

HEAVY READING

Cable Industry

Insider

Cable & OTT: New Opportunities for Convergence

TABLE OF CONTENTS

I. Introduction: An Pre-Nuptial Agreement

II. Market Overview

- **Background: Rise of the OTTs**
- **Grounds for Agreement**
- **The MSO Perspective**
- **The OTT Perspective**
- **Cable as a Distribution Partner**
- **4K Ultra HD: A New Twist**

III. Supporting Technology

- **Key Supporting Technologies**
- **Challenges**
- **From Content Creation to Delivery**

IV. Supplier Profiles

- **Adobe**
- **aioTV**
- **Clearleap**
- **Espial**
- **Ericsson**
- **Imagine Communications**
- **QuickPlay Media**
- **SeaChange**
- **Synacor**
- **thePlatform**

V. Conclusion: Bury the Hatchet

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

Use of this PDF file is governed by the terms and conditions stated in the Subscriber License Agreement included in this file. Any violation of the terms of this Agreement, including unauthorized distribution of this file to third parties, is considered a breach of copyright. UBM will pursue such breaches to the full extent of the law. Such acts are punishable in court by fines of up to \$100,000 for each infringement.