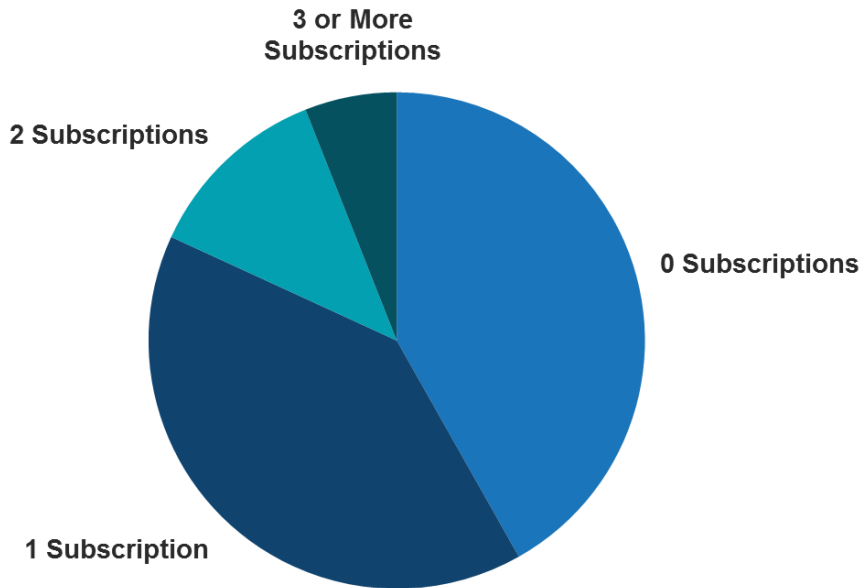


OTT Subscription Conversions from Free Trial

U.S. Broadband Households Trialing at least One OTT Service



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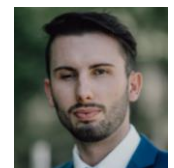
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SYNOPSIS

As the OTT video service market matures, services of all types are searching for ways to stabilize their customer base and revenues. This study examines current perceptions, adoption, and use among consumers for SVOD, AVOD, and TVOD OTT video services, including average amount spent, number of services taken per household, drivers of adoption, and OTT service churn.

ANALYST INSIGHT

“In this competitive market, it’s more important than ever for companies to examine consumers’ OTT purchasing and consumption patterns, perception of content offerings, as well as what consumers expect from a service at a particular price point. Relative market penetration, the growing impact of AVOD on the SVOD marketplace, and how free trials can affect consumers’ propensity to subscribe to a service are all critical factors for both newcomers and established players.”

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



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