



Continental Automated
Buildings Association

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**North America's
Home & Building
Automation Association**

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CABA UNDERTAKES VIDEO CONSUMPTION STUDY

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The Continental Automated Buildings Association, through its Connected Home Research Council, is launching a consumer market study that examines alternative delivery methods for video entertainment into the home.

CABA's "Video Consumption" research project will study the emergence and potential of over-the-top video services. These Internet protocol-based services ride on top of other channels primarily used for broadcast, such as coaxial or fiber optic cable.

In the past two years, popular television programming has been made available at no charge on the Internet using over-the-top video. The new technology holds the promise of not just replicating commercial television, but possibly offering new viewing experiences on TV, on personal computers and mobile devices.

CABA's research will explore the state of over-the-top video, possible new applications, technical challenges, business impediments and display modalities.

"Advanced by increasing broadband penetration and rising connection speeds, over-the-top video services have propagated in the past couple of years as a large number of organizations aim to reach their audience online," stated David Dollihite, Vice President of Home Services, Direct Energy and Chair of CABA's Connected Home Research Council. "This study, conducted by CABA Research Council members will examine the clear potentials and disadvantages of the technology and determine the various strategies that companies can adopt to capitalize on a new emerging wave of Internet-based video services."

The first phase of the study will define possible user experiences afforded by over-the-top video services. The second phase of the project will create simulations of possible over-the-top video experiences and will conduct focus groups to determine and assess consumer interest.

Bell Canada, Cisco Systems, Hewlett-Packard Company, Microsoft Corporation, Procter & Gamble and Whirlpool Corporation are participating in this project.

"Clearly the increasing use of online video demonstrates that IP-based video has become a mass platform for distributing video content to a wide cross section of Americans," stated Cheri Marine, Research Product Planner at Microsoft Corporation. "This study will determine the range of new, exciting opportunities that will be available to both consumers and businesses catering to this platform."

“Realizing that Internet-based technologies will drastically change the broadcast industry in years to come, CABA is excited to partner with key platform providers to investigate the market potential of emerging over-the-top video services,” said Ronald J. Zimmer, CABA President & CEO. “CABA views research into disruptive technologies as essential to mandate and is contented that a collaborative investigation into over-the-top video services is being conducted by its membership.”

About CABA’s Connected Home Research Council

CABA’s Connected Home Research Council, formerly the Internet Home Alliance, is a cross-industry network of leading companies engaged in collaborative research to advance the connected home space. The Council’s research projects enable participating companies to gain important insights into the connected home space and leverage those insights into viable new business opportunities. The Connected Home Research Council is part of the Continental Automated Buildings Association (CABA), a not-for-profit industry association that promotes advanced technologies for the automation of homes and buildings. For more information about the Council, visit www.caba.org/connectedhome.

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at www.caba.org.

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