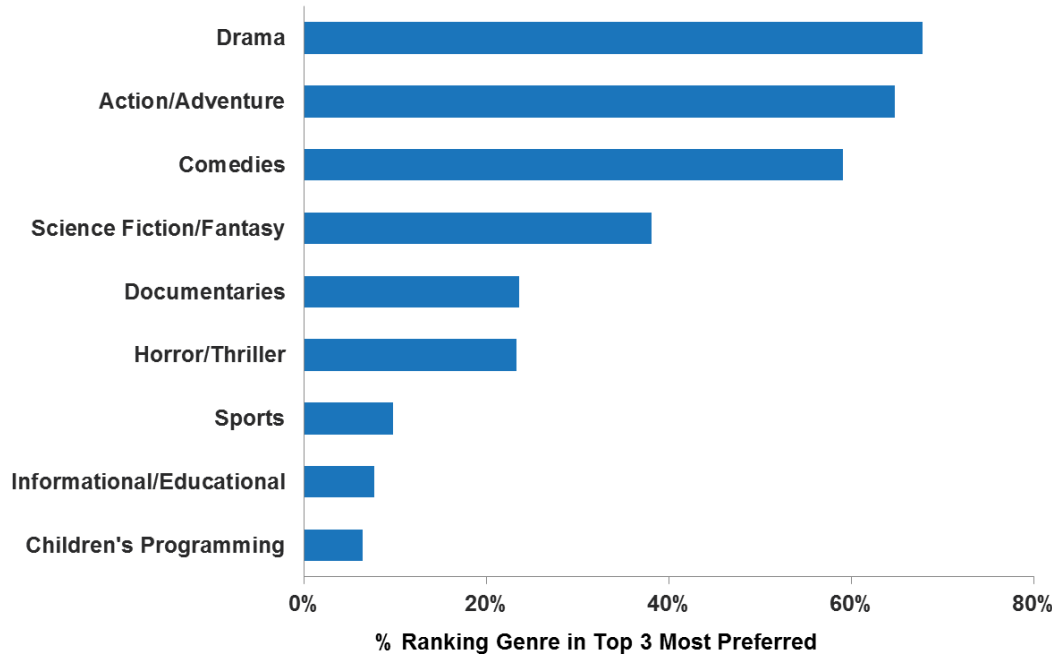


Preferred Genre of Original Content

U.S. Broadband Households who use a Video Service because it offers desired Original Content



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SYNOPSIS

Original content has emerged as a key market differentiator for OTT services as content providers like Netflix, Amazon, and Hulu aim to function more as film and television studios. Original sport-form content is also emerging as a valuable marketing tool to build audiences and drive awareness. This report assesses the consumer perception of originals in the television and OTT video space and determines the effectiveness of originals in attracting customers to subscription or ad-based video services.

ANALYST INSIGHT

“Shows like *Game of Thrones*, *The Handmaid’s Tale*, and *Star Trek: Discovery* have set new benchmarks for quality in the original content space and have driven consumers to the respective OTT services that house this content.”

— Billy Nayden, *Research Analyst*, Parks Associates

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