



Next Gen TV

Benchmark of New Television Services

Innovation Reports

This report provides a detailed benchmark of the offers being marketed by players who are innovating with TV services in the areas of functionality, distribution, content, pricing and usage. An operational typology provides a summary of the key innovations in terms of content, services, software and devices.

Key questions

- How do Blockbuster and Fancast integrate viewer recommendation solutions?
- What are the different approaches to connecting the TV to the Internet: content portals (Apple TV, Archos, Vudu) and transparent access to the Web (Boxee, Yahoo)?
- What new advertising offers for qualifying viewers (Tivo, Zillion TV) and personalising the ad being delivered (Hulu)?
- How will new services be incorporated into the television's interface (Archos, Slingbox, TiVo, Xbox, BB iPlayer, Joost, SkyPlayer)?
- How will game consoles become content delivery systems (Xbox)?
- What relationship between new TV services and digital home terminals (Orb, Sling)?
- What are the specifications for the TV of tomorrow?

> Case studies:

Amazon Video on demand • Apple TV • Archos • BBC iPlayer
BLOBbox • Blockbuster • Boxee • Dailymotion • Fancast and
Fancast Store • Joost • Hulu • Netflix • Orb MyCasting
Sky Player • Slingbox & SlingCatcher • TiVo • Vudu
Xbox Live Marketplace • Yahoo TV Widgets • Zillion TV





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For each case study

- Coverage - geographical areas where the service is available
- Service launch data and the main developments since its creation
- Detailed description of the offer
 - Offer / Features
 - Access / Terminal
 - Nature and source of the content
 - Format
- Business and pricing models
 - Price of the service
 - Price of service transactions
 - Place/role of the service in the operator's business
- Consumption / take-up

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