Changes to TV Packages

OTT Service Subscription by Subscriber Groups
Pay-TV Subscribers in U.S. Broadband Households

SYNOPSIS

This 360 View Update analyzes current trends and consumer opinion of pay-TV channel packages among the rising popularity of skinny bundles and OTT video services. The research examines changes made to TV services by differing subscriber groups, including Upgraders, Downgraders, and First-time Subscribers. The analysis also explores subscriber and demographic groups to understand consumer priorities regarding the channels bundled into pay-TV channel packages, including must-have channels that can be used to build targeted offerings.

ANALYST INSIGHT

“Few topics have been more hotly discussed among pay-TV executives over the past several months than OTT video services and skinny bundles. Each is seen as a potential disruptor to the pay-TV industry. Pay-TV providers and content producers are eager to understand the optimal evolution of channel packages and the current economic ecosystem of content creation and distribution.”

— Brett Sappington, Senior Research Director, Parks Associates

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www.parksassociates.com | © Parks Associates | sales@parksassociates.com | 972.490.1113
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Attributes

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

parksassociates.com
sales@parksassociates.com
PHONE 972.490.1113
Toll free 800.727.5711
FAX 972.490.1133

Authored by Yilan Jiang, David Mitchel, Katherine Li, and Brett Sappington
Executive Editor: Tricia Parks

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