OTT streaming video presents new opportunities to monetize content that may otherwise remain in archives, but sustaining a business is challenging. Many providers in the OTT space have expanded, modified, and even discontinued their business models. Consumers and OTT Service Business Models explores consumers’ usage of OTT services with a variety of business models, examines spending on OTT services, and identifies key target markets for specific business models.

ANALYST INSIGHT

“The SVOD market grew quickly over the past four years, but household penetration has slowed. As the market enters a new phase, virtual MVPDs (vMVPDs) like Sling TV, DIRECTV NOW, and Hulu with Live TV have entered their early market lifecycles. Several industry developments and trends are shaping the growth and proliferation of vMVPD services.”

— Glenn Hower, Senior Analyst, Parks Associates
Consumers and OTT Service Business Models

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