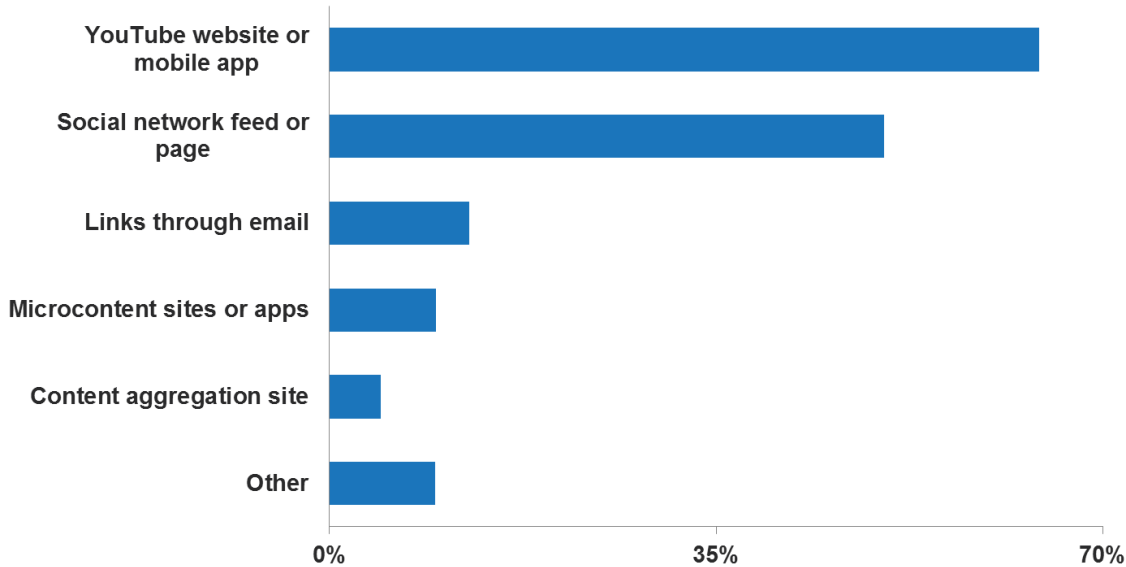


Sources Used to Find User-Generated Video Content

U.S. Broadband Households



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SYNOPSIS

Consumers fill significant hours of their day watching preferred video from a variety of sources and across many business models. Alternative video will impact viewership, ad revenues, marketing programs, brand perception, and awareness. This consumer research project helps players capitalize on these new, unique video sources in order to attract viewers and remain relevant.

ANALYST INSIGHT

“Alternative video will impact viewership, ad revenues, marketing programs, brand perception and awareness. Those industry players that learn to capitalize on these new, unique video sources will be better able to attract viewers and remain relevant than rivals that cannot.”

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



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