Who is Using Multiscreen Services?

**MARKET FOCUS**

**SERVICE:** ACCESS AND ENTERTAINMENT

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**SYNOPSIS**

*Who is Using Multiscreen Services?* investigates the awareness and use of pay-TV multiscreen services. In particular, it analyzes which market segments are enthusiastic about multiscreen capabilities and what impact multiscreen services are having on subscriber churn rates.

**ANALYST INSIGHT**

“Multiscreen services, in their current form, are underused and not having a discernible impact on churn rates. However, service providers are readying the launch of a new generation of over-the-top multiscreen services that could have a tremendous market impact.”

— John Barrett, Director, Consumer Analytics, Parks Associates

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About the Research

Previous Research

- Cloud DVR: The New Face of Television (Q3/14)
- Profiles of Subscribers in Multifamily Residences (Q2/14)
- 360 View: Entertainment Services in U.S. Broadband Households (Q1/14)
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• Streaming CE and Content Purchasing Habits (Q1/14)
• TV Everywhere 2.0: The Next Steps in Multiscreen (Q1/14)
• OTT Video Buyers: Subscriptions & Transactions (Q4/13)
• OTT in a Pay-TV World (Q4/13)
• Consumer Segmentation: Selling Premium TV Services (Q4/13)
• TV Everywhere Use & Authentication (Q3/13)

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Additional Research from Parks Associates

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