

Streaming Video

DACS Presentation
October 4th, 2011

Who Am I?

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Online Video Services

The Netflix logo, consisting of the word "NETFLIX" in a white, bold, sans-serif font with a slight shadow effect, set against a red rectangular background.

NETFLIX

\$7.99 per month

20,000 Movies & TV Shows

400+ Devices

25 Million Subscribers

InstantWatcher.com & FeedFliks.com

The logo for Hulu Plus, featuring the word "huluPLUS" in a white, lowercase, sans-serif font. The "hulu" part is in a smaller font size than "PLUS". A small "TM" trademark symbol is located to the upper right of the "S". The text is centered within a solid green rectangular background.

Hulu free

Hulu Plus \$8 per month

1 Million Subscribers

Current seasons, Criterion Collection

Up for sale: Amazon? Google?

The logo for amazon.com, featuring the text "amazon.com" in a bold, black, sans-serif font. A yellow curved arrow is positioned below the text, starting under the 'a' and ending under the 'z', pointing to the right. A registered trademark symbol (®) is located at the top right of the text.

\$79 per year (Amazon Prime)

11,000 titles streaming, 100,000 VOD

PC, Mac, TVs, Devices, Phones, & more...

\$200 Kindle Fire Tablet



1,400 shows

Only available to HBO subscribers

TV Anywhere supplements Cable & Satellite

iPad, iPhone, Android, Boxee, Google TV, more...

BLOCKBUSTER®

\$10 per month

DVD-by-mail, in-store exchanges (games)

3,000 streaming titles

100,000 VOD titles

Streaming requires Dish subscription (for now)

Pay Per View



amazon.com[®]

vudu[™]

Walmart

DVD Rental



NCR



Selecting A Streaming Service

Selection

Price

How often you watch

Device support

Title Availability

The rights issue

Expiration

Exclusivity

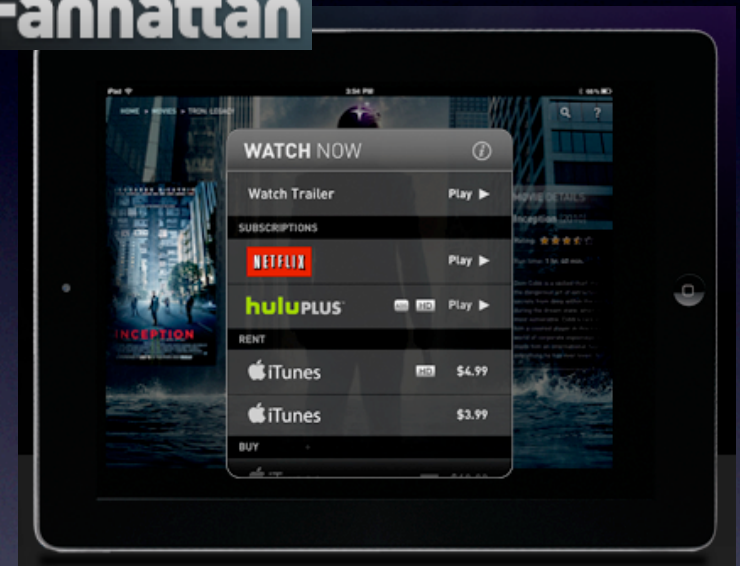
Original content

How to Find Titles



Mad Men: More Ways to Watch

NETFLIX	amazon.com®
<p>Mad Men: Season 6</p> more info	<p>Mad Men: Season Four</p> <p>Buy New: \$25.99 (as of 3:37 PM EST - More info)</p> buy
>>More Mad Men on Netflix	>>More Mad Men on Amazon



MAD MEN	Tomorrowland	Oct 17, 2010
	Season 4: Episode 13 Opportunity arises for Don and Peggy.	
	Season 4: Episode 12 In the midst of a crisis, Don runs into an old friend.	

[+ SEE NEXT 3 RESULTS](#) | [SEE ALL 52 AVAILABLE VIDEOS FROM MAD MEN](#)

Mad Men
Free videos: 0
Paid videos: 52
Source: AMC, iTunes, Netflix, Warner Bros. Entertainment, Inc., Amazon Instant Video, VUDU

Bandwidth

Data Usage (approx):

DVD - 3 Mbps

HD - 5 Mbps

1080 - 8 Mbps

Data caps...

How Many Devices



Do You Already Have One?

PC & Mac (sorry, Linux)

Game systems

Mobile Devices

TV, Blu-ray Player, Home Theater System

Dedicated Streaming device

PC & Mac



Use a cable (HDMI or VGA)

Wireless Transmitter

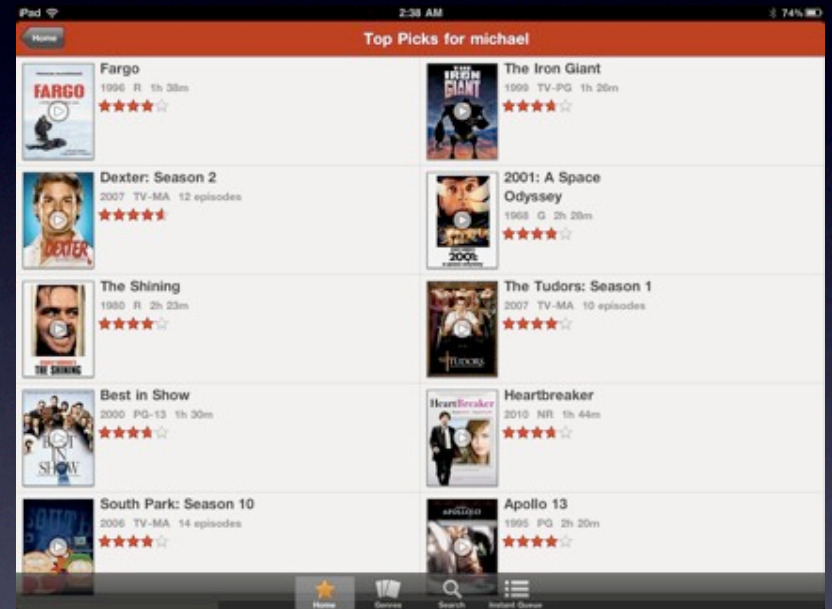
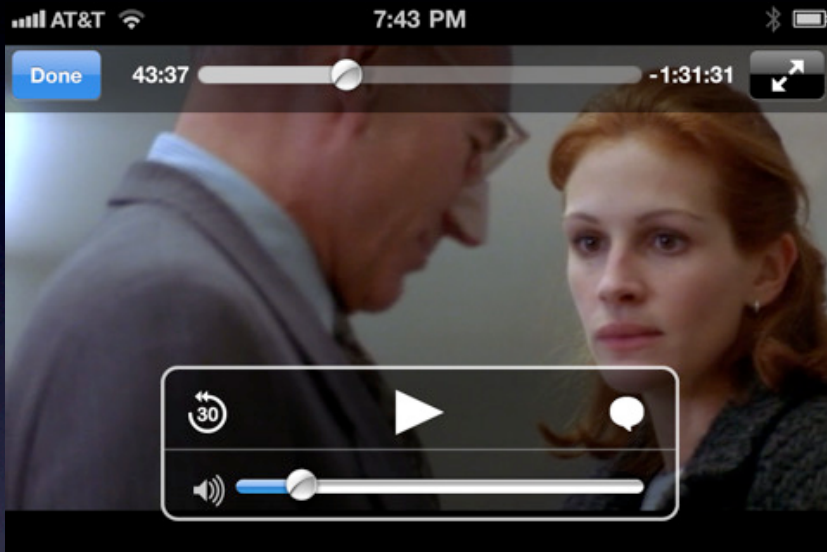
Dedicated PC

Game Systems



Beware of hidden costs (Xbox, wireless)

Mobile Devices



TV, Blu-ray Player, Home Theater System



Beware of hidden cost (WIFI adapter)

The Roku Story



Dedicated Streaming Devices












TiVo



Browse TV & Movies

- Top picks
- My favorites
- Collections
- Movies
- TV
- Sports
- Available from...
- Categories

 Inception	 Due Date	 Dancing with the Stars
 Supernatural	 Castle	 NCIS
		

Inception (2010)

★★★★☆ 2hr 29min
Leonardo DiCaprio plays a thief who steals corporate secrets from sleeping minds. Now he must be the first to pull off the reverse...
PG-13, Action-Adventure

Leonardo DiCaprio, Joseph Gordon-Levitt, Ellen Page



Sony Dash



Selecting Streaming Devices

Have a Blu-ray player?

Supported services? Netflix, Hulu, Vudu, etc.

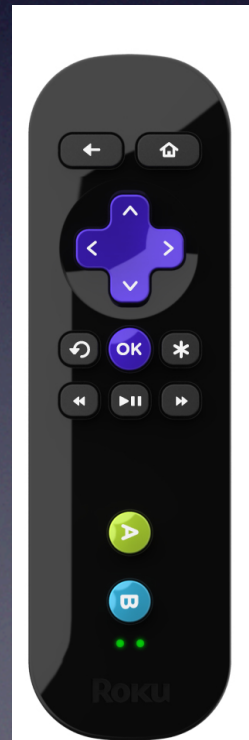
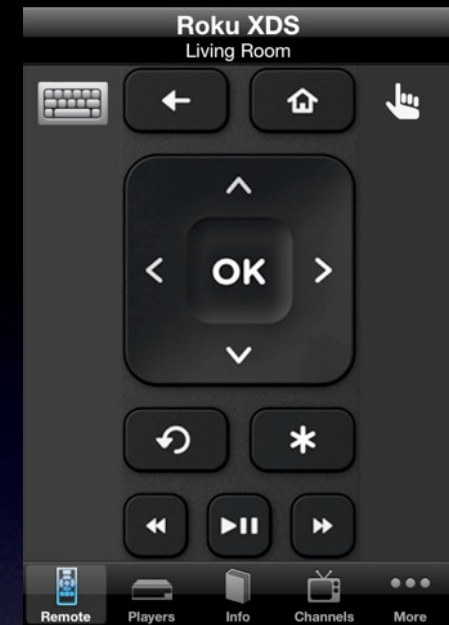
Channels? Pandora, games, apps?

Keyboard? Boxee, Google TV, Wii, etc.

WIFI?

Connections? HDMI, Component, VGA, etc.

Remotes



Will Streaming Replace Cable TV?

No...

Not Yet

Questions?

Contact

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