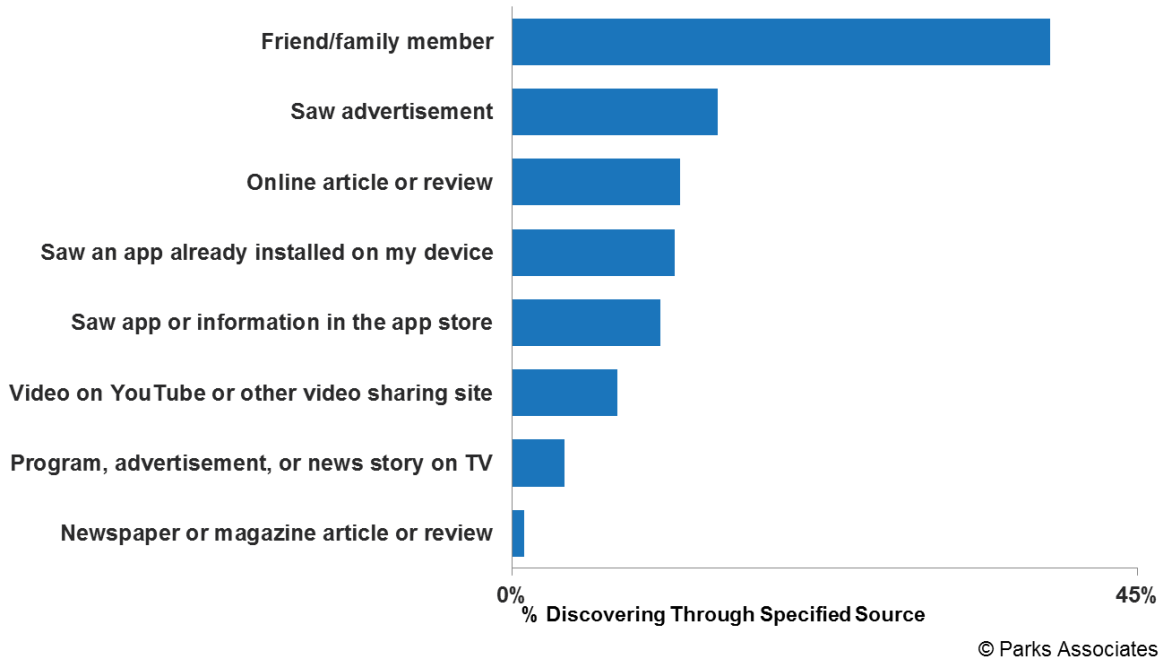


Sources Used for Discovering Ad-Supported Services
US Broadband Households That Use Ad-Supported OTT Service



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SYNOPSIS

This study explores the adoption of video services and the degree to which pay TV and OTT video complement or compete with each other in purchase considerations. It evaluates decision criteria and consumer expectations, including content offerings, user experience, and features. The study also compares different consumer segments and demographic groups, to understand their similarities and differences and how service providers can best connect with them.

ANALYST INSIGHT

“The recent decline in traditional pay-TV and growing popularity of OTT services have fostered the widespread belief that OTT subscribers are driven by simple economics. Certainly pricing plays a role in decision making, but other reasons including content availability, ability to work with connected entertainment devices, and service features also significantly influence these consumers.”

— Craig Leslie, *Senior Analyst*, Parks Associates

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