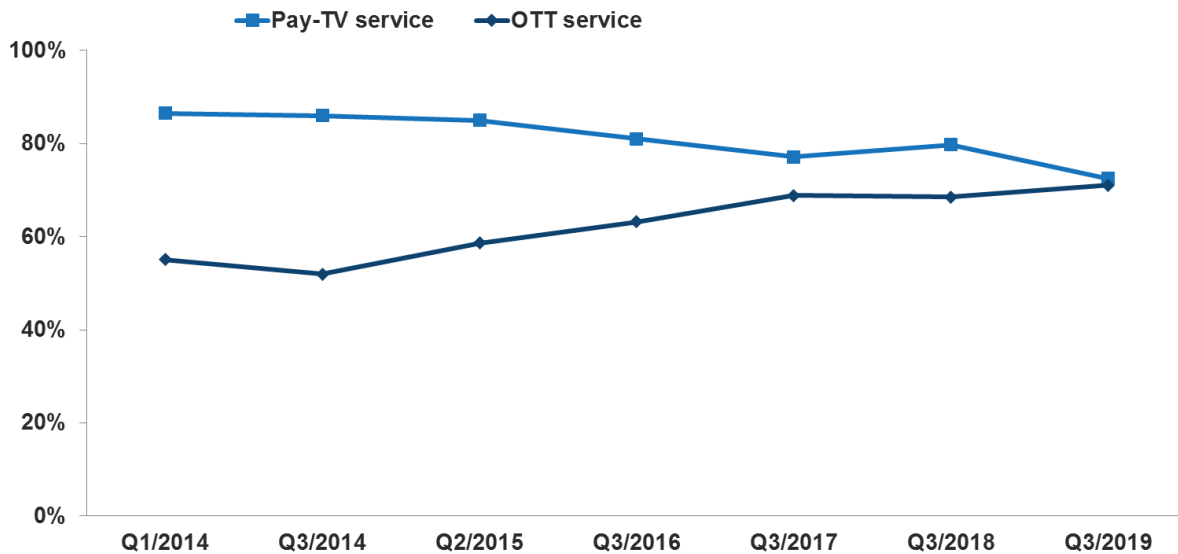


Pay-TV and OTT Service Subscriptions (2011 - 2019)
Among All US BB HHs



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SYNOPSIS

Online pay-TV (virtual MVPD) services are an evolution for the pay-TV industry. This study examines the growing category of online pay-TV services and perceptions of these services among consumers. It measures adoption rates of these services and examines details about their subscribers, including demographics, spending, value perception, and usage and attitudes regarding these services. These factors are compared with traditional pay-TV services to reveal the impact of these services on the pay-TV ecosystem.

ANALYST INSIGHT

“In a world where consumers continue turning to online services for their video entertainment needs, it is important for operators to understand what is valued among key target groups. Consumer behaviors shift as the next generation of viewers rises, causing new strategies to form. This research examines consumer habits, perceptions, and expressions regarding vMVPD services and the impact they have within the pay-TV industry.”

— Brandon Riney, *Researcher*, Parks Associates

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Executive Editor: Jennifer Kent

Published by Parks Associates

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