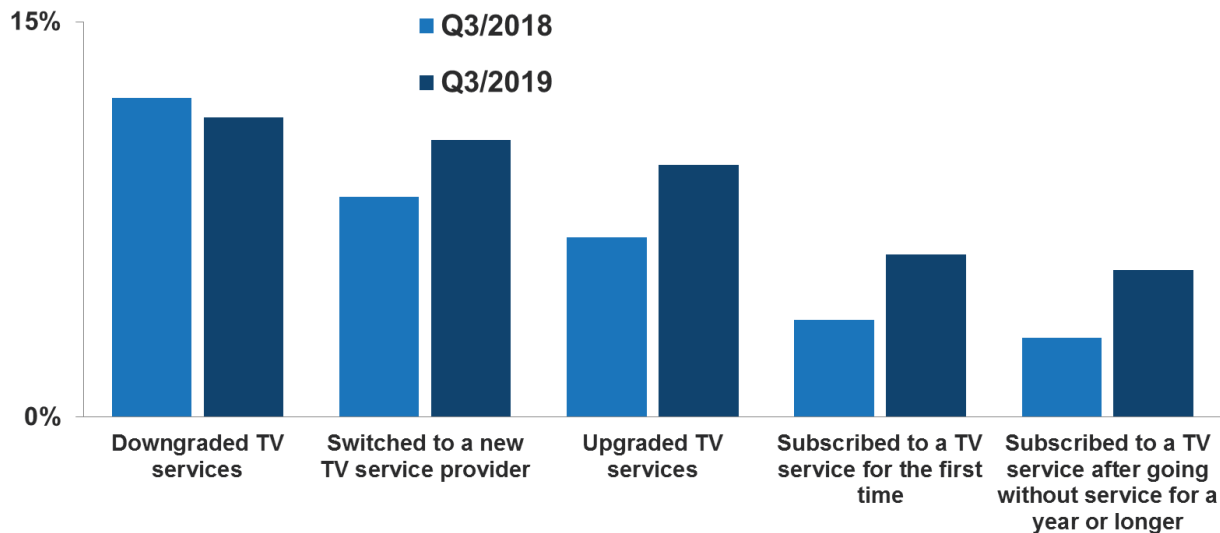


## Recent Change to Pay-TV Service (2018-2019)

Among US BB HHs with Pay-TV Service



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### Consumer Analytics Team



Yilan Jiang, Director

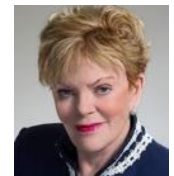


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### SYNOPSIS

This 360 View analyzes connected consumers and their uptake, interest and perception of pay-TV and subscription OTT video services. The research examines adoption of and demand for pay-TV features, including premium channels, recorded and on-demand video, multiscreen accessibility, content discovery, and newly emerging CPE and service experiences. It also examines the relationship between OTT video service and pay-TV service adoption. The study explores consumer groups (new pay-TV subscribers, pay-TV upgraders, cord cutters, cord shavers, cord nevers, and OTT subscribers) to understand how they have changed over time in size, service adoption, and attitudes.

### ANALYST INSIGHT

“Consumers are moving to vMVPD services and will be difficult to win back to pay TV. This shift to vMVPD services will drive increasing revenue disparity between network groups that are and are not included in vMVPD skinny bundles. Operators without comparable offerings will find their customer bases shrinking, though with a higher concentration of high-ARPU customers.”

— Tricia Parks, CEO, Parks Associates



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