

Consumer Media & Content

Advances in Internet TV, multi-platform distribution, digital rights management (DRM), interactivity and next-generation business models point to major disruptions to traditional media, content and services companies. In-Stat's Consumer Media and Content service provides comprehensive analysis and forecasts of digital media and content, including revenue, internet video streaming and downloads, digital TV, business models, competitive analysis, and consumer perspectives.

Areas of Coverage:

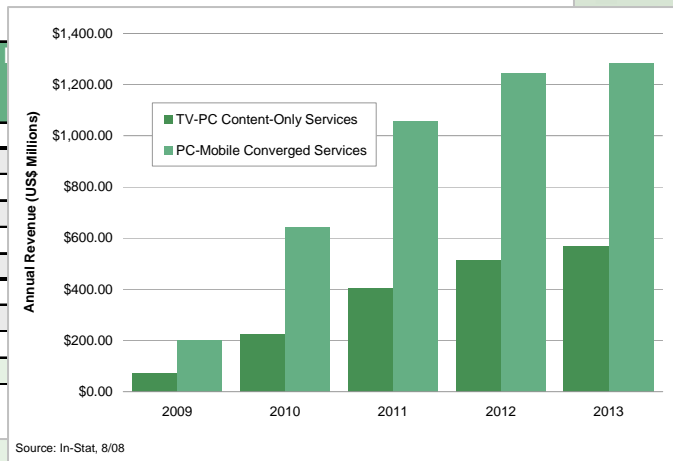
- Over-the-top Web video services
- Web-to-TV
- TV on the PC
- TV Widget Applications
- A la carte vs. Multi-Channel Programming
- Virtual Goods
- Content Management on the Home Network
- Digital Rights Management Technology Trends
- Consumer Content and Device Usage & Preferences
- Internet TV Technology Trends
- Web 2.0/3.0 Strategies

Example of the Typical Level of Detail:

Home PC Activities and Frequency-of-Use

PC Usage	Daily
Watch professional Internet video clips	6.0%
Watch user-generated video clips/images	9.3%
Upload videos/images for others to view	4.2%
Access social networking websites	19.6%
Watch live broadcasts over the Internet	2.2%
Watch TV shows on the Internet	4.2%
Download video content over the Internet	5.5%
Play network-based video games	8.0%
Make video conference calls	0.9%
n=1030	

Source: In-Stat, 8/08



About In-Stat:

In-Stat's market intelligence combines technical, market and end-user research and database models to analyze the Mobile Internet and Digital Entertainment ecosystems. Our insights are derived from a deep understanding of technology impacts, nearly 30 years of history in research and consulting, and direct relationships with leading players in each of our core markets. In-Stat provides its research through reports, annual subscriptions, consulting and advisory services to inform critical decisions. Technology vendors, equipment manufacturers, service providers and media companies worldwide rely on In-Stat to support critical business, product and technology decisions.