SYNOPSIS

Original content has emerged as a key market differentiator for OTT services as content providers like Netflix, Amazon, and Hulu aim to function more as film and television studios. Original sport-form content is also emerging as a valuable marketing tool to build audiences and drive awareness. This report assesses the consumer perception of originals in the television and OTT video space and determines the effectiveness of originals in attracting customers to subscription or ad-based video services.

ANALYST INSIGHT

“Shows like Game of Thrones, The Handmaid’s Tale, and Star Trek: Discovery have set new benchmarks for quality in the original content space and have driven consumers to the respective OTT services that house this content.”

— Billy Nayden, Research Analyst, Parks Associates
CONTENTS

Executive Summary
- Industry Insight
- Key Findings and Market Impact

Original Content Options: Pay TV Premium Channels and OTT Video
- Penetration of Pay-TV Channels / OTT Services with Original Content (Q1/18)
- Overlap of Premium TV Channel Subscriptions (Q1/18)
- Expectation of Original or Exclusive Content in OTT Service by Price (Q3/18)

Drivers for Content Preferences and Service Use
- Reasons Why Consumers Use Particular Channels or OTT Services (Q1/18)
- Reasons Why Consumers Use Particular Channels or OTT Services (Q1/18)
- Reasons Why Consumers Use Particular Services (Q1/18)
- Reasons Why Consumers Use Particular Services (Q1/18)

Original Content as a Driver for Service Use
- Importance of Content Type by Service Type (Q1/18)
- Importance of Content Type by OTT Services (Q1/18)
- Importance of Content Type by Premium Pay TV Channels (Q1/18)

Consumer Perception of Content Quality
- Perception of Content Quality on Video Services (Q1/18)
- Perception of Content Quality by Importance of Content Type (Q1/18)
- Perception of Original Content Quality on OTT Services (Q1/18)
- Perception of Content Quality on Pay TV Channels (Q1/18)
- Perception of Original Content Quality on OTT Services (Q1/18)

Frequency of Content Viewing: Original, New Release, and Older Content
- Frequency of Viewing Programming Types (Q1/18)
- Frequency of Viewing Programming Types on Services (Q1/18)
- Frequency of Viewing Programming Types on Pay TV Channels (Q1/18)
- Frequency of Viewing Original Content on OTT Services (Q1/18)
- Frequency of Viewing Content Types Among Those Who Consider Available Content to Be of Good or Poor Quality (Q1/18)
- Frequency of Viewing Content Type by Importance of Content Type (Q1/18)

Original Content Lovers in Focus
- Original Content: Lovers and Viewers (Q1/18)
- Pay-TV and OTT Service Subscription by Original Content Segment (Q1/18)
- Original Content Lovers by Annual Household Income (Q1/18)
- Original Content Lovers by Service (Q1/18)
- Canceled OTT Video Service Subscription in Past 12 Months (Q1/18)
- Pay-TV Cord-Cutting Among OTT Video Service Subscribers (Q1/18)

Original Content Genre Preferences
- Genre Preferences for Original Content (Q1/18)
Leading Genres of Original Content by Service (Q1/18)

Most Important Genre of Original Content by Gender (Q1/18)

Most Important Genre of Original Content by Race/Ethnicity (Q1/18)

Appendix