

# Multiscreen Content Delivery

Widespread consumer adoption of broadband is making the Internet the most pervasive content distribution system available. Operators, service providers and media companies are making major investments to incorporate new capabilities into their networks and service offerings. Concepts such as “the mobile Internet,” “the cloud,” and advanced advertising are further disrupting legacy business models.

In-Stat’s Multiscreen Content Delivery service provides comprehensive analysis of the transformational shifts in digital entertainment networks and business models, including Internet video, interactive advertising, CDNs, and interactive program guides.

**Areas of Coverage:**

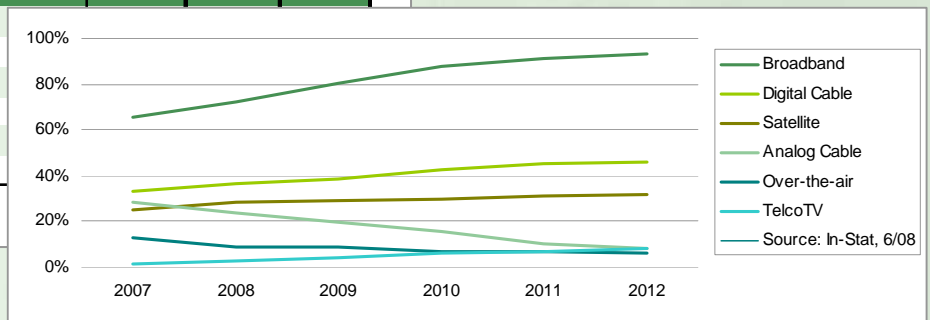
- Broadcast TV Storage & VOD
- CDNs and P2P Network infrastructures
- Ultra-High Definition TV
- 3D TV
- Professional MPEG Decoders
- Transcoding Equipment
- Content Discovery & Services
- Addressable Advertising systems and infrastructures
- Conditional access
- Telco TV Infrastructure

**Example of the Typical Level of Detail:**

**Percentage Penetration of Delivery Services (US TV Households)**

% of US TV HHs	2007	2008	2009	2010	2011	2012
Broadband	65%	72%				
Digital Cable	33%	36%				
Satellite	25%	28%				
Analog Cable	28%	23%				
Over-the-air	13%	9%				
TelcoTV	1%	3%				

Source: In-Stat, 6/08



**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.