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ABC TV's new player rocks

I was over at Bessemer Venture Partners today and the topic of TV came up. I was told that I had to check out [ABC TV's new player](#). Unfortunately it works only on Windows (a lower-quality version is available for Mac users — UPDATE: I'm unsure about that, will test when I get home on my Mac).

Boy, does this rock! It's sharp and clear — does full-screen video. Lost is stunningly beautiful on it. Only downside is you gotta download a player from [Move Networks](#). I wonder how this compares to the [Stage6.Divx](#) player/codec/plugin?

Demonstrates that on YouTube or on iTunes we sure aren't getting anywhere close to the full experience that is possible today.

UPDATE: heh, just minutes after I posted this [a Webware article](#) about ABC.TV's new player showed up [on TechMeme](#) and on [Mike Torres' blog](#) and [on Gizmodo](#). Sounds like news of this is getting around the word-of-mouth networks all on its own.

Possibly related posts: (automatically generated)

- [These girls can kick your a**](#)

Filed under: Uncategorized @ 10:27 pm | [49 Comments](#)

49 Comments

1.  [Doug](#) Says:
[April 2nd, 2007 at 10:52 pm](#)

You are sooo right. I was really impressed when I watched Lost last week using it.

2.  [Dave](#) Says:
[April 2nd, 2007 at 11:13 pm](#)

Works on my Mac. Looks awesome.

3.  [Wilson](#) Says:
[April 3rd, 2007 at 12:05 am](#)

Only on Windows... and only in the US, alas.

4.  [Ben](#) Says:
[April 3rd, 2007 at 12:17 am](#)

It would rock if ABC stopped disabling the player based upon my IP.

5.  [Jeff](#) Says:
[April 3rd, 2007 at 5:29 am](#)

I have watched every episode of DayBreak on the ABC website and am surprised that it took them almost a whole season to wait to upgrade. It does cause a dilemma for me. Will all the other alphabet's change their tunes and go full screen forcing me to get a Mac Mini instead of paying 2 dollars an episode on Apple TV.

<https://web.archive.org/web/20081017144925/http://scobleizer.com/2007/04/02/abc-tvs-new-player-rocks/>

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6. [Paul Fabretti](#) Says:
[April 3rd, 2007 at 5:31 am](#)

I am sure it rocks Robert but what about the UK viewers?

You guys get to see the BBC viewer that us UK citizens pay for through our license fee but we don't get to see ABC's commercially-paid for content.

Not fair.



7. [JoeM](#) Says:
[April 3rd, 2007 at 6:16 am](#)

Does not work with IE7 or Vista :(



8. [Steve](#) Says:
[April 3rd, 2007 at 7:21 am](#)

Seems to be distributed by Move Networks, <http://www.xlontech.com/>.



9. [Mike Torres](#) Says:
[April 3rd, 2007 at 7:37 am](#)

Worked perfectly on the Mac with Firefox!

10. [meechwings](#) Says:
[April 3rd, 2007 at 8:16 am](#)

I'm pretty sure FOX uses the Move Networks player on their pages too.

11. [ABC's New Player : The Last Podcast](#) Says:
[April 3rd, 2007 at 8:20 am](#)

[...] this a week ago or so, but got caught up in some A-list or PayPerPost discussion instead. Reading Scoble's post on this reminded me that I was going to write about this. Here is Scoble's take: Boy, does this rock! [...]



12. [Bruce Lidl](#) Says:
[April 3rd, 2007 at 8:31 am](#)

It does look good, but something DivX has that the ABC Player doesn't, is the ability to take videos off the PC. Videos on DivX Stage6 are compatible with any DivX certified CE device.

Just a quick comment from the DivX perspective, thanks for the shoutout Robert!



13. [Robert Scoble](#) Says:
[April 3rd, 2007 at 8:36 am](#)

JoeM: I'm using it on IE7 here. Will test shortly on Mac and Vista.

14. [shahine.com/omar/ - ABC's new HD Player and Apple TV](#) Says:
[April 3rd, 2007 at 8:52 am](#)

[...] in a Real Name? | Main | ABC's new HD Player and Apple TV No soup for me. I guess all the buzz out there fails to mention Vista isn't [...]



15. [David](#) Says:
[April 3rd, 2007 at 9:02 am](#)

Tell me how to get it onto my TV. And what it looks like when it is there!



16. [Jeff](#) Says:
[April 3rd, 2007 at 9:09 am](#)

@David: Get your Notebook and connect it to your TV. If you are going at the AppleTV you pay for the content. This is free minus the five 30 second commercial you have to sit through. It looks great on my 52" LG DLP. Yes Robert, my DLP does look great. It is much better looking than the AppleTV that are on the Sony Bravias at the Apple store. But, ripping my DVD will look great on the AppleTV since the res is much better than what I can buy from iTunes.

17.  [buns and chou chou](#) Says:
[April 3rd, 2007 at 9:38 am](#)

Saw this player at abc just yesterday. You are right, amazingly Joost-like!

18.  [andrew](#) Says:
[April 3rd, 2007 at 9:42 am](#)

I've been using the ABC Player since fall '06, and I've always loved it.. I find out they have a new player, and I'm pissed that I can't view it cause I have Vista on all my machines. Cmon ABC! Your error message does not even make note that it doesn't work on Vista.

19.  [Christopher Coulter](#) Says:
[April 3rd, 2007 at 10:35 am](#)

Word of mouth network? Talk about Johnny-Come-Lately's, six months or so. Maybe the massive regular advertising, big PR pushes and the hit shows that sent people to it, had more of a hook, ya think, maybe? If you guys ever lift yourselves off the laptop screens, you won't need self-serving VCs to tell you the weather. :)

One thing I noticed awhile back, it doesn't seem to work with Vista. Bleech. Fix that ABC.

20.  [Tosh McQuivey](#) Says:
[April 3rd, 2007 at 11:52 am](#)

I work for Move Networks the company that provided the video player technology behind the new and improved ABC Full Episode experience.

We also are the video player provider for Fox Broadcasting and CW TV. Go to <http://myspace.com/fox> and also <http://video.cwtv.com> to view more content through the Move Video Player.

We currently support Win2000 - WinXP on IE 6.0-7.0 and also on the Mac 10.3 - 10.4 with Safari and Firefox with Vista support is coming in a matter of weeks.

Our video player technology uses On2 video codec.

21.  [LayZ](#) Says:
[April 3rd, 2007 at 1:46 pm](#)

Christopher, to be fair, I think they are referring to the "new and improved" ABC player. But, you do have a point, basically this is old news...

22.  [SEO Consultant](#) Says:
[April 3rd, 2007 at 1:52 pm](#)

It wouldn't let me download, I have Vista Home Premium. :(

23.  [daiski](#) Says:
[April 4th, 2007 at 1:35 am](#)

Too bad it's only for viewers within the US :(Other countries watch TV, surprisingly!?

24.  [Christopher Coulter](#) Says:
[April 4th, 2007 at 10:15 am](#)

On2 rocks, always liked On2 TrueMotion VP7, beats H.264 & MPEG-4 and better fees, and even VP6.2 kicks. Great player too... Tosh, just fix Vista support and all is well. :)

Eh? "New and improved" ABC player? I guess it was so gradual that I didn't notice, the "old" May 2006ish one seemed great too.

http://weblogs.macromedia.com/md/archives/2006/05/flashinsider_ha.cfm

25.  *Jason* Says:
[April 4th, 2007 at 6:10 pm](#)

Emerging options for online content distribution are sure to change how many “Old Media” companies like TV networks do business going forward.

Anyhow, I thought I would take this chance to pass along an opportunity to have input into the development of this space. If you qualify as someone who makes decisions about distributing content online, Mercer Management Consulting will pay you \$100 to complete an online survey about new options and business models content distribution. Visit <http://survey.mercermc.com/digitaldistribution> to get more info and begin the survey.

26.  *Joshua Allen [msft]* Says:
[April 5th, 2007 at 7:40 am](#)

The player needed some work so that it could run under Vista’s “protected mode” security sandbox. AFAIK, all of the necessary changes have been made, and Vista should be supported soon. Since I am a fuddy-duddy, I won’t be running anything outside my safe, secure “protected mode” sandbox, so I haven’t been able to start using it yet.

27. *Commercials not available --Stewtopia* Says:
[April 6th, 2007 at 7:27 am](#)

[...] television. Hell, I launched a separate (now sorta kinda abandoned) blog about it. So when ABC announced that they were going to do high(er) definition versions of their show online, I was [...]

28.  *skatterbrain* Says:
[April 7th, 2007 at 9:30 am](#)

Not really surprised, but it doesn’t work at all on Vista. :(

29. *Watching My Computer | The Marketing Technology Blog* Says:
[April 7th, 2007 at 9:25 pm](#)

[...] down the pipe is also more Add-On options for browsers. Hat tip to Scoble, ABC just launched their new television browser and ... WOW. The definition is incredible and [...]

30. *David Stephen Ball-Romney* Says:
[April 13th, 2007 at 12:41 pm](#)

This video player kicks ASS!

I hate television commercials and hate waiting for a specific show time, so I usually prefer to watch my favorite shows on DVD. But ABC has an almost painless compromise: about 10% of the commercials. They stream videos from their site through their new “player” apparently released at the beginning of April 2007, and archive each of the four most recent episodes of their currently running programs. (Older programs are available for immediate download for about \$2 each.) The picture is superb and the sound quality is pretty good too. Leave regular television as soon as possible!

31. *ABC rockin it online « Project HTPC* Says:
[May 16th, 2007 at 4:58 pm](#)

[...] role in utilizing the Internet to reach out to current and potential viewers. They released a great high resolution online TV show player that people were raving about. They just announced that you can view clips of their upcoming pilots [...]

32.  *Claudia U* Says:
[May 25th, 2007 at 6:22 pm](#)

I used to watch ABC shows online until last week. My Mac is not installing the new player. I have a Power PC G4 running osX 10.4 and I’m trying to install the new player with Safari and Firefox and it doesn’t install. It starts the installation process, fills up the blue bar but nothing happens :(it is very sad, I used to watch the shows in the little screen and it used to be perfect. The worst part is that there isn’t any where to get service or ask questions because not even that part works, once you send your comments the response is “this webstie is too busy to process your request” I wish they will put up the old player again

33.  Charles Says:
[May 26th, 2007 at 3:01 pm](#)

When ABC offered both the old and the new players, this was great — watch the high quality on supported platforms, regular everywhere else. This week, ABC dropped all links to the “old” player. The upshot is that now only Mac and Windows viewers using the correct browsers who are willing to install whatever executables ABC wants onto their computers can watch *at all.* At least previously there was some nod towards cross platform compatibility — something, I might point out, all the other networks that offer streaming video still have.

34.  Kevin Says:
[May 26th, 2007 at 4:24 pm](#)

WOW....I have never seen a player produce this kind of Quality....Watch out Cable and Satellite!! This Company is showing the way to future Video delivery!!

35.  Jeff Says:
[June 7th, 2007 at 7:21 pm](#)

Here is some really exciting news about the Move Networks player. Yes, it has been adopted by ABC and Fox, but it is also the player used by a company called Maxcast, <http://www.maxcast.com>. Maxcast allows individuals to upload and broadcast their content from their own Maxcast channel. So, upload your own videos and now broadcast it with the same high quality ABC and Fox are using! Look out YouTube! Maxcast will even digitise your old home videos and upload that content to your Maxcast account where you can easily edit, share and enjoy it. You can get your own Maxcast channel for FREE with 60 minutes of free broadcast minutes when you join Photomax for free at <http://www.photosafe.com.au>.

36.  Scott Says:
[August 30th, 2007 at 4:21 pm](#)

Claudia U.: I had the same problem attempting to install the plugin on a Mac — little blue bar goes all the way across, but nothing happens. I wrote to ABC and Move Networks actually responded (!) within an hour (!) with this helpful instruction:

“Please follow the directions below to check whether or not the player was successfully installed.

- Click on Finder
- Select your account from the left-hand pane.
- Select Library from the right-hand pane.
- Select Internet Plug-ins from the right-hand pane.

There should be a file in this directory called ‘Move-Media-Player.plugin’.

If you do not see the plugin, please download and run the file from
http://qmedia.xlontech.net/100513/support/qmpsetup_mac_mozilla_07061062.dmg ”

For whatever reason, the “normal” installer doesn’t work, but when I downloaded this file and ran it directly on my Mac (and then rebooted my web browser), everything worked fine. I hope it works for you as well.

37. *Lori Says:*
[September 30th, 2007 at 3:36 pm](#)

Scott, thanks so much for your message. My mac has had the same problem, and I never received a message back from ABC, but this solved it!

38.  Lita Says:
[September 30th, 2007 at 7:30 pm](#)

re: scott - that’s what happened to me.. but I’m using 10.2 which abc.com says it’s supports, but the plugin says that it’s for 10.3 and higher.. ?

39. *Sarah Says:*
[October 3rd, 2007 at 8:36 pm](#)

Thanks so much for the link Scott! I am on a Mac and have been trying forever to watch the videos. However, even after using the download link Scott provided, it still would not play in Firefox. The player would still tell me I did not have the plug-in, but then just kind of stalled out. BUT, I just tried opening ABC player in Safari and it works. So to those of you who it doesn't work for, try it in Safari!



40. *Mike Says:*
[December 8th, 2007 at 7:26 pm](#)

I'm sorry but trying to even find a place to download this player is the single most irritating thing I have ever tried to do. I can't find where it is, have been to abc, cw, movenetworks, nowhere is there a simple DOWNLOAD NOW button that I can find. Completely infuriating, I can't believe the company doesn't have this on their own home page.



41. *Ryan Says:*
[December 15th, 2007 at 3:03 pm](#)

This has been the most frustrating computer experience of my life (and I've been a tech-savvy person since my early teens). I have been trying to install the plugin via the abc.com website a few times each week for months. I have had it install successfully 2 times. Yes, 2 times. But whenever I reboot and go back to abc.com after it has been installed, the site all of a sudden does not think I have the plugin (I do - I have the Move-Media-Player.plugin file described above), and it hangs on installation in both the latest version of Firefox and Safari. I have no idea why it tries to install after it has already installed. I have no idea why 1% of the time it installs correctly, and every other time it fails. I sent an email asking for help and got no reply. I am currently downloading the link provided by Scott at a whopping 1.2 KB/sec, fingers crossed.

What blows my mind is how hard it was to find mention of this problem online. This page is one of like 2 places I have found other people experiencing the same problems I have been having for months.

Fantastic customer service provided by this company.

42. *chris Says:*
[January 21st, 2008 at 9:34 pm](#)

Fellow mac users.... tried the Fox download for Move Networks and had the same result - blue line download progress line, then nothing. Clicked the "help" icon and they said "Please note that currently the Move Media Player isn't optimized for Safari 3. We expect to provide support for this browser in the future." Honestly!



43. *kbelle Says:*
[February 28th, 2008 at 6:04 pm](#)

Ater HOURS of following every instunction offered by ABC, Move Media and Move Network, I am still unable to get the chosen video. I have a HP Media Center PC. The site downloads, but when you make your choice of show to watch, the center screen "Loading..." never loads. I used to enjoy watching ABC shows on their last media player, but I am so frustrated with their lack of support (just "form letter" type of response), I won't recommend them (Move Network) to anyone in the industry (even though they cost the broadcaster less than other more reliable media players). Sadly, i understand Fox uses them, too...yuck!

44. *Armand Banana Says:*
[February 28th, 2008 at 11:27 pm](#)

Move Media Player = FAIL.

Too much crap involved in getting this plugin to work correctly on any browser. Obviously this is all about locking the media behind multiple layers of complexity to prevent direct downloading.

SO just like SONY's copy protection schemes, we can expect this system to be broken for about 30% of the people, about 60% of the time.



45. *Michael Ravetti Says:*
[March 13th, 2008 at 12:25 am](#)

My installation was pretty painless (firefox 2.0.0.4, OSX 10.4.11), pending the usual google check to appease the instant fear that a plug-in was required & was legit. I found no screaming headlines. My only hope is that I do not have the earlier issue of reinstallation as above. But if it happens again it won't be any big thing...

Look guys, everybody has computer problems. Stop complaining and move on to something else after posting that its not worth your trouble. The ABC people will get the message that their media player is buggy and they need some sort of miracle codec that plays on

everybody's machine, while protecting their investment from direct download. Do you have any idea how much they spent on production for these shows? Honestly I have no idea but it is probably a lot. & it shows. We love watching this. In fact they want us to watch it for free on their webpage. It builds brand (ABC) loyalty. More commercial views is good business. Most any web traffic is good traffic. They want it to work on everybody's computer. If you want a copy buy the DVD or pay, what was it for? \$2 a download?

Be patient. Send enough original posts that it doesn't work and they will move to the next thing. There is no set standard for web media and youtube doesn't broadcast in HD. You are stuck with this.

BTW can anybody help me to fix my web permissions to allow a google map? I think I screwed it up somehow.... lol never mind, I'm moving on. Peace

46. [Foo Bar](#) Says:

[May 4th, 2008 at 2:44 pm](#)

ABC TV downloads Move Media Player totally broken!!!!!!

Exact same very frustrating problem as "Kbelle" - I have tried on multiple modern fully loaded up computers, follow all instructions, install all plug-ins, everything looks fine but then always gets stuck on the screen with "loading..." on it and absolutely no sign of any network traffic or any other progress. Looks like ABC invested a ton in doing this web site with all of their shows on it - *but* if all it does is make people waste time trying to use it and never getting any shows what good is it?!!!!

47. [juli](#) Says:

[May 12th, 2008 at 7:41 am](#)

Foo Bar and others, try going to

<http://movenetworks.com/support/renderer.html>

and following the instructions. You may need to empty your browser cache, close and restart the browser, THEN try the site above. It fixed my problem.

48. [Michael](#) Says:

[May 13th, 2008 at 1:13 pm](#)

Foo Bar

I was experiencing the same problem. Whenever I would try and access a show, all I would see is a loading screen. I tried disabling my Norton Security Suite while watching ABC shows and that did the trick!! You might give that a try.

49. [Suzzicks](#) Says:

[September 11th, 2008 at 9:46 am](#)

I am working with an SEO client that has lots of videos for MOVE player. Are there any SEO tips associated with these? Do they have to be converted before submitting to YouTube and stuff like that?

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