

## Video Apps Changing the Status Quo of Television

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Video app development has rapidly expanded in recent years due in great part to the explosive sales of mobile tablets and smartphones. In fact, the desire for video apps has spread and apps are being created for set-top-boxes and other connected devices. Three companies are making some noise with their newly developed and successful video applications. Their main mission: reach more people, on more devices, more quickly.

SyncTV is an online video streaming company backed by television manufacturers. It delivers a live and on-demand pay TV service to a connected device. Devices can include Macs, PCs, connected TVs, Blu-ray players, iPods, iPads, Android devices, Roku and Boxee boxes, and more. SyncTV has built the infrastructure to support as many Netflix-type channels as the market desires. They are a small company but have high output. Their automated workflow ingests and reformats content on the fly so it can be appropriately distributed to specified devices. SyncTV's initial purpose was to provide an option for TV watchers to get the content they desire while circumventing the traditional cable companies. An added benefit is that subscribers get access to their favorite shows wherever they are connected to the Internet, instead of just at their home. Users subscribe to only the channels they want from content providers. As long as users have a TV with an IP address, SyncTV will work. No cable or satellite connections are required—just TV when, where, and what you like.

Brightcove is a B2B video app that is similar to YouTube but includes additional expertise and analytics. Brightcove's app VideoCloud has device detection so it can format content to the screen size of a device whether it is a PC, Mac, tablet, or smartphone. Brightcove is a total platform for developing, deploying, and operating mobile content apps. Businesses can design an entire website and place their videos, connected to Brightcove VideoCloud, on the site. Businesses outsource video hosting to Brightcove and embed videos on their own page while Brightcove provides the specialized engineering to get their customers' content delivered to multiple devices. Brightcove has made its niche through providing this multi-platform service along with real-time analytics and data about clients' videos. VideoCloud was designed and built from the perspective of a web developer and includes the App Cloud Workshop app, so video developers can use tools with which they are already familiar. Brightcove's VideoCloud has become a relied upon asset to businesses with an online presence.