

# Why Internet Video Distribution is a Separate Market\*

## Internet Video Distribution

Online  
Un-regulated  
Global scale  
Public Access Network  
Open: no permission required  
Advertising-based model primarily  
Marginal cost economics-driven  
Poor content-creator economics  
Content-curation not required  
Insecure copyright ecosystem  
Rampant content piracy  
Attracts lower-value content  
More a-la-carte content  
No media ownership limits  
No privacy regulation  
Low network security

## Offline Video Distribution

Offline  
Regulated  
Regional/national scale  
Private Access Networks  
Closed: permission required  
Subscription-based model primarily  
Total cost economics-driven  
Strong content-creator economics  
Content-curation required  
Secure copyright ecosystems  
Content piracy limited  
Attracts higher-value content  
Content bundled/package  
Media ownership limits  
Privacy regulated  
High network security

*\*Note: Both the DOJ and FTC have already determined in previous Google antitrust reviews that online and offline advertising are separate markets: DOJ in its review of the [Google-Yahoo Ad Agreement](#) and FTC in [GoogleDoubleClick](#).*