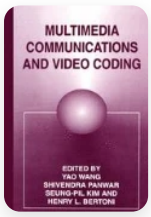
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Video on Demand: Killer App or Siren's Song

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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 telepphone 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 abalysis 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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Keywords

Movie Theater | Economic Scope | Home Video | Lease Rate | Killer Application

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