

**one-blue** 

**One-Blue**, LLC is an independent licensing company that administers a one-stop shop licensing program for patents essential to Blu-ray Disc™ products. For hardware and software products, the product license covers Blu-ray Disc™, DVD and CD essential patents; for disc products, the product license covers Blu-ray Disc™ essential patents.

One-Blue is an innovative patent pool that levels the playing field, reduces costs, and fosters fair use of the patent system in the entire optical disc sector. The current licensors of One-Blue are Cyberlink, Dell, Fujitsu, Hewlett-Packard, Hitachi, JVC Kenwood, LG Electronics, Panasonic, Philips, Pioneer, Samsung, Sharp, Sony, Taiyo Yuden and Yamaha.

Any holder of patents essential to optical formats used in Blu-ray Disc™ products is invited to submit patents for evaluation and join the licensing program as a new licensor. Any company interested in obtaining licenses for one or more Blu-ray Disc™ products under the One-Blue product licensing program can also contact One-Blue.

If your company is manufacturing and/or selling Blu-ray Disc™ products, you should consider obtaining the appropriate One-Blue license agreements. One Blue has a strict enforcement program in place to act against companies that make use of the patents licensed by One-Blue without proper authorization.

For more information about the One-Blue product licensing program and the related license agreements, please contact us.


One-Blue, LLC  
555 Madison Avenue  
New York, NY 10022  
USA  
Tel: +1 212-223-3190  
Fax: +1 212-223-4690  
e-mail: [info@one-blue.com](mailto:info@one-blue.com)

[www.one-blue.com](http://www.one-blue.com)



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*DVD and Beyond 2012 is the annual companion magazine to the industry website – [www.dvd-intelligence.com](http://www.dvd-intelligence.com) – Europe's premier online source of news, data and analysis for professionals involved in DVD, Blu-ray, 3DBD and new delivery technologies.*

**4** **Europe's packaged media – the unabated transition** 


In 2011, the migration of European video consumption from DVD to Blu-ray and digital platforms continued apace, carrying on in 2012, says IHS Screen Digest's *Tony Gunnarsson*, but buying and renting DVDs remains the preferred usage channel.

**34** **Why mobile video's time has come, finally** 


Now mobile video consumption is finally becoming a mainstream activity after many years of trials, launches and commercial failures. London's Olympics were a catalyst and demonstrates the trend, says *Ian Fogg*, Head of IHS Screen Digest Mobile team.

**10** **Towards a new era for video and television** 

A generation ago, people were subjected to broadcasters' scheduling time to watch a movie. Fast forward to 2012. These limitations seem archaic today, explains *David Mercer*, Principal Analyst at Strategy Analytics. What are the implications?

**38** **The future is here!** 

That is the message that came loud and clear from the recent consumer research Rovi conducted in the US, Canada, Germany and Italy. "We sought to get a deeper understanding of how people interact with technology," explains *Charles Dawes*, Rovi Product Management Director.

**14** **A replicator adapts to market realities** 


QOL is adapting to France's fast-changing market conditions with the introduction of new services such as micro-publishing. In a candid conversation, CEO *Laurent Villaume* shares his views on the state of the industry with DVD Intelligence's *Jean-Luc Renaud*.

**40** **TV display innovations continue apace** 


Innovation within the TV displays business shows no sign of stopping, despite saturation in many of Europe's leading markets. *David Watkins*, Research Consultant at Futuresource Consulting, assesses the markets and provides insight into the future of television.

**18** **Few winners so far in The Installation Game** 


It is not enough to leave cloud-based digital video downloads in the hands of technologists. Creators and vendors must keep it simple for the consumers. For the moment that it is not yet the case, laments *Bob Auger*, President of Newmérique.

**44** **Pushing the 3DTV frontier - 3D holoscopy** 


Creating a realistic stereo 3D real-time viewing experience in an ergonomic and cost-effective manner is a challenge. Dr *Amar Aggoun*, Reader in Information Technology at Brunel University, describes the EU-funded 3D holoscopic imaging advances.

**22** **Towards a viable auto-stereo display solution** 

"Not until they come without glasses" is a common objection to buying 3D TVs. So, how likely are auto-stereoscopic 3D screens to become available in the foreseeable future at mass-market prices? Technology consultant *Bill Foster* examines the issues.

**47** **On the benefits of pooling patents** 

Patent pooling is an effective and proven tool for helping companies manage their product and technology licensing programmes, explains *William Lenihan*, Director, IP Licensing of One-Blue, the one-stop shop for patent licenses from providers of Blu-ray Disc technology.

**26** **Taking DVD content online** 

DVD is rapidly being discarded in favour of online delivery to web-connected and mobile devices. What to do with DVD content and how can the DVD value chain participate in the world of online distribution? *John Newman*, from ACE GmbH, provides answers.

**43** **The downloads are coming!** 

A few weeks ago on a Friday afternoon, I sat with a small group of test engineers in our offices in Burbank, testing a new video playback device, and experienced a little shiver of excitement, tells *Albert Koval*, VP, UltraViolet Services & Software Testing at Testronic Labs US.

**30** **The rise of second screen applications** 

Behind the hype there is little agreement on what the second screen market is and on its economic significance. Drawing on extensive market research, *Renaud Fuchs*, VP Business Development, Strategy & Transformation at Ericsson, offers a clear view.

**48** **Executive interviews**  
Twelve executives share their experiences, expectations and concerns about DVD, Blu-ray, 3D, Digital Copy, Smart TV and the future of packaged media in a fast-changing market.