



The View from the Top

Colin Dixon, Founder & Chief Analyst, nScreenMedia

colin@nscreenmedia.com | twitter: @nscreenmedia





Netflix happened

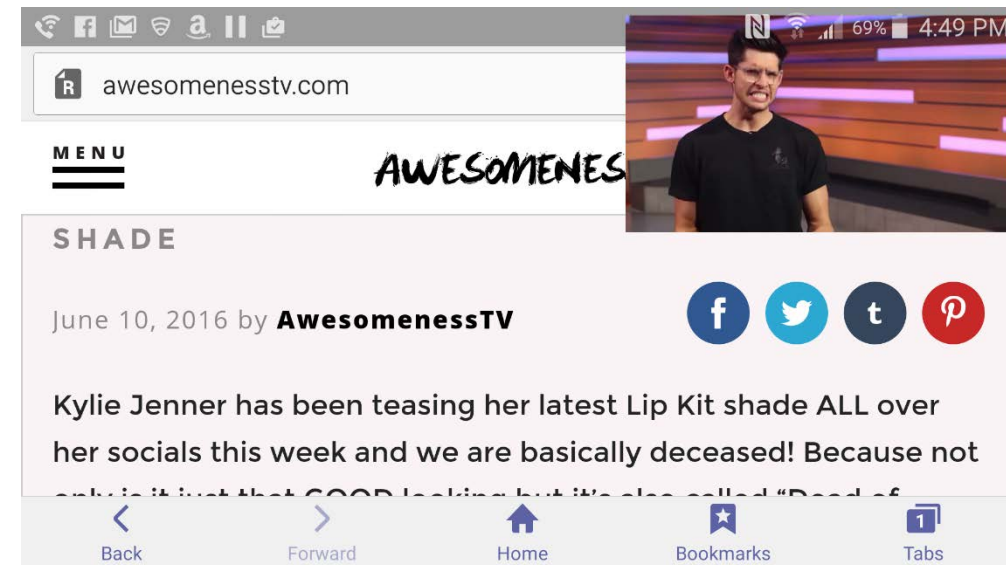
1 company can reach 137 million people in over 90 countries directly, without any intermediary between it and its customers.



The impact of IP distribution

#1: Has allowed 1 company to reach 137 million people in over 90 countries directly, without any intermediary between it and its customers.

#2: It has turned millions of kids into programmers and creators. They decide who is the next star, what they star in.



The impact of IP distribution

#1: Has allowed 1 company to reach 137 million people in over 90 countries directly, without any intermediary between it and its customers.

#2: It has turned millions of kids into programmers and creators. They decide who is the next star, what they star in.

#3: It is beginning to wrap its arms around the most ancient of video distribution technologies: broadcast



The impact of IP distribution

#1: Has allowed 1 company to reach 137 million people in over 90 countries directly, without any intermediary between it and its customers.

#2: It has turned millions of kids into programmers and creators. They decide who is the next star, what they star in.

#3: It is beginning to wrap its arms around the most ancient of video distribution technologies: broadcast

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



Community Access Television

The story of John and Margaret Walson

Cable TV born in Mahanoy City
Pennsylvania in 1948

Service Electric Company sold, installed,
and repaired TVs

- The Walson's might not have been the best at picking a business model!
- To demonstrate his TVs put antenna on mountain, ran a wire to his store
- 1948, connected homes to his store



A different path

CATV, or cable TV, solved the problem of getting the moving image into people's 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



Defining terms

OTT – over-the-top

SVOD/AVOD – subscription/advertising supported video on-demand

vMVPD – virtual multi-video program provider

Online video – any video delivered over-the-top

Online TV – TV-quality video delivered OTT

OVSP – online video service provider

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

Disclaimer

We at nScreenMedia use rigorous methodologies in constructing and validating our research and opinions. Our collective knowledge includes information gathered from public and private sources, industry interviews and other research sources. Since the markets nScreenMedia covers are subject to rapid change, nScreenMedia is not responsible for loss caused by any errors, omissions, or misinterpretation of the contents. All information is provided “as is” with no warranty implied or expressed. nScreenMedia disclaims any liability to any individual or organization that has made business or investment decisions based on reliance on the contents of our research.

Copyright Notice

This document is published by nScreenMedia, Copyright 2017. Reproduction is strictly forbidden unless authorized by nScreenMedia. This document must not be forwarded. It is for the personal use of the individual originally receiving it from the nScreenMedia only. You may use diagrams and data points in presentations and documents you create provided that: full attribution to nScreenMedia is included, you do not include more the 30% of the diagrams in a single presentation or document. All rights reserved.

