Consumer Segmentation: OTT Video Buyers

By John Barrett, Director, Consumer Analytics, Yilan Jiang, Manager, Consumer Research, Brett Sappington, Director, Research, Glenn Hower, Research Analyst, and David Mitchel, Research Analyst, Parks Associates

SYNOPSIS

Consumer Segmentation: OTT Video Buyers analyzes trends in the consumption of over-the-top video. It analyzes trends with Parks Associates’ video segmentation approach, which groups consumers based on their video consumption habits. This research also gauges the demand for new over-the-top services from companies and brands such as HBO, CBS, and others.

ANALYST INSIGHT

“The market for over-the-top services is entering a new phase thanks to the launch of subscription services that combine linear content with on-demand content. At the same time, there is an ongoing, complementary role to be played by transactional over-the-top services.”

— John Barrett, Director, Consumer Analytics, Parks Associates

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Previous Research

- The Death of Linear TV (Q3/14)
- 360 View: Digital Media & Connected Consumers (Q3/14)
- Streaming CE and Content Purchasing Habits (Q1/14)
- Trends in Content Licensing (Q1/14)
- New Trends in Digital Delivery and CDNs (Q1/14)
- OTT Video Buyers: Subscriptions & Transactions (Q4/13)
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Key Findings

Industry Insight

Recommendations

Video Consumption Trends:
- Video Consumption by Platform (2010 - 2014)
- Video Consumption on TV Sets by Source (2010 - 2014)
- Household Monthly Spending on Internet Video (2012 - 2014)
- OTT Subscription by Age (2013 - 2014)
- OTT Subscription by Household Income (2013 - 2014)
- OTT Service Subscription (2012 - 2014)
- Who Pays for OTT Service Subscription (Q3/14)

OTT Video Trends:
- Parks Associates Multiscreen Segmentation
- Video Viewing Segments (Q3/14)
- Segment Descriptions
- OTT Video Consumption on TV Sets (2012 - 2014)
- Household Monthly Spending on Subscription Internet Video Services (2012 - 2014)
- Household Monthly Spending on Renting Video Downloads (2012 - 2014)
- Household Monthly Spending on Buying Video Downloads (2012 - 2014)

Demand for New OTT Video Services:
- Willingness to Subscribe to New Over-the-Top Services (Q4/14)
- Willingness to Subscribe to New Over-the-Top Services by Age (Q4/14)
- % of Those Likely to Subscribe to New Over-the-Top Services with Video Services (Q4/14)
- Willingness to Subscribe to Over-the-Top HBO or CBS Service by Pay-TV Provider (Q4/14)
- Likelihood of Canceling Other Services if Subscribing to HBO or CBS Over-the-Top Service (Q4/14)

Additional Research from Parks Associates
Consumer Segmentation: OTT Video Buyers

MARKET FOCUS

SERVICE: DIGITAL MEDIA

ATTRIBUTES

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

TOLL FREE 800.727.5711
PHONE 972.490.1113
FAX 972.490.1133

parksassociates.com
sales@parksassociates.com

Authored by John Barrett, Yilan Jiang, Brett Sappington, Glenn Hower, and David Mitchel
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