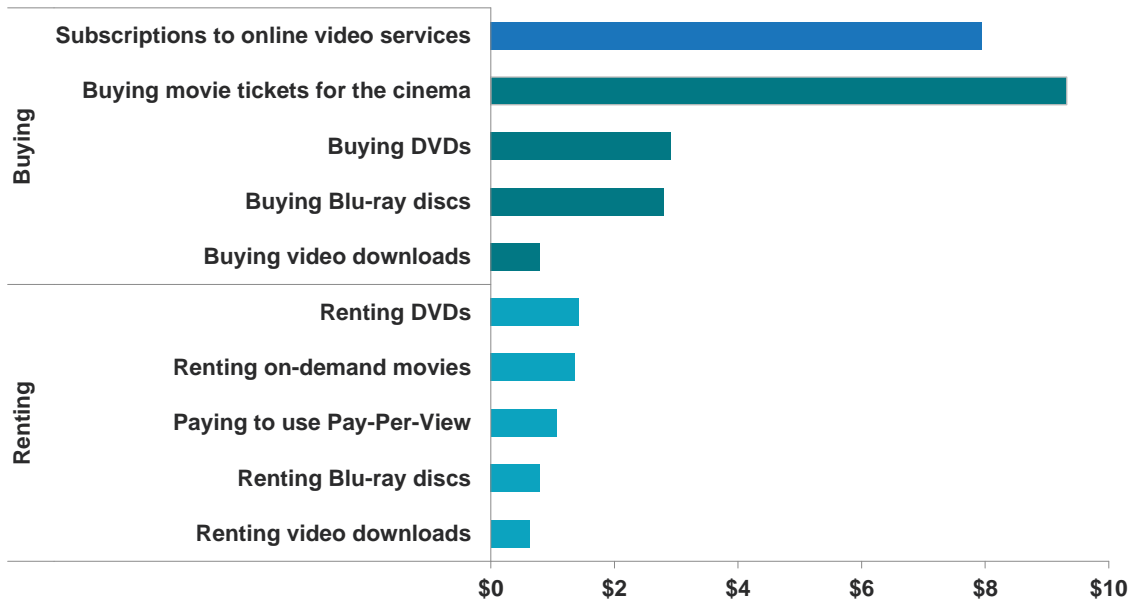


Average Monthly Expenditure on Video U.S. Broadband Households



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SYNOPSIS

360 View: Digital Media & Connected Consumers analyzes trends in video consumption by platform (TV, computer, smartphone, and tablet), source (linear television, physical media, OTT video, etc.), and spending on content by source. It segments consumers based on their consumption habits and identifies how these habits have been changing over the past two years. The analysis includes subscriptions to paid streaming music services and attitudes toward video consumption, data use and privacy among video service providers, and emerging video sources like user-generated content and social video app usage.

ANALYST INSIGHT

“Consumption of content continues to evolve, with broadband households consuming less linear video and more video from on-demand sources. The spending is following this trend, as spending on transactional video continues to decrease, while households spend on average about \$8 per month on subscriptions to online video services.”

— Glenn Hower, *Senior Research Analyst*, Parks Associates

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