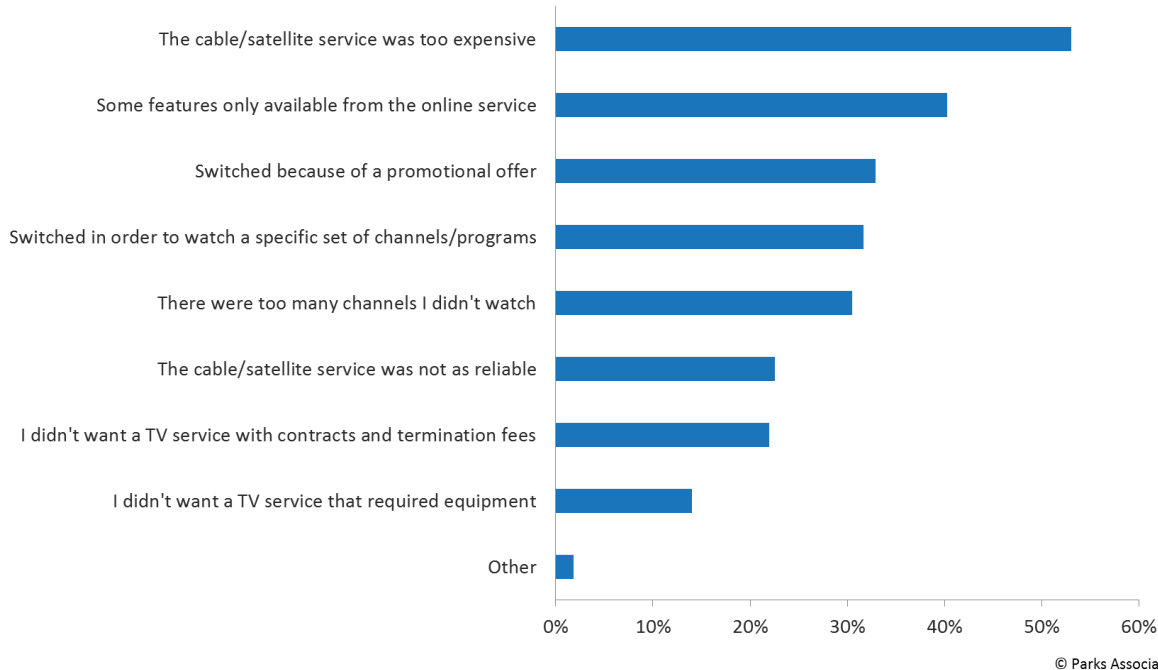


Reasons for Switching from Traditional Pay-TV Service to Online Pay-TV Service



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SYNOPSIS

In today's highly competitive market, brand and service perception can significantly affect consumers' selection of a provider and willingness to stay with that provider. This primary research examines the adoption, switching, and canceling in pay TV, perception of pay-TV services and features, and interest in options to incent subscribers to retain their service. The study contrasts traditional pay-TV services and vMVPD services and examines how each sector is acquiring, engaging, and retaining subscribers during the extremely challenging times brought on by the COVID-19 crisis.

ANALYST INSIGHT

“Although US pay-TV subscribers reported watching much more pay-TV content than usual during the early COVID-19 pandemic, economic pressures and consumer anxiety around heavy job losses and pay cuts could encourage cord-cutting.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

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