

## **Future of TV**

This report assesses the future of TV in all its forms, encompassing content, technology, consumer appliances and devices, mobile devices, evolving media and broadcast business models, the role of connectivity and mobility, and consumer behavior trends. It provides an analysis of the evolution of the broadcasting landscape, and outlines emerging technology and demand trends.

### **Features and Benefits**

- Quantify the size of the future market opportunity in all major TV segments.
- Understand how market trends are affecting broadcast services, and the impact such developments have on traditional business models and strategies.
- Understand how the competitive environment is changing, and how stakeholders across the market aim to gain a share of the spoils in the TV arena.
- Compare how different providers and vendors are positioning and developing their services and products in order to differentiate from the competition.
- Understand how emerging technologies will match consumer demand, and understand which future technologies are best positioned for success.

### **Highlights**

The TV industry is currently beginning a slow migration from analog to digital and HDTV. Introduction of 3DTV will begin after this migration, which will put large scale 3DTV deployment at least 5 years away. 2009 marked a turning point in the adoption of 3D as a viable entertainment format, with growth spurred by the success of 3D films. The online and broadcast markets are converging, with video services making the move to the PC environment and web-based services becoming a core feature of the TV viewing experience. Online video is no longer synonymous with low quality content. Broadcasters and film studios are increasingly distributing their content via internet services.

Mobile TV is a reality today and moving towards the mass market. Asia-Pacific is the dominant area in mobile video, with the highest volume of mobile video phone sales. One primary driver for mobile video adoption is access to live sporting events, particularly soccer, cricket, and motor sports.

### **Your key questions answered**

- What are the forecast market growth rates in DTT, HDTV, 3DTV, IPTV, VoD and mobile TV? What are the growth rates for underlying technologies?
- What are the major trends shaping and driving the future of TV? Why are content providers investing so heavily in the deployment of HD and 3DTV?
- To what extent will emerging online services threaten the current status quo across the video distribution market?
- How will the market for converged video services evolve, and which future trends will impact on developments over the course of the next 2-3 years?
- How will technology meet the demand for enhanced experiences, both in terms of quality and in terms of broadcasting systems?

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