

By Brett Sappington, Senior Director of Research; Alexandra Martin, Research Analyst; and Patrice Samuels, Senior Analyst

<p><b>Synopsis</b></p> <p>Several factors are causing operators to reassess the ways in which they package their pay-TV offerings, including carriage fee battles, changing consumer preferences, new regulations, emerging technologies, and aggressive competition. As a result, many are exploring opportunities for skinny bundles, <i>a la carte</i> offerings, or other options. This report examines global and regional trends in video service packaging and consumer preferences related to these changes.</p>	<p style="text-align: center;"><b>TV Services</b></p> <p style="text-align: center;"><b>Cord-Shavers, Cord-Cutters, &amp; Cord-Nevers</b> U.S. Broadband Households</p> <table border="1"> <caption>Estimated Data for Cord-Shavers, Cord-Cutters, &amp; Cord-Nevers</caption> <thead> <tr> <th>Category</th> <th>Q1 2014</th> <th>Q2 2015</th> <th>Q3 2016</th> </tr> </thead> <tbody> <tr> <td>Cord Nevers</td> <td>~5%</td> <td>~6%</td> <td>~8%</td> </tr> <tr> <td>Cord Shavers</td> <td>~10%</td> <td>~12%</td> <td>~14%</td> </tr> <tr> <td>Cord Cutters</td> <td>~10%</td> <td>~12%</td> <td>~14%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Category	Q1 2014	Q2 2015	Q3 2016	Cord Nevers	~5%	~6%	~8%	Cord Shavers	~10%	~12%	~14%	Cord Cutters	~10%	~12%	~14%
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<p><b>Publish Date:</b> 1Q 17</p>	<p>“Consumers want more choice in their channel packages. If they can’t find a package option that fits their economic needs and content interests, an increasing number are self-aggregating their own video service experience. This can lead to consumers leaving pay TV operators in search of better alternatives. Channel packages need to evolve in order to meet the changing needs of many consumers today,” said Alexandra Martin, Research Analyst.</p>																
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