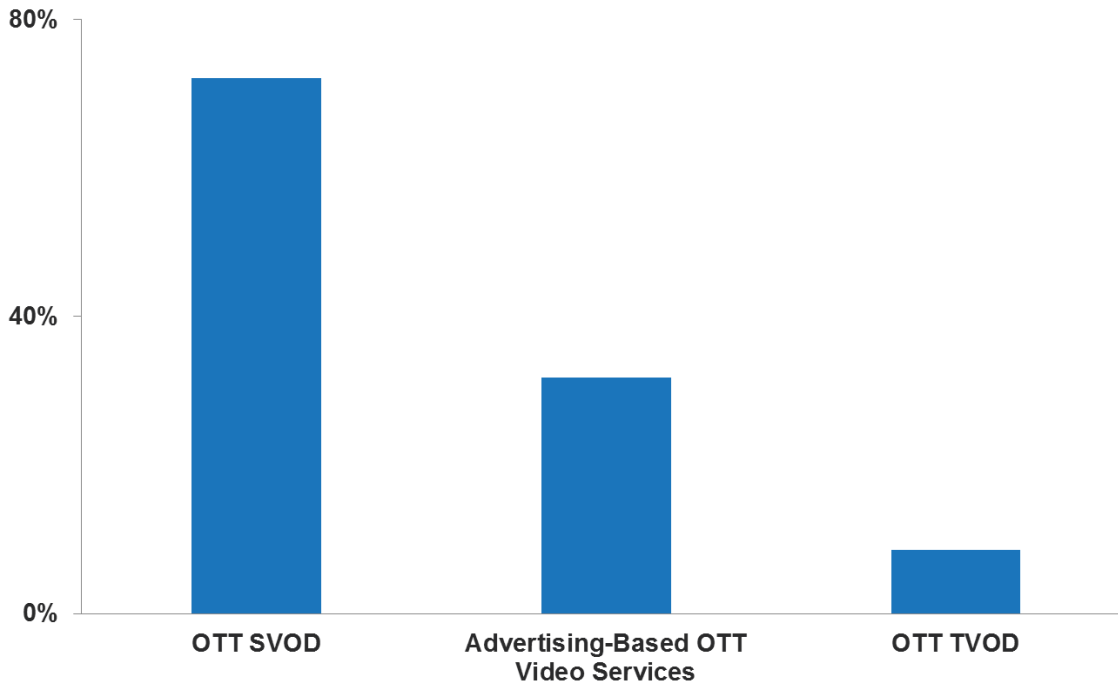


## Use of Video Services US Broadband Households



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### SYNOPSIS

AVOD and other ad-supported OTT video services have become an increasingly important part of consumer viewing and content distribution strategies. These offerings provide users with a free option for content and industry players with a business model that goes beyond the limitations of subscription services. This study examines discovery, uptake, and use of leading ad-supported OTT video services and examines characteristics and motivations for consumers that use them.

### ANALYST INSIGHT

“Despite these potential impediments to growth, ad-based OTT services are here to stay. As the purse strings of OTT consumers tighten, there is tremendous opportunity for free ad-based services to thrive.”

— Steve Nason, *Senior Analyst*, Parks Associates

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