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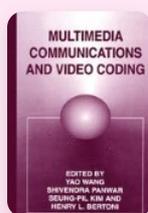
Video on Demand: Killer App or Siren's Song

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Multimedia Communications and Video Coding

[John J. Sie](#)

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Abstract

Video On Demand (VOD), delivered through a switched digital video, or SDV architecture, is a killer application that the Telcos are touting that would transform the local residential telephone business into a full-service video provider. This paper will attempt to point out some very serious and fundamental incongruencies of flaws of using VOD as a driver to finance the SDV infrastructure as a public network, by using a boundary-value analysis of consumer demand, bandwidth utilization and realistic revenue and cost projections. Once the interrelationship between the pyramids of “activities” and “economic scope” in the

food chain of any product development is understood, the importance of boundary-value analysis becomes evident.

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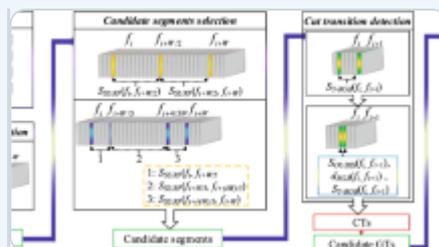
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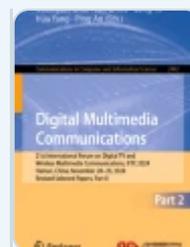
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Author information

Authors and Affiliations

Encore Media Corporation, 5545 DTC Parkway, Suite 600, Englewood, CO, 80111, USA

John J. Sie (President & CEO)

Editor information

Editors and Affiliations

Polytechnic University, Brooklyn, New York, USA

Yao Wang , Shivendra Panwar , Seung-Pil Kim & Henry L. Bertoni , , &

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