



Social Video

Social networking sites: Key innovation partners for the TV and video industry

**Innovation
Reports**

Social networks appear as new video content distribution and promotion channels and provide also innovative community-based solutions to both TV channels and online video services. An analysis of the main trends of social video highlighting how social networks have become powerful partners for both traditional and new audiovisual players.

Key questions

- How can TV channels integrate social networking sites into their broadcasting strategies?
- Can social networks help free online TV and video services pull in enough additional advertising revenue?
- Will the social graph be a new performance driver for pay-VOD recommendations systems?
- How can social networks gain from these closer relationships with players in the TV and video industry?
- What strategies are being used by the key TV channels, free online TV and video service providers, pay-VOD players and social networking sites?



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Players

ABC	Hulu
AT&T	M6
BBC	MySpace
Beacon	Neptuny
Bebo	Netflix
Blockbuster	Orca Interactive
CanalPlay	Pro Sieben
CBS	RTL
CNN	Seachange
Comcast	TF1
cyworld	Twitter
Dailymotion	Verizon
Facebook	VUDU
Fancast	Yahoo!
Fox	YouTube

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