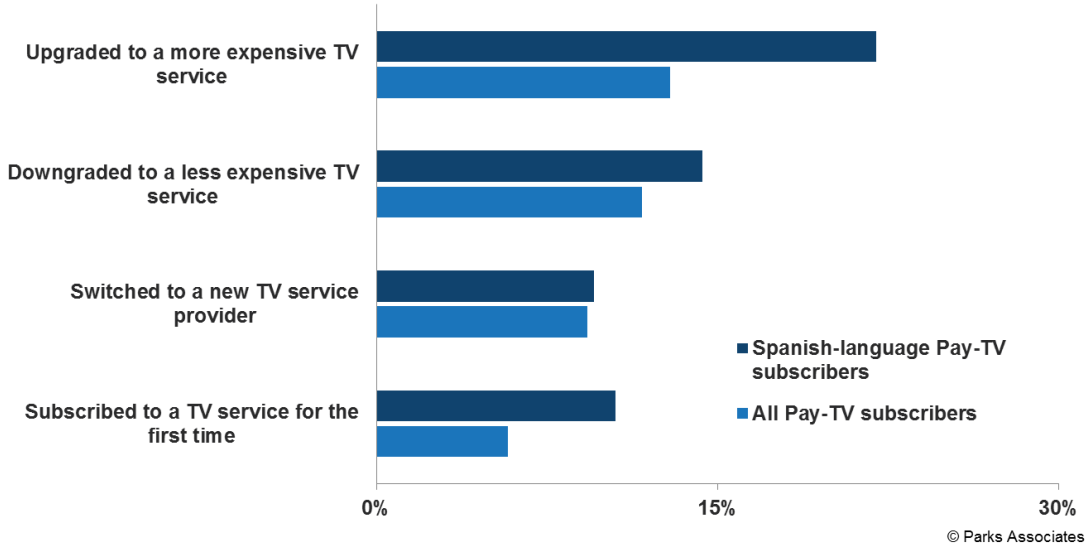


Changes to Pay-TV Service U.S. Broadband Households with Pay-TV Service



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SYNOPSIS

This *360 View Update* analyzes the video consumption habits of bilingual Spanish-English households in the U.S., an increasingly important demographic segment. This analysis sheds new light on this unique consumer group, their adoption of technology and services, and their affinity for entertainment offerings.

ANALYST INSIGHT

“Bilingual Spanish-English households represent an important and growing portion of the U.S. population. These households have an appetite for both English and Spanish content. Our research shows that they are more likely than average broadband households to purchase and use several types of entertainment devices and services. They are active both online and on mobile devices. Understanding their preferences and tendencies will allow the entertainment industry to better craft offerings for this unique consumer group.”

— Brett Sappington, *Senior Research Director*, Parks Associates

Number of Slides: 47



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Demographics:

- Daily Use of Spanish in the Home (Q4/15)
- Comparison of Spanish-bilingual BB HHs with All BB HHs (Q4/15)

Pay-TV Service & Feature Uptake:

- Pay-TV Service Subscription (Q4/15)
- Pay-TV Service Subscription (2014 - 2015)
- Pay-TV Service Providers (Q4/15)
- Uptake of Premium Pay-TV Services (2015)
- Premium Pay-TV Features (Q4/15)
- Monthly Cost of Pay-TV Service (Q4/15)
- Average Monthly Cost of Home Services (Q4/15)

Feature Use:

- Weekly Use of Premium Pay-TV Service Features (Q4/15)
- Weekly Use of Complimentary Pay-TV Service Features (Q4/15)
- App/Website Sources for Watching TV Programs on Specified Platforms (Q4/15)

Changes to Pay-TV Service:

- Changes to Pay-TV Service (Q4/15)
- Previous Pay-TV Subscription Period (Q2/15)

CE Devices Owned and Used:

- Adoption of In-Home Entertainment Devices (Q4/15)
- Adoption of Connected In-Home Entertainment Devices (Q4/15)

Attitudes and Adoption of Video Services:

- Attitudes About Pay-TV Service (Q4/15)
- Appeal of Television Channel Types in a Pay-TV Service Package (Q4/15)
- Attitudes About Video Services (Q4/15)
- Adoption of OTT Subscription Services (Q4/15)
- Personal Use of OTT Services (Q4/15)

ATTRIBUTES

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Published by Parks Associates

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