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Cable Industry
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TV Everywhere Gaining Traction, Looking to Go Far

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Report Highlights

The five-year-old TV Everywhere (TVE) effort has produced more than 100 video apps by program networks and MVPDs

TVE proponents are tackling TVE's biggest challenges, including authentication, awareness, content rights and monetization

Cable's adoption of gigabit speeds and cloud technologies promises to improve TVE streaming QoE and user benefits

As challenges are overcome, next-generation TVE opportunities are emerging, including greater use of mobile, social media, content discovery and advertising

TVE delivery also is serving as a step toward more direct-to-consumer OTT plays by programmers and borderless delivery of content by service providers