

Internet video: Ready for prime time?

Usage is soaring, but viewing remains diffused

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Summary: Internet video's mainstream migration has transformed the way millions of people use video, challenging longstanding assumptions about how, when and where TV shows are watched. Yet despite rapid growth in popularity and usage, the amount of time Internet video users devote to the medium is a small fraction of the time they spend watching traditional television, and there is little evidence to suggest Internet video has carved significantly into traditional viewing patterns. In fact, early research findings suggest Internet video may be triggering additive interest and usage of video at large.

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Stewart has been reporting on and writing about the cable television and media industries for more than 25 years, for publications and organizations including *Multichannel News*, *Cable World*, *CED Magazine* and Paul Kagan Associates. He has founded and served as editor of several national business magazines and is the author of the book *Fast Forward: Video on Demand and the Future of Television*; the editor of the book *Definitive Broadband*; and a co-author of *Broadband Planet*, published in 2004 by Cisco Press. He joined One Touch Intelligence as Senior Director of Communications Intelligence in September, 2007.

ABOUT VIDEOTRAK

VIDEOTRAK helps industry executives understand the emerging economics and dynamics of the Internet-video sector by offering exclusive analysis of distribution and content providers, business models, market statistics and consumer behaviors that are shaping the fast-growing category.

VIDEOTRAK service deliverables include: business intelligence alerts, analyst support, monthly Internet TV analysis reports, and bi-annual sector analysis reports.

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