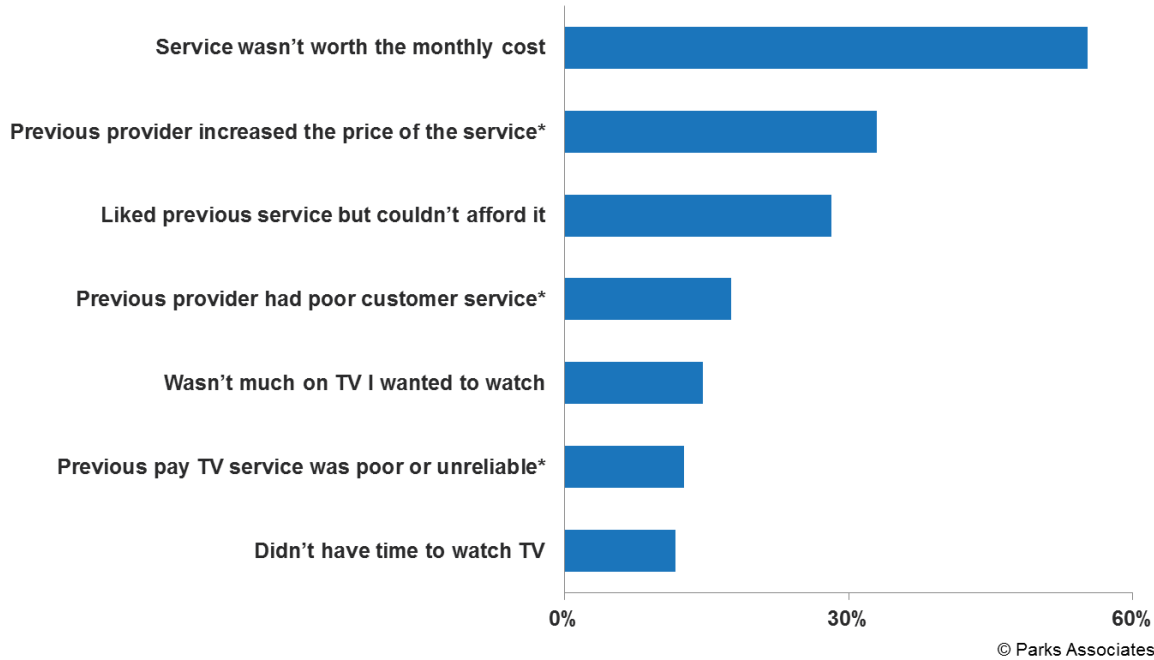


Factors Influencing Decision to Make a Pay-TV Change

U.S. Broadband Households that have Switched, Downgraded, or Canceled Pay-TV Service in Past 12 Months



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SYNOPSIS

The decline in subscribers for traditional pay TV has intensified operator focus on minimizing subscriber churn. This study examines the current state of churn among pay-TV providers, with a specific look at cord cutting, cord nevers, the impact of new OTT video services and skinny bundles, triggers to churn, and effective retention tools.

ANALYST INSIGHT

“The fall in subscribership creates increasing pressure on pay-TV providers to maintain or improve revenues and profitability. Attempts to reduce content costs squeezes content suppliers and the content included in channel packages. Thinner packages at the same or higher prices push consumers to consider switching providers or consider new options outside of pay TV.”

— Brett Sappington, *Senior Research Director*, Parks Associates

Number of Slides: 63



CONTENTS

Executive Summary

- Industry Insight
- Key Findings and Market Impact

Service Uptake

- Pay-TV Service Subscriptions (2011 - 2018)
- Pay-TV Service by Type (2017 - 2018)
- Pay-TV Service Operator (2016 - 2018)
- U.S. Pay-TV Market Share (2016 - 2018)
- Home Service Subscription (2012 - 2018)
- Top 5 Home Service Subscription Bundles Including TV Services (Q1/18)
- Net Promoter Score: Pay-TV Service Operators (Q1/18)

Changes to Pay TV Package

- Recent Changes Made to Pay-TV Service (Q1/18)
- ARPU for Standalone Pay-TV Service by Segment (Q1/18)
- ARPU for Home Services: Pay-TV Switchers vs. Pay-TV Subscribers (Q1/18)
- Pay-TV Switchers by Home and Mobile Services (Q1/18)
- Pay-TV Switching by OTT Service Subscription (Q1/18)
- TV Service Switching by Premium Channel Service Subscription (Q1/18)
- Pay TV Provider Switching by Subscription to Specific OTT Service (Q1/18)
- TV Service Switching by Pay-TV Service Providers (Q1/18)
- TV Service Switching by OTT Service Subscription Cancellation (Q1/18)

- TV Service Switching by Smart Home Device Ownership (Q1/18)
- Net Promoter Score: Pay-TV Subscribers vs. TV service switchers (Q1/18)
- Pay-TV Switching by Demographics (Q1/18)

Tradeoff between Pay TV and OTT Video Services

- Service Most Wanted to be Retained (Q1/18)
- Basic Pay-TV Service as Most Wanted Entertainment Service by Age (Q1/18)
- Basic Pay TV as Most Wanted Entertainment Service by Demographic (Q1/18)

Previous Subscribers

- Cord Cutters, Cord Shavers, and Cord Nevers (2015 - 2018)
- Previous Pay-TV Service Period (2010 - 2018)
- Previous Pay-TV Service Period by Age (Q1/18)
- Likelihood of Subscribing to a Pay-TV Service (2015 - 2017)
- Likelihood of Subscribing to a Virtual MVPD Service by Age (Q1/18)
- Pay-TV Subscription Preference (Q3/17)
- Pay-TV Subscription Preference by Age (Q3/17)
- Previous Provider of Pay-TV Service (Q3/17)

Motivators/Triggers

- Factors Influencing Decision to Make a Pay-TV Change (Q3/17)
- Factors Influencing Decision to Make a Pay-TV Change by Age (Q3/17)

- Factors Influencing Selection of a New Pay-TV Service Provider (Q3/17)
- Factors Influencing Selection of a New Pay-TV Service Provider by Age (Q3/17)
- Influence of Internet Video Services on Decision to Make a Pay-TV Change (Q3/17)
- Influence of Internet Video Services on Decision to Make a Pay-TV Change by Age (Q3/17)
- Influence of OTT Video Services on Decision to Make a Pay-TV Change by Current Subscriber Status (Q3/17)

Retention Options

- Offers to Prevent Cancellation (2016 - 2017)
- The Effect of Offers to Prevent Cancellation by HHs with/without Children at Home (Q3/17)
- The Effect of Offers to Prevent Cancellation by Household Size (Q3/17)
- Offers to Prevent Cancellation by Hispanic/Latino American Households (Q3/17)
- Offers to Prevent Cancellation by Spanish Spoken Daily in the Home (Q3/17)

Appendix

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Executive Editor: Jennifer Kent

Published by Parks Associates

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