

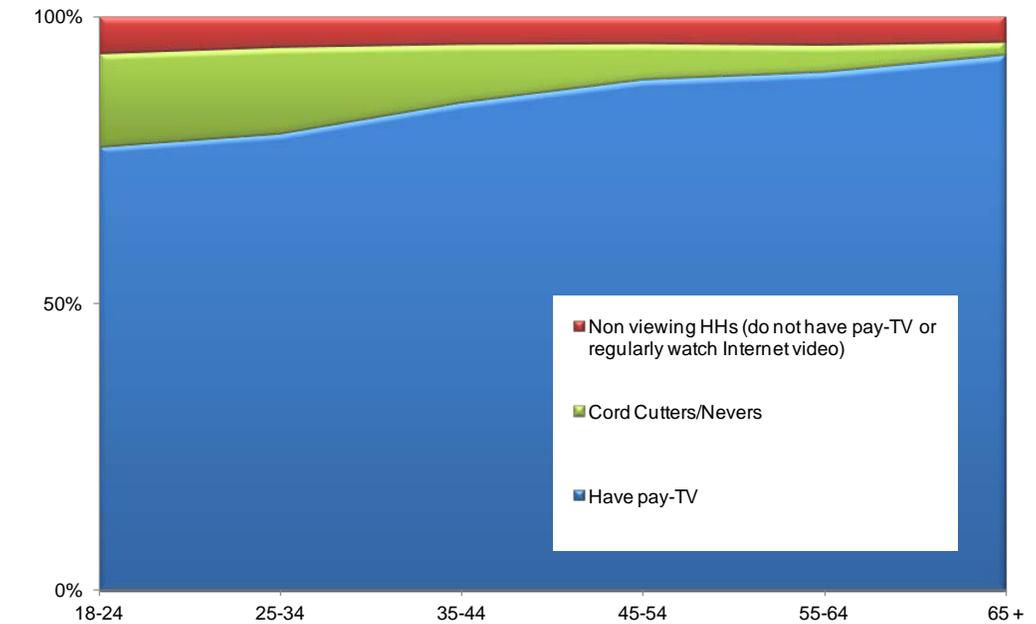
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

One of the most crucial questions facing the pay-TV industry today is whether young consumers will continue to adopt pay-TV services at a rate comparable to previous generations.

TV Viewing Habits and the Challenge of Young Nonsubscribers analyzes this issue and provides insight on the viewing habits of the young as well as their propensity to subscribe and abandon pay-TV services.

Pay-TV Consumer Landscape by Age
(U.S. Broadband Households)



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ANALYST INSIGHT

“Cord cutting and cord ‘nevering’ are much more about economics than technology. There is a dearth of low-cost pay-TV options, and some consumers are filling the void with Internet video.”

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

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Executive Editor: Tricia Parks

Number of Slides: 88
Published by Parks Associates

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