

Web-to-TV Gaining Momentum in the US

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Report Summary

Consumer adoption of web-to-TV is gaining momentum. Within XX years there will be over XX million web-enabled CE devices operating in the US. Movie rentals and purchases are rapidly migrating to electronic sell-through. On-demand TV programming viewing is expanding at an exponential rate. But what is the best method of monetizing OTT video content?

This research report provides an update to In-Stat's original 2009 web-to-TV report. The report uses primary research to quantify current web-to-TV consumer behavior. Total US web-enabled device shipments and installed base are forecasted.

Three alternative web-to-TV models are identified in order to assess how OTT video content can be monetized. These include the current overlay model that favors device manufacturers and retailers. The bundled model reflects the emergence of video search engine platforms, such as Google TV, that span both online and pay-TV programming. Finally, the integrated model envisions the delivery of third-party online TV via pay-TV hybrid set-top boxes.

Five-year forecasts for Web-to-TV adoption are presented, segmented by household, revenue, and device type.

HIGHLIGHTS

- US BB HHs with web-enabled CE devices will grow from XX million in 2009 to XX million in 2014
- HHs viewing web-to-TV will grow from XX million to XX million over the next five years.
- Revenue associated with web-to-TV streaming services and downloads is forecasted to grow from \$XX billion in 2009 to nearly \$XX billion in 2014.

Table of Contents

Executive Summary.....1	Walmart/VUDU..... 10
Introduction5	Adoption of On-Demand Viewing..... 11
Web-to-TV Market Developments6	Potential for Video Cord Cutting..... 16
Over-the-Top Set-Top Boxes (OTT STBs)6	Competing Visions of the Future 19
Boxee Box.....6	Overlay Model 19
Roku.....7	Bundled Model..... 20
Others7	Integrated Model 23
Web-Enabled TVs7	Web-to-TV Forecasts..... 25
Sony8	Alternative Model Forecasts..... 26
Vizio8	Overlay Model Forecast 26
Samsung8	Bundled Model Forecast 27
Others9	Integrated Model Forecast 28
Google TV9	Conclusions 30
TiVO9	Methodology 32
Gaming Consoles.....10	List of Tables..... 33
Other Web-to-TV Developments.....10	List of Figures 34
Best Buy/CinemaNow10	Related In-Stat Reports 35

Methodology

This research report is based on both primary and secondary data sources. The data sources included published company reports, press releases, online material, telephone interviews and In-Stat primary research surveys conduct over the past twelve months, including the recent Residential Technology Survey (RTS).

The RTS survey was an electronic survey of 1,000 US broadband households in February 2010. The survey respondents correlated to the age distribution of the greater US population. The survey asked consumers about the consumer electronics devices they own, how the devices are used, the frequency of use, and their attitudes toward adopting new technology. Specific to web-to-TV, respondents were asked about the frequency they stream and download video, view online video on the TV, and other relevant questions. The survey data, combined with device shipment forecasts, was used to quantify the number of devices currently used for web-to-TV, as well as to create forecasting models. Supplemental data from surveys conducted in November and December 2009 were also included in the research.

Secondary data sources included online newsletters, blogs, and trade journals. Additional information was collected over the past twelve months at industry conferences and exhibits.

List of Tables

Table 1. Frequency of Viewing Full-Length Online Video..... 11

Table 2. Frequency of Downloading Online Video Content, by Technology Adoption Attitude..... 12

Table 3. Frequency of Viewing Downloaded Video Content on the TV, by Technology Adoption Attitude..... 13

Table 4. Frequency of Streaming Online Video, by Technology Adoption Attitude 13

Table 5. Frequency of Streaming Online Video to the TV, by Technology Adoption Attitude 14

Table 6. Reasons for Not Adopting Online Video Streaming to the TV, by Technology Adoption Attitude..... 14

Table 7. Use of Xbox/PS3 Gaming Consoles for Non-Gaming Activities by Age Group..... 15

Table 8. Consumer Preferences for Acquiring Online Video Content 22

Table 9. Consumer Preferences for Device Configurations 22

Table 10. US Web-Enabled Device Shipment Forecast, 2009–2014 (in Thousands)..... 25

Table 11. US Web-Enabled Device Installed Base Forecast, 2009–2014 (in Thousands) 25

Table 12. Web-to-TV Annual Revenue Forecast, 2009–2014 (US\$ in Thousands)..... 26

Table 13. Web-to-TV Households and Device Forecast Based on Overlay Model, 2009–2014 (in Thousands) 27

Table 14. Web-to-TV Households and Device Forecast Based on Bundled Model, 2009–2014 (in Thousands) 28

Table 15. Web-to-TV Households and Device Forecast Based on Integrated Model, 2009–2014 (in Thousands) 29

[Return to Table of Contents](#)

List of Figures

Figure 1.	Web-to-TV HH and Revenue Forecast 2009–2014 (in Thousands).....	2
Figure 2.	Web-to-TV Viewing 2009 and 2010	5
Figure 3.	Web-to-TV Configurations.....	6
Figure 4.	Households Viewing Internet TV at Least Once per Week, by Age Group, 2009 and 2010	12
Figure 5.	Devices Used for Web-to-TV	15
Figure 6.	OTT Video Overlay to Pay-TV Services	19
Figure 7.	Software Platform That Bridges Pay-TV and OTT Services.....	21
Figure 8.	Integrated, Pay-TV, and OTT Gated Garden Services.....	24
Figure 9.	Comparison of Forecasted Web-to-TV Devices Used Under Alternative Models, 2009–2014	29

[Return to Table of Contents](#)

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<http://www.in-stat.com/catalog/mmcatalogue.asp?id=212#IN1004657CM>
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<http://www.in-stat.com/catalog/mmcatalogue.asp?id=212#IN1004654CM>
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