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By Billy Nayden, Research Analyst, and Brett Sappington, Senior Director of Research, Parks Associates

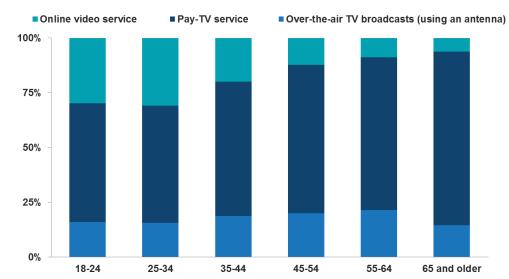
Synopsis

While viewing of linear television has declined among broadband households, live video continues to play a critical role in the television business. Alternative platforms have stepped in to capture a portion of live audience, and services like Facebook Live and Periscope have led the charge in live online video entertainment. This report explores the state of live broadcast video, including the renaissance in live video services online. alternatives to traditional linear television, consumer use, and new opportunities for content creators and

Live Content on a TV

Live TV Broadcast Sources on a TV Set by Age

U.S. Broadband Households that watch Live TV Broadcasts on TV Sets



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"A major change in live content over the past few years is viewer engagement and interactivity of content. Viewers now expect a level of interaction with anything they view live, and content creators can use this engagement to drive live viewership," said Billy Nayden, Research Analyst, Parks Associates.

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Amazon Mother Jones
Apple MSNBC

BAMTech MTV News
Big Sky Conference NBA

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CNBC Nvidia

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