

MPAA ONLINE VIDEO REPORT: 1ST QUARTER 2014

Key Developments in Movie & Television Online Services in Q4 2013

Multi-Territory Services

Google Play (Global, United States)

- In March, [Google Play](#) announced their movie services are [now available in 39 countries](#), including a number of countries in Central and South America, Europe, and Africa. With this expansion, Google Play Movies is now available to a total of about 60 countries around the world.

Key In-Country Services

Australia

- In March, a consortium with links to [Richard Branson's Virgin Group](#) is looking into partnering with some of Australia's major television networks to launch a subscription video on demand service, aimed at pre-empting the expected arrival of Netflix and potentially expand to seven countries without a Netflix presence. Hoyts Group, a cinema chain, also had early discussions with Seven West Media regarding a collaboration into an online VOD service.

United States

- In February, Disney Studios launched [Disney Movies Anywhere](#), its long awaited [digital movie service](#) with an app for iPhone, iPad, and iPod touch, and can be accessed through Apple TV. Consumers can purchase movies exclusively through iTunes, drawing from a list of 420 movies from Disney, Pixar, and Marvel. Customers can also view previously purchased content, either bought from iTunes or digital copies of films that come with Disney Blu-ray Disc/DVD combo packs.
- In March, Jeff Gaspin, former chairman of NBC Universal Television, and Jon Klein, former president of CNN, will launch [TAPP](#) (which stands for "TV App"). [The channels offered will be talent based](#), and they envision a wide-ranging talent pool that comes from lifestyle, sports, politics, arts, sciences and other backgrounds. Initially, each personality will have their own channel available on mobile devices, laptops and Internet-connected smart TVs. The company plans to eventually create a TAPP hub where someone could subscribe to and watch multiple channels.
- In March, [The Wall Street Journal reported](#) that Apple is in talks with Comcast about a streaming service that would use its own set-top box to provide content to Apple TV owners. Though in the early stages of discussion, Apple is aiming to allow users to stream live and on-demand content and digital video recordings in the cloud, in effect replacing the traditional cable set-top box.
- In April, [Amazon announced Fire TV](#), a small black box which offers access to Amazon Prime Instant Video's library of more than 200,000 titles to stream and rent to the subscriber for \$99; it also includes voice search and the ability to upload photos via their Cloud Drive app. The Fire also features apps for competing streaming services such including Hulu, Netflix, and Crackle, plus TV networks ESPN and Showtime.

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United Kingdom

- In March, the BBC [announced its new original content and improvements](#) for its VOD service and digital media player, [iPlayer](#). Among the new shows developed are three drama shorts called *Tag*, *My Jihad*, and *Flea*; In addition, Frankie Boyle, Micky Flanagan, Stewart Lee and other comedians have been developing exclusive short-form iPlayer comedy content, which will roll out later in the year. Among other original content on offer in 2014 will be a program on sci fi fandom culture and a Tate Modern museum exhibition.

Italy

- In March, local [Italian media reported](#) that the lack of broadband infrastructure and new television sets are the reasons for the delayed arrival of [Netflix](#) to the country; also impacted are streaming services from Amazon and Sky-Italia. Officials say they have called on internet companies to modernize their infrastructure, and are hoping for Netflix to arrive by the end of 2014, though some reports push its launch to 2015.