

## ***Video-on-Demand: The future of media networks*** **(Screen Digest, Adams Media Research, Juni 2006)**

### **Content and Structure of the report:**

In the nine months since Screen Digest and Adams Media Research published the first edition of Video-On-Demand: The Future of Media Networks, much has happened that will shape the future of video-on-demand.

More than 4 million video-capable iPods have been sold since the product's 10/12/05 debut, along with 12 million TV shows, music videos and short films through the iTunes Music Store. TV Networks have been aggressive in exploring Internet options for distribution of their content, but the film studios have taken a cautious approach to launching electronic sell-through of movies.

Technology companies ranging from the biggest (Microsoft and Sony) to the smallest start-ups arrived at January's Consumer Electronics show to demonstrate solutions to the 'last ten feet' issue-getting Internet video to the TV.

This report now not only includes a thorough discussion of the history of video-on-demand, and our view of what it will take to succeed, but a discussion of the most recent initiatives and their implications on VOD's future.

These include:

- TV-On-Demand
- Details on each studio's VOD deals and investments
- Analysis of the strategic imperatives of cable and telephone companies and their likely impact on the development of VOD.
- The industry's exploration of P2P file sharing as a legal distribution platform.

The opportunities generated by the entrance of Intel and Cisco into the space  
 The AMR Video-On-Demand model presented in this report is based on the AMR Video Model, the most sophisticated and detailed model in the entertainment industry. Findings are summarized in 86 rows of data input and dependant variable calculation extracted from the 950+ row Adams Media Research master Video Model. Report findings feature Adams' market insight, trend and diagnostic data, with projections out to 2014.

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