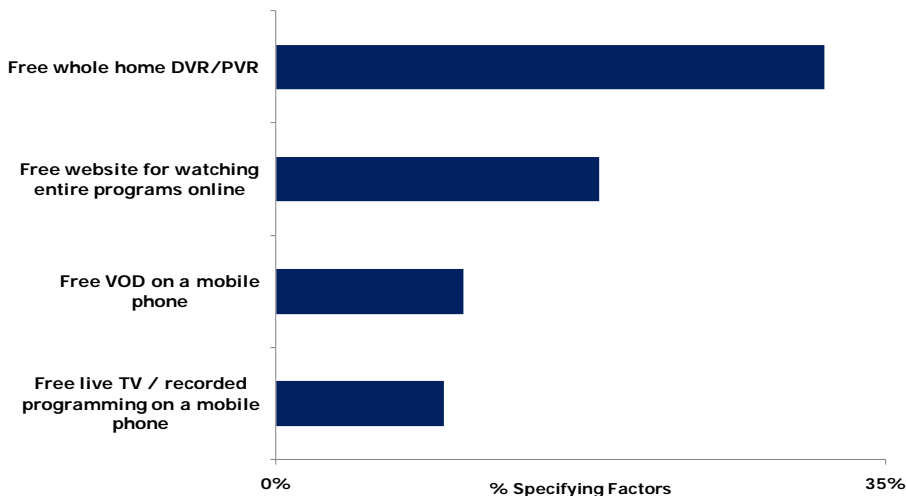


Synopsis **Appeal of TV Everywhere**

This report explores the growth of TV and examines the worldwide growth in delivery of TV services online and to connected devices. It examines deployments of TV Everywhere initiatives around the world, market-specific approaches, business models, and consumer interest. The report looks into the solution providers that are enabling these services and the technical, business, and legal issues related to TV Everywhere.

Using TV Everywhere to Lure Subscribers

For U.S. video service subscribers with no plans to switch, which features would cause you to switch providers if a competitor offered them at no additional charge?



Source: *TV Everywhere: Growth, Solutions, and Strategies*
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“Consumers are demanding video content on multiple platforms, and service providers are stepping up to address that demand and stave off cord-cutting,” said Brett Sappington, a senior analyst at Parks Associates. “The technology for delivering and monetizing TV Everywhere continues to grow. The systems are within reach for any operator. The questions are of digital rights, business models, and competitive advantage. The next few years will be important in determining the future of how ‘television’ will be delivered to customers, both today and in the future.”

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