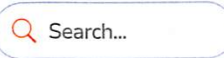


9/16/24, 1:33 PM

Fox Switches from Move to Flash; ABC Plans Transition Too - VideoNuze



Fox Switches from Move to Flash; ABC Plans Transition Too

Wednesday, January 20, 2010, 10:29 PM ET |

Posted by Will Richmond

Fox.com has quietly switched from **Move Networks'** player to Flash for its online video, with Brightcove powering content management and publishing. Separately, a Disney-ABC spokesperson told me that **ABC.com** will also be transitioning from Move to Flash in the coming weeks, though both will be used temporarily.

Neither of the changes will surprise Move. Earlier this week I spoke with Move's Marcus

Liassides, who explained that the company

is continuing its own transition, evolving

from a technology provider to content

owners to an end-to-end broadband delivery platform for powering next-generation

multichannel video services. Marcus said that Move has been working closely with its content customers to support their respective swap-outs.



Move was an early leader in adaptive bit rate streaming and gained a ton of visibility for raising close to \$70 million, including a whopping **\$46 million round** in April '08. Move gained notice for showing people that the Internet could indeed deliver crystal-clear, high-quality video that could credibly compete with TV viewing. For many, Move's player was very tangible evidence of how far the online video experience had changed since the pioneering days of RealNetworks' RealPlayer just 10+ years earlier.

Unfortunately the company encountered a perfect storm. First, as CDN prices fell, content providers considered Move an increasingly expensive-looking solution. Then, since Move's customers used a free, ad-supported model, as the recession crimped ad spending their ability to afford a luxury video player deteriorated. Meanwhile, both Microsoft (with Smooth Streaming) and Adobe (with FMS 3.5) both launched their own adaptive bit rate alternatives. Between their ultra-competitive pricing and large embedded customer bases, Move was squeezed from all sides. Compounding matters, Move also conveyed mixed messages about its strategy and rumors about its disjointed product development process were widespread.

Last June, Marcus provided me with an **extensive overview** of Move's revamped game plan, which blends Move's underlying delivery system with "virtual set-top box" technology acquired from Inuk Networks. The goal is to provide telcos, broadband ISPs and others with a platform to deliver an end-to-end multichannel linear, live, on-demand and DVR service, all through broadband.



9/16/24, 1:33 PM

Fox Switches from Move to Flash; ABC Plans Transition Too - VideoNuze

More recently, Move hired Roxanne Austin, a former DirecTV president and COO as its new CEO, who in turn has brought in new executives to run operations, strategy and business affairs. Last September, Move **announced** that Cable & Wireless has partnered with it to roll out IP-based TV services. Marcus said that additional customer announcements are forthcoming soon.

Move has been on a roller-coaster ride since its inception. It is now in the delicate process of shedding existing customers as it migrates to its new model. With innumerable companies vying for a piece of the video market, Move finds itself in the middle the action once again. It will be interesting to see how the company's second act plays out.

Thursday morning update - Move has **announced** this morning that Eddy Hartenstein and Sol Trujillo have joined its board of directors. Hartenstein was the founder and CEO/Chairman of DirecTV and is currently the Publisher and CEO of the LA Times. Trujillo was the President/CEO of US West and of Telstra, Australia's largest telecom company. No doubt both bring significant Rolodexes to Move, helping it open doors to large telcos, ISPs and others.

What do you think? **Post a comment now** (no sign-in required)

CATEGORIES:

Broadcasters, Technology

TOPICS:

Move Networks



RELATED POSTS

- > Unveiling Move Networks's New Strategy
- > Move Networks' New President/CEO Roxanne Austin Explains Company's Advantages

9/16/24, 1:33 PM

Fox Switches from Move to Flash; ABC Plans Transition Too - VideoNuze

0 Comments

Login ▾

G

Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS ?

Name



Share

Best Newest Oldest

Be the first to comment.

CONNECT WITH VIDEONUZE

Receive VideoNuze Daily

Your email address

Subscribe

Sample Newsletter



EXCLUSIVE NEWS ROUNDUP

- > Spotify Looks to Pay Video Creators to Put Shows on Platform
Bloomberg
- > Venu Sports Antitrust Trial Set for October 2025
The Wrap
- > YouTube's pause-vertising is here
Tubefilter
- > Charter Reaches Distribution Deal With Warner Bros. Discovery That Gives Subscribers Streaming Service Max
B&C
- > Amazon Kicks Off Thursday Night Football With Expanded Shoppable Ad Reach
Adweek
- > The Palace Coup at the Magic Kingdom
NY Times

More News >

9/16/24, 1:33 PM

Fox Switches from Move to Flash; ABC Plans Transition Too - VideoNuze



OUR SPONSORS



ABOUT VIDEONUZE

VideoNuze is the authoritative online source for original analysis and news aggregation focused on the burgeoning online video industry. Founded in 2007 by Will Richmond, a 20-year veteran of the broadband, cable TV, content and technology industries, VideoNuze is read by executive-level decision-makers who need to get beyond the standard headlines and achieve a deep understanding of online video's disruptive impact.

© Copyright 2024. Broadband Directions LLC. All rights reserved.

VideoNuze

About Us

Contact Us

Sponsoring VideoNuze

Will Richmond

Terms & Conditions

