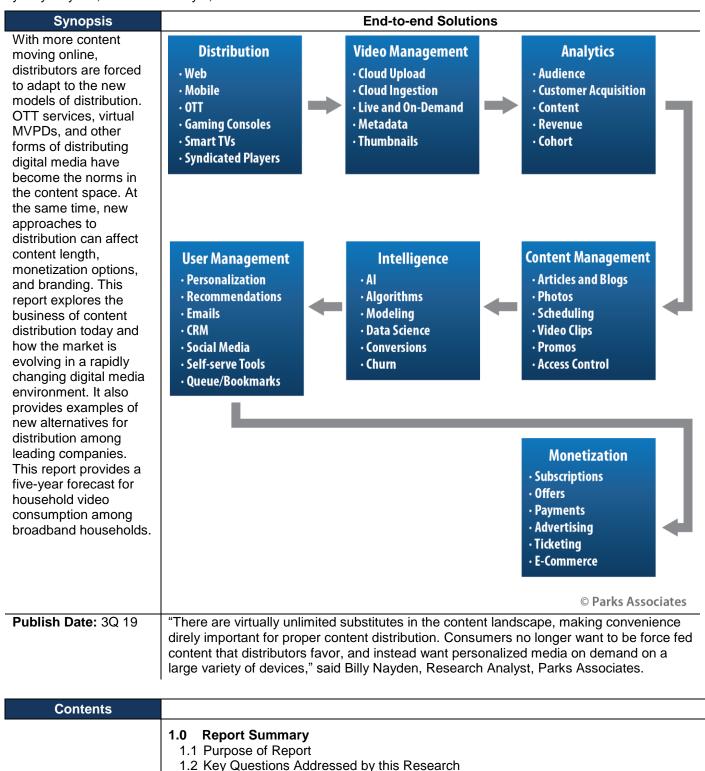


## **TABLE OF CONTENTS**

By Billy Nayden, Research Analyst, Parks Associates





#### TABLE OF CONTENTS

	1.3	Research	Appro	ach/So	ource
--	-----	----------	-------	--------	-------

#### 2.0 Modern Video Distribution

2.1 Today's Distribution Innovations

#### 3.0 Effect on Content Creation

#### 4.0 Changes in Video Delivery Technology

- 4.1 Storage
- 4.2 Encoding/Transcoding and Compression
- 4.3 Content Delivery Networks
- 4.4 Scale and Latency

### 5.0 Shifts in Business Models for Video Delivery

- 5.1 Commoditization of Video Delivery
- 5.2 End-to-End Video Delivery

#### 6.0 Future of Video Discovery

- 6.1 The Need for Enhanced Discovery
- 6.2 Focus on Metadata
- 6.3 Recommendation Engines

#### 7.0 Considerations for Video Distribution

7.1 Impact of 5G, Edge Computing, and other Technologies

#### 8.0 Forecast: US Video Consumption, 2019-2024

- 8.1 Forecast Methodology
- 8.2 Forecast

#### 9.0 Implications and Recommendations

#### 10.0 Appendix

- 10.1 Glossary
- 10.2 Index
- 10.3 Image Sources

#### **Figures**

Overall OTT Service Subscriptions (2014-2019)

Use of Devices for Watching TV and Movies via the Internet (2015-2018)

United States OTT Video Services, 2013-2019

Flow of Video

Total Average Number of Connected Devices Owned Per BB HH (2010-2018)

Distribution via CDN

Vendor-heavy Model

Internal-focused Model

**End-to-end Solutions** 

Major End-to-end Solutions

Overall OTT Service Cancelers as % of Current Subscriber Base (2017-2018)

Recommendation Engine

Most Enjoyed Leisure Activities (Q3/18)

US Video Consumption Forecast Methodology

Total Video Consumption (2019-2024)

Internet Video Consumption per HH by Platform (2019-2024)



## **TABLE OF CONTENTS**

List of Companies		
	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	Skillsoft
	ESPN	SpeedMedia
	Evite	Telstra
	Ford	TiVo
	Fusion Media	Univision
	Gracenote	Verizon
	НВО	ViewLift
	Hudl	Vox Media
	Hulu	Wendy's
	Iflix	Wicket Labs
	JW Player	WordPress
	Kaltura	WWE
	Kate Spade	YouTube
	Lamborghini	



## **TABLE OF CONTENTS**

#### **Attributes**

Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax

parksassociates.com sales@ parksassociates.com Authored by Billy Nayden Executive Editor: Tricia Parks Published by Parks Associates

© July 2019 Parks Associates Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.