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Strategy Analytics: Disney/ABC Throws Down Online HD Gauntlet

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[August 16, 2007]

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(Wireless News Via Thomson Dialog NewsEdge)

HDTV on the web is set to become a reality, according to the latest report from Strategy Analytics' Digital Media Strategies service, Online HD: Disney's ABC Throws Down Gauntlet To Competitors, and Access Providers.

The technical barriers to delivering online HDTV are slowly but surely coming down, as evidenced by the recent launch of streamed HD shows on the ABC.com website. The report cites Move Networks, Vivas and Itiva as being among the key technology developers enabling the next generation of web video services.

"Most people's experience of web video is characterized by the tiny, pixilated windows familiar to YouTube users," notes David Mercer, Principal Analyst at Strategy Analytics. "But tomorrow's web users will expect service quality much closer to television, and major content owners like Disney recognize that they will have to step up to this mark to win and retain web viewers."

The report discusses the implications of high definition video streaming and examines some of the key emerging digital media solution providers. It concludes that access network capacity and control will be key issues in determining whether broadband becomes a viable alternative for HD video and television delivery.

((Comments on this story may be sent to newsdesk@closeupmedia.com))

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