

INTRODUCTION TO

**What's behind the rapid
growth of the last years?**

VIDEO ON THE NET



GOT IT?

MARKET OVERVIEW

OPEN ACCESS

Hulu

Rocketboom

Metacafe

**YouTube
MyVideo**

EQAL

Joost

ZDF

CBS

iTunes

PRO

UGC

Amazon

Netflix

**Maxdome
RTL Now**

IPTV

WALLED GARDEN

TV

WEB

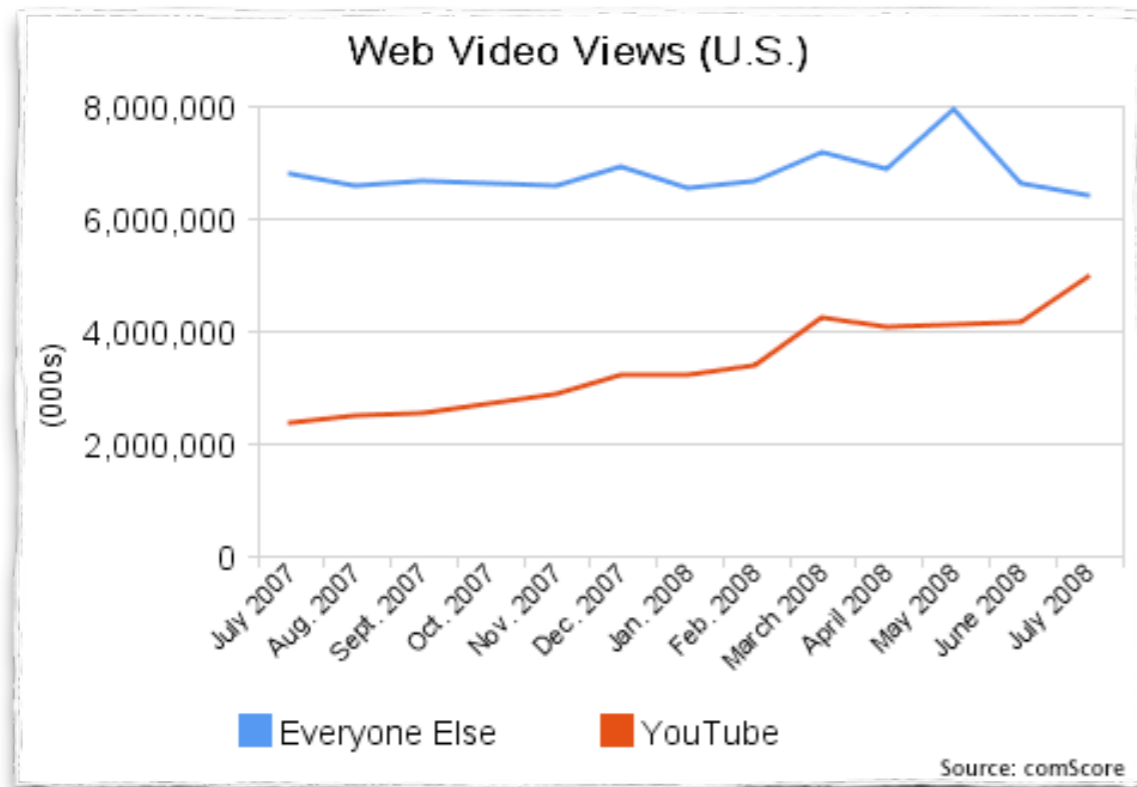
CONTENT

...VIDEO IS

BIG

...VIDEO IS BIG.

BUT: YOUTUBE IS BIGGER.



- #2 site in global Minutes
- 40 % of all US Video Streams in Dec 2008
- 20h of video content are being uploaded every minute!
- 17 billion search queries/month (2nd largest search engine WW)
- 1 billion viewed videos/day
- 445 million unique viewers in Sep 2009 (WW)

Who's the TV Station here?



$$1 * 3,7 = 3,7$$

1 Billion Views/Day * **3,7** minutes per view = **3,7** Billion min watched per Day



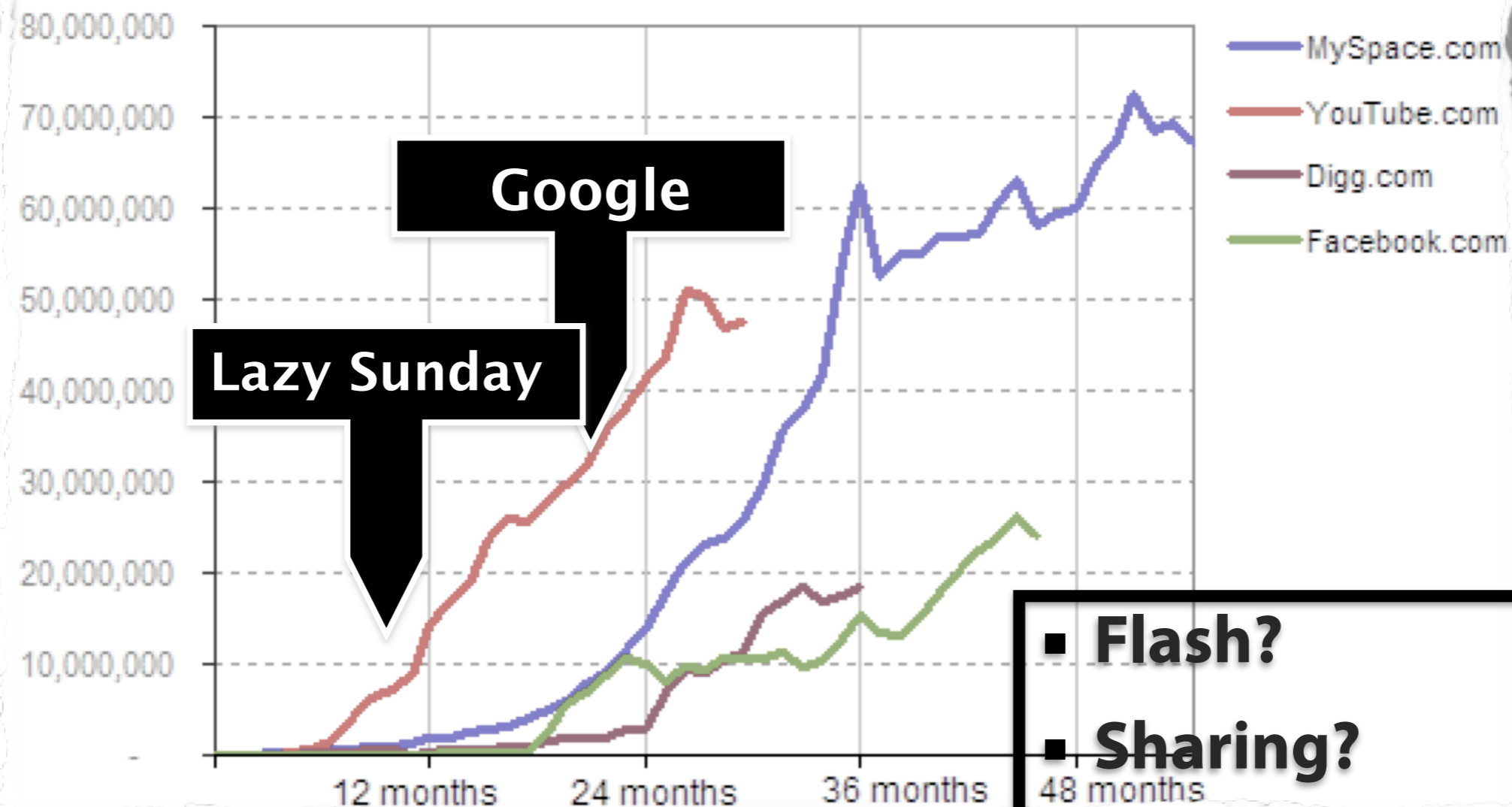
$$72 * 200 * 24\% = 3,5$$

72 million German TV Viewer * **200** minutes a day * **24%** market share = **3,5** Billion min watched per Day

WHY YouTube?

Growth Since Launch

Unique Visitors



- Flash?
- Sharing?
- User Upload?
- Saturday Night Live?



=



8,7bn Views



6,8bn Views



1,3bn Views









WARNER MUSIC GROUP

1bn Views

The top five labels control **65%** of all of the views of the YouTube's top 50.

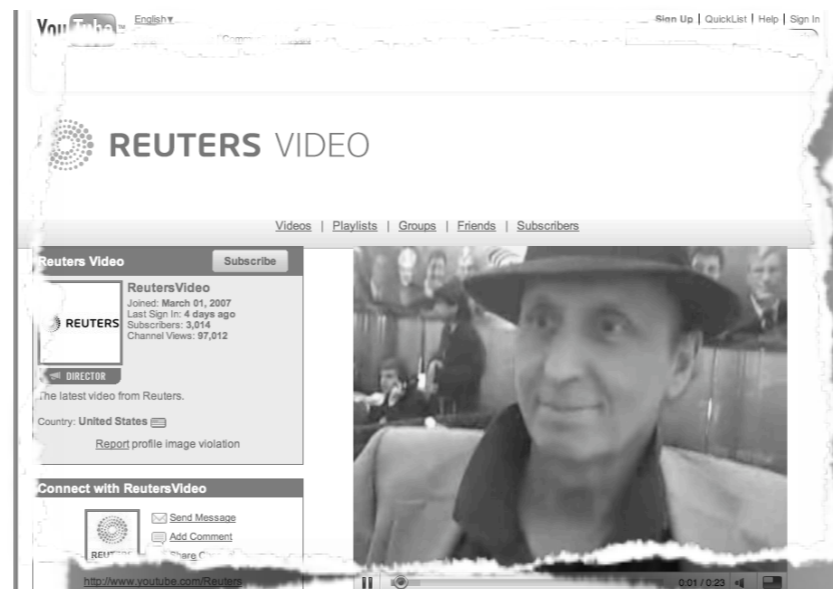
YouTube's got talent!

1		Machinima.com See profile >>	694,931,967
2		Mondo Mini Shows See profile >>	500,159,717
3		HotForWords See profile >>	249,643,872
4		Philip DeFranco See profile >>	230,514,599
5		Barely Political See profile >>	211,195,340
6		Athene Wins See profile >>	181,141,873

YouTube's got news!



83m Views

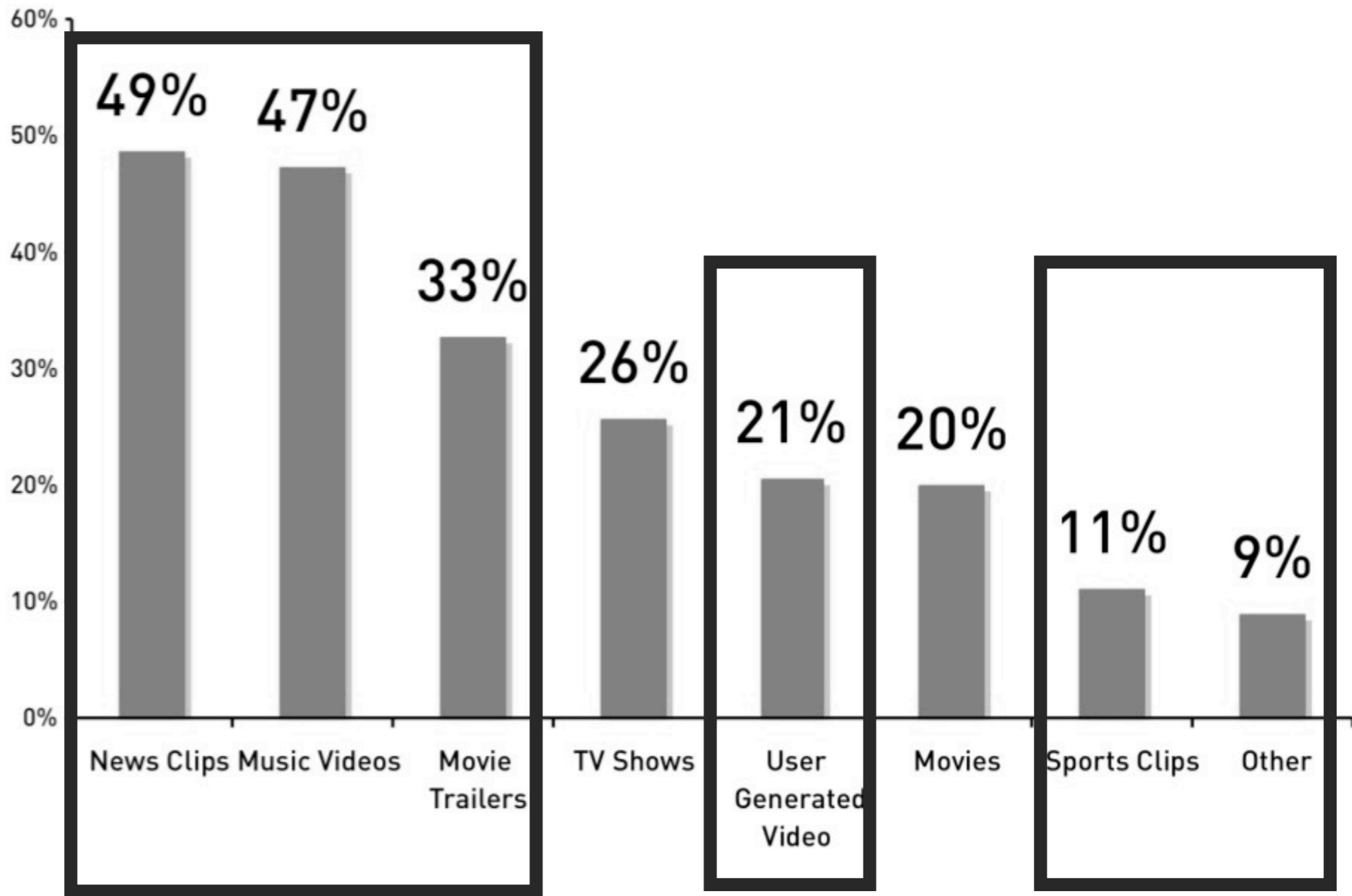


9,9m Views



253m Views

ALL BASES COVERED



Quelle: Advertising.com: Online Video Study.

„What type of content are you most likely to stream?“

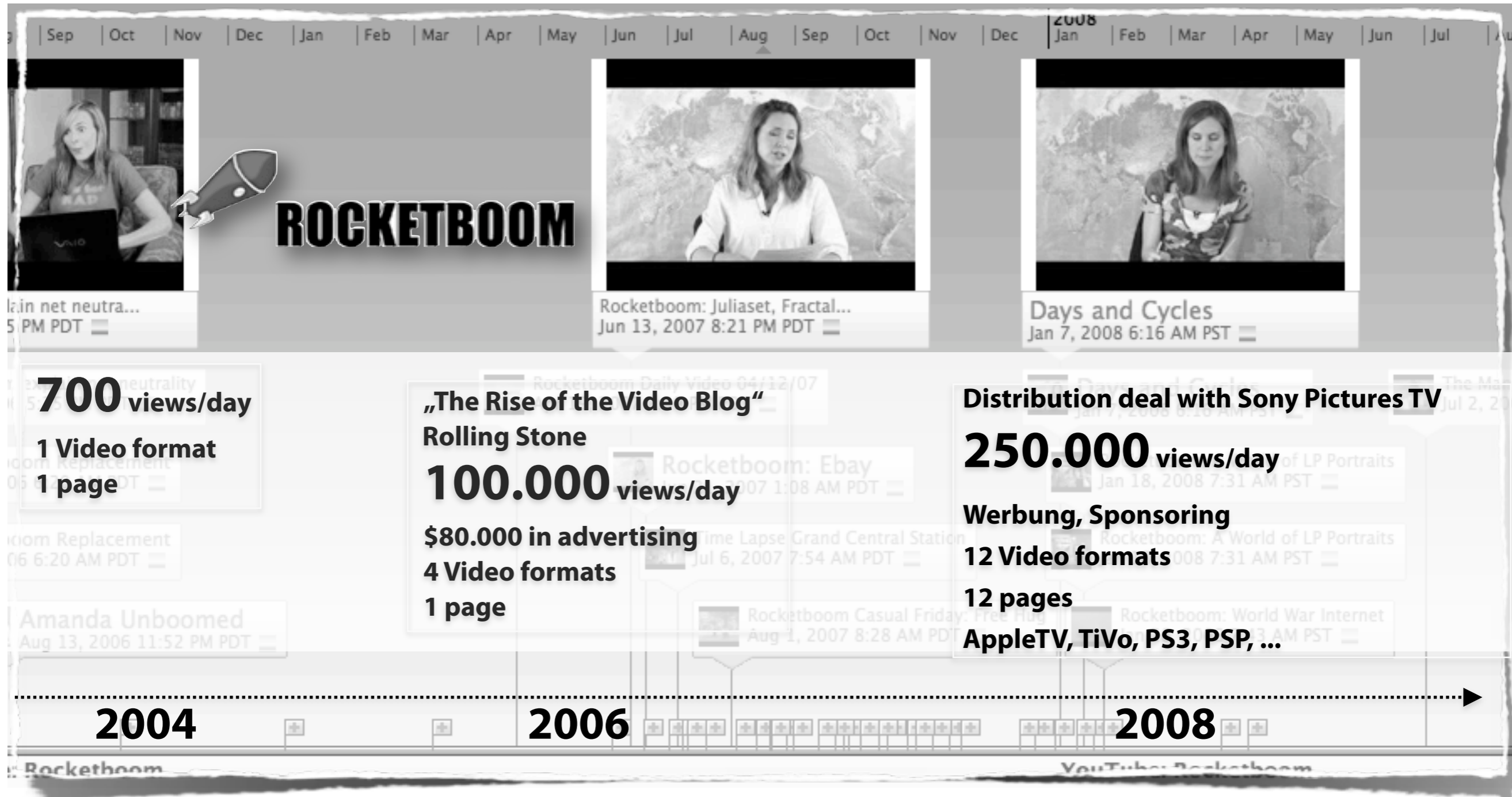
Web-TV

CONTENT

WEB-TV IS EVERYWHERE ...

- **85% of all Americans viewed an online video**
- **588 minutes of video / Month = 10 hours of video**
- **154 Videos per Viewer**
- **Every major online portal has a WebTV offering**

POSTERCHILD: Rocketboom



700 views/day

1 Video format

1 page

„The Rise of the Video Blog“

Rolling Stone

100.000 views/day

\$80.000 in advertising

4 Video formats

1 page

Distribution deal with Sony Pictures TV

250.000 views/day

Werbung, Sponsoring

12 Video formats

12 pages

AppleTV, TiVo, PS3, PSP, ...

2004

2006

2008

WEB STUDIOS



Best practice: **DEMAND MEDIA**



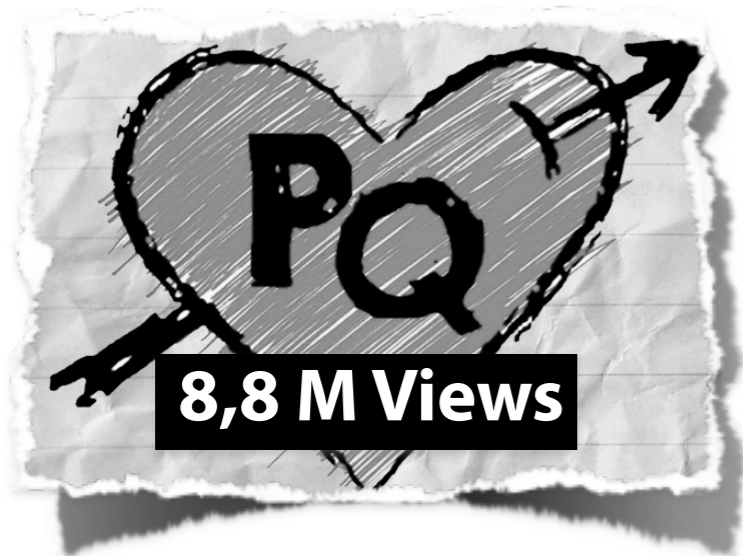
- 421,255,914 Video views
- 261,179 Rating
- 300,854 Comments
- 138,951 Videos
- 442,014 Subscribers



- 55 million unique users
- 3 Billion social media interactions
- 1 Billion cumulative video streams

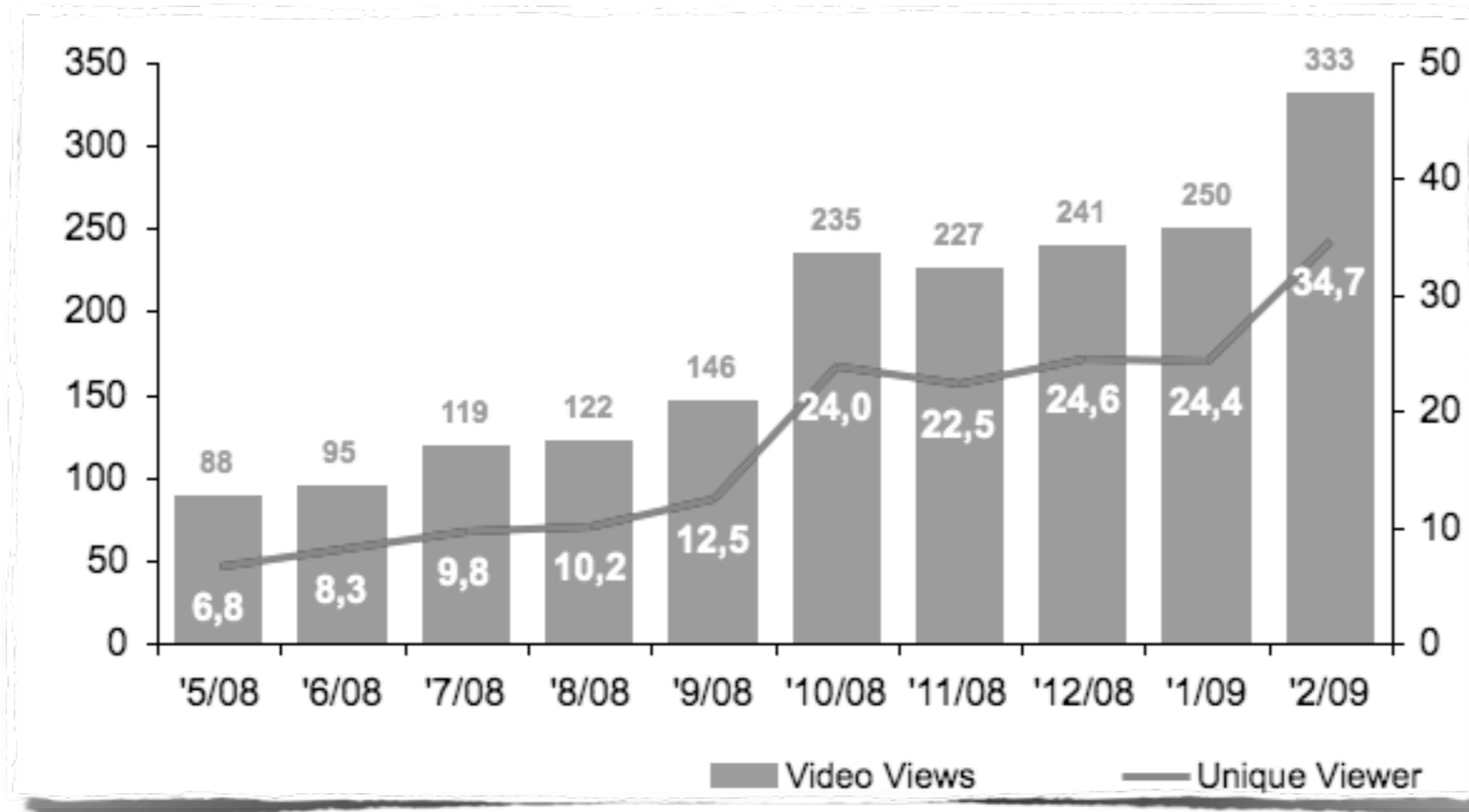
\$17 million a year to writers, editors, and video producers

WEBISODES



= No Partner – no reach!

Web



- **NBC & News. Corp JV**
- **583m Views in Sept. 09 by 39m Unique Viewers**
- **423m Views on YouTube**
- **Syndication to AOL, Yahoo!, MSN, MySpace, Comcast, ...**

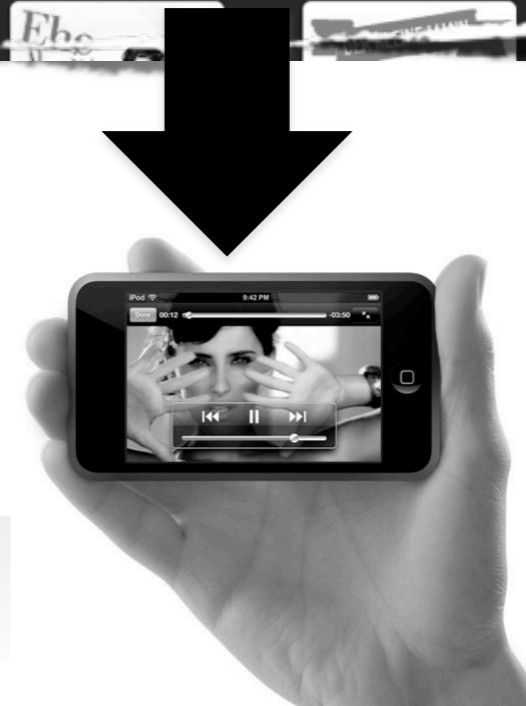
TV STATION 2.0

- **Google AdSense+Video**
- **„multimillion-dollar-budgeted cartoon series“**
- **50 Episodes**
- **Distribution through Google AdSense, YouTube and Widgets**
- **Sponsored by Burger King**



Cable Co

VoD

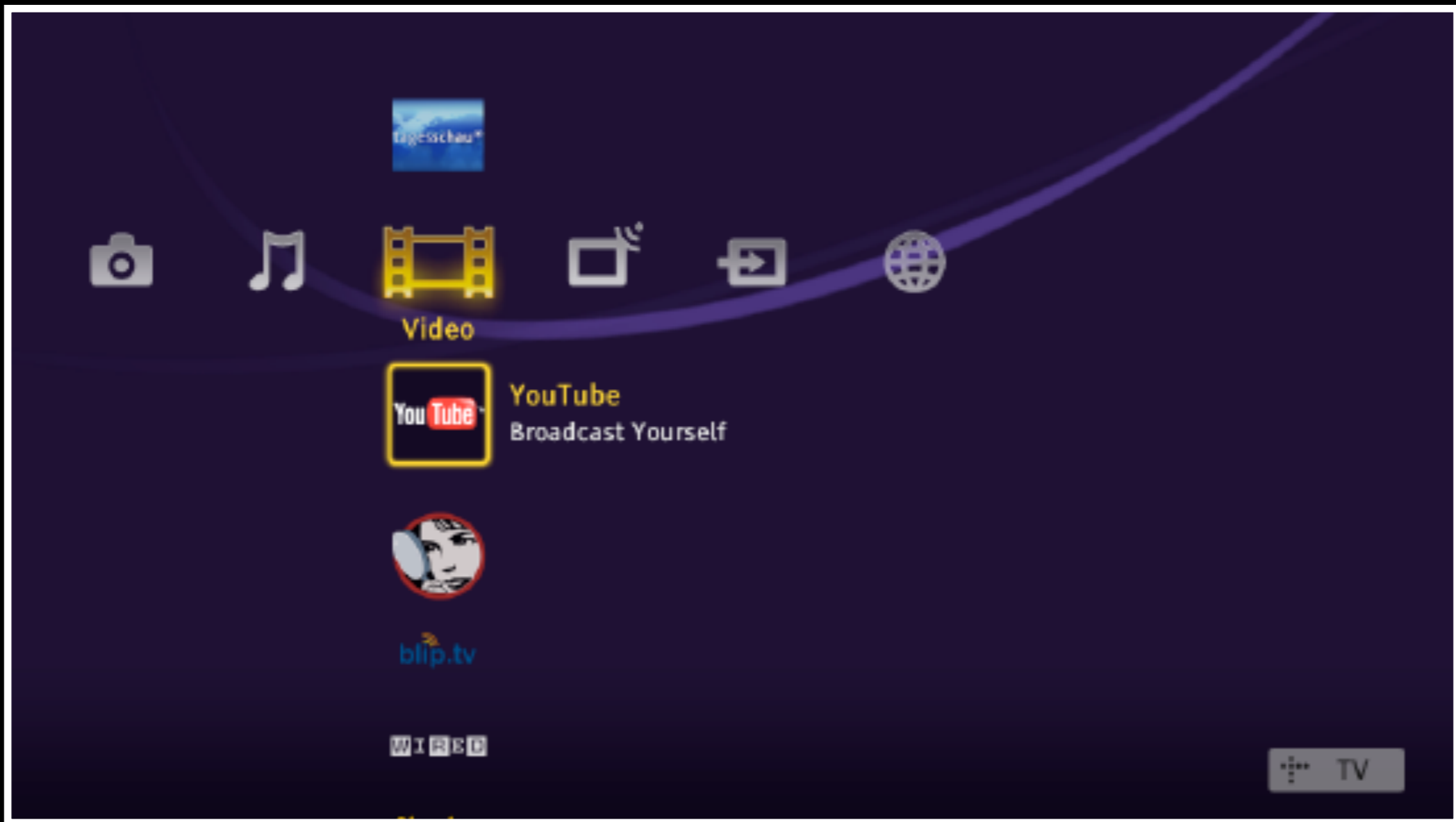


VoD with a twist

Wii	7.92M Japan 22.28M America 18.15M Others	48.34M	48.9%
XBOX 360	1.00M Japan 16.80M America 11.58M Others	29.38M	29.7%
PS3	3.00M Japan 8.16M America 10.07M Others	21.22M	21.5%



Internet enabled TV-Sets!



SONY
make.believe

PHILIPS
sense and simplicity

LG Display

SAMSUNG

Panasonic

In **2010** most sold TVs will be internet enabled!

BOX plays



PHILIPSSONY

ROKU

Other

MOBILE



The screenshot shows a Qik video player interface. The video content is a black and white recording of a man standing in front of a projector screen in a room, presenting to an audience. The video player includes a progress bar at the bottom of the video frame, a 'qik' logo, a play/pause button, and a volume icon. The video title is 'Re-Publica #rp08'. Below the video, there are navigation tabs for 'Info', 'Live Chat', 'Comments', and 'Map'. The video has 59:21 duration and 243 views. A 'Flag' button is visible in the bottom right corner of the video player area.

mysharepoint

Info Live Chat Comments Map

Re-Publica #rp08

Qik Permalink:
<http://qik.com/video/48708>

Qik Embed Link:
<object width="425" height="319"> <paran

This Qik is also a part of:
+ re:publica 08

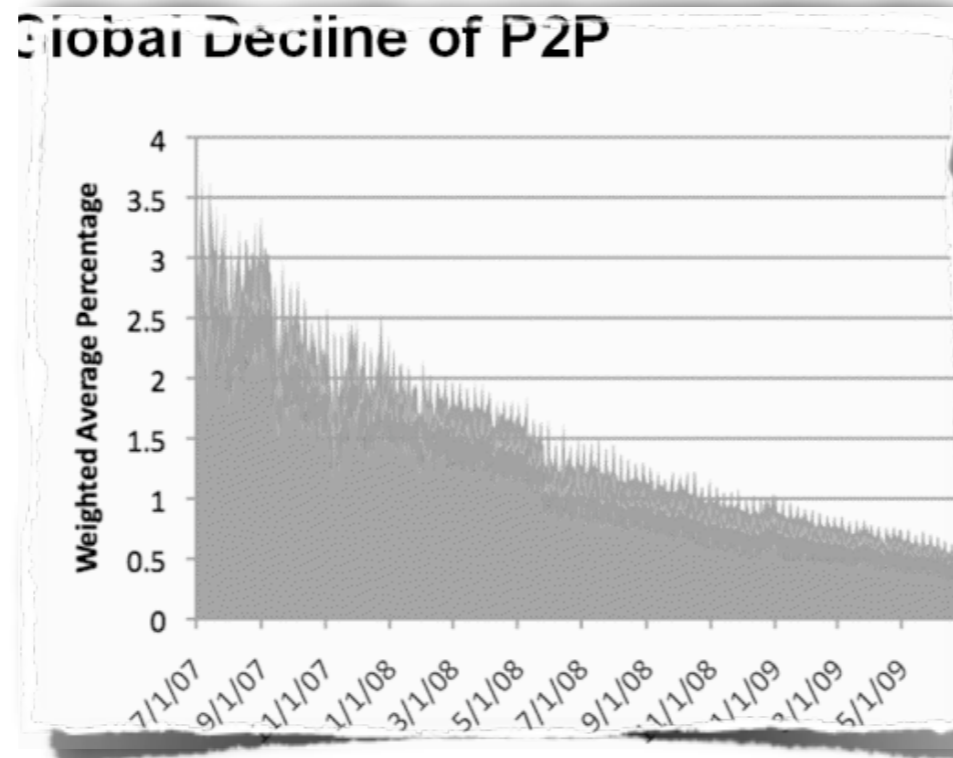
59:21 243 views 04/04/2008












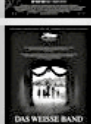
P2P



... is dying.



THE USER get's it anyway!

1		Die Päpstin Historienfilm/Drama - Deutschland/Italien/Spani. 2009 FSK: Freigegeben ab 12 Jahren - 148 Min. Start: 22.10.2009	-	Wo.ende 372.005 gesamt 372.005	X
2		G-Force - Agenten mit Biss (G-Force) Trickfilm/Komödie - USA 2009 FSK: Freigegeben ab 6 Jahren - 88 Min. Start: 15.10.2009	1	Wo.ende 265.108 gesamt 786.818	✓
3		Männerherzen Komödie - Deutschland 2009 FSK: Freigegeben ab 6 Jahren - 107 Min. Start: 08.10.2009	2	Wo.ende 258.119 gesamt 1.442.263	✓
4		Wickie und die starken Männer Komödie/Abenteuer - Deutschland 2009 FSK: Ohne Altersbeschränkung - 87 Min. Start: 09.09.2009	3	Wo.ende 189.934 gesamt 4.495.380	✓
5		Oben (Up) Trickfilm/Abenteuer - USA 2009 FSK: Ohne Altersbeschränkung - 96 Min. Start: 17.09.2009	4	Wo.ende 156.951 gesamt 2.576.586	✓
6		Die nackte Wahrheit (The Ugly Truth) Komödie - USA 2009 FSK: Freigegeben ab 12 Jahren - 96 Min. Start: 01.10.2009	5	Wo.ende 119.285 gesamt 1.328.288	✓
7		Wüstenblume (Desert Flower) Drama - Deutschland/Österreich/Fr. 2009 FSK: Freigegeben ab 12 Jahren - 129 Min. Start: 24.09.2009	6	Wo.ende 56.372 gesamt 805.687	X
8		(500) Days of Summer Komödie/Drama - USA 2009 FSK: Ohne Altersbeschränkung - 95 Min. Start: 22.10.2009	-	Wo.ende 53.468 gesamt 53.468	✓
9		Verblendung (Män som hatar kvinnor) Thriller - Schweden 2009 FSK: Freigegeben ab 16 Jahren - 153 Min. Start: 01.10.2009	7	Wo.ende 51.866 gesamt 464.138	✓
10		Das weiße Band Drama/Horror - Deutschland/Österreich/Fr. 2009 FSK: Freigegeben ab 12 Jahren - 144 Min. Start: 15.10.2009	8	Wo.ende 43.508 gesamt 129.160	✓

Kino.de Charts
KW 43

Alle vorhandenen Kinofilme im Überb...

Titel
(500) Days of Summer
Astro Boy
Away We Go - Auf nach Irgendwo
Carriers
Cirque du Freak: The Vampire's Assistant
Couples Retreat
Das weiße Band
G-Force - Agenten mit Biss
Law Abiding Citizen
Männerherzen
My Big Fat Greek Summer
Orphan - Das Waisenkind
Pandorum
Paranormal Activity
Saw VI
The Informant!
The Invention of Lying
The Stepfather 2009
Where the Wild Things Are
Wickie und die starken Männer
Zuhause ist der Zauber los

Kino.to Movies
KW 43

LIVE

The screenshot shows the Livestream Studio interface. At the top, there's a navigation bar with buttons for 'Configure Channel', 'Manage Library', 'Broadcast Live', 'Control Auto-pilot', 'Video On-Demand', and 'Get Player Widget'. The main area is titled 'Mix Live' and 'Mix in real time graphics, videos and webcams'. On the left, there's a 'Sources' panel with two camera options: 'phil's Camera' and 'rachel's Camera'. The center panel shows a 'Cued clip: rachel's Camera [mogulus] [...]' with a duration of 00:00:10 and a live clip countdown of 00:20:28. Below this, there are controls for 'Viewer synchronisation' and 'Auto-transition to cue'. On the right, there's a 'Live:' section with a video player showing a 'Panel on Politics and Technology' at New York University, NYC. At the bottom, there are sections for 'Overlays', 'Full Screen', 'Ticker', and 'Branding'. The 'Lower Third Graphic (text)' section has a table with two lines of text, and the 'Over the Shoulder Graphic (image)' section has a table with columns for 'Title' and 'URL'. A notification box at the bottom left says 'More than one camera?' and provides instructions on how to mix multiple cameras.

livestream studio

Configure Channel Manage Library Broadcast Live Control Auto-pilot Video On-Demand Get Player Widget

Mix Live

Mix in real time graphics, videos and webcams

Auto-pilot is off
Restart Resume

Sources

Cameras Pick Storyboard

phil's Camera
Video Source: DV video
More Settings... Cue

rachel's Camera
Video Source: USA Video Class Video
More Settings... Cue

Cued clip: rachel's Camera [mogulus] [...]
Cued clip duration: 00:00:10
Live clip countdown: 00:20:28
Record: 00:00:00
Viewer synchronisation: ON
Auto-transition to cue
Transition to cued clip

Live: monitor: Audio ON Video ON

Panel on Politics and Technology
New York University, NYC

Overlays Full Screen Ticker Branding

Lower Third Graphic (text)

Line 1	Line 2	
Panel on Politics and Technology	New York University, NYC	Show
Rachel Sterne	Live from New York	Show

Over the Shoulder Graphic (image)

Title	URL

Add New Hide Show Next Show Previous

Update Frequency (to autorefresh JPG webcams)

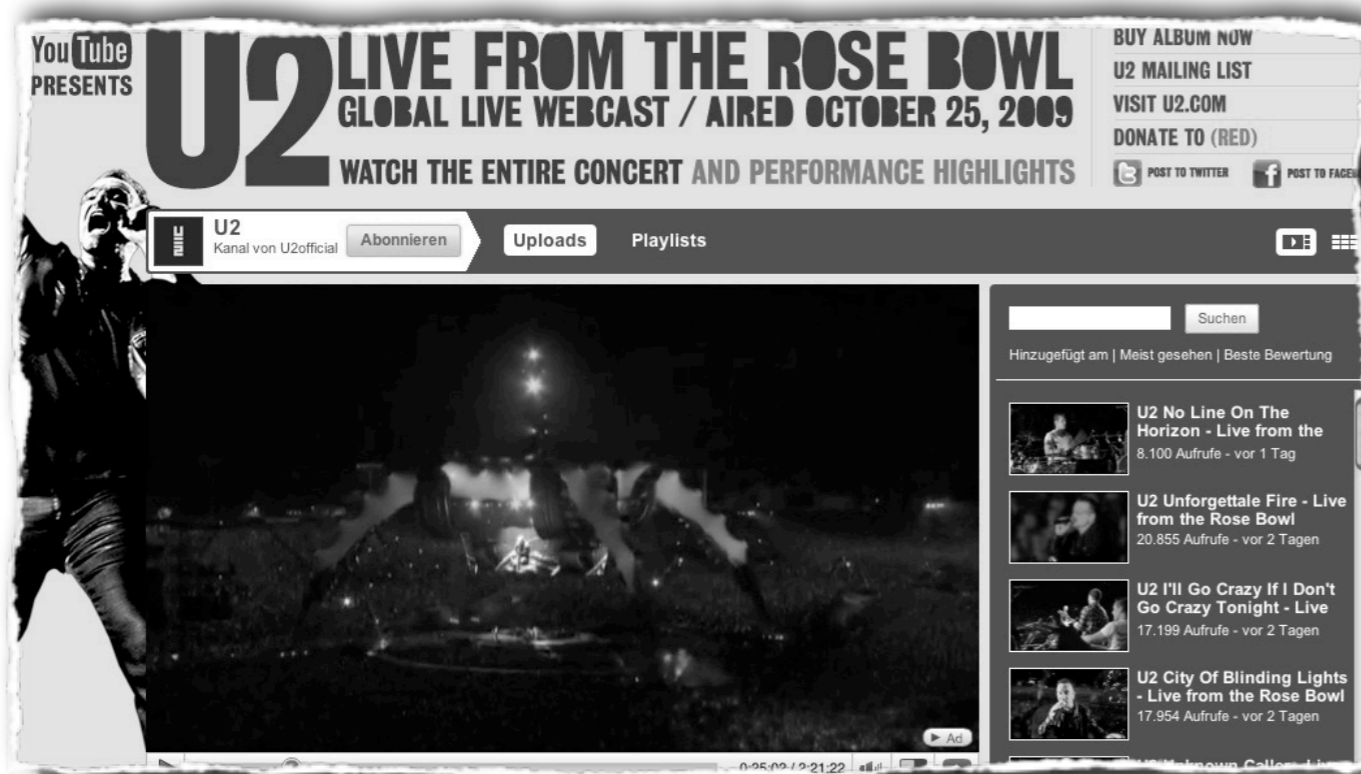
More than one camera?
Did you know you can mix multiple cameras by logging in to your channel's studio from other computers equipped with cameras? You will see the cameras appear in the list above.
Stream from Flash Media Encoder (higher quality/framerate)
Stream live from a mobile phone

livestream

USTREAM.TV

justin.tv

LIVE



- **U2 10m live viewers**
- **Obama**
 - 8,6m simultaneous viewers on election
 - 5,6m watched the inauguration
- **Michael Jackson 2m simultaneous viewers**
- **Oprah 0,5m simultaneous viewers**

