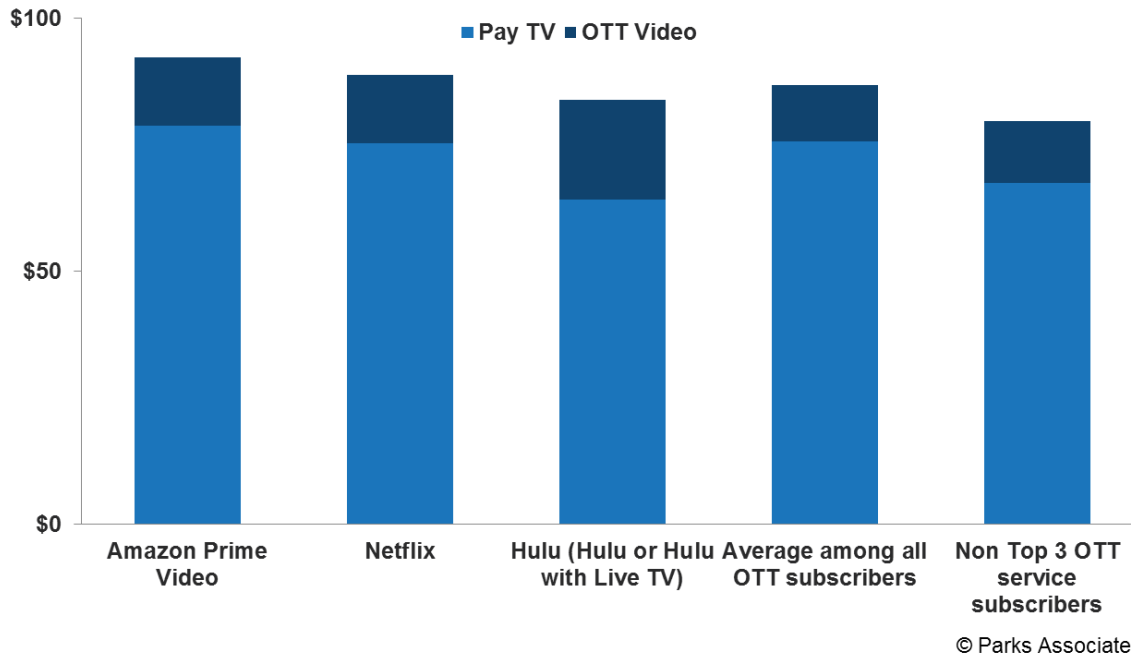


Monthly Expenditure on Services

U.S. Broadband Households Subscribing to Specified Services



Consumer Analytics Team



Yilan Jiang, Manager of Consumer Research

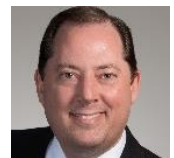


David Mitchel, Research Analyst



Katherine Li, Researcher

Industry Analysts



Brett Sappington, Senior Research Director



Hunter Sappington, Research Analyst

SYNOPSIS

This study analyzes trends in video consumption and spending by platform (TV, computer, smartphone, and tablet) and source (linear television, physical media, OTT video, etc.) It segments consumers based on their consumption habits and identifies how these habits have been changing through the evolution of the digital entertainment age. This 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, social video app usage, and “virtual MVPDs” that deliver pay-TV services over the Internet.

ANALYST INSIGHT

“With more than 200 OTT services in the United States alone, competition for subscribers is fiercer than ever. 2018 may be the year that some services begin to fold under the pressure.”

— Hunter Sappington, *Research Analyst*, Parks Associates

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ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison, TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

Authored by Yilan Jiang, Katherine Li, David Mitchel, Brett Sappington, and Hunter Sappington

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