

Synopsis	Consumers and OTT Services												
<p>This report analyzes trends and market dynamics for OTT services and the implications for the pay-TV industry. The report examines consumption of and attitudes towards OTT services, the new competitive environment in OTT, business models and content licensing issues, and moves by operators to offer pure OTT services to consumers who are not their pay-TV subscribers. It reveals which consumers are using multiscreen services and provides a forecast for future services.</p>	<p style="text-align: center;">Online Consumption of TV Shows and Movies by Platform (U.S. Broadband Households)</p> <table border="1"> <caption>Online Consumption of TV Shows and Movies by Platform (U.S. Broadband Households)</caption> <thead> <tr> <th>Platform</th> <th>% Participating in Activity</th> </tr> </thead> <tbody> <tr> <td>Internet video - any device</td> <td>~65%</td> </tr> <tr> <td>Internet video - computer</td> <td>~45%</td> </tr> <tr> <td>Internet video - TV set</td> <td>~40%</td> </tr> <tr> <td>Internet video - tablet/iPad/Kindle Fire</td> <td>~15%</td> </tr> <tr> <td>Internet video - mobile phone</td> <td>~10%</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Platform	% Participating in Activity	Internet video - any device	~65%	Internet video - computer	~45%	Internet video - TV set	~40%	Internet video - tablet/iPad/Kindle Fire	~15%	Internet video - mobile phone	~10%
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“Competition in the OTT world is global and is increasing,” said Brett Sappington, director of research, Parks Associates. “Pay-TV operators throughout the world have added multiscreen video delivery capabilities, and new players are emerging in the OTT video space. As awareness and use among consumers grow, service providers need to understand OTT service usage, the trends affecting the market, and the business models that are producing successful results.”

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Attributes

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