



HP NextDayTV

Overview

HP NextDayTV makes current and local event television and sports content available to retail customers on DVD shortly after the event or broadcast. This service is made possible via HP's digital supply chain and DVD manufactured-on-demand services.

HP is currently running HP NextDayTV pilots with retail partners and working with Major League Baseball to make available on DVD recent titles – including exclusive game footage of Barry Bonds' record-breaking home run – within two days of the event. Recently broadcast TV shows and sporting events that have high relevancy in specific geographic markets or with specific consumer segments also are being targeted for release.

The service is a component of HP Video Merchant Services, which enables retailers to merchandise a broad catalog of home video titles and to fulfill orders from consumers across multiple formats, including digital downloads, DVDs produced on-demand as well as traditional packaged DVD product.

Key facts and figures

- HP NextDayTV offers consumers content that would otherwise be unavailable on DVD until weeks or months later, if at all.
- In a deal with Major League Baseball, HP provided San Francisco Giants fans with complete game footage of Barry Bonds' record-breaking home run on DVD.
- Major League Baseball Productions and HP first released manufactured-on-demand DVD content in July with *Collector's Replay Edition* DVDs of the "2007 Major League Baseball All-Star Game" and the "2007 State Farm Home Run Derby" immediately following the conclusion of those events.
- HP is working with Ascent Media Group to capture and encode content that is then sent to HP for delivery to retail customers on DVD via HP's manufactured-on-demand service.
- Trans World Entertainment, one of the largest specialty music and video retailers in the United States, was the first company to employ HP's DVD manufactured-on-demand service and is currently selling a growing catalog of "Hard to Find" titles through their fye.com, suncoast.com and samgoody.com online stores.

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