



艾凯咨询
ICAN Consulting

US Consumers Weigh In on Mobile Video Content Choices

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《US Consumers Weigh In on Mobile Video Content Choices》是艾凯咨询集团经过数月的周密调研，结合国家统计局，行业协会，工商，税务海关等相关数据，由行业内知名专家撰写而成。报告意于成为从事本行业人士经营及投资提供参考的重要依据。

报告主要可分为四大部分，首先，报告对本行业的特征及国内外市场环境进行描述；其次，是本行业的上下游产业链，市场供需状况及竞争格局从宏观到细致的详尽剖析，接着报告中列出数家该行业的重点企业，分析相关经营数据；最后，对该行业未来的发展前景，投资风险给出指导建议。相信该份报告对您把握市场脉搏，知悉竞争对手，进行战略投资具有重要帮助。

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二、摘要、目录、图表

In the past year, the mobile video market has shifted radically, and two forces have emerged to radically change the definition of "mobile video." First, Internet delivery of user-generated and professional content is moving viewers from their living rooms to their computers. Second, high-quality mobile devices that use wireless networks (such as Apple's Wi-Fi iPhone and iPod Touch) are improving mobile access to the Internet in general. As a result, "Internet video" increasingly means "mobile video."

This research uses innovative survey techniques to provide an in-depth comparison of US consumer attitudes toward various types of mobile video content delivered over cellular, broadcast, and Wi-Fi networks as well as device preferences and content sources.

2008 survey illuminated interesting trends and adjustments in the ways people think about mobile video.

also defines potential usage models that highlight the benefits of mobile video solutions offered by mobile operators, time-shifting and place-shifting hardware, as well as portable media players and similar devices. Unlike other research that is available, this report also includes an analysis of the ATSC M/H standard now being tested for use by US broadcasters.

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四、数据来源

对行业内相关的专家、厂商、渠道商、业务（销售）人员及客户进行访谈，获取最新的一手市场资料；

艾凯咨询集团长期监测采集的数据资料；

行业协会、国家统计局、海关总署、国家发改委、工商总局等政府部门和官方机构的数据与资料；

行业公开信息；

行业企业及上、下游企业的季报、年报和其它公开信息；

各类中英文期刊数据库、图书馆、科研院所、高等院校的文献资料；

行业资深专家公开发表的观点；

对行业的重要数据指标进行连续性对比，反映行业发展趋势；

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