



Here is the fourth installment of a series of informative articles explaining what Integrated TV is and why the Internet is so important.

#### Article 4. Broadband Is Internet TV

I would be remiss if I did not touch upon the Internet when discussing Integrated Television. The Internet is what makes alternate forms of broadcast possible including facilitating wireless transmissions to wireless hand devices.

##### INTERNET FACTS

According James Penhune, Director of Broadband Research for STRATEGYANALYTICS (<http://www.strategyanalytics.net/>), there are about 44 million subscribers of high-speed Internet access for US households. 18.7 million are DSL and 24.8 million are cable. The rest get their high-speed access from fiber optics, satellite, and other wireless solutions. Currently, total US penetration of Internet access including dial up, is estimated at 70% (about 79 million homes), of which high speed accounts for 40% of that total. Broadband is replacing dial-up. STRATEGYANALYTICS forecasts a high-speed penetration in the US market of 75% by 2010. That's four years from now. Broadband has not hit its maturation and will have a penetration explosion.

Broadband describes the type of "pipe" through which information moves back and forth. The Bandwidth is wider for broadband than it is for voice-grade (dial-up) connection. Because the hi-speed Internet (such as T1, DSL, and Cable) is broader; therefore its data can contain more information and move faster, which as a result, supports full motion video applications.

TV delivered over the Internet (IPTV) will become more prevalent not so far into the future. This will change the model on how TV will be delivered and consumed. Parisian-based Alcatel plans to have 100 million IPTV subscribers by 2010. Alcatel currently has 3 million IPTV subscribers. IPTV rollout is more delayed in the United States.

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Because of the Internet and Tivo, TV will no longer appointment driven. The model has been expanded. "Time-Shifting" is when a viewer chooses to watch an episode at a later date. "Catch-up TV" happens when someone doesn't want to be out of the buzz of a hot series and buys a season of shows on iTunes to catch up.

Granted in the past some of the Networks have been badly burned in the dot com bust. However, the Internet and how it affects so many facets of our lives is here to stay. Some broadcasters realize this and are starting to make baby-steps towards broadband video.

Just this August, as reported in TV Week, Fox put episodes of "Bones," "Prison Break," "Standoff," "Vanished," "Talk Show With Spike Feresten," "Til Death," "The Loop", and "Justice" on the Web sites of nine Fox-owned stations and MySpace. This service was designed to keep loyal viewers hooked during the baseball playoffs. Showtime is extending its free preview weekend beyond the restricted cable/satellite operators to include Yahoo online visitors. Starz is being even more proactive by creating Vongo, an online service that allows subscribers to download movies to their PC's, TV's, and certain handheld devices. Because of Apple's FairPlay DRM issues MAC users can't access Vongo. Time Warner will be offering "Quick Clips", short videos, some of which are produced for the Internet, on their subscribers "Enhanced TV" On Demand feature. Interestingly, Time Warner's Quick Clips uses IP technology to deliver the short form content from participating programmers to the "Enhanced TV" Service.

Broadcasters also approach the Internet in a haphazard manner. For example, Showtime Networks registered the URLs sho.com, sho.net, and showtime.net. Showtimenetworks.com bring up mtv.com, also shotime.com links you to Panther Creek; naturally showtime.com would be the easiest URL to find. Showtime.com is registered to a Canadian tour group and the site has been under construction. NBC News is also confusing. Their URLs are msnbc.msn.com. The Today Show is particularly hard to find. I think it's today.msnbc.com; this is too many letters to remember. NBC News videos play only on PC's running windows 2000, and do not work on MACs. Their NETCASTS are more democratic and MAC users can also view the broadband video. Broadband video and other integrated media should be standardized to operate over multiple platforms. This is technically possible and should be standard operating procedure. I believe that evolving our technical and content competitiveness it is vital to our economic success. The US Senate subcommittee of Technology, Innovation, and Competitiveness could be an excellent launching pad for establishing best practices and standards in integrated media. Here's their web page: [http://commerce.senate.gov/public/index.cfm?FuseAction=Subcommittees.Subcommittee&Subcommittee\\_ID=87](http://commerce.senate.gov/public/index.cfm?FuseAction=Subcommittees.Subcommittee&Subcommittee_ID=87) The primary committee is Commerce, Science & Transportation.

Lacey Rose wrote an article for Forbes.com about how people watched TV the traditional

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way and on the web based on research from Big Champagne and Nielsen Media Research. It turns out that TV watchers and Internet viewers have different tastes. Fox's "House", "Bones", and "Prison Break" are not the top contenders in the broadcast ratings, however they are the top requested video downloads on the Internet. The other top two downloads are CBS's "CSI" and ABC's "Grey's Anatomy". These two popular shows are not losing TV ratings, but rather their audiences are growing.

Here's comScore Media Metrix top ten TV sites for September 06:

- MSN TV up 36% from July 06
- Yahoo! TV
- AOL Television
- ABC.com up 78% from July 06
- PBS
- NBC Network up 52% from July 06
- Discovery.com sites up 33% from July 06
- CBS
- TV.com
- Directtv.com

(All the TV sites experienced growth with the exception of Yahoo! TV (-9%.))

Here's comScore Media Metrix top ten web sites for September 06:

- Yahoo!
- Time Warner Network
- Microsoft Sites
- Google Sites
- EBay
- Fox Interactive Media (includes myspace.com)
- Ask Network
- Amazon Sites
- New York Times Digital
- Viacom Digital

(The Weather Channel comes in 13th, Apple is 14th, CBS is 19th, Gorilla Nation Media is 23rd, Disney Online is 24th, Shopzilla.com (Scripps) is 32nd, ESPN is 33rd, NBC U is 34th, Comcast Corporation is 35th, NFL Internet Group is 37th, E.W. Scripps is 39th, EA online 42nd, and Cox Enterprises is 43rd)

MTV says it has delivered more than 125 million streams of unique content on Overdrive. comScore Video Metrix (<http://www.comscore.com>) published their findings that in

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August, 2006, and that 6.98 billion video streams were viewed by US Internet users. The average US streamer viewed 63.3 streams during August and that turns out to be about 2 streams a day. Globally, 63 million unique visitors flocked to youtube.com in July of 2006; during that month youtube.com delivered worldwide -DAILY- 100 million video streams. Americans were 25% of the worldwide visitors and requested almost 22% of all the streams for July.

Here is comScore’s ranking of the top 10 websites by free video streams for the month of August 2006.

Website August 2006	Total US Streams (Users MM)	Share of Streams	Rank by Unique Visitors
TOTAL INTERNET	6,980	100.0%	
Fox interactive (including myspace.com)	1,404	20.1%	6
Yahoo! Sites	823	11.8%	1
YouTube	688	9.9%	32
Viacom Digital	284	4.4%	12
Time Warner Network	238	3.4%	2
Microsoft Sites	186	2.7%	3
Google Sites	102	1.5%	4
Ebaunsworld.com	53	0.8%	182
Comcast Corporation	45	0.7%	34
Real.com Network	44	0.6%	28

Source: comScore Video Metrix

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Here is comScore’s ranking of the top 10 video websites by unique US streamers (viewing free video only) for the month of August 2006.

Website August 2006	Unique US Streamers	% of Internet Users	Rank by Unique Visitors
TOTAL INTERNET	110,266	63.6%	
Yahoo! Sites	39,881	23.0%	1
Fox interactive (including myspace.com)	39,528	22.8%	6
YouTube	35,531	20.5%	32
Time Warner Network	23,770	13.7%	2
Microsoft Sites	16,894	9.7%	3
Viacom Digital	13,697	7.9%	12
Google Sites	11,654	6.7%	4
MLB - Major League Baseball	6,227	3.6%	76
Ebaumsworld.com	6,187	3.6%	182
Sony Online	4,746	2.7%	74

Source: comScore Video Metrix

It is important to note that because of the interactivity and flexibility of the Internet amateurs are able to post their own video content. In fact, visitors have gone a step further and have made broadband video their own. These are called mashups, which are created by merging multiple media files with an online application.

Here’s a list of mashup sites:  
<http://www.mashuptown.com/> – mashup of the week podcast  
<http://www.programmableweb.com/>

Here’s a list of popular broadband sites:

- YouTube
- Myspace

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Google

Yahoo

MSN <http://video.msn.com/> , only PCs running on windows can see the video

Blinkx

Heavy – also creates shorts for Verizon’s Vcast

Adultswim.com – an off shoot of the cartoon network

Overdrive <http://www.mtv.com/overdrive/#/overdrive/>, MTV’s Dedicated Broadband Channel

Motherload <http://www.comedycentral.com/motherload/>, Comedy Central’s Dedicated Broadband Channel. You can’t play it on Macs.

In2TV – AOL is repositioning themselves with repurposed TV programming. Because of Digital Rights Management (DRM) issues with Apple, MAC users can’t view the Videos.

TMZ – An AOL offering

JibJab

Innertube <http://www.cbs.com/innertube/>, CBS’s dedicated broadband channel

The Flux <http://www.theflux.tv/>

Fresh Films <http://www.fresh-films.com/>

Rocketboom <http://www.rocketboom.com/vlog/>, a daily vlog

Producers’ deliverables are affected by broadband media. Video will either be nonformatted digital files or most likely the producers will be told what media formats and codecs they will need to encode their video and where to upload these files. Along with the encoded video they will need to provide meta description, meta title, and possibly the assigned meta key words. They will need to include a one liner, a short paragraph synopsis and several images that are compressed as jpegs (thumbnails and larger images).

Producers will also be creating their content on multiple platforms of media. The story can be told and can exist on different planes such as: on air-video, online photo gallery, online music and voice over, podcasts, interactive quizzes and games, online words both read and written, RSS Feeds, various broadband video, virtual flash tours, text messaging, online chats and e-mail. Mimi Belt, Vice President of Creative Development for Telemundo, gave a compelling

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presentation at NATPE on how this Spanish network is leading the way in digital story telling. As part of the AFI's digital media lab, Telemundo created a murder mystery, "Barbara Luna", that unfolds over two weeks of daily interactive content. Telemundo used real time effects to drive the plot as they would actually happen. "Barabara Luna" achieves a brilliant tie-in with an existing Telemundo talk show and it's host. The story takes place around the Telemundo talk show and the host makes daily appearances. This is a great technique for cross-platform promotion, which I am sure we will see more of in the future.

Stay tuned. Next I will plod through pocket TV.

I am interested in your opinions. E-mail me at [hits@iSyncTV.com](mailto:hits@iSyncTV.com) or call me at 917-747-7769.

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\* The sources used for these articles: Adtech, Adweek, Broadband Directions, Broadcasting & Cable, ComScore, CTIA- The Wireless Association, Forrester, Hollywood Reporter, Tracy Swedlow's InteractiveTV Today [itvt], Marketing Evolution, Mediapost, Mediaweek, Multichannel News, New York Times, NATPE, PricewaterhouseCoopes, Stategy Analytics, TV Week, Wall Street Journal, World Screen