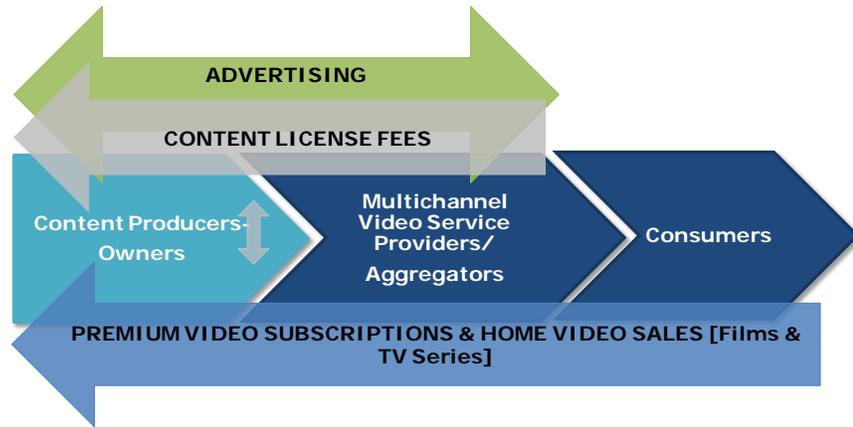


Synopsis **Stakeholders**

This report evaluates the revenue strategies of the U.S. traditional and OTT video industries from a content producer-owner perspective. The study provides profiles of leading media companies, multiscreen video monetization trends, core business models, internal and external pressures shaping company strategy, content owner video revenue projections in the U.S. from 2011 to 2016 and strategic implications driving market growth.

Multiscreen Video Industry: Key Revenue Stakeholders



Source: *Monetization of Multiscreen Video: Content Owner Strategies*
© 2011 Parks Associates

Publish Date: 1Q 12

“Technological advancements have proven a disruptive force in video distribution and monetization,” said Heather Way, Research Analyst, Parks Associates. “The growth of on-demand video and the rise of multiscreen delivery capabilities have drastically altered how content producers-owners formulate strategies to attract and reach viewers while maintaining control on when, how, and where their video properties are consumed.”

Contents

The Bottom Line

Data Points

Monetization of Multiscreen Video: Content Owner Strategies Dashboard

1.0 Report Summary

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Data Sources
- 1.4 Defining the Multiscreen Video Industry
 - 1.4.1 Glossary of Industry Terms
 - 1.4.2 Summarizing Multiscreen Video

2.0 Multiscreen Video Market Overview: Content & Consumers

- 2.1 Leading Multiscreen Video Producers-Owners
- 2.2 Distribution Channels: Multichannel Video Service Provider
- 2.3 Multiscreen Video Consumption Trends

3.0 Core Multiscreen Video Business Models

- 3.1 Content License Fees
- 3.2 Advertising

4.0 Content Owner Video Revenue Forecasts in the U.S. 2011-2016

- 4.1 Forecast Methodology
- 4.2 Forecast Assumptions

5.0 Key Market Implications & Recommendations

Resource Book

- Appendix A U.S. Cable Co. Revenue Analysis 2008-2010
- Appendix B U.S. DBS & Telco TV Revenue Analysis 2008-2010
- Appendix C Netflix Revenue Analysis 2008-2010
- Appendix D Company Index

Figures

- Source of Data
- Glossary of Terms
- Traditional & OTT Video Overview
- U.S. Connected Device Households 2010-2016
- U.S. Mobile Phone Users 2010-2016
- Multiscreen Video Industry: Key Revenue Stakeholders
- Leading U.S. Media Companies
- Top Media Company Revenue Profile 2010
- Time Warner Company Revenue Profile 2008-2010
- HBO GO
- News Corp. Company Revenue Profile 2008-2011
- Walt Disney Video Revenue Profile 2008-2011
- NBCUniversal Company Revenue Profile
- CBS Corp. Company Revenue Profile 2008-2010
- Viacom Media Networks Revenue Profile 2008-2011
- Hulu Plus Platform Support
- Hulu Company Revenue Profile 2009-2011
- Video Distribution Channels
- Major U.S. MVSP Video Revenue & Operating Expense to Programming Cost Ratio 2008-2010
- UltraViolent Alliance Members
- Consumer Interest in Purchasing a Cloud Copy of Media Content
- Preferred Device to Access Cloud Copies by Video Type
- Important Video Sources
- Online Video Content and Frequency of Use
- Television Service Preference
- Television Service Preference: Demographics
- Comfort Level with TV Ad Targeting Versus Willingness to Opt-in
- Monetizing Multiscreen Video: Core Business Models & Key Players
- Major U.S. Pay-TV Programming Cost Assessment 2010
- Multiscreen Video Advertising Ecosystem
- Paths to Multiscreen Video Advertising
- Traditional TV and Online Video Usage to Ad Expenditure Ratio: U.S., 2010
- Hulu Ad Selector
- Hulu Ad Swap
- Connected TV Advertising Revenue Flow
- Second Screen Activities While Watching TV
- Second Screen Synergies: Opportunities and Challenges
- Testing Multiscreen Ad Integration: USA Network & Ford
- U.S. Content Owner Video Revenue Forecast Methodology



Monetization of Multiscreen Video: Content Owner Strategies

By Heather Way, Research Analyst

1Q 2012

Content Owner Video Revenues in the U.S. 2011-2016
Content Licensing Revenues in the U.S. - Traditional TV & Internet Streaming 2011-2016
Content Owner Video Advertising Revenues in the U.S. - Traditional TV & Internet Streaming 2011-2016

Attributes

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Heather Way
Executive Editor: Tricia Parks
Published by Parks Associates

© January 2012 Parks Associates
Dallas, Texas 75248

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.