Pay TV and the Reality of Cord Cutting

SYNOPSIS

This 360 View Update quantifies the consumer groups that are flowing away from traditional pay TV, including those cancelling services and those who never subscribe. It assesses their motivations, values, and viewing habits, including profiles of Cord Cutters, Cord Shavers, and Cord Nevers.

ANALYST INSIGHT

“Operators need to offer their own, independent OTT video options or partner with successful OTT services. OTT video can impact cord shaver ARPU and generate revenues from cord cutters. It can also help broadband revenues.”

— Brett Sappington, Senior Research Director, Parks Associates

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ATTRIBUTES

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

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

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