

OTT Could Grow to \$12B Industry by 2018 Says Ooyala Report

Email sent to Senator the Hon George Brandis QC, Minister for Arts

With cc to Andrew Robb AO MP; Andrew Southcott; Christopher Pyne; Ian Macfarlane MP; Joe Hockey; Julie Bishop MP; Malcolm Turnbull MP; Mathias Cormann.

17/07/2015

Dear Minister,

Following my email to you yesterday in which I made reference to OTT, I bring to your attention the article below in online publisher **streamingmedia.com** dated 14 July 2015:

OTT Could Grow to \$12B Industry by 2018, Says Ooyala Report

“Ooyala and Vindicia co-published a report today on the future of the over-the-top (OTT) streaming video market in the United States, and the future is rosy. Getting out their crystal ball, they predict that OTT will grow from a \$4 billion business in 2014 to a \$8 billion to \$12 billion business in 2018.”

<http://www.streamingmedia.com/Articles/News/Online-Video-News/OTT-Could-Grow-to-%2412B-Industry-by-2018-Says-Ooyala-Report-105191.aspx>