



CABLE NATION: TV Everywhere: On the Cusp of a Breakout Year

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Why?

Why TV Everywhere?

Consumers are demanding access to current best in class video content anytime, anywhere. Marketers are constantly looking for new ways to reach viewers while they are consuming video. The principal of TV Everywhere is to bring TV content easily to more people, across more *platforms*, in an *advertiser friendly* environment

What?

What is TV Everywhere?

TV Everywhere allows *verified* or *authenticated* video subscribers to watch programming from their favorite TV networks for no additional charge on a non-TV device (computer, tablet, smartphone, etc).

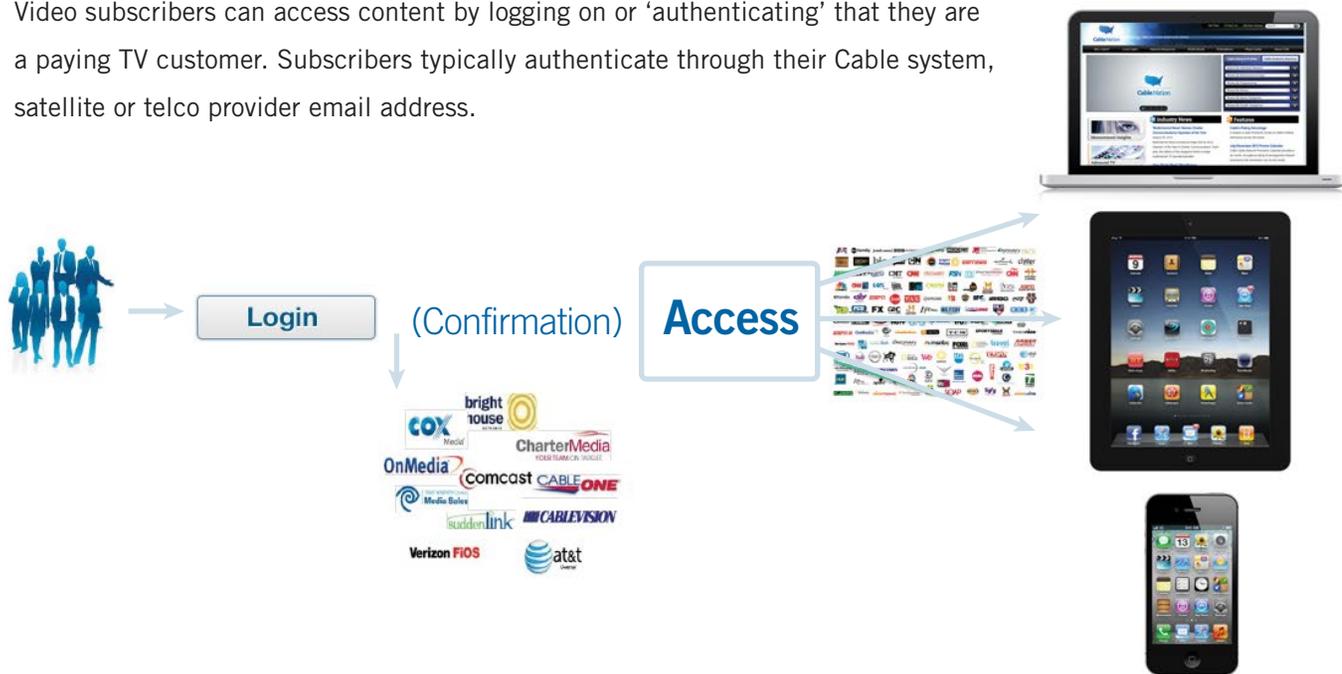
Subscribers have access to past and present full length episodes of TV shows for participating content providers. The ads in the TV shows are typically unchanged when the show is streamed to other video devices.



Authentication

What is authentication?

Video subscribers can access content by logging on or 'authenticating' that they are a paying TV customer. Subscribers typically authenticate through their Cable system, satellite or telco provider email address.



Who?

Who is currently offering TV Everywhere?

The chart below offers a snapshot of TV Everywhere deployment by Cable operator / telco and programmer. This chart is constantly evolving and therefore subject to change.

TV EVERYWHERE DEPLOYMENT

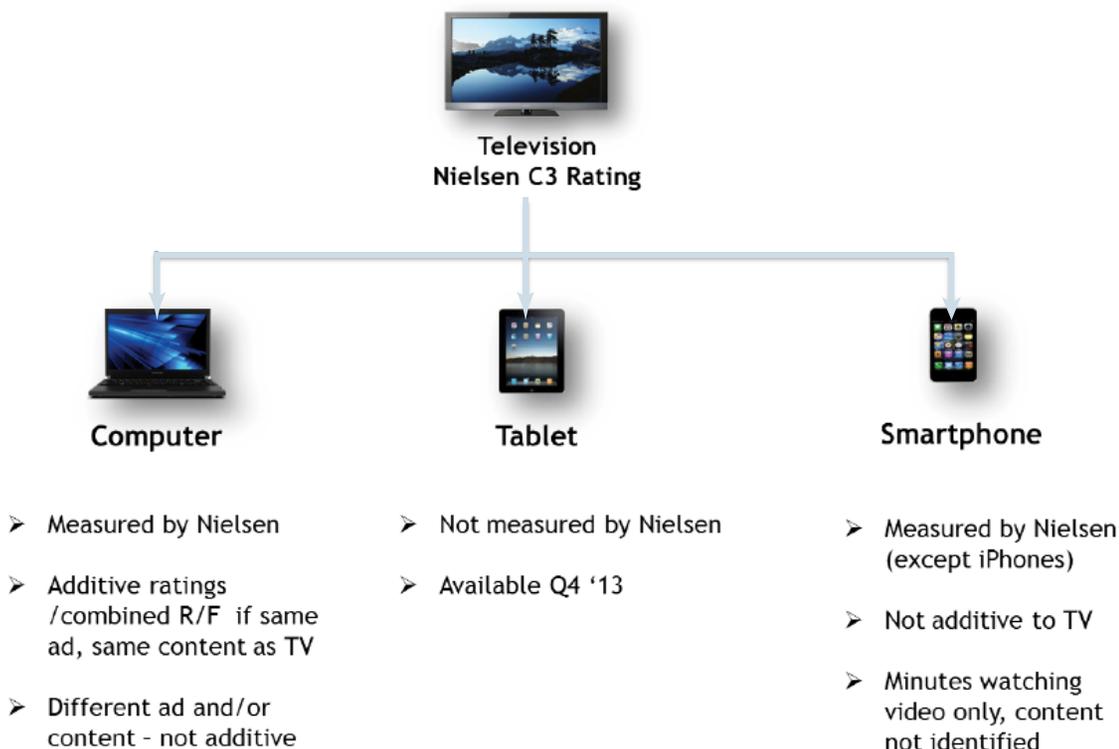
	HBO	Turner	ESPN3	Watch ESPN	FOX	Viacom	Discovery	Showtime	STARZ	EPIX	AMC	Scripps
Comcast	✓	✓	✓	✓		✓	✓	✓	✓		✓	✓
DirecTV	✓	✓	N.A									
Dish	✓	✓	N.A		✓				✓	✓		
TWC	✓			✓								
Cox	✓	✓	✓							✓		
Charter	✓	✓	✓							✓		
Fios	✓	✓	✓	✓	✓	✓	✓			✓		
AT&T Uverse	✓	✓	✓				✓		✓			
Cablevision	✓	✓										
Bright House	✓			✓								
Suddenlink	✓	✓	✓							✓		
Mediacom	✓		✓							✓		

Source: Multichannel News Enemy Lines article 3/26/12

Measurement

Can TV Everywhere be measured?

Measuring TV Everywhere is still a work in progress. Starting from the base level of the industry TV trading currency, a Nielsen C3 rating, the chart below examines the measurement possibilities of the various devices.





CableNation

CABLETELEVISION ADVERTISING BUREAU

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