



A Smart List of **45*** Companies and Websites Adapting to the Digital Age

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Technology Type	Name	Web Address	Description
DVR's	Tivo.com	http://www.tivo.com	For \$12.95/month, TiVo automatically finds and digitally records up to 300 hours of programming according to users' preferences. TiVo also allows users to pause, rewind and slo-mo live TV.
	Replay TV	www.replaytv.com	ReplayTV developed the first ReplayTV DVR in 1997 and continues to innovate and produce high performance DVRs.
	Direct TV	http://www.directv.com	The DirecTV satellite service is now offering DVR and HD technology to its users.
Broadband Services/ IPTV/ VOD	Microsoft TV	http://www.microsoft.com/tv/default.msp	"Microsoft TV IPTV Edition is an integrated and comprehensive software platform developed specifically to deliver broadcast-quality video and new, integrated TV services over broadband networks. The platform combines market-leading features such as instant channel change (ICC) and multiple picture-in-picture (PIP) with traditional TV services such as broadcast programming, VOD, and DVR." -microsoft.com/tv/default.msp
<i>NEW</i>	EdgeStream Inc	www.edgestream.com	"EdgeStream has developed and markets the 'Next Generation' Video on Demand and IPTV software platform that enables operators to provide uninterrupted DVD quality video streaming applications over the public Internet at a fraction of the normal costs. The software works with standard media players, media formats and network protocols for error free video streaming to a PC and to a TV through an EdgeStream enabled IP set top box. With advanced codecs and an increasing number of multi-megabit per second broadband connections, it will soon become possible for operators using the EdgeStream software to reliably stream HD quality videos." -edgestream.com
<i>NEW</i>	Dave Networks Inc.	http://www.dave.tv	"Using the power and flexibility of the internet, DAVETV delivers on-demand distribution to any of your digital devices, whether they run off Broadband-cable, DSL, or high-speed Wireless. Your favorite selections, your favorite device, your programming, your surroundings. Best of all, no legal worries, no complex configuration. Bring digital content from all over the world to the digital display of your choice. Customize not only your playlists, but your photo lists and movie lists as well. At home or on the road, DAVETV brings you a truly personalized experience. Welcome to the next generation of media enjoyment." -www.dave.tv
<i>NEW</i>	Open Media Network	www.OMN.org	The Open Media Network is a nonprofit organization that is seeking broader distribution for thousands of hours of programming produced by public television and by blogs. The network has already developed connections with several public television stations across the country.
<i>NEW</i>	CBS Evening News Online	www.cbsnews.com	CBS now offers an Internet version of its nightly news program. Site visitors can watch several current news clips free of charge.
<i>NEW</i>	Opus Media PLC	http://www.opusmediapl.com	"Opus Media plc is a Content Rights Acquisition Company with Global Broadcast Capability via a Broadcast Technology Platform also available to third party ISPs. One of the largest content rights owners in the world for IP, Opus Media operates streaming and IPTV channels." -opusmediapl.com

NEW	BitTorrent	http://www.bittorrent.com/introduction.html	BitTorrent is a software tool that allows users to download prime time programming, sometimes from the previous night, at no charge. It has been downloaded by more than 51 million users and accounts for more traffic on the Internet than practically any other single use.
	Discovery Education (Unitedstreaming)	http://www.unitedstreaming.com/publicPages/aboutUs.cfm	Unitedstreaming is a digital video-on-demand service offered by Discovery Education. According to Discovery Education's website, Unitedstreaming allows users access to "the largest and most current K-12 digital video/video clip library available today, and the only standards-based video-on-demand application shown to increase student achievement."
	Brightcove	http://www.brightcove.com/	Brightcove is creating "an open Internet TV service that empowers video producers and programmers to build broadband businesses while giving viewers more choices and control over their use of video and television." -www.brightcove.com
	DigiTAG	http://www.digitag.org/	DigiTAG aims to encourage and facilitate the implementation and introduction of digital terrestrial television services using the standards developed by Digital Video Broadcasting (DVB). DigiTAG has over 50 members from broadcasting, network operators, regulatory, and manufacturing organizations throughout Europe and beyond.
	The FeedRoom Broadband video solutions	http://www.feedroom.com	"The FeedRoom provides services needed to deploy a powerful broadband video strategy, including: <ul style="list-style-type: none"> • State-of-the-art broadband video distribution for web, search engines, Podcasting and more • Full-service broadband video encoding, management and delivery • In-depth performance reporting • Broadband video application design and development • Rich media advertising services and opportunities • Subscription and registration tools • Email video alert delivery and tracking • Original content development and production" -www.feedroom.com
	USDTV	http://www.usdtv.com	With USDTV, your local broadcasters can beam the best channels and events "over-the-air" right to your home, plus eye-popping high definition TV. You'll enjoy a vivid, digital quality picture, theater-quality sound, and all the programming you're looking for, at one low price. And if you haven't yet upgraded to an HDTV, you'll experience DVD quality picture and sound with your regular TV.
	thePlatform	http://www.theplatform.com/	Founded in 2000 by a team of engineers from Microsoft Corp., RealNetworks Inc. and Adobe Systems Inc., thePlatform is making software tools for Web video publishing. ThePlatform has gained important footholds in the Web video publishing world by establishing contracts with Comcast Corp., for its 'The Fan' broadband media player, and Verizon Wireless, for its VCast mobile-video service. ThePlatform can repurpose content for broadband sites, mobile platforms and Internet-protocol set-top boxes, as well as provide content management features across multiple formats and bit rates. The company also integrates metadata, policy management and digital rights-management software into its services.

	Freeview	http://www.freeview.co.uk	Freeview is a new, free digital service providing over 30 free digital TV channels, over 20 digital radio stations plus a new whole world of interactive services in the UK. "It's broadcast from transmitters and received via a rooftop aerial. It works like traditional TV but because the signals are Digital you need a box to convert them (or a new Digital TV with all the technology in a box already built-in). This means more channels can be transmitted with extra features such as interactivity and widescreen pictures." -www.freeview.co.uk
User Review	rotten tomatoes	http://www.rottentomatoes.com/	"Over 5.4 million readers each month use Rotten Tomatoes as a dependable, objective resource for coverage of movies and videos. And no wonder. With more than 127,000 titles and 644,000 review links in its ever-growing database, Rotten Tomatoes offers a fun and informative way to discover the critical reaction on movies from the nation's top print and online film critics, neatly summarized via the Tomatometer™. With features such as integrated price comparison for DVDs, soundtracks, video products, and more, Rotten Tomatoes is committed to saving its readers time and money." -www.rottentomatoes.com
	The Internet Movie Database	www.imdb.com	The IMDB is an online aggregator of DVD's and videos with recommendation services and news about the movie business.
	Amazon Consumer review	www.amazon.com	Amazon.com sells movies and DVD's with recommendation services and user review options.
Portable Video/ Place-shifting	Slingbox	www.slingmedia.com	"The Slingbox enables you to watch your TV programming from wherever you are by turning virtually any Internet-connected PC into your personal TV. Whether you're in another room or in another country, you'll always have access to your television." -slingmedia.com
NEW	Rodale Inc	www.rodale.com	Rodale is planning to develop videos on exercise and health that readers of magazines like <i>Men's Health</i> can download to video ipods.
	mVision	http://www.m-vision.tv/home.shtml	m-Vision, based in Melbourne Australia, allows users access to audio/video programming anytime, anyplace on Windows Mobile 2002 or higher edition Pocket PC's, Pocket PC Phones or Smartphones.
	Video ipod	http://www.apple.com/ipod/	Now the ipod, a digital mp3 player that has been a major player in reshaping the music industry, is able to play video.
	Podcast.net	http://www.podcast.net	Podcasting is a growing distribution method used to distribute broadcast radio and television programs to portable mp3 devices. Users are able to "subscribe" to audio programs, which, when updated, are automatically downloaded onto their mp3 devices.
Prosumer Distribution Platforms	cybersky TV	http://www.tvoon.de/ctv/index.html	Cybersky TV allows users to become TV Broadcasters using their own TV card or DVD to anybody in the world, and to watch the TV Streams created and shared by other people around the globe.
NEW	PoliticalChannel	www.politicalchannel.tv	"We've focused all our efforts on creating, developing and producing original and exceptional Entertainment with a Political Twist. The Political Channel's content can be seen around the world on mobile devices, the internet, as a Video on Demand Channel and we're continuing to expand our TV reach." -politicalchannel.tv
NEW	Magnify Media LLC	http://www.magnifymedia.com/	Magnify Media has developed technology that enables Web sites to receive and post user-generated content.

	Current TV	http://www.current.tv	Current is an emerging internet and cable station that is aimed at attracting young adult audiences with short "pods" of content covering everything from international dispatches to profiles of cool people to intelligence on new trends. Much of the content is viewer-created. Content topics are chosen in part based on the most popular Google searches in recent days/weeks.
	ifilms	http://www.ifilm.com	IFILM is a leading aggregator and distributor of video online. The website features programming from amateur filmmakers and Hollywood movies alike and currently has the largest library of short form entertainment video on the web, reaching over 10 million users per month. In October, 2005 MTV Networks, a unit of Viacom Inc., acquired IFILM Corp. for \$49 million.
	Jib Jab.com	http://www.jibjab.com	Jib Jab is a website that grew famous during the 2004 election when animated spoofs on then-presidential candidates George Bush and John Kerry were distributed to millions across the globe. Jib jab now is finding new ways to attract viewers by including them in new online animated productions and inviting them to submit photos to online contests.
	YouTube	http://www.youtube.com/	You tube allows users to: find and watch 1000's of fast streaming videos, quickly upload and tag videos in almost any video format, and easily share videos with family, friends, or co-workers.
	Veoh Networks, Inc	http://www.veoh.com	Want to create your own TV show, or a whole TV channel? Veoh allows you to broadcast Full-Screen television shows to the world, free of charge, even if you get millions of viewers. Start broadcasting today, it's free and easy
	Revver	www.revver.com	"Revver supports video creators by helping them earn money and distribute their work widely. By attaching a RevTag to a video, creators track their content anywhere online and make money every time a user clicks on the ad. RevTags benefit creators, advertisers, and viewers by enabling content to be free and accessible while still rewarding creators-- it's the best of both worlds." - www.revver.com
Video-blogging	Rocketboom.com	www.Rocketboom.com	"Rocketboom is currently one of the most popular videoblogs on the internet with more daily subscribers for original syndicated multimedia content than nearly any other site, including podcasts." -www.rocketboom.com
	DVBlog.org	www.DVBlog.org	"Vlogs can be a great way to find lots of offbeat video. DVBlog.org presents a wide range of video, including artist projects and documentary films, that is well organized by descriptive categories. The site is curated by a group of artists." -Dvblog.org
	MeFeedia.com	www.mefedia.com	Mefedia is an online video aggregator that allows users to subscribe to channels, watch thousands of videos online, on video iPods, or via their desktop RSS reader. The site also is a growing "hub" for video bloggers, who can set up video blogs on the website for free.
Micropayments/ Online Television Networks	Eco-Nova "Live from the Dive"	www.shipwreckcentral.com	Eco-Nova provides a program in the form of a Blog, with text photographs and video that includes occasional live feeds from cameras on the helmets of underwater divers. Eco-Nova is developing a \$10-a-month subscription service that will let users watch clips from the company's 10 years of underwater exploration, many of which have never been shown on TV.
NEW	MTV Overdrive	http://www.mtv.com/overdrive	"Once inside, you will find live performances, music videos, exclusive artist interviews, never-before-seen footage of your favorite MTV shows, the latest news, movie trailers and more. All online. All on demand." -mtv.com/overdrive/

	The Strand Venice	www.strandvenice.com	Dan Myrick, the co-director of 1999's "The Blair Witch Project," has created a whole online series called "The Strand of Venice," a drama set in Venice, CA. Viewers must go to Myrick's web site, strandvenice.com, where a 50-minute pilot episode may be watched for free. Future episodes will cost 99 cents per 30-minute film.
	NewzViewz	www.newzviewz.com	NewzViewz invites viewer-participants to "audition" to be news commentators on live online news broadcasts. After each broadcast viewers vote on which commentators they like best, thus allowing them another chance to participate as a commentator. The "ChannelBlast" brand programs created are broadcast live and then archived for on-demand viewing.
	Oxygen Media	www.oxygen.com/ohbaby	Oxygen Network is expanding into new areas with a series of short, irreverent parenting videos called "Oh Baby." It is distributing these videos through video-on-demand systems offered by cable companies as well as a new Web site. Oxygen hopes to use that site to tap into the market for online advertising.
	SpokesmanReview.com	www.SpokesmanReview.com/blogs/video	Photojournalist Colin Mulvany spent his first 17 years at <i>The Spokesman-Review</i> newspaper in Spokane, WA documenting his community in still photographs. Now, with the support of the Spokesman Review editors, Mulvany is creating live, localized video stories to post as video blogs and distribute as video podcasts.
	ManiaTV	http://www.maniatv.com/	ManiaTV! is an Internet-based television network that is broadcast live, 24 hours a day, 7 days a week. ManiaTV! content includes music, short films, action sports, video games, cartoons and news with a twist. The shows are hosted live by "Cyber Jockeys" (CJ's for short), who viewers can interact with live using online chatting and webcams. Users are also invited to submit their own shows, short films, dedications, and requests to interact with the network and influence what gets aired. The ManiaTV network also has several VOD channels. --www.maniatv.com
	Scripps Networks	http://www.scrippsnetworks.com/	Scripps Networks is experimenting with expanded lineups of video content, improving navigation between videos and creating a business model from video services. It also allows Internet users to search for and watch clips from its HGTV and Food Network channels.