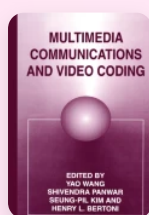


[Home](#) > [Multimedia Communications and Video Coding](#) > Chapter

Video on Demand: Killer App or Siren's Song

| Chapter

| pp 9–13 | [Cite this chapter](#)



Multimedia Communications and Video Coding

[John J. Sie](#)

 98 Accesses  2 Citations

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.



This is a preview of subscription content, [log in via an institution](#) to check access.

Access this chapter

[Log in via an institution](#) →

^ Chapter

EUR 29.95

Price includes VAT (Poland)

- Available as PDF
- Read on any device
- Instant download
- Own it forever

[Buy Chapter](#) →

^ eBook

EUR 42.79

Price includes VAT (Poland)

- Available as PDF
- Read on any device
- Instant download
- Own it forever

[Buy eBook](#) →

^ Softcover Book

EUR 53.49

Price includes VAT (Poland)

- Compact, lightweight edition
- Dispatched in 3 to 5 business days
- Free shipping worldwide - [see info](#)

[Buy Softcover Book](#) →

Tax calculation will be finalised at checkout

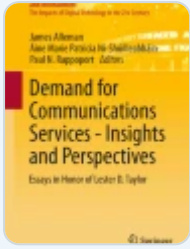
Purchases are for personal use only

[Institutional subscriptions](#) →

Preview

Unable to display preview. [Download preview PDF.](#)

Similar content being viewed by others



Forecasting Video Cord-Cutting: The Bypass of Traditional Pay Television

Chapter | © 2014



Internet Scale User-Generated Live Video Streaming: The Twitch Case

Chapter | © 2017



Watching Stars in Pixels: The Interplay Of Traffic Shaping and YouTube Streaming QoE over GEO Satellite Networks

Chapter | © 2024

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 , , &

Rights and permissions

[Reprints and permissions](#)

Copyright information

© 1996 Plenum Press, New York

About this chapter

Cite this chapter

Sie, J.J. (1996). Video on Demand: Killer App or Siren's Song. In: Wang, Y., Panwar, S., Kim, SP., Bertoni, H.L. (eds) Multimedia Communications and Video Coding. Springer, Boston, MA.

https://doi.org/10.1007/978-1-4613-0403-6_2

[.RIS↓](#) [.ENW↓](#) [.BIB↓](#)

DOI	Publisher Name	Print ISBN
https://doi.org/10.1007/978-1-4613-0403-6_2	Springer, Boston, MA	978-1-4613-8036-8
Online ISBN	eBook Packages	
978-1-4613-0403-6	Springer Book Archive	

Publish with us

[Policies and ethics](#) 

Search

Search by keyword or author



Navigation

Find a journal

Publish with us

