



## **Video on Demand and IPTV... live together in perfect harmony?**

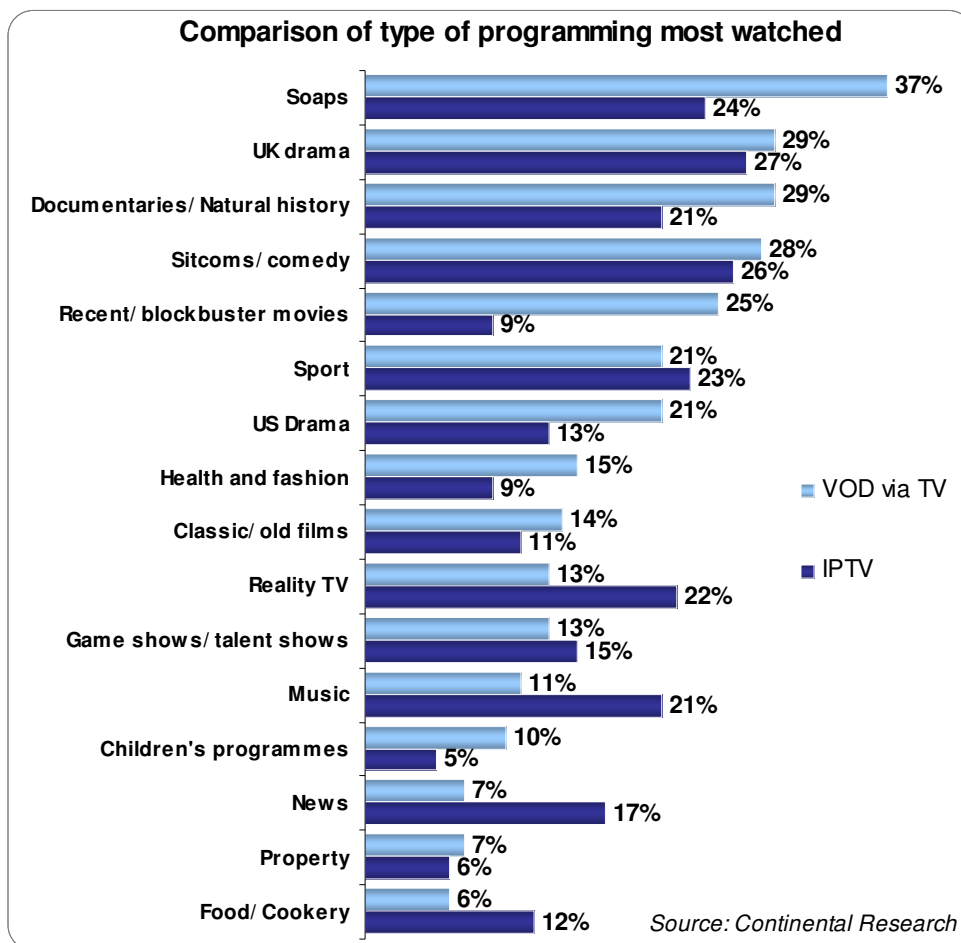
**London 27th November 2008** Video on Demand (VOD) via a TV and IPTV are both becoming mainstream. Their concurrent rapid growth means there is a temptation to see them in competition - a kind of 'battle of the platforms'.

If it is seen as a competition, the recent 'TV 3.0: The Digital and Internet TV Report' produced by Continental Research shows that VOD via TV is winning comfortably. The research shows conclusively that VOD via TV is watched more often and for much longer than IPTV.

In particular, satisfaction with the overall VOD via TV viewing experience is a staggering 91% compared with only 62% amongst IPTV viewers.

Arguably the success of VOD via TV could be seen as TV adapting to, and defending itself against, encroachment from the Internet. However, the research suggests that IPTV should at present be regarded as an addition to VOD (via TV) rather than an alternative.

The type of content watched on IPTV is very different from VOD via TV. IPTV viewers are particularly keen on viewing content such as reality TV, sport, news and music that can all be consumed in short bursts. Conversely, longer content such as soaps and movies are viewed more heavily on VOD via TV. For this type of programming viewers want to relax, lean back and enjoy the viewing experience (see chart).



Tim Barber, Associate Director at Continental Research says “Over time we do expect IPTV and VOD via TV to converge. This will increasingly be driven by advanced TV sets that allow viewers to view online content on their main TV set, effectively blurring the distinction between VOD and IPTV. The Internet has transformed industries as diverse as banking, music and travel. This process of transformation is now fully underway for TV.”

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**Note to editors:**

The research in this press release was conducted using both online and offline research methodologies in August 2008. The results are representative of all UK adults aged 16+. The findings are published in "TV 3.0: The Digital and Internet TV Report" the latest report from Continental Research, which also examines consumers' usage of VOD, IPTV and TV via mobile phone. Continental has produced annual reports on the Internet, Digital TV and Mobile Phone markets for over a decade.

**About Continental Research**

Continental Research is a full service market research agency based in London, specialising in media, advertising and Internet & telecoms research. Continental has produced reports on the Internet, mobile phones and digital TV for over a decade. The reports are based on consumer data - ultimately it is the consumer who decides whether new technologies whither away or flourish and even change the world we live in. [www.continentalresearch.com](http://www.continentalresearch.com)

The company was acquired by BDRC, a leading full service market research agency specialising in hotels, finance, travel and tourism and mobile telephony at the beginning of 2008. [www.bdrc.co.uk](http://www.bdrc.co.uk)