

By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

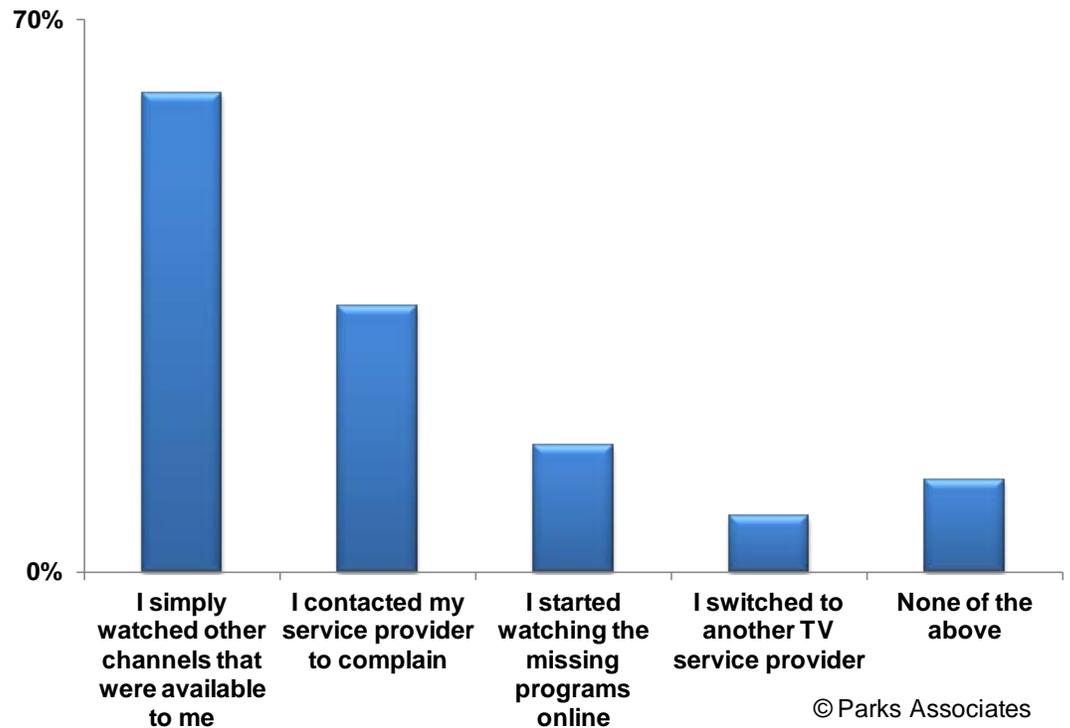
**SYNOPSIS**

*Carriage Disputes: The Subscriber Perspective* examines the impact of dropped channels on subscriber satisfaction and retention and current consumer strategies to compensate for lost content.

It also analyses the current state of the pay-TV services market and consumer interest in new service-provider technologies and offerings.

**Response to the Change in Channel Offering**

(U.S. Broadband Households who experienced channels dropped by Pay-TV Service Provider)



**ANALYST INSIGHT**

“Of those subscriber who lost a channel, 7% switched providers, equating to 2% of all pay-TV subscribers. Sixteen percent watched missing programs online, suggesting that the availability of current season episodes may dampen the severity of channel loss for subscribers.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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- Notes on Methodology**
- Previous Research**
- Key Findings**
- Recommendations**
- Pay-TV Trending Data**

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ATTRIBUTES

Parks Associates  
15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

[parksassociates.com](http://parksassociates.com)

[sales@parksassociates.com](mailto:sales@parksassociates.com)

Authored by John Barrett and Yilan Jiang  
Executive Editor: Tricia Parks

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