SYNOPSIS

While video “cutting the cord” or “shaving the cord” has been a hot trend for years now, many consumers are having to “rebundle” various video services (including returning to traditional pay TV) and content sources together in order to meet their needs. In many cases, this “rebundling” is costing consumers more than when they were primarily relying on corded, linear video services. This primary research examines consumer trends in unbundling their video services and the related recent phenomena of consumers needing to rebundle their service portfolio because of a fragmented video content marketplace. The research also details how the COVID-19 crisis has impacted how consumers are building their video services stack.

ANALYST INSIGHT

“When they flee pay-TV, Cord-Cutters essentially unbundle a paid television service. But a new phenomenon is on the rise: rebundling. Video consumers now find that though they have access to more service options than ever before, no one provider satisfies all of their content needs.”

— Steve Nason, Research Director, Parks Associates

Number of Slides: 44
Cutters, Nevers, and the Rebundling of Video

CONTENTS

Survey Methodology and Definitions
• Survey Sample & Fielding
• Parks Associates 2021 Respondent Quotas

Key Terms and Definitions
• Cord-Cutters
• Cord-Nevers

Entertainment Video Service Ecosystem

Executive Summary
• Industry Insight
• Traditional Pay-TV vs. Cord-Cutters and Cord-Nevers
• Online Pay-TV Service: Cord-Cutters and Cord-Nevers
• Traditional Pay-TV Service Cancellation Triggers
• Monthly Service Cost Among Cord-Cutters

Understanding Cord-Cutters and Nevers
• Penetration of Traditional Pay-TV vs. OTT Video Services
• Traditional Pay-TV vs. Cord-Cutters and Cord-Nevers
• Last Time Subscribed to Traditional Pay-TV Service
• Online Pay-TV Service: Cord-Cutters and Cord-Nevers
• OTT Service Subscription: Cord-Cutters vs. Cord-Nevers
• Last Subscription to Traditional Pay-TV by Online Pay-TV Adoption
• Cord-Cutters and Cord-Nevers: Age, Income, Tech Adoption
• Attitudes Toward Technology and Lifestyle
• Adoption of Video Products

Pay-TV Experience of Cord-Cutters
• Traditional Pay-TV Service Cancellation Triggers
• Previous Traditional Pay-TV Service Providers
• Cord-Cutters: Monthly Cost of Previous Traditional Pay-TV Service
• Drivers for Traditional Pay-TV Service Retention Among Cord-Cutters
• Drivers for Traditional Pay-TV Service Retention Among Cord-Cutters

Rebundling of Video
• Total Monthly Spending on OTT Services: Cord-Cutters vs. Cord-Nevers
• Average Monthly Spending on OTT Services by Type
• Monthly Video Service Cost Among Cord-Cutters
• Monthly Service Cost: Traditional Pay-TV vs. OTT
• OTT Service Use by Business Model
• Number of OTT Service Subscriptions
• Subscribers Cancelling Service as % of Subscriber Base: Cord-Cutters vs. Cord-Nevers
• High Intention to Subscribe to Pay-TV Services: Cord-Cutters vs. Cord-Nevers

Appendix
• Demographic Breakdown of Video Viewing Segments
• Housing Breakdown of Video Viewer Segments
• Defining Heads of Broadband Households
Cutters, Nevers, and the Rebundling of Video

ATTRIBUTES

Parks Associates
5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com
sales@parksassociates.com
PHONE 972.490.1113

Published by Parks Associates

© 2021 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.