

Synopsis	Online Video Viewing														
<p>This industry report examines trends in the distribution and consumption of online entertainment, including video, music, and video games. It focuses on the latest trends in digital entertainment services, including the emerging role of social media in the digital entertainment space. The report also individuates potential future disruptors for the industry and provides a market forecast for the next five years.</p>	<p style="text-align: center;">Consumer Habits and Reasons for Watching Internet Video</p> <table border="1"> <caption>Reasons for Watching Internet Video</caption> <thead> <tr> <th>Reason</th> <th>Percentage (Approximate)</th> </tr> </thead> <tbody> <tr> <td>I watch programs on the Internet that I have missed on TV</td> <td>75%</td> </tr> <tr> <td>I watch internet video at times when I couldn't watch broadcast TV/Blu-ray discs</td> <td>45%</td> </tr> <tr> <td>I watch Internet video because it is cheaper</td> <td>40%</td> </tr> <tr> <td>I watch Internet video because I can't find the video on broadcast TV or DVD/Blu-ray disc</td> <td>35%</td> </tr> <tr> <td>I spend less time watching broadcast TV/Blu-ray discs now that I watch Internet video</td> <td>20%</td> </tr> <tr> <td>None of the above</td> <td>10%</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Reason	Percentage (Approximate)	I watch programs on the Internet that I have missed on TV	75%	I watch internet video at times when I couldn't watch broadcast TV/Blu-ray discs	45%	I watch Internet video because it is cheaper	40%	I watch Internet video because I can't find the video on broadcast TV or DVD/Blu-ray disc	35%	I spend less time watching broadcast TV/Blu-ray discs now that I watch Internet video	20%	None of the above	10%
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“Due to the increasing availability of content on connected devices, much of the entertainment consumed today is digital,” said Pietro Macchiarella, Research Analyst. “Today’s digital entertainment industry is extremely dynamic. New services are becoming available worldwide, and business models are evolving. How today’s industry players adapt to these changes will determine the landscape of tomorrow’s digital service.”

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Online Entertainment: The New & Noteworthy

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