THE FUTURE OF TELEVISION

CHET FENSTER

OTT

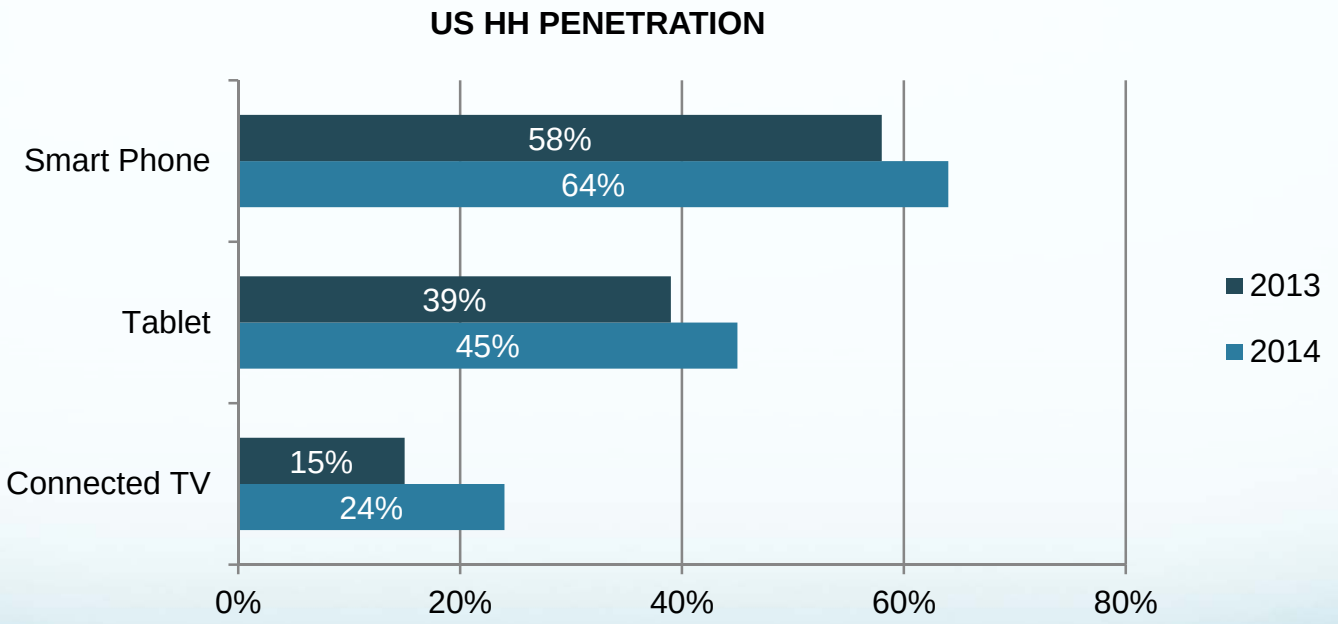
Video programming services delivered directly to the consumer via the internet – without a traditional bundled video subscription.

Technological Milestone Provides Foundation for OTT:

Access to Programming Goes from Hardware to Software

The “Internet of Things” Ensures Growth
More Connected Devices + More Screens = Ubiquitous Access

CEA: Smart Device Adoption Rates Continue to Rise in US



SOURCE: Consumer Electronics Association, "16th Annual CE Ownership and Market Potential Study," May 2014

MORE SCREENS = MORE TIME

What We're Watching:
Major Programming Services

HOLLYWOOD LIBRARY & ORIGINALS

NETFLIX

hulu

CRACKLE

amazon Prime

HBO GO

DIGITAL NATIVES

twitch

HUFFPOST LIVE

POPSUGAR

vimeo

vevo

Aol. On

YAHOO! SCREEN

SPORTS LEAGUES

WWE NETWORK

NBA

MLB.TV PREMIUM

TALENT BASED

THE BLAZE

The 500 Million Channel Ecosystem

MULTI-CHANNEL NETWORKS

Search
SMART HUB
Facebook
Netflix
Hulu Plus
YouTube
Skype
SAMSUNG
Samsung Apps
Explore 3D
Your Video
Family Story
Fitness
YOUR YOGA
YOUR SITUP
Kids
Web Browser
USA TODAY
Twitter
Pandora
MOG Music
AllShare Play
ESPN ScoreCenter
AccuWeather
Vimeo
Samsung SPSN
A Login
B WallPaper
C Account Manager
Tools
Return

Diversity of Operating Systems Illustrates Fragmented Universe

Instantly Global, Targeted Local

WHAT'S A TELEVISION SHOW, ANYWAY?