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Written by [Chris Albrecht](#)

Posted Wednesday, March 26, 2008 at 5:00 AM PT

Move Crosses the Hour Threshold

John Edwards, CEO of [Move Networks](#), which powers streaming for [ABC.com](#), [FOX.com](#) and [ESPN360.com](#), told us today people are spending more than an hour per session watching content Move provides. He also said that the company has crossed the 34 million viewer mark. This is an increase from the 50-minute average viewing time and 20 million viewers Move [announced](#) in November.

It certainly helps that the type of content Move delivers is long-form entertainment like *Lost* and sporting events. But this means viewers are sticking around for entire programs (and the ads).

We chatted with Edwards at the [Future of Television Conference](#) in L.A..

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1/3

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