

## Online Video Market Study

*Profit from Fixing the Broken Supply Chain*

MARCH 2009



***“Seriously, who wants a casual viewer?”***  
David Simon – creator, *The Wire*

***“Young people don’t want to rely on a god-like figure from above to tell them what’s important. They want control over their media, instead of being controlled by it.”***  
Rupert Murdoch – Media Mogul



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