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**Enterprise Streaming Media Market Opportunities,
Strategies, and Forecasts 2007 to 2013**

Enterprise Streaming Media



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

www.wintergreenresearch.com

CHECK OUT THESE KEY TOPICS

REPORT # SH29821540 423 PAGES 126 TABLES AND FIGURES 2007 \$3,200

ENTERPRISE STREAMING MEDIA MARKET SHARES
Enterprise Streaming Media Market Forecasts
Key Enterprise Issues for Streaming Media Applications

Enterprise Video Communications Needs Assessment Matrix

Enterprise Video Communications
Streaming Media Enterprise Market Outlook
MEDIA STREAMING ENTERPRISE MARKET CATEGORIES
BROADBAND COMMUNICATIONS
ENTERPRISE VIDEO COMMUNICATIONS CHALLENGE
ENTERPRISE STREAMING MEDIA APPLICATIONS
STREAMING MEDIA ENTERPRISE PRODUCTS
ENTERPRISE STREAMING MEDIA MARKET TECHNOLOGY
TRENDS
MULTIPLE INTERNET NETWORKS
DATA CENTER SERVICES
FLOW CONTROL PLATFORM, OR FCP
WEB SERVICES PROTOCOLS

OPPORTUNITY ABOUNDS

WinterGreen Research, Inc.
Lexington, Massachusetts
www.wintergreenresearch.com

Enterprise Streaming Media Market Description, Market Analysis, Product Description, and Company Profiles

Enterprise video communications is finding a place in every aspect of sales, marketing, human resources, and management. Streaming media provides an efficient way of delivering content that is compelling and articulate. Leveraging video technology is a core part of distinguishing a brand.

Retail financial video solutions provide media representation of a range of different types of content. Streaming media solutions depend on developing advanced services targeted to customers. In a competitive retail-banking marketplace video can provide competitive advantage. Video control centers connect components of the video infrastructure together, providing overall management of the video assets, the video network, the display of video for end users, and reporting.

A flexible and highly scalable software application for live video web cast events, provides global companies with enterprise-wide video communications. Multiple levels of failover are designed to ensure a successful video experience.

Non technical business users need to deliver a live video webcast without learning how to use a special tool, freeing them to present as they would to a live audience while the system automatically captures their computer screen and shares it with the remote audience viewers.

Streaming media relates to communicating ways of running the business, ways of providing customer services, ways of designing products. It is an ongoing challenge for many organizations to maximize the expertise of scarce subject matter experts. Recent increases in outsourcing make the challenge significant. Outsourcers are only as good as their training. Mediocre training leads to mediocre business results. Subject matter experts need to use video be able to communicate complex thoughts visually.

Streaming media can provide a presence that extends the reach of middle management and the effectiveness of business analysts. Travel for in-face meetings reduces productivity, is costly, and can cause significant delays and missed deadlines. Streaming media permits people to work remotely more effectively.

Media is used to implement responsiveness to compliance requirements. Media publisher systems can capture systems capability concisely. It can be used to communicate compliance materials. Video has a unique relationship to compliance standards. Unlike other file types, video leaves very little room for interpretation if a presentation falls into the wrong hands.

Video provides a 100% attributable asset, where message content is undeniably tied to the presenter. Ensuring tight security, enabling permission-based access, and archiving standards provides a significant aspect of managing the enterprise.

VOD manager provides scalable solutions. Systems have the ability to manage and categorize many 1000s of video assets and provide end users with easy ways to search for and view video presentations online.

The major players in both the content creation and media player categories are Real Networks, Adobe (formerly Macromedia), Microsoft, and Apple. RealNetworks Helix Server software is installed at more than 1,600 companies worldwide. Adobe / Macromedia is installed on over 700 million Internet-connected desktops and mobile devices.

Accordent Technologies has 1600 enterprise streaming media customers worldwide, including Unisys, JP Morgan Chase, Ford, Harvard and National Institutes of Health, rely on Accordent solutions to create, manage, distribute and measure the effectiveness of their multimedia presentation assets.

Media Publisher complete software solutions centrally manage the video communications lifecycle, simplifying how organizations create, publish, manage, report, and deliver 1000's of live and on-demand webcasts securely across private networks.

Digital signage enables publishing of video content to LCD and plasma displays for dynamic messaging, enabling the extension of enterprise communications beyond the desktop. Media delivery services provide live web casting that allows leveraging new or existing streaming media servers. Systems create a tightly connected, fully managed delivery network that provides a level of security and fault-tolerant reliability.

Streaming media enterprise markets at \$230 million in 2006 are anticipated to reach \$2 billion by 2013. Markets will grow in response to the highly efficient, concise communication made possible by media.

Companies Profiled

Market Leader

RealNetworks
Adobe / Macromedia

Market Participants

Abacast	Accordant Technologies, Inc.
Cisco / WebEx	Fox / Photobucket
Gotuit	Ignite Technologies
InterNap	ViewCast
Keynote	Maven Networks
Media Publisher, Inc.	Microsoft
NaviSite	On2 Technologies / Hantro
Origin Digital	ROO
Stage 3 Media Inc.	Stream Hosting Providers
Telestream	Tremor Media
vSocial	Wowza Media Systems
Xcelera / Mirror Image Internet	

Enterprise Streaming Media Systems Strategies and Forecasts 2007-2013

REPORT METHODOLOGY

THIS IS THE 317TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

YOU MUST HAVE THIS STUDY

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Enterprise Streaming Media Strategies and Forecasts 2007 to 2013

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ABOUT THE PRINCIPAL AUTHORS

ELLEN T. CURTISS, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

SUSAN EUSTIS, PRESIDENT, CO-FOUNDER OF WINTERGREEN RESEARCH, HAS DONE RESEARCH IN COMMUNICATIONS AND COMPUTER MARKETS AND APPLICATIONS. SHE HOLDS SEVERAL PATENTS IN MICROCOMPUTING AND PARALLEL PROCESSING. SHE HAS THE ORIGINAL PATENTS IN ELECTRONIC VOTING MACHINES. SHE HAS NEW PATENT APPLICATIONS IN FORMAT VARYING, MULTIPROCESSING, AND ELECTRONIC VOTING. SHE IS THE AUTHOR OF RECENT STUDIES OF THE REGIONAL BELL OPERATING COMPANIES' MARKETING STRATEGIES, INTERNET EQUIPMENT, BIOMETRICS, A STUDY OF INTERNET EQUIPMENT, WORLDWIDE TELECOMMUNICATIONS EQUIPMENT, TOP TEN TELECOMMUNICATIONS, DIGITAL LOOP CARRIER, WEB HOSTING, WEB SERVICES, AND APPLICATION INTEGRATION MARKETS. MS. EUSTIS IS A GRADUATE OF BARNARD COLLEGE.

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