



Connected TV

Who will control the customers' interface?

Innovation Reports

This new IDATE market report takes a look at connected TV services and the UI. It examines how over-the-top (OTT) services are positioned, along with player strategies and the opportunities and risks attached to having control of the connected TV user interface. The report also provides forecasts for the TV services market up to 2015, including OTT services, in both Europe and the United States.

Key questions

- What are the main connected TV services and what client interface do they use?
- How are the main OTT services positioned in the marketplace?
- Connected TV: opportunity or threat for traditional TV industry companies?
- Which players are in the strongest position to take control of connected TV, and what role will new online content and service aggregators play?
- Will connected TV applications revolve chiefly around video programmes or internet services?
- Can OTT video services compete with services delivered over managed networks?
- What share of the TV services market can OTT services expect to grab in the coming years?





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3.1.1. Service profiles

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- Broad range of still largely untapped content
- Offers that vary a great deal from country to country...

- ... but relatively cohesive national markets

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- Crucial to ensuring adoption of the services
- The key to distinguishing oneself from the competition

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- The television is the device best suited for viewing video content
- Access to premium content is the prime incentive for adopting connected TV

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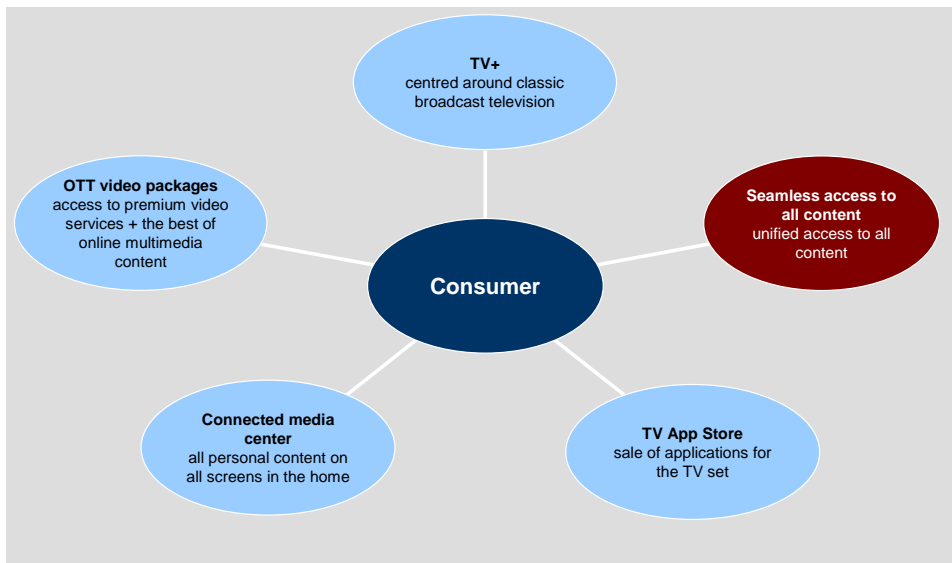
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Profiled players

- Amazon VoD
- Antena 3
- **Apple TV**
- AT&T
- BBC iPlayer
- Blockbuster
- Canal+
- CinemaNow
- Dailymotion
- Facebook
- Flickr
- Free
- **Google TV**
- **HbbTV**
- Hulu Plus
- **LG**
- LoveFilm
- M6
- Microsoft Xbox
- Mitsubishi
- Netflix
- Nintendo Wii
- **Orange**
- Panasonic
- Pandora
- Philips
- Picasa
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- Skype
- **Sony**
- **TF1**
- TiVo
- Toshiba
- Twitter
- Verizon
- Vizio
- Vudu
- Wikipedia
- **Yahoo!**
- **Connected TV**
- YouTube
- **YouView**

Key positionings for OTT video services

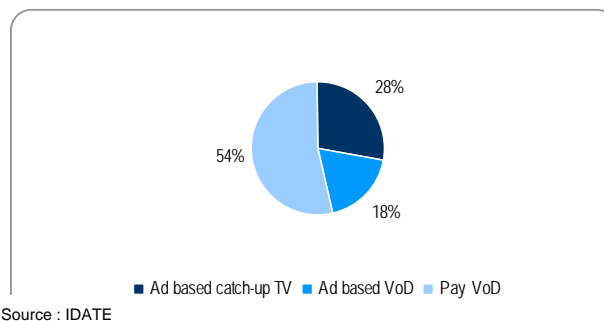


Source : IDATE

Forecasts for OTT video services on the TV set in Europe in 2015

Breakdown of the TV-based OTT services market in 2015 in the top five European markets

- France, the UK, Italy, Germany, Spain



Source : IDATE