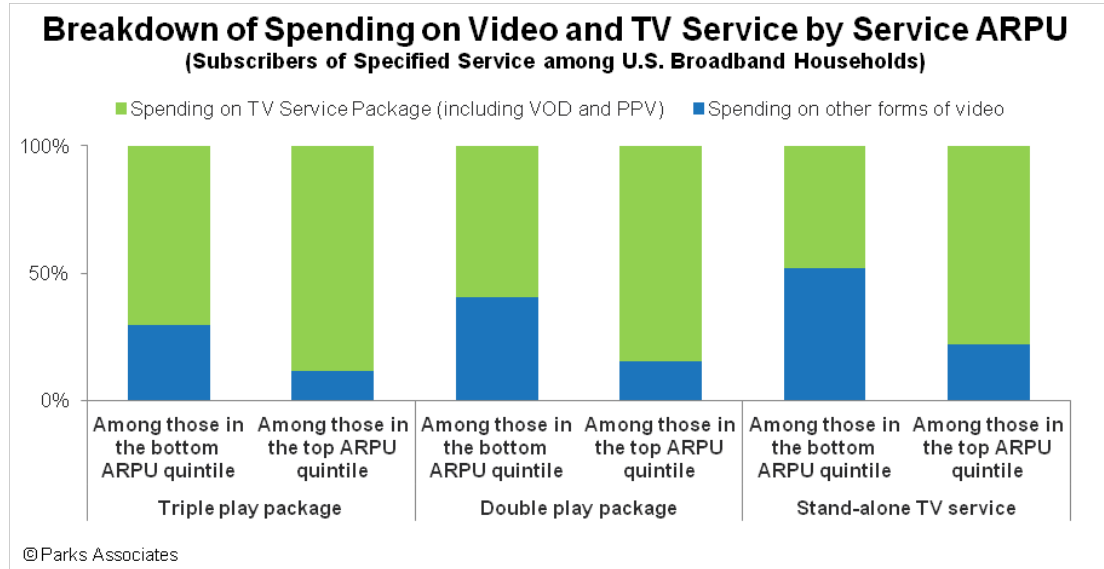


By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, **Brett Sappington**, Director of Research, **Ruby-Ren Dennis**, Researcher, and **David Mitchel**, Research Analyst, **Parks Associates**

**SYNOPSIS**

*The Super Buyer: Characteristics of High ARPU Customers* analyzes broadband and pay-TV subscribers in the top ARPU quintile and contrasts them against those in the bottom ARPU quintile. It includes a demographic profile of each group and investigates content spending and consumption differences between the two.



**ANALYST INSIGHT**

“Over-the-top services are generally complementary to pay-TV service for those in the top ARPU tier but more substitutionary for those in the bottom ARPU tier. Service providers need a distinct strategy to address two distinct challenges.”

— **John Barrett**, Director, Consumer Analytics, **Parks Associates**

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