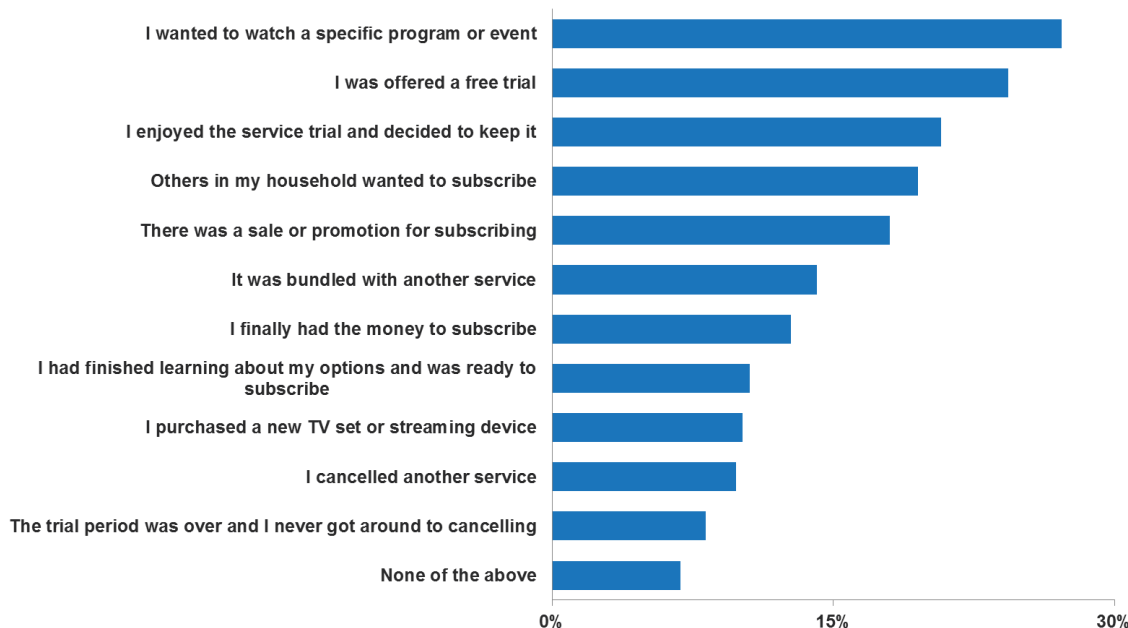


## Drivers for Subscribing to OTT Services

US Broadband Households Subscribing to at Least One OTT Services in the Last 12 months

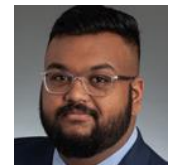


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## SYNOPSIS

OTT video services continually adapt their offerings and experiences to remain relevant in a fast-changing market. Consumer perception affects both willingness to adopt a service and willingness to remain a user. This primary research covers consumer perception of the top OTT video services, their libraries, and features.

## ANALYST INSIGHT

“There is ample opportunity for OTT services to convert engaged consumers to paid subscribers and users. However, services have to navigate an extremely challenging business environment to engage these consumers. They need to understand their unique viewing patterns and reach out to them proactively to understand drivers and triggers to retain them.”

— Steve Nason, *Research Director*, Parks Associates

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