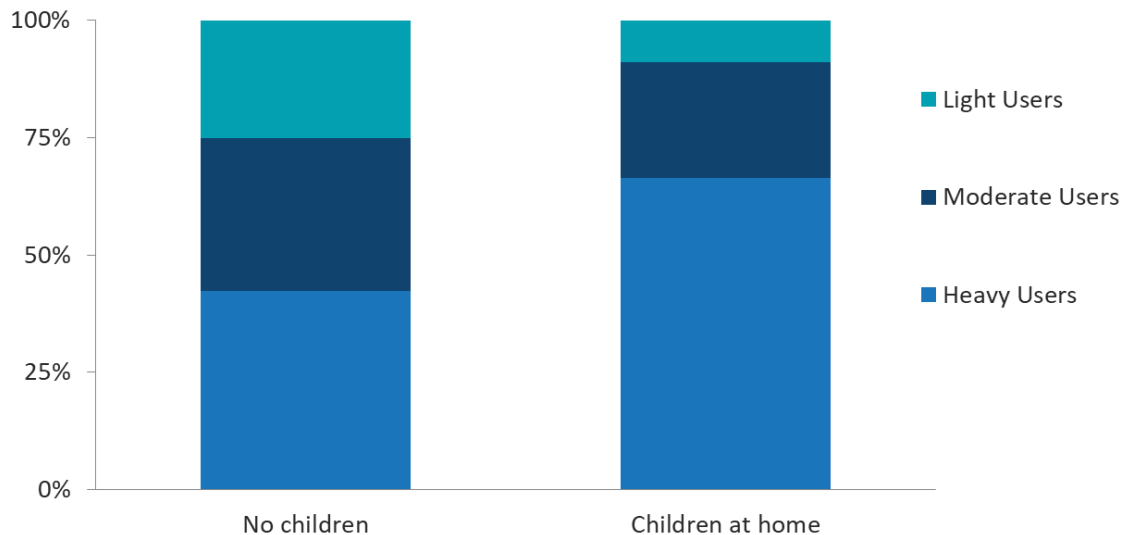


Ad-Based Service Usage Groups by Children at Home



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Consumer Analytics Team



Yilan Jiang, Director

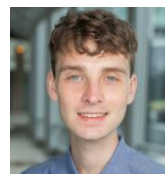


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SYNOPSIS

While overall use of ad-based OTT video continues to rise to unprecedented levels, no individual service has become a clear leader. The lack of a top service leaves open a tremendous opportunity for a service to assume a leading position with a unique service offering. This report examines overall usage of ad-supported OTT video, uptake across individual services, and which components of the user experience drive consumption.

ANALYST INSIGHT

“Video service growth has skyrocketed within the last year, with COVID-19 amplifying the appeal of the home viewing experience. Households increasingly subscribe to multiple paid subscription services resulting in higher monthly streaming costs that emulate the channel bundling of traditional pay-TV. Viewers seek to expand their content options, and free, ad-supported OTT video services offer a cost-saving alternative.”

— Liam Gaughan, *Researcher*, Parks Associates

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Appendix

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