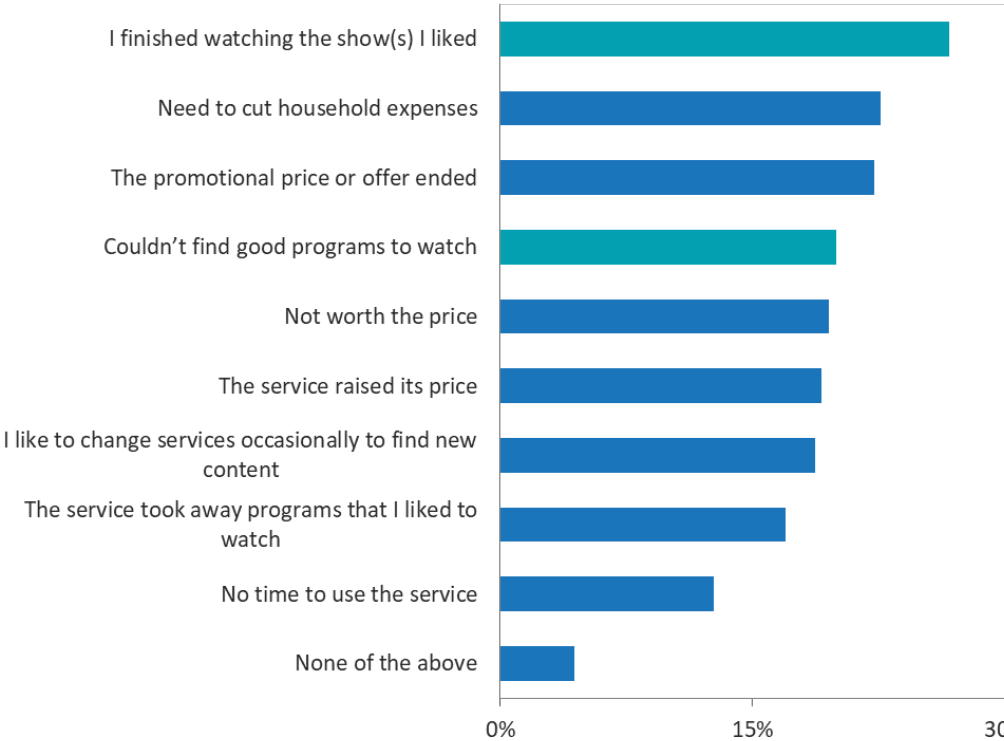


By Alan Bullock, Sr. Contributing Analyst, Parks Associates

Synopsis	Consumer Drivers to Churn																						
<p>Data available to services for use in customer acquisition, engagement, and retention efforts is becoming more sophisticated with the advent of advanced techniques such as artificial intelligence (AI) and machine learning. These advancements are allowing services to be more proactive in their efforts to stabilize and grow their revenue and user base. This industry report addresses the latest developments and use cases in data and analytics that help video services across all aspects of their business operations.</p>	<p style="text-align: center;"><b>Top 5 OTT Churn Triggers</b></p>  <table border="1" data-bbox="479 478 1477 1213"> <caption>Top 5 OTT Churn Triggers Data</caption> <thead> <tr> <th>Trigger</th> <th>Percentage (Approximate)</th> </tr> </thead> <tbody> <tr> <td>I finished watching the show(s) I liked</td> <td>28%</td> </tr> <tr> <td>Need to cut household expenses</td> <td>22%</td> </tr> <tr> <td>The promotional price or offer ended</td> <td>21%</td> </tr> <tr> <td>Couldn't find good programs to watch</td> <td>18%</td> </tr> <tr> <td>Not worth the price</td> <td>17%</td> </tr> <tr> <td>The service raised its price</td> <td>16%</td> </tr> <tr> <td>I like to change services occasionally to find new content</td> <td>16%</td> </tr> <tr> <td>The service took away programs that I liked to watch</td> <td>15%</td> </tr> <tr> <td>No time to use the service</td> <td>12%</td> </tr> <tr> <td>None of the above</td> <td>5%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Trigger	Percentage (Approximate)	I finished watching the show(s) I liked	28%	Need to cut household expenses	22%	The promotional price or offer ended	21%	Couldn't find good programs to watch	18%	Not worth the price	17%	The service raised its price	16%	I like to change services occasionally to find new content	16%	The service took away programs that I liked to watch	15%	No time to use the service	12%	None of the above	5%
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<p><b>Publish Date:</b> 1Q 22</p>	<p>“AI applications enable new ways to optimize revenue, create new value for the customer experience, gain increased value from content, understand new ways to license content, detect and predict churn and better understand what keeps a subscriber engaged,” said Alan Bullock, Sr. Contributing Analyst, Parks Associates.</p>																						
Key Questions	<ul style="list-style-type: none"> <li>What is the state of the video market, including service churn?</li> <li>What decisions do video services face that could be addressed with better user data?</li> <li>What types of user data can inform these decisions?</li> <li>From what sources is this data available?</li> <li>What is the role of AI in video analytics?</li> <li>What solutions are available for and used by video services to collect and analyze user data?</li> <li>In a crowded market, what sets solution providers apart?</li> </ul>																						

Contents	
	<p><b>Bottom Line</b></p> <p><b>New Era of Video Services</b>            Defining the Market            How Consumers Subscribe to Services            Subscriber Churn            How Consumers Watch Video</p> <p><b>Types of Data</b>            Program Data            Consumption Data            User / Personal Data            Session and System Performance Data</p> <p><b>Applications for Data</b>            Viewer/Subscriber Acquisition            Engagement, Retention and Return            Advertising            Content Development</p> <p><b>Artificial Intelligence and Machine Learning</b>            Defining AI and ML            Types of Data Inputs            Managing Large Data Sets            Applications of AI in Video            Risks and Unintended Consequences of AI/ML</p> <p><b>Data Collection Challenges</b>            Use of Data            Industry Standards</p> <p><b>Vendor Landscape: Competition Everywhere</b></p> <p><b>Customer Satisfaction</b></p> <p><b>Implications and Recommendations</b>            Service Providers            Technology Vendors            Content Producers</p> <p><b>Appendix</b>            Glossary            Companies Briefed or Researched for this Report</p>
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	Multiscreen vs. Exclusive Viewing and Multiscreen Platform Mix Factors Influencing OTT Service Subscription (Top 5 Responses) OTT Churn Triggers (Top 5 Responses)
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List of Companies	
Amagi	NAGRA
Comcast	Nielsen
Conviva	Penthera
Conviva	Roku
Edgecast	Salesforce
Eon Media	Samba TV
Experian	Samsung Ads
Firstlight Media	Solutions Symphony MediaAI
fuboTV	ThinkAnalytics
Gracenote	TVDDataNow
Inscape	Verimatrix
InterDigital	Viaccess-Orca
iSpot	Vindicia
Kaltura	VIZIO
LG Ads	VIZIO Ads
Metrological	Wicket Labs

Attributes	
<p>Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Published by Parks Associates © February 2022 Parks Associates Addison, Texas 75001</p> <p>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.</p> <p>Printed in the United States of America.</p> <p>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.</p>