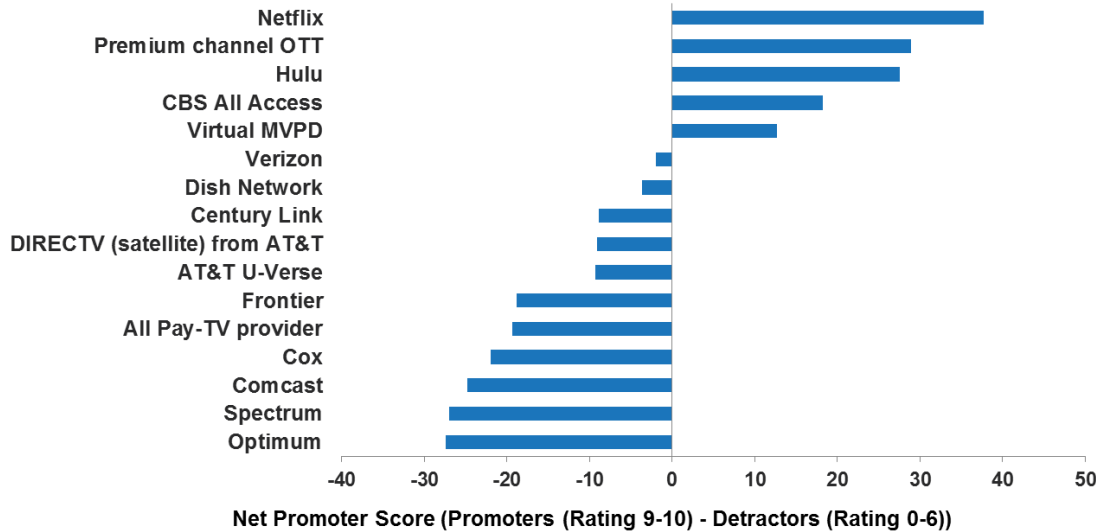


## Net Promoter Score: Video Services

Among U.S. Video Subscribers Receiving Service from Specified Operators



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### SYNOPSIS

This study provides a comprehensive view of the U.S. marketplace pay-TV services, including changes in adoption, services taken, churn, and spending among key consumer segments, including upgraders, downgraders, new subscribing households, cord cutters, cord shavers, and OTT subscribers. It assesses demand for entertainment service features and compares perception, demand, and use among leading U.S. operators.

### ANALYST INSIGHT

“For pay-TV service providers, traditional or online, to be successful, they must fully understand consumer activity, values and motivation related to adoption and use of their services. The objective of this study is to identify key trends and quantify important benchmarks in pay-TV services. Analysis of adoption, churn and spending will outline the shift in subscribership and revenues, revealing positioning for leading providers.”

— Brett Sappington, *Senior Research Analyst*, Parks Associates

### Consumer Analytics Team



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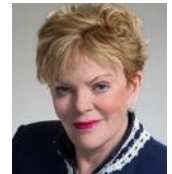


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Number of Slides: 94



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