

verizon **digital media
services**

**Why OTT tech
will drive
the future of
TV.**

The history of TV.



From Content to Experience.



Experience



13%



87%





#1



#2



#3





- session logs

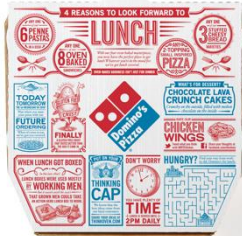
- which video performed best

- what order

- viewing habits

- individual user experiences





sky Home

All Channels
Welcome to your Sky Guide. Take a look around all our channels and you'll see what's on in the next seven days.

TV Guide 4:05pm Mon 17/03

All Channels	HD & 3D	Entertain	Docs	Lifestyle	Movies	Sports	News
Today	4:00pm			4:30pm			5:00pm
101 BBC One S West	James ...	Flog It! Trade Secrets					Pointless
102 BBC Two HD	Bergerac	Are You Being Serve...	'Allo 'Allo!				Vintage ..
103 ITV	Tipping Point					The Chase	
104 Channel 4	Deal or No Deal					Come Dine with Me	
105 Channel 5	Accidental Witness					5 News at 5	
106 Sky 1 HD	Futurama	Futurama				The Simpsons	
107 Sky Living HD	Dog Patrol	Dog Patrol				Sun, Sea And A&E	
108 Sky Atlantic HD	Without A Trace					Blue Bloods	

● Catch Up TV
● Planner
● Favourites
● Search



A complex network graph with nodes and edges, overlaid on a dark background with bokeh light effects. The nodes are represented by small colored circles (red, blue, yellow, white) and are interconnected by thin white lines. The background features a dark, textured surface with several bright, out-of-focus light spots in red, blue, and yellow, creating a bokeh effect. The overall aesthetic is futuristic and data-driven.

**The beauty of a future
based on data.**

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