

Video on Demand - UK - March 2012

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"The VoD market is in a spasm of growth, with the BBC's iPlayer continuing to drive awareness of the market as a whole, and a raft of new commercial services set to launch over 2012. What remains is for the wider transaction- or subscription-based VoD market to capitalise on the awareness built up by the likes of iPlayer and LOVEFiLM, and convince consumers that their wide-content libraries and high-quality video streams warrant further investigation."

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- How long should VoD operators maintain focus on spreading to connected devices?
- Why are consumers often disappointed with video-on-demand content libraries?
- Can catch-up services successfully be monetised?
- What can VoD suppliers do to stand out in a crowded market?

This report will look at video-on-demand services, split into four categories: catch-up television (eg BBC iPlayer, 4oD), transactional video on demand (TVoD) services (such as YouTube Rental, blinkbox.com or iTunes, which charge for content on a purchase by purchase basis), over the top (OTT) services provided through a set-top box or built into an internet-connected TV (ICTV) (eg YouView, Virgin Media's TV On Demand, Sky Anytime+), and subscription video-on-demand (SVoD) services (such as Netflix, or LOVEFiLM, which charge a monthly subscription for access to a library of content).

The report will only cover the use of these services to view or rent video content on demand, and not to permanently download and retain content. It will also not cover near video-on-demand (NVOD) services, such as Sky Movies Box Office, which are paid-for services but which do not allow consumers to select when they watch their content.

SVoD service Netflix is included in the discussion of this report, but is omitted from consumer research as it had not yet launched in the UK at the time the research was commissioned.

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