LIST OF FIGURES*

SECTION I

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Which IP Video Platform Will Affect Aggregate Network Bandwidth the Most?</td>
<td>7</td>
</tr>
<tr>
<td>1.2</td>
<td>Telecom &amp; TV Industry Global Revenue Shares, 2005 (Total: $1.5 Trillion)</td>
<td>8</td>
</tr>
</tbody>
</table>

SECTION II

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>Internet TV vs. IPTV</td>
<td>10</td>
</tr>
</tbody>
</table>

SECTION III

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Traditional &amp; Internet TV Business Models</td>
<td>11</td>
</tr>
<tr>
<td>3.2</td>
<td>What Will Be the Most Successful Business Model for Internet Video?</td>
<td>12</td>
</tr>
</tbody>
</table>

SECTION IV

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Internet Video Categories</td>
<td>14</td>
</tr>
<tr>
<td>4.2</td>
<td>Top Ten Online Video/Movie Destinations, March 2007</td>
<td>14</td>
</tr>
<tr>
<td>4.3</td>
<td>Rankings of UGC Video Websites Against All Websites</td>
<td>15</td>
</tr>
<tr>
<td>4.4</td>
<td>YouTube Page Views as a Percentage of Global Web Page Views</td>
<td>15</td>
</tr>
<tr>
<td>4.5</td>
<td>Selected Online VOD Shops</td>
<td>16</td>
</tr>
<tr>
<td>4.6</td>
<td>Internet Video Publisher Business Model ($ per 1,000 Impressions)</td>
<td>17</td>
</tr>
<tr>
<td>4.7</td>
<td>Internet Video Publishers</td>
<td>17</td>
</tr>
<tr>
<td>4.8</td>
<td>JumpTV Delivery Infrastructure</td>
<td>21</td>
</tr>
</tbody>
</table>

SECTION V

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Internet Video Publishing Platforms</td>
<td>22</td>
</tr>
<tr>
<td>5.2</td>
<td>Online Video Syndication</td>
<td>23</td>
</tr>
<tr>
<td>5.3</td>
<td>Advertising Broking</td>
<td>23</td>
</tr>
<tr>
<td>5.4</td>
<td>Blinkx Technology Overview</td>
<td>24</td>
</tr>
</tbody>
</table>

SECTION VI

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>Penetration of Internet Video Formats</td>
<td>26</td>
</tr>
<tr>
<td>6.2</td>
<td>Flash vs. Windows Media</td>
<td>26</td>
</tr>
<tr>
<td>6.3</td>
<td>Video Codecs</td>
<td>28</td>
</tr>
</tbody>
</table>

SECTION VII

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1</td>
<td>Content Delivery Methods</td>
<td>29</td>
</tr>
<tr>
<td>7.2</td>
<td>Cost per Downloaded Video</td>
<td>29</td>
</tr>
<tr>
<td>7.3</td>
<td>Obstacles to Delivering High-quality Internet Video</td>
<td>30</td>
</tr>
<tr>
<td>7.4</td>
<td>Value per MB of Content Types</td>
<td>31</td>
</tr>
<tr>
<td>7.5</td>
<td>Selection of CDNs</td>
<td>32</td>
</tr>
<tr>
<td>7.6</td>
<td>CDN Cost Structure</td>
<td>32</td>
</tr>
<tr>
<td>7.7</td>
<td>Limelight Networks Customers</td>
<td>34</td>
</tr>
<tr>
<td>7.8</td>
<td>Rawflow Content Flow Diagram</td>
<td>35</td>
</tr>
</tbody>
</table>

SECTION VIII

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1</td>
<td>Transcoders</td>
<td>36</td>
</tr>
</tbody>
</table>

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

Figure 9.1  U.S. Residential Wireline Telecom Traffic (Estimated) ........................................39
Figure 9.2  Which IP Video Platform Will Affect Aggregate Network Bandwidth the Most?...39
Figure 9.3  Internet Traffic by Application, 1993-2006..............................................................39
Figure 9.4  Internet Traffic by Application, 2Q06-4Q06............................................................40
Figure 9.5  U.S. Streaming Video & P2P Wireline Internet Traffic, 2006-2011 (Estimated) ..41

SECTION X

Figure 10.1  Theoretical Value Share of Video Service ($ per 1,000 Impressions) .................42
Figure 10.2  Will Internet Video Be Viewed as a Channel Option in IPTV Deployments? ....43

SECTION XI

Figure 11.1  Respondents by Geographic Region .................................................................45
Figure 11.2  Respondents by Service Provider Type...............................................................45
Figure 11.3  Is Respondent’s Role Relevant to Digital Entertainment Rollouts? ......................45
Figure 11.4  Which Video Service Will Be More Important to Next-gen Video Entertainment?..46
Figure 11.5  What Will Be the Most Influential Video Distribution Platform in Five Years? ......46
Figure 11.6  Which Will Generate More Revenue for Content Owners in the Next Five Years? 46
Figure 11.7  Are Telecom Broadband Access Networks Evolving Rapidly Enough to Support Quality Internet Video & IPTV Simultaneously? ..................................................47
Figure 11.8  Will Internet Video Complement or Compete With Telecom IPTV/VOD? ............47
Figure 11.9  Will Internet Video Be Viewed as a Channel Option in IPTV Deployments? .........47
Figure 11.10  What Will Be the Most Successful Business Model for Internet Video? ...............48
Figure 11.11  How Will Internet Video Influence Next-gen Telco IPTV Distribution Models? ....48
Figure 11.12  Which IP Video Platform Will Affect Aggregate Network Bandwidth the Most?...48
Figure 11.13  What Technologies Are Most Relevant to Enabling High-quality Internet Video? ..49
Figure 11.14  What Are the Biggest Obstacles to Delivering High-quality Internet Video? ....49