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Long-Form Video Gaining Viewers on the Web

10 Comments

by Erick Schonfeld on November 12, 2007

When it comes to Web video, short clips under three minutes still make up the vast majority of what people watch. But as the quality of video improves, more people will be willing to sit and watch streams of half-hour sitcoms, hour-long dramas, and maybe even entire movies. Already, there is some anecdotal evidence of this shift.

Move Networks—which powers the media players and back-end streaming infrastructure for ABC, ESPN360, Fox On-Demand, and the Discovery Channel—released the following data today for videos streamed from all its customers' Websites collectively:

· So far in November, more than 100,000 new individuals are watching long-form video (anything 20 minutes or over) online each day, twice as many as in August.

· In November, the average session length is more than 50 minutes.

· In October 2007, more than 6 million people watched long form streaming video online.

· Since March 2007, Move has streamed almost 50 million hours of television.

These numbers still pale compared to actual TV, but as the growth continues they will start to attract even more advertising dollars than they do already.

Move Networks get widget minimize

Website: movenetworks.com
Location: American Fork, Utah, United States
Funding: $91.3M

Move Networks provides Internet television delivery services to premium content owners and aggregators at a substantially lower cost and with much higher quality than competing solutions. Move Networks has inked several high-profile deals with… Learn More

Information provided by **CrunchBase**

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Comments

David Mackey - November 12th, 2007 at 9:46 pm PST

I use long-form video all the time. ABC, CBS, NBC, FOX. Works very well for me. Don't have cable or even normal TV reception.

reply

Drea - November 12th, 2007 at 9:57 pm PST

To anyone that is jaded about the poor quality of online video, try the discovery channel full episode viewer. Amazingly good. Cable quality.

The only downside is that you can't pause, or fast forward (and the selection is limited). But, good trend.

-Drea-

reply

Null - November 12th, 2007 at 9:58 pm PST

More than gaining viewers it seems to me that it's gaining content.
Count me another without cable or TV reception.

reply

Search◊ Engines Web - November 12th, 2007 at 10:22 pm PST

http://www.nytimes.com/2007/11.....intel.html

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Ryan Spahn - November 12th, 2007 at 11:52 pm PST

Yeah with this set up here (this is not spam just sharing) http://www.techavid.com/internetTV.php I am more then happy just to pay $40 for Internet and use it for what I was paying $120 for cable TV, phone and Internet before.

Thru time more and more consumers will have a similar set up or one where a web browser is built into their TV ☺

reply

LonelyBloggers - November 13th, 2007 at 7:43 am PST

Many experts talked about how people would only watch the 30 second variety online and that longer video segments were not effective, which I've argued is not true since day one…

Webisodes are gaining traction as people look to the internet for higher quality video over the YouTube norm and was our strategy since day one..

I fully expect this trend to continue as video quality on the net to improve moving forward..

reply

www.CARversation.com - November 13th, 2007 at 2:35 pm PST

true true.

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