

HEAVY READING Cable Industry insider

Cable & OTT: New Opportunities for Convergence

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Report Highlights

Once fierce combatants, cable MSOs and OTT providers are finding mutual ground to work together

Comcast's interconnection deal with Netflix shows how cable can become a distribution partner for OTT video streaming services

MSOs increasingly are providing customers with apps that provide cable TV access through Roku, Xbox, Apple TV, smart TVs and other devices

New cloud-based IPGs offer a cable portal for OTT apps and social media; TV Everywhere solutions can support OTT apps, too

Some OTT content and device providers are willing to pay bounties MSOs to help expand their business

4K Ultra HD forays by Netflix and other players could be a battleground – or convergence point – for cable

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