Broadband Service Upgrades by Number of OTT Subscriptions
U.S. Broadband Households Subscribing to Specified Number of OTT Services

SYNOPSIS

360 View: Entertainment Services in U.S. Broadband Households analyzes trends in broadband and pay-TV adoption. It analyzes the impact of over-the-top services as well as cord-cutting and cord-shaving on pay-TV services. It quantifies the growing ecosystem of connected entertainment devices in U.S. broadband households and their impact on broadband and video consumption. Finally, the 360 View assesses consumer demand for new pay-TV features.

ANALYST INSIGHT

“Increasingly, broadband and video services feed each other. Video consumption is driving broadband demand, and faster broadband allows users to explore new ways to experience high-quality video—creating a virtuous cycle for market participants.”

― Brett Sappington, Senior Research Director, Parks Associates

Number of Slides: 120
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