



The View from the Top

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The impact of IP distribution

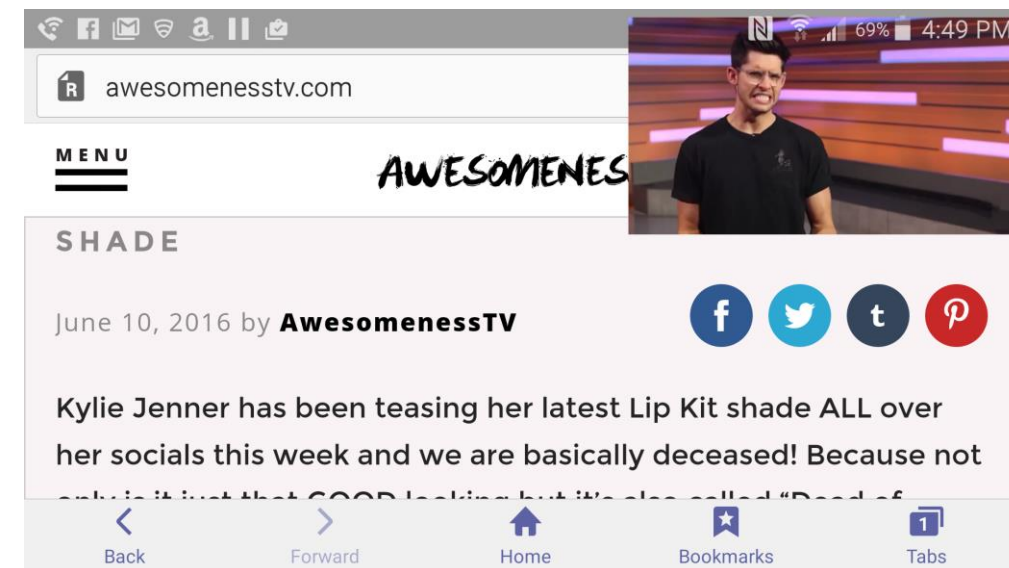
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#4: It has taken a world with the content provider at the center and completely turned it on its head.



A different path

CATV, or cable TV, solved the problem of getting the moving image into peoples homes in the best way it could for the time.

- Technical restrictions of the medium dictated how entertainment could be delivered
- People adapted to these restrictions
- One-to-many, creator to consumer
- It is a medium based on a scarce resources

The Internet is providing a very different solution to this problem

- Removes many of the restrictions of traditional distribution
- Allows for completely new solutions to viewing needs
- Creates completely new entertainment mediums
- One-to-one, creator and consumer interchangeable
- It is a medium of plentiful resources

About nScreenMedia

nScreenMedia is a resource to the Digital Media Industry as it transitions to the new infrastructure for multi-screen delivery. Through a mix of informed opinion, news, information and research nScreenMedia helps you make sense of multi-screen media.

www.nscreenmedia.com

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