LIST OF FIGURES*

SECTION I

Figure 1.1 Players to Benefit Most From Digital Entertainment.................................5
Figure 1.2 Service Provider Primary Role in Digital Entertainment Ecosystem.........6

SECTION II

Figure 2.1 Compressed Data Rates for SDTV & HDTV ...........................................15
Figure 2.2 A Sampling of North American Sports Internet Video Offerings ..............16
Figure 2.3 Mobile Content Market Complexity......................................................18

SECTION III

Figure 3.1 Survey Responses by Geography.........................................................19
Figure 3.2 Survey Responses by Service Provider Type ..........................................20
Figure 3.3 Involvement in Organization’s Digital Entertainment Plans .....................20
Figure 3.4 Organization’s Role in Digital Entertainment Migration .........................21
Figure 3.5 Players to Benefit Most from Digital Entertainment...............................22
Figure 3.6 Cable View, Players to Benefit Most from Digital Entertainment ..........22
Figure 3.7 Service Provider Primary Role in Digital Entertainment Ecosystem .......23
Figure 3.8 Service Provider Revenue Source Expectations ....................................24
Figure 3.9 Service Provider End Platform Expectations ..........................................24
Figure 3.10 Service Provider Partners for Business Model Issues ............................25
Figure 3.11 Service Provider Partners for New Applications & Services ................26
Figure 3.12 Smaller Service Provider Partners for New Applications & Services ......27
Figure 3.13 Inhibitors to Digital Entertainment Delivery ........................................27
Figure 3.14 Service Provider Perceptions of Technology Maturity .........................28

SECTION IV

Figure 4.1 AT&T U-Verse Sports Programming Lineup .........................................29
Figure 4.2 MediaFLO Mobile Broadcast Network Diagram .................................31
Figure 4.3 MediaZone Sports Programming Summary ............................................33
Figure 4.4 Verizon FiOS Snapshot, 1Q06-3Q06 ..................................................37
Figure 4.5 Verizon FiOS Customer Base Breakdown .............................................37
Figure 4.6 Verizon FiOS Pricing & Packaging ......................................................38
Figure 4.7 Verizon FiOS National Sports Programming ...........................................39

SECTION V

Figure 5.1 MLBAM & MLB.com Growth Statistics (Millions)..............................41

SECTION VI

Figure 6.1 Nellymoser Application Frameworks Diagram ......................................49

* All charts and figures in this report are original to Heavy Reading, unless otherwise noted.