# Internet TV Growth Propels Revenue for Online VoD and EST to Double by 2015

In-Stat

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Internet-enabled TV devices, including Smart TVs, connected Blu-Ray players, game consoles, and streaming media players continue to grow their footprint within consumers' homes. Already about 17 million US households currently own a connected TV, and ownership of streaming media players has nearly doubled since the end of 2010. Yet only a fraction of consumers that own an Internet-capable TV device actually connects it to the Internet to become over-the-top (OTT) video consumers. Despite this hurdle, the growing base of OTT-Video-capable US households is propelling the revenue for online video-on-demand (VoD) and electronic-sell-through (EST) to double by 2015, according to new NPD In-Stat (www.in-stat.com [1]) research.

“OTT video is continuing to grow, overcoming the barriers of low device connect rates and cumbersome user interfaces,” says Keith Nissen, Research Director. “Even stronger growth of I-VOD and EST video services is possible if device manufacturers and digital retailers can put together a simpler, plug-n-play solution for getting online video to the TV (web-to-TV). The proliferation of tablets is also contributing to OTT growth.”

Some of the other factors affecting the OTT video market:

- Streaming video transactions will reach just under 1 billion in 2010.
- Netflix and other S-VOD suppliers are shifting to a more TV-centric model and will soon be competing directly with HBO, Showtime, and Starz.
- The collaborative and competitive models among physical and digital retailers, content owners, and pay TV operators are shifting rapidly as players in the ecosystem grapple with the evolving mix of physical versus digital channels, EST, pay-TV, OTT, and subscription VoD.

OTT Video: Content, Devices, Retail, and Pay-TV Collide ***[2]*** (#IN1104885CM), examines the current OTT video market, quantifying consumer usage of online services, as well as the impact on content and devices. The evolution of these market segments is analyzed, with the presentation of five-year subscriber, transaction, and revenue forecasts for each segment.

Company and product profiles include: Alphaline, Amazon Prime, Apple iTunes, Blockbuster, CinemaNow, Facebook, Hulu Plus, Netflix, Qriocity, Vudu, and YouTube

This research, part of the NPD Entertainment Group's Consumer Media & 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.

Related research:

Q2'11 Multi-Screen Video Database [3]

Q2'10 Digital Entertainment Database [4]

Media Giants Compete for Multi-Screen Digital Content Dominance [5]

The Global Market for Web-Enabled "Smart" CE Devices,/a> [6]

Q4'10 Digital Entertainment Database [7]

The Battle for OTT Video: Redistributing Video Industry Dollars [8]

More Information on this Research

- **Title:** OTT Video: Content, Devices, Retail, and Pay-TV Collide
- **Service:** Consumer Media & Content [9]
- **Product Number:** IN1104885CM
- **Publication Date:** November 2011
- **Number of Pages:** 38
- **Price:** $5,000 USD
- Abstract, Table of Contents, Figures & Tables **[10]**
- **Members Only:** Full text HTML, PDF [11]
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