

Synopsis	Appeal of Catch-Up/Cloud DVR Features								
<p>New cloud DVR (also known as nDVR) offerings can fundamentally change the pay-TV experience. With innovations in personalization and delivery to multiple screens, operators are experimenting with new services, features, and business models. This report examines cloud DVR benefits, challenges, rights issues, and technologies as well as consumer demand for cloud DVR features. The report also provides details of current service implementations and a forecast for cloud DVR subscribers.</p>	<p style="text-align: center;">Appeal of New Pay-TV Features (Pay-TV Subscribers in U.S. Broadband Households)</p> <table border="1"> <caption>Appeal of New Pay-TV Features (Estimated Data)</caption> <thead> <tr> <th>Feature</th> <th>% Specifying Service as Very Appealing</th> </tr> </thead> <tbody> <tr> <td>Unlimited space to store DVR recordings</td> <td>~45%</td> </tr> <tr> <td>Two-week catch-up TV</td> <td>~48%</td> </tr> <tr> <td>Multiscreen access to DVR-recorded shows</td> <td>~30%</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Feature	% Specifying Service as Very Appealing	Unlimited space to store DVR recordings	~45%	Two-week catch-up TV	~48%	Multiscreen access to DVR-recorded shows	~30%
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<p>Publish Date: 3Q 14</p>	<p>“Cloud DVR services are emerging across global markets as operators seek to reduce costs and attract subscribers with new features,” said Brett Sappington, director of research, Parks Associates. “While the cloud DVR has the potential to radically change the service experience for consumers, operators should be aware of the benefits and challenges in offering a cloud DVR service. This new service can unlock incremental revenue opportunities but will ultimately impact several aspects of the service, including marketing, licensing, product, and technological strategies.”</p>
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Cloud DVR: The New Face of Television

By Brett Sappington, Director of Research, Glenn Hower, Research Analyst, and Ruby-Ren Dennis, Researcher

3Q 2014

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Published by Parks Associates

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Dallas, Texas 75248

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Printed in the United States of America.

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