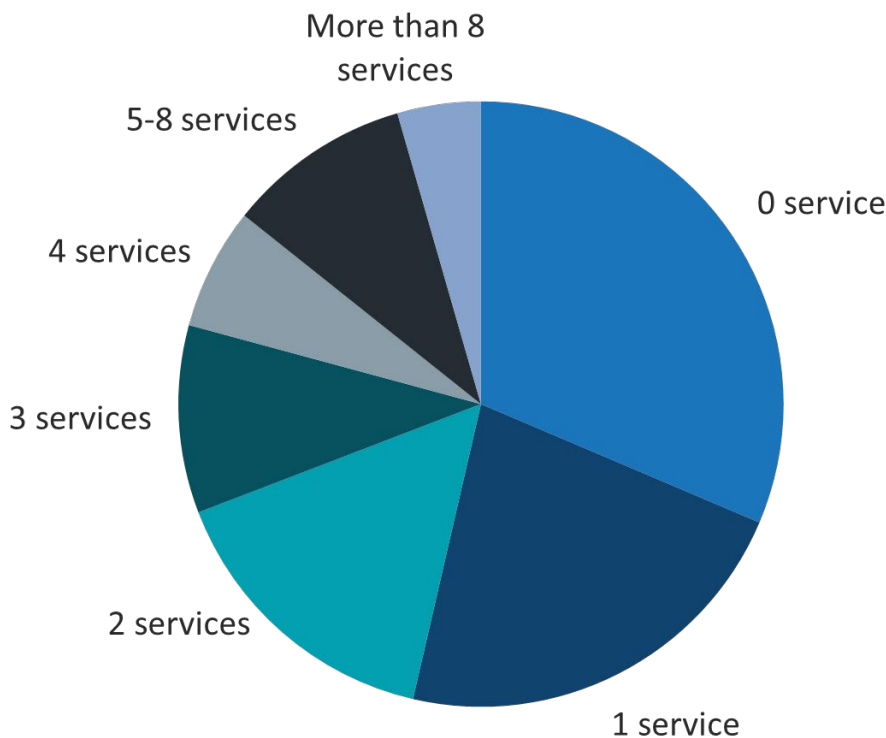


Number of OTT Services Bundled through Home Service Provider



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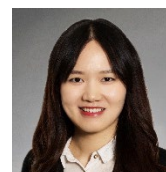
Consumer Analytics Team



Yilan Jiang, Director

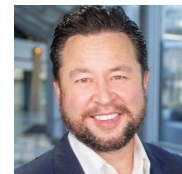


Xiaofan Tan, Consumer Insights Analyst II

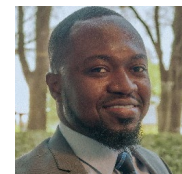


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SYNOPSIS

Providers from across the home services space are bundling OTT video services with their other offerings. These providers are looking to capitalize on the explosive growth of the OTT video market to increase customer engagement and drive incremental revenue. This research examines consumer uptake of home service bundles with OTT, which providers are offering these bundles, and how these bundles are driving added value for consumers.

ANALYST INSIGHT

“As consumers continue to adopt OTT video services and traditional pay-TV subscriptions are in decline, service providers are pivoting to focus on broadband and a variety of connectivity-dependent services.”

—Paul Erickson, *Director of Research*, Parks Associates

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Appendix



Home Services Bundles: OTT as a Value-Added Service

SERVICE:
ENTERTAINMENT
SERVICES

1Q 2022

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