

By Kristen Hanich, Senior Analyst, Parks Associates

Synopsis	Online TV Services																															
<p>While widely adopted, pay TV is increasingly threatened by changing consumer habits and substitutes. From virtual MVPDs to new Android set-top boxes, the pay-TV industry continues to reshape itself to address current competition and consumer demands. This report examines competitive trends, alternatives to pay TV, and their impact on the television industry. It profiles the leading virtual MVPD services and their strategic approaches to the pay-TV market. The report includes five-year global pay-TV forecasts.</p>	<div style="text-align: center;"> <h3>Adoption of Online TV Services from Newcomers vs. Traditional Players (US)</h3> <p>US Broadband Households with Online Pay-TV</p> </div> <table border="1"> <caption>Adoption of Online TV Services from Newcomers vs. Traditional Players (US)</caption> <thead> <tr> <th>Category</th> <th>Service</th> <th>Adoption Rate (Approximate)</th> </tr> </thead> <tbody> <tr> <td rowspan="6">Newcomers</td> <td>Hulu w/ Live TV</td> <td>42%</td> </tr> <tr> <td>YouTube TV</td> <td>41%</td> </tr> <tr> <td>FuboTV</td> <td>18%</td> </tr> <tr> <td>Philo</td> <td>15%</td> </tr> <tr> <td>Frndly TV</td> <td>12%</td> </tr> <tr> <td>Vidgo</td> <td>8%</td> </tr> <tr> <td rowspan="7">Traditional Players</td> <td>AT&amp;T TV</td> <td>38%</td> </tr> <tr> <td>AT&amp;T TV Now</td> <td>32%</td> </tr> <tr> <td>Sling TV</td> <td>28%</td> </tr> <tr> <td>Xfinity Instant TV</td> <td>22%</td> </tr> <tr> <td>Spectrum TV Choice</td> <td>20%</td> </tr> <tr> <td>T-Mobile TVision (legacy)</td> <td>18%</td> </tr> <tr> <td>Spectrum TV Essentials</td> <td>15%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p>	Category	Service	Adoption Rate (Approximate)	Newcomers	Hulu w/ Live TV	42%	YouTube TV	41%	FuboTV	18%	Philo	15%	Frndly TV	12%	Vidgo	8%	Traditional Players	AT&T TV	38%	AT&T TV Now	32%	Sling TV	28%	Xfinity Instant TV	22%	Spectrum TV Choice	20%	T-Mobile TVision (legacy)	18%	Spectrum TV Essentials	15%
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<p><b>Publish Date:</b> 4Q 20</p>	<p>“Top US pay-TV providers are investigating alternative video revenue strategies. Comcast and AT&amp;T have both begun making a heavy push into the OTT video market by promoting their new services, Peacock and HBO Max,” said Kristen Hanich, Senior Analyst, Parks Associates.</p>																															
Key Questions	<ul style="list-style-type: none"> <li>How has COVID-19 impacted secular pay-TV trends, including cord-cutting?</li> <li>How are pay-TV providers slowing down or even reversing cord-cutting trends?</li> <li>How can pay-TV providers capitalize on OTT video service popularity?</li> <li>What is the impact of vertical integration and exclusive content on pay-TV subscribership?</li> <li>What is the future outlook for the pay-TV industry?</li> </ul>																															
Contents	<p><b>Bottom Line</b></p> <ul style="list-style-type: none"> <li>Cord-Cutting among Consumers</li> <li>Rising Cost of Content</li> <li>Competition with vMVPDs and Others</li> </ul>																															

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