Use of Multichannel Networks and Alternative Video

SYNOPSIS

This 360 View Update analyzes consumer usage of emerging video outlets like user-generated online video, social-based live video streaming, and consumer attitudes toward monetization models in the alternative video space. The consumer data shows usage of alternative video by device, the most popular genres of content, and preferences for advertising vs. paid ad-free access. The research draws conclusions and recommendations for stakeholders, including aggregators like multichannel networks, traditional and emerging content creators and producers, and CE device makers.

ANALYST INSIGHT

“The user-generated and alternative online video space continues to grow in popularity, and a number of companies are stepping in to monetize the space. Among them are multichannel networks, entities that provide video creators with assistance in content creation, marketing and promotion, and monetization of content by connecting creators with advertisers.”

— Glenn Hower, Research Analyst, Parks Associates

Number of Slides: 50
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• Use of User-generated Online Video by Gender (Q2/16)
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• Weekly Use of User-generated Online Video on Specified Devices (Q2/16)
• Weekly Use of User-generated Online Video on Specified Devices by Age (Q2/16)
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• Average Weekly Number of Hours Watching User-generated Online Video on Specified Devices by Age (Q2/16)

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• % Viewing User-generated Online Video on a Weekly Basis by Age (Q2/16)
• % Viewing User-generated Online Video on a Weekly Basis by Age (Q2/16)

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• Top Ranked Sources Used When Looking for New Videos (Q2/16)
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Attributes

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