

# Briefs: Internet video seen making \$1.7B by 2010

April 6 2006

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The Internet video business will generate more than \$1.7 billion in revenues by 2010, up \$1.5 billion from 2005, according to research group IDC.

"The Internet video market has huge upside. With that upside, however, comes the risk to content owners of cannibalizing existing revenue streams," said Josh Martin, associate research analyst in IDC's consumer markets video program. "In order to properly take advantage of this emerging market, content owners to aggregators to consumer electronics manufacturers must understand the challenges the market faces and how to overcome them," he added.

He pointed out that more premium content offerings online and the growth of home-networking solutions that allow people to see Internet programs on TV screens will only increase demand for Internet video.

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