

# HEAVY READING

## Cable Industry

# Insider

## 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

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