

MegaTech Resources

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PC/TV

The New Mass Medium

40 million RealPlayer downloads already!
40 million broadcast-enabled PCs by 2000!

July 6, 1998 — MegaTech Resources has just released a new technology assessment and market analysis report entitled *PC/TV - The New Mass Medium*.

PC/TV is the revolution. And it's here now!

PC/TV takes advantage of the convergence of telecommunications, television, and computer to deliver video and other multimedia content over the Internet at low cost.

A number of architectures and technologies are now available to enable PCs to decode TV signals, and to receive full-motion video over the Internet simply by downloading free software.

Television sets now also have the ability to access the Internet through a \$100 set-top box. In addition, viewers can interact with television programming, e.g., order a product being advertised on a commercial or obtain more information about the stars of a show.

More than 40 million users already have the capability to receive video over their PCs, and the number of households with access to the Internet through their TVs is approaching a million.

PC/TV viewers are no longer limited to a dozen local broadcast stations, or 50 cable channels, or even 200 DBS channels. The World Wide Web places no inherent limit on the number of content sources. Some 30,000 Web pages already contain video content.

The trends in PC/TV have an impact on everyone in the TV, computer, and telecommunications industries. Major players in each of these industries are forming alliances with, making investments in, and acquiring companies

Key PC/TV Developments

- ◆ Hundreds of thousands of hours of streaming video and audio content are available on the Internet, live and on demand.
- ◆ TV tuner boards enable PCs to receive over-the-air broadcasts.
- ◆ Microsoft is integrating broadcast architecture into Windows.
- ◆ With WebTV, Microsoft gains an Internet TV box compatible with Windows CE.
- ◆ WorldGate contracts cover 14 million cable subscribers worldwide.
- ◆ The Interactive Channel will be in 15 million digital cable boxes currently on order.
- ◆ Telcos and IXC's are implementing technologies right in the network to support streaming video.
- ◆ Digital cable boxes and second-generation WebTV terminals contain 1-GB hard drives, turning them into powerful computers.
- ◆ The cable industry is working to make cable modems simple and standard so that they can be marketed at retail and consumers can do the installation themselves.
- ◆ Popular Web sites with streaming video are getting millions of visitors per day.
- ◆ Many programmers are creating multimedia content exclusive to the Web.
- ◆ Web programming joins the Nielsen ratings league.

**Key PC/TV Trends
That Will Reshape the Landscape**

- ◆ With continued advances, streaming over the World Wide Web will ultimately be fully competitive with full-motion, full-screen, broadcast-quality television.
- ◆ Any receiver (PC or TV) will be able to receive signals in any format (analog or digital) from any source (over the air, cable, satellite).
- ◆ There is no inherent limit to the number of content sources on the World Wide Web.
- ◆ Consumer time spent on the Internet will continually grow and compete with conventional TV.
- ◆ The Internet will become a major advertising medium and venue for e-commerce.
- ◆ Corporate intranets and extranets with streaming video will become an important business tool.
- ◆ Streaming media will become an important

MegaTech Resources

MegaTech Resources was established to help you make sense of the fast moving telecommunications and media market and make the most of your opportunities.

Consulting ♦ Research ♦ Publishing

Some of MegaTech's previous reports include:

- ◆ *The Global DBS Market*
- ◆ *Strategic Directions in Telemedicine*
- ◆ *The Global VSAT Market, second edition*
- ◆ *The Global Commercial Geostationary Satellite Communications Market*
- ◆ *Cable Strategies*
- ◆ *The Fiber Optics Market in the United States*
- ◆ *Personal Communications — Wireless Revolution*

MegaTech also offers consulting services and proprietary studies to fit your requirements.

PC/TV-The New Mass Medium covers:

- ◆ Architectures and Technologies
- ◆ Technology Developers
- ◆ Equipment Manufacturers
- ◆ Modes of Delivery
- ◆ Content
- ◆ Issues and Opportunities

This 280-page report, with dozens of charts and graphs, was written by MegaTech's Director of Research, Linda Lee Bower. It is available for \$1,495.

Linda Lee Bower
Director of Research

MegaTech's Director of Research, Linda Lee Bower, is a telecommunications consultant and writer. Her 30 years of experience in the field encompasses the gamut of telecommunications technologies and markets, and she has authored dozens of technology assessment and market forecasting reports. She has been on the leading edge in analyzing and forecasting the impact of newly emerging technologies such as DBS, digital cellular and PCS, videoconferencing and business TV, VSAT networks and mobile satellite, fiber optics and other transmission technologies.

She has been involved in telecommunications development overseas and has carried out comprehensive studies of telecommunications markets in a number of countries, including Egypt, Brazil, Mexico, Venezuela, Peru, Canada, Ecuador, and the Philippines. In addition, she has forecast the global potential for technologies such as DBS, VSAT and business TV, digital cellular and PCS.

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