



**VIDEOTRAK™** helps television industry participants understand the emerging economics and dynamics of the Internet-video sector by offering exclusive analysis of providers, business approaches, market statistics and consumer behaviors that are shaping the fast-growing category.

Combining exclusive analysis with reviews and interpretations of current market data, **VIDEOTRAK™** focuses on opportunities and business strategies within the mainstream television industry. It offers a viewpoint that's tightly aligned with business interests of commercial television networks, multichannel video distributors, film and content distributors and technology providers.

#### **Deliverables:**

- **VIDEOTRAK™ Monthly Report** - Approximately 15-20 pages that provide a concise, analytical and perceptive review of the most important events, developments and market research influencing the Internet TV category.
- **VIDEOTRAK™ Bi-annual Sector Analysis Report**– Comprehensive analysis report focused on the evolution of the Broadband Video sector (25-30 pages). Updates and analysis of leading providers, products, pricing, consumer research, and overall industry performance. Updated reports will be released in July and December of each year.

#### **Analyst Perspective:**

*"In just one year, Internet video has transformed from a sort of hobbyists domain to a legitimate avenue for consumption of mainstream television programming. With 16 billion online videos served in April 2009 to U.S. consumers, it's clear that this new entrant on the video distribution scene demands keen attention from incumbent providers. We publish **VIDEOTRAK™** to help cable industry participants understand the competitive threats and the opportunities emerging within the fast-growing online video category. From Akamai to Xbox, we follow key segment participants, synthesize findings and add a cable-centric perspective that helps our clients make better decisions."*

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