



*IP Video to the N<sup>th</sup> Screen*

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# MultiMedia Intelligences *Focus:* IP Video to the N<sup>th</sup> Screen

## Computing

- Internet TV,  
P2P, Digital  
Music,  
Broadband



## Verticals

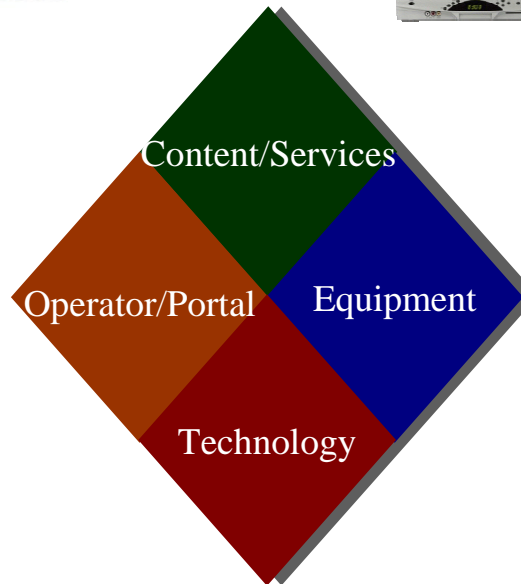
- Signage,  
Surveillance



## TV

- Cable, DTH, IP, FTA, CA,  
DRM, Media Networking

**Multi-Platform  
Digital Media**



## Mobile

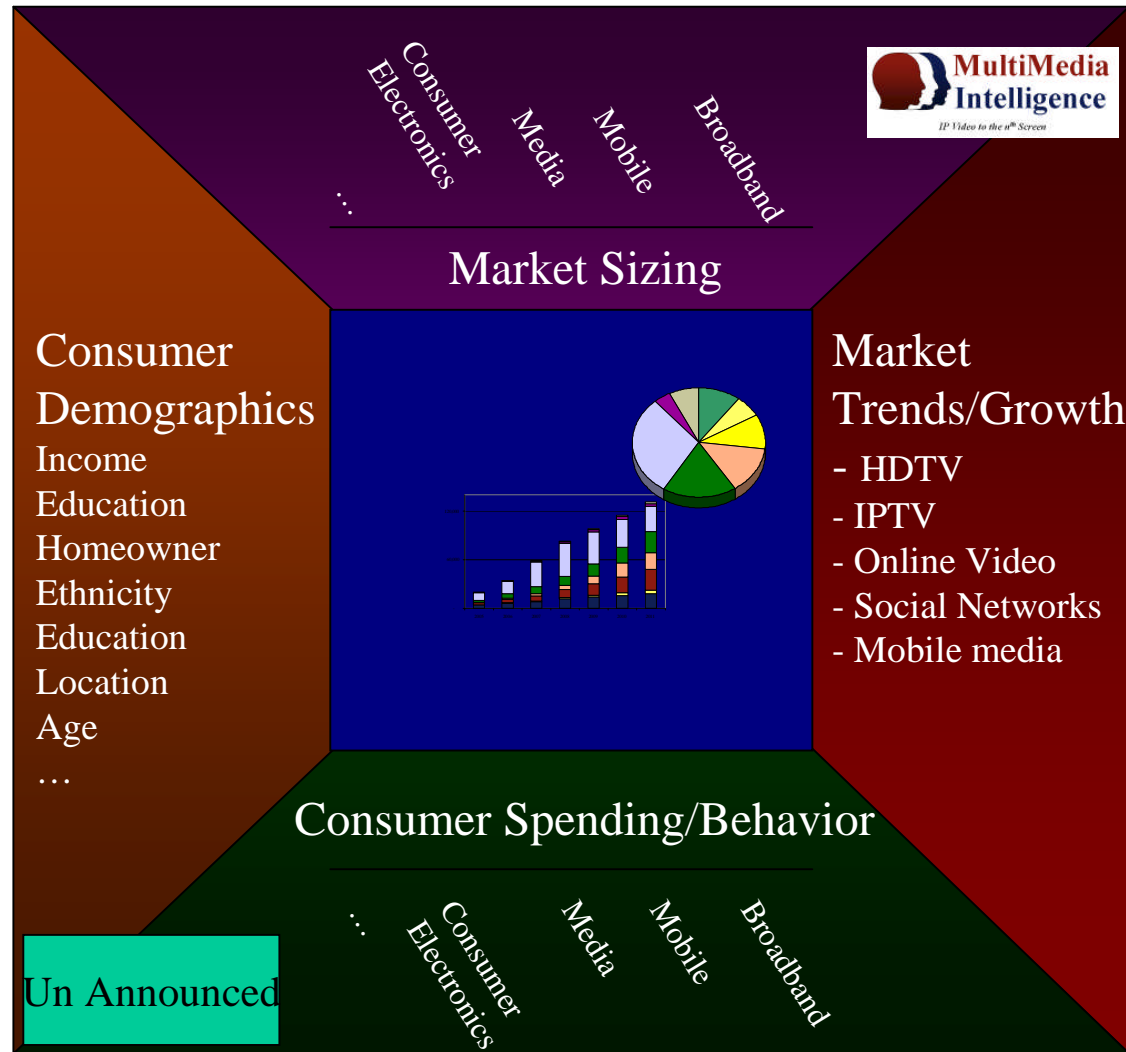
- Voice, Data,  
Messaging,  
Apps, Access,  
Media



# Media Distribution Analysis Framework

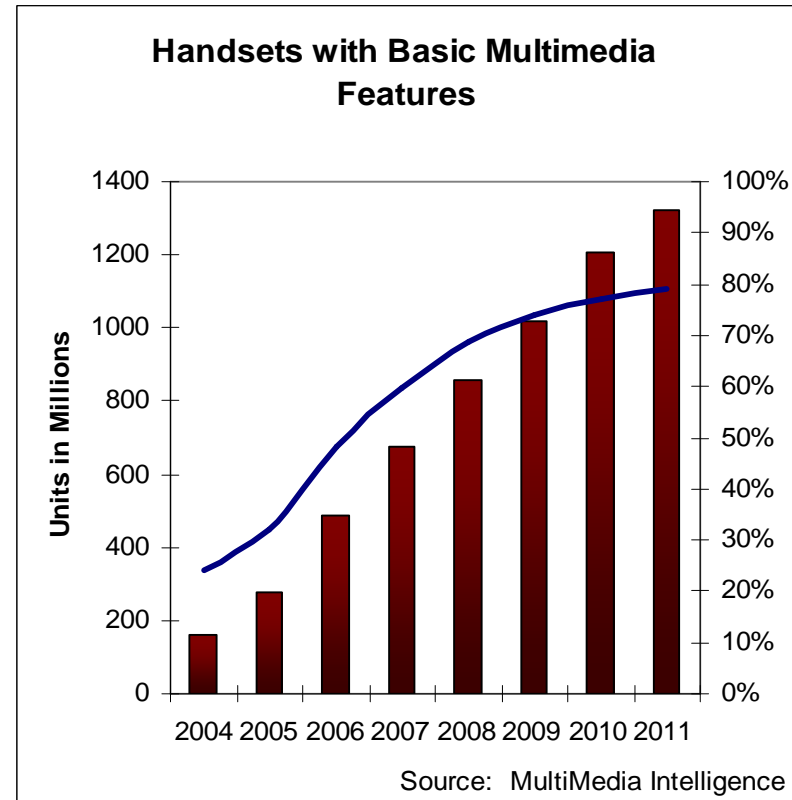
Content Type	Movies & Events		Episodes (30-60 min)		Clips (2-10 min)		Communication/ Interactivity		
Business Model	Advertise			Rent/Subscribe Video On Demand (VoD)			Purchase: Electronic Sell Through (EST)		
Content Source	Mass media		Long Tail		Community		Communication		
Distribution	Facilities Based				Non-Facilities Based				
	Broadcast	Cable	Satellite	Telco/IP	Mobile	Internet	Enterprise	Discs	
Technology	H.264, VC-1, MPEG2, MP3, AAC3		DRM/CA/WM		DVB, ATSC, ISDB, DMB Mediaflo,		Flash, WMV, QT		Blu-ray, HD, DVD, CD

# Integrated Industry & Consumer Research



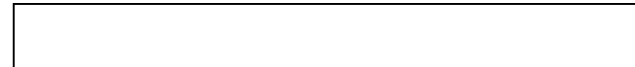
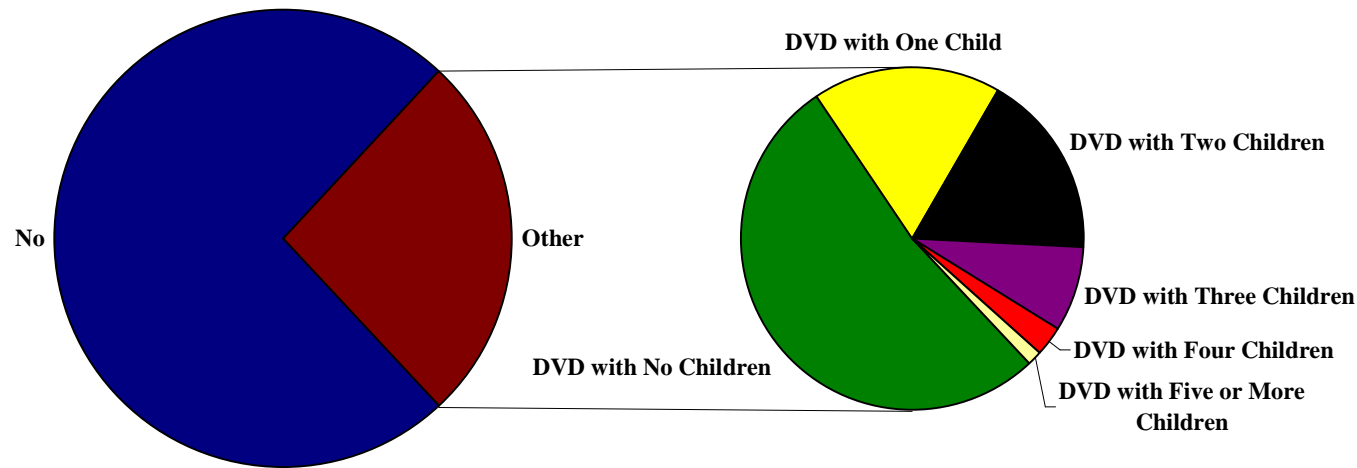
# Handsets are ubiquitous

- Most ubiquitous entertainment platform in the world
- Over 1.3 multimedia mobile handsets to be shipped in 2011
- For a handset to be considered “multimedia,” it is required to meet three basic criteria:
  - An image sensor
  - Enhanced audio
  - Video playback
- MultiMedia Handsets will outnumber TV sets shipments in 2011 by 4:1



# Mobile Video is more than Cellular

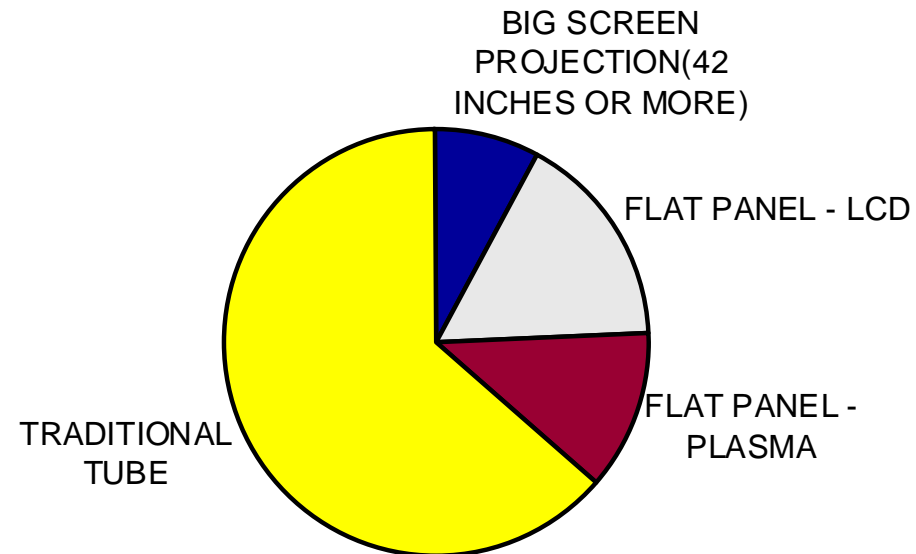
1 in 4 US Households has an Automobile with a DVD Player



Tens of thousands of Surveys Qualified against the US Census

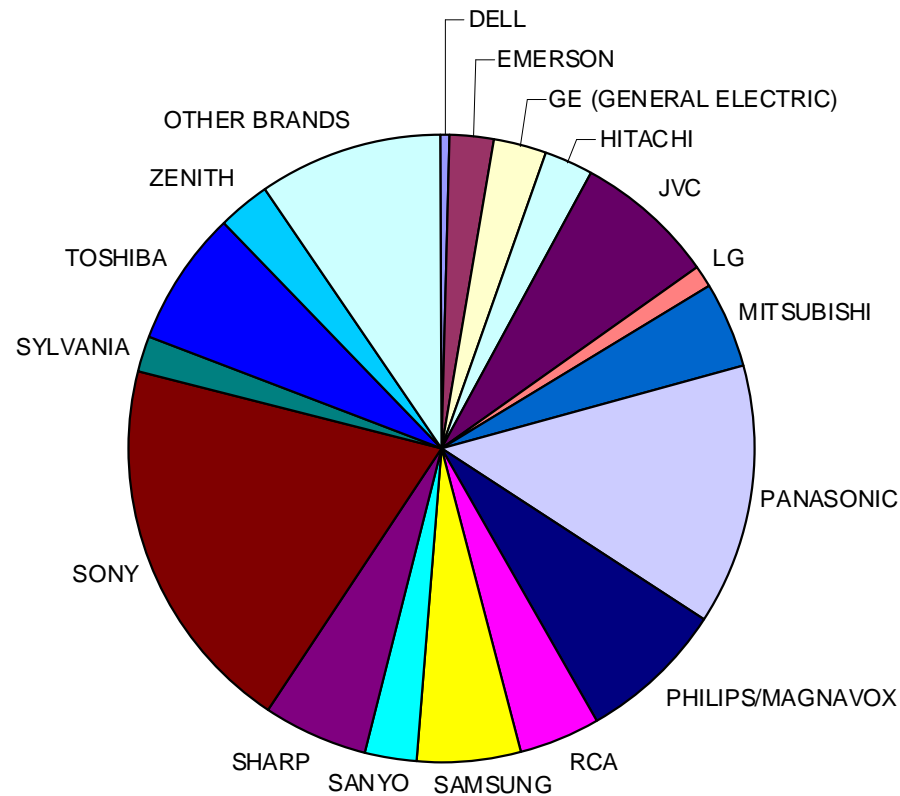
# Surgical Market Intelligence

BLACK OR AFRICAN AMERICAN--Most Recent  
TV Purchase by Type



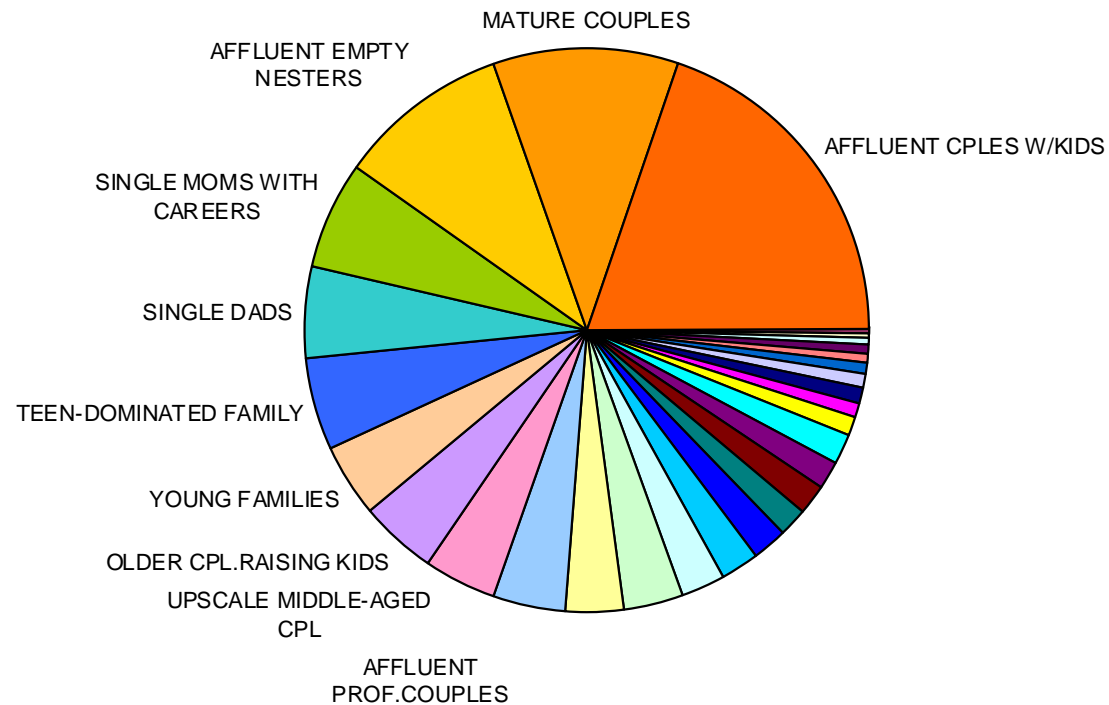
# Statistically Valid

White College Graduate Head of Household Most Recent TV Purchase by Brand

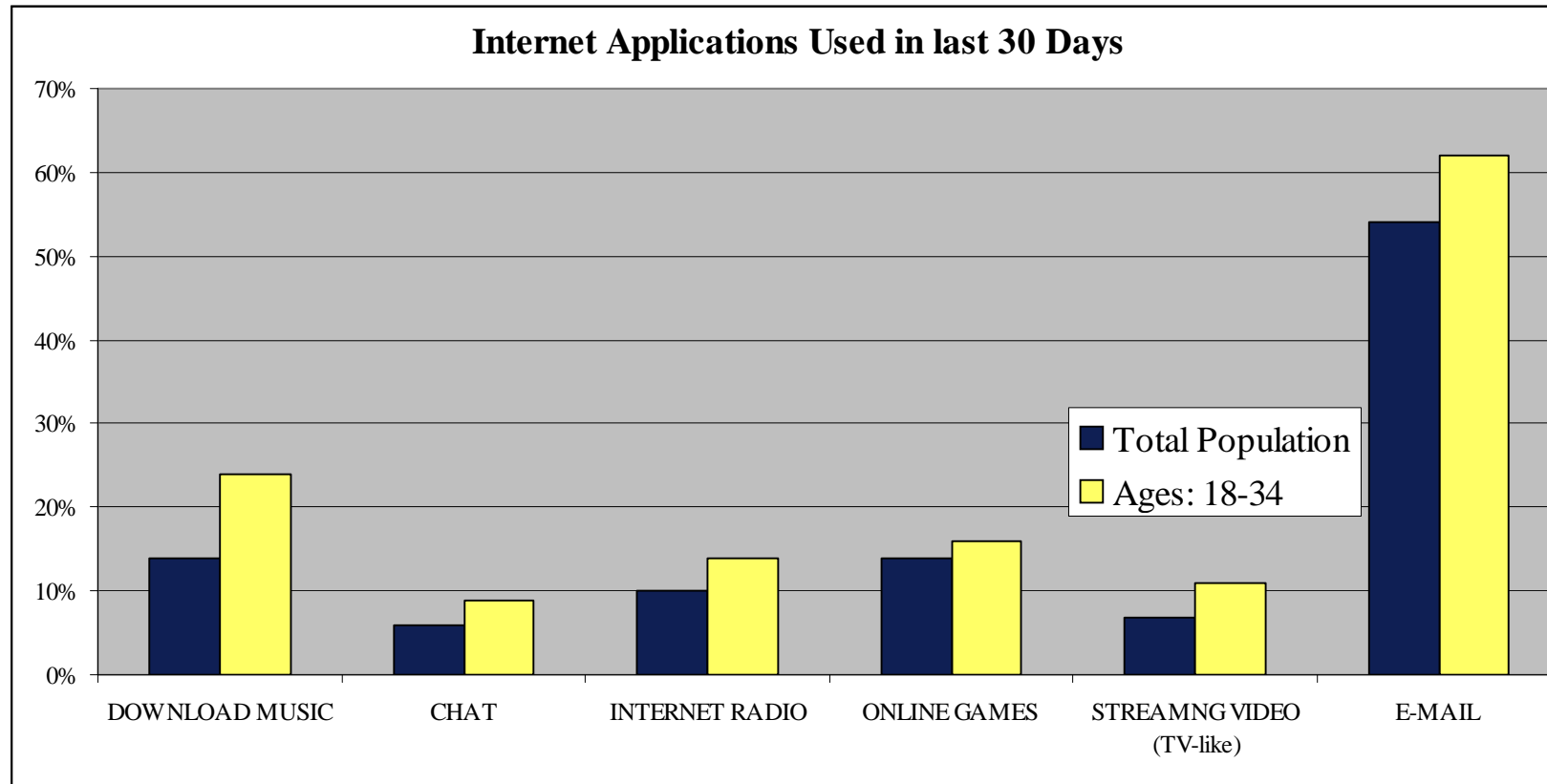


# Psychographics & Lifestyle Events

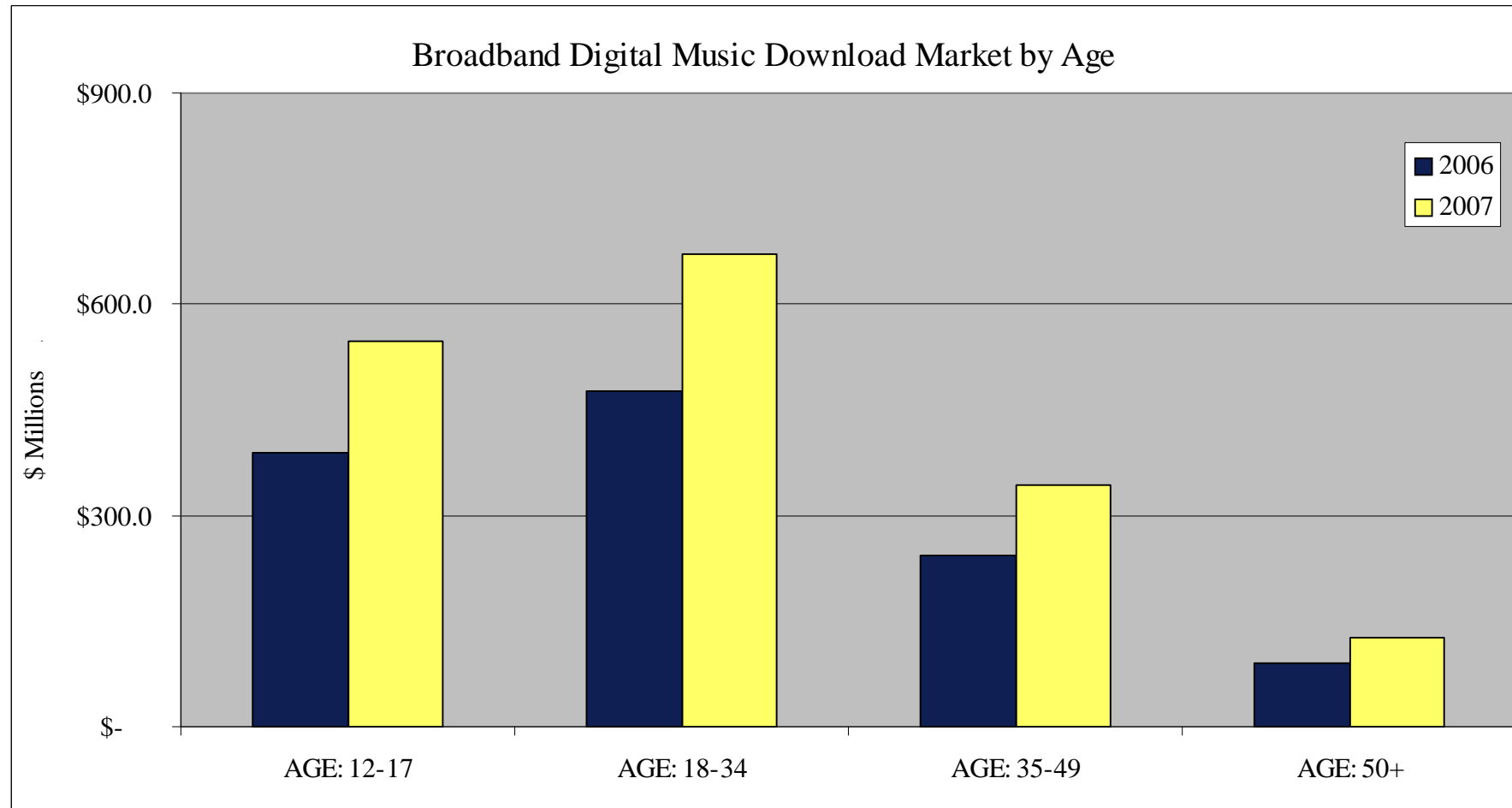
## Most Recent TV Purchase of TV with Screen Size of 32 Inches or More by Top 10 "COHORT" Classes



# Usage, Segmentation, Quantification



# Market Sizing Driven by Combined Consumer & Industry Primary Research



# MMI Now Has No Limit to Our View

Play Video Games Connected to the Internet by  
Type of PC and Own a BMW

