

Streaming Media: Movies and Television - US - December 2013

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“While copycat services might ordinarily be seen as lacking in points of differentiation, in the case of streaming video services, the elements of service are so few that each service will end up carrying each feature of its competitors, or fall by the wayside.”

– Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- Maximizing the effectiveness of character merchandising for kids
- Is there a room in the market for premium character merchandise products?
- What are the core messages when using character merchandising

This report explores streaming movie sales and rentals, including all television and film programming sold via an intangible file. Commentary provides actionable suggestions based on the review of developments and innovation in the market and the attitudes and habits of consumers in relation to streaming video content.

The report includes sales data for subscriptions, electronic sell-through, and VOD rentals, the competitive context created by the physical disc market, and the practices of leading suppliers of streaming content. Topics explored also include attitudes toward HD (high-definition) content, willingness to pay a premium for HD content, and the impact of demographics on sales. Mintel's proprietary research includes where digital movies are purchased, ownership and intent to purchase set-top boxes, how consumers find content to view, and the viewership of and interest in streaming live events.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market