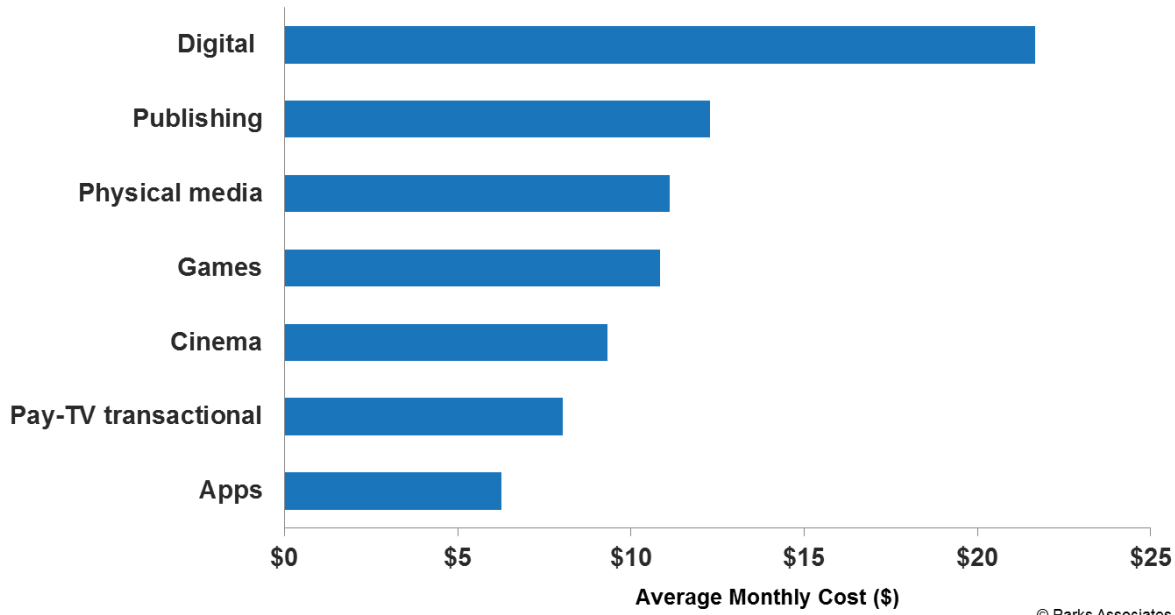


Average Household Expenditure on Entertainment Services
US Broadband Households



**Consumer Analytics
Team**

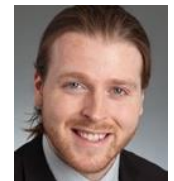


Yilan Jiang, Director



Xiaofan Tan, Intern

Industry Analyst



Brandon Riney,
Researcher

SYNOPSIS

New streaming services continue to emerge with new business models designed to attract advertisers and users. This research examines the changing patterns of entertainment service adoption as well as the business models preferred by consumers for video, music, and news services. The study explores service uptake, business model preferences, service spending, and value perception among differing consumer segments. It includes breakouts among leading services for video, music, and news.

ANALYST INSIGHT

“The industry is interested in monetization strategies beyond subscription models. As a consequent, business models with different payment strategies are combining. From that, bundles of services with varying revenue models and content depth continue to emerge.”

— Brandon Riney, *Researcher*, Parks Associates

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Appendix

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Yilan Jiang, Brandon Riney, and Xiaofan Tan
Executive Editor: Jennifer Kent

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