Pay-TV providers are increasingly facing online challengers that have extensive expertise in using data to define and drive their businesses as well as user experiences. Big data is the new field for competition, and developing more strategic methods to leverage collected data to improve services and revenues is critical for the pay-TV industry. This report focuses on the impact of big data on the pay-TV industry, both today and in the future, including profiles of major players.

"Traditional companies in the pay-TV marketplace now find themselves at a disadvantage, in terms of data analysis and use, to new companies that have entered the ecosystem. As a result, pay-TV providers and their broadcast and network content partners are playing catch-up, seeking to gain data-oriented expertise and adjust their way of doing business in order to better perform, compete, and attract a new generation of customers," said Brett Sappington, Senior Director of Research, Parks Associates.
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