



# **New Video Dynamics: Delivering Internet Video To TV Sets**

**July 2007**

A Strategic Analysis by  
Emerging Media Dynamics  
IP Media Monitor  
[www.emediadynamics.com](http://www.emediadynamics.com)  
[www.ipmediamonitor.com](http://www.ipmediamonitor.com)



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## Table of Contents

I.	Introduction and Executive Summary .....	1
II.	Categories of Internet Video Delivery to TV Sets .....	3
A.	Gaming Consoles .....	3
B.	Special Appliances and Extenders .....	4
C.	Video Distributors That Use IP Technologies .....	4
D.	All-Purpose Digital TV Set-Tops .....	4
E.	All-Purpose High-End TVs .....	5
III.	Estimates of Current and Projected Internet Video-to-TV Device Penetration .....	6
	Profiles of Players in the Internet-Video-to-TV Sector .....	9
A.	Amazon Unbox .....	10
B.	Apple -- Apple TV and iTunes .....	12
C.	AT&T IPTV and DSL-Based Services .....	14
1.	U-Verse Facilities-Based Video Services .....	14
2.	Homezone Hybrid Services .....	16
D.	Digeo Moxi Multi-Room HD DMR .....	18
E.	HP MediaSmart TV .....	19
F.	Microsoft Xbox 360 .....	20
G.	NetGear/BitTorrent .....	24
H.	Sony and the PlayStation .....	26
1.	PlayStation 2 .....	26
2.	PlayStation 3 .....	27
3.	PlayStation Portable .....	28
I.	Tivo Inc. .....	30
J.	SanDisk USBTV .....	33
K.	SlingMedia's SlingCatcher .....	34
L.	Verizon .....	38
1.	FiOS – Fiber-to-the-Premises .....	38
2.	FiOS TV Deployments and Subscriber Counts .....	38
	About Emerging Media Dynamics .....	41

*(List of Tables, Images, Charts, Videos and More on Next Page)*



**List of Tables**

Table 1 – Companies Profiled by Type of Category..... 3

Table 2 – Detailed Internet Video to TV Device Estimates, 2007 to 2017 ..... 7

Table 3 – AT&T U-Verse TV Deployments as of July 2007 ..... 15

Table 4 – AT&T U-verse Homezone Service Summary..... 16

Table 5 – Xbox Live Video Pricing Grid..... 21

Table 6 – FiOS TV Service Availability and Penetration, Q4 05 to Q2 07 ..... 39

**List of Figures**

Figure 1 - Total Internet Video Capable TV Devices, 2006 to 2017, U.S..... 6

**List of Images**

Image 1 – Apple TV Unit ..... 12

Image 2 – HP MediaSmart TV..... 19

Image 3 – Xbox 360 ..... 20

Image 4 – Xbox 360 Elite ..... 22

Image 5 – NetGear Digital Entertainer HD EVA 8000, Front and Rear Angles ..... 24

Image 6– Sony PlayStation 2 ..... 26

Image 7 – Sony PlayStation 3 ..... 27

Image 8 – Sony Playstation Portable ..... 28

Image 9- Tivo Home Video Sharing with OneTrueMedia..... 30

Image 10 – Amazon Unbox on Tivo - ScreenShot..... 31

Image 11- SlingCatcher Front View..... 35

Image 12 – SlingCatcher Rear Angle View Enlarged..... 36

**List of Videos**

Video 1 – Tour of Apple TV ..... 12

Video 2 – XBox 360 Elite Video..... 22

Video 3 – Amazon Unbox on Tivo..... 31

Video 4 - Demo of SlingCatcher ..... 36

**List of Podcasts**

Podcast 1 – Digital Entertainer HD EVA 8000 PodTech Podcast..... 24



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## **About Emerging Media Dynamics**

Emerging Media Dynamics provides data-rich, well-informed and up-to-the-minute customized reports, analyses and presentations that decipher, interpret and explain the rush of corporate, technological and policy changes driving the development of cutting-edge communications applications. Video-over-IP, voice-over-IP and video messaging are among only some of the quickly advancing services made possible due to the integration of IP technology into traditional voice, video and data businesses.

### **Our Skills**

Emerging Media Dynamics draws on a team of industry experts with the skill, knowledge and experience to quickly analyze the onrush of corporate mergers, technology shifts, evolving business models and government policy changes to keep media, telecommunications, entertainment and technology companies up-to-speed on IP-enabled business opportunities – and threats.

Emerging Media Dynamics was founded by veteran analyst Cynthia Brumfield. Ms. Brumfield has honed her expertise through extensive experience at top-flight research firms. In 1999, Ms. Brumfield launched her first advisory services practice and developed the first daily publication devoted to the rapidly developing broadband infrastructure. Ms. Brumfield also served as a Senior Analyst at Paul Kagan Associates, Inc. and spent ten years as the Vice President of Research and Policy Analysis at the National Cable and Telecommunications Association. Before joining NCTA, Ms. Brumfield was the Director of Research at the Media Institute, a nationally recognized, nonprofit research organization.

### **Customized Client Advisory Services**

Among the customized client services provided by Emerging Media Dynamics, in both written and in-person presentation formats, are:

- In-depth coverage of the latest developments driving the high-speed, IP-enabled communications services.
- Analysis of the key companies driving the development of new broadband and IP-enabled services.
- Up-to-date and thorough status reports on the financial, operating and technology development status of major broadband providers, technology vendors and content suppliers.

Emerging Media Dynamics also develops proprietary reports, publications and events focusing on new IP-enabled content and application services. For more information, please contact Cynthia Brumfield at [Cynthia@emediodynamics.com](mailto:Cynthia@emediodynamics.com) or call 240-235-1994

### **Web-Based Publications**

Emerging Media Dynamics also produces web-based publications, including the fast-growing IP Media Monitor ([www.ipmediamonitor.com](http://www.ipmediamonitor.com)) and the A-list blog IP Democracy ([www.ipdemocracy.com](http://www.ipdemocracy.com)). IP Media Monitor is the definitive publication that provides insight, analysis and news on the emerging services and applications that ride on top of the IP platform. From voice-over-IP to IPTV to online gaming and more, IP Media Monitor cuts to the chase and delivers information to help cable, phone, wireless, content and technology companies navigate the new world of IP-based voice, video and audio services.