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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