

Consumer Insights Dashboard

# Video Services Dashboard



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Tracking Uptake, Changes to Service, and Cancellations, Q3 2023

**PARKS**  
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A photograph of a modern, multi-story house at night, with interior lights glowing through the windows and balconies. The house has a prominent gabled roof and large glass windows.

**The Video Services Dashboard  
provides a visual  
representation of the most  
critical indicators used by  
organizations that provide  
video services to the home to  
make strategic decisions.**

## Consumer Insights Dashboard

Consumer Insights Dashboards present survey-based consumer research that tracks movement of foundational market metrics, such as product or service adoption, household spending intentions, churn, and key tracking metrics on leading industry players.

Parks Associates surveys 5,000-10,000 U.S. broadband households every quarter, with additional surveys throughout the year.

The survey results represent the national demographics for US internet households, 92% of all US households.

# Video Services Consumer Insights Dashboard: Contents

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OTT Service Subscription: Big 3 OTT vs. Non Big 3 OTT

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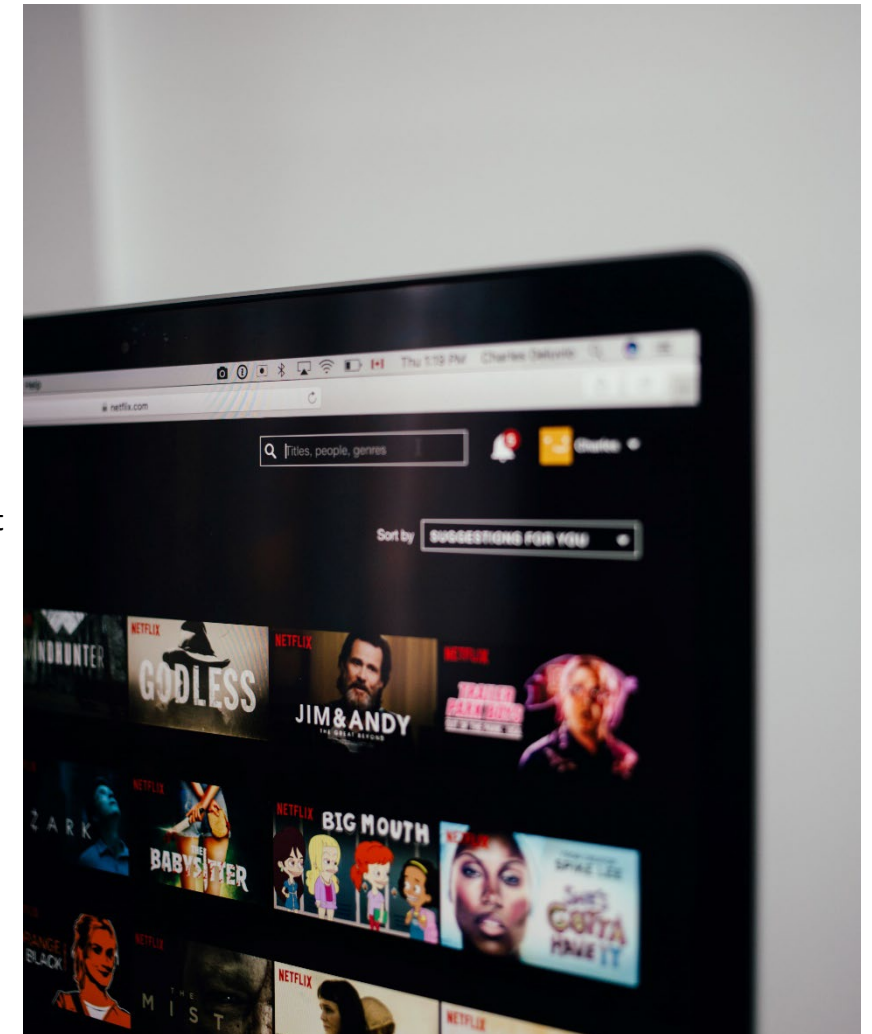
Use of Ad-Based OTT Services

Use of Transactional OTT Services

Major OTT Subscription Tier

Platforms for Watching Social/User Generated Content

## Appendix (Slide 34-40)



# Survey Methodology and Definitions

## Survey Fielding & Respondents

- The survey captured 8,003 heads-of-internet households in the US.
- This sample was split to show special topic questions to smaller groups. Questions related to video services were asked to the full sample. Sample sizes are noted on each chart.
- The survey is demographically representative of internet households for the full 8,003 survey results as well as for each ~4,000-sample sub-group.
- Demographic quotas are set for age, gender, and household income.
- This survey was fielded between 09/18/2023 and 10/03/2023.

## Key Terms and Definitions

- Internet households = (Internet HHs) have internet service in their home, delivered to a fixed location or to mobile devices. Internet HHs may use multiple methods of accessing the internet at home.
- Pay-TV = defined as a paid subscription to a service including a bundle of live, linear TV channels. (see extended definition and categorization on next slide)
- OTT= Over The Top video, video service offering delivered online, also referred to as online video service
- vMVPD = virtual Multichannel Video Programming Distributor
- AVOD = Advertising-based video on demand
- SVOD = Subscription video on demand
- TVOD = Transactional video on demand
- FAST = Free ad-supported streaming TV



# Video Services Ecosystem

Content Type	Over-the-Air Live/Linear	Traditional Pay TV Live/Linear	Streaming TV Live/Linear		Standalone (D2C) OTT Video Services Live/Linear and On-Demand Content		
Delivery Method	Broadcast	Managed Networks		Over-the-Top Video			
Provider Type	TV Stations, Broadcast Groups	Cablecos, Telcos, Satellite	From ISPs	From vMVPDs	Media Conglomerates, Tech Giants, Streaming Platforms, Studios, Sports Associates, and other Rights Holders, Independent Services		
Business Model	Advertising	Subscription	Subscription		Subscription	Ad-Based	Transactional
<b>Service Examples</b>	ABC	Altice	Xfinity Stream	YouTube TV	Netflix	Pluto TV	Prime Video
	CBS	CenturyLink	Spectrum TV App	Hulu + Live TV	Hulu	Tubi	YouTube
	FOX	Charter Spectrum	Sparklight TV	Sling TV	Prime Video	The Roku Channel	iTunes
	NBC	Comcast Xfinity	Breezline TV Online	Fubo TV	Disney+	XUMO	Microsoft Movies & TV
	PBS	Cox	TDS TV+	Philo	Paramount+	Crackle	Vudu
	CW	DIRECTV	Fiberoptics+	Frndly TV	HBO Max	Freevee	
		DISH		Vidgo	Peacock	Peacock	
		Verizon Fios TV		DIRECTV Stream	ESPN+		

# Pay-TV Definitions and Categorization

## Defining Pay-TV Service

Pay TV = A subscription to a television service from a cable, satellite or telephone company.

The market includes service from traditional pay-TV players such as cablecos, telcos, and satellite companies; and vMVPD players, companies that deliver streaming TV over-the-top.

Companies support a variety of access methods, including:

- Set-top boxes connected to televisions
- TV Everywhere (TVE) apps from participating channels
- Streaming TV apps or websites that allow customers to view channels on a mix of devices

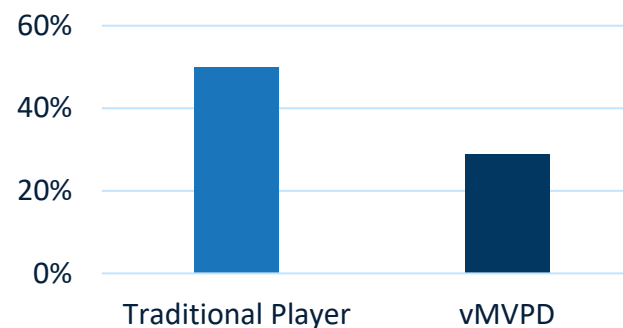
Market segments differ:

- Legacy Pay-TV is specifically delivered via set-top boxes (STBs) from traditional players. It is a subset of Traditional Pay-TV – services delivered from traditional players via delivery to STBs, as well as to those players’ own branded apps on consumer devices.
- Streaming TV is composed of both services from vMVPDs and from internet service providers. DIRECTV Stream and Sling TV are categorized as vMVPDs for the purpose of this research as their content is delivered over-the-top of other providers’ networks.

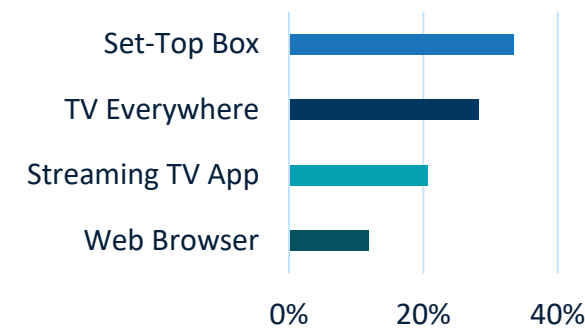
Households may be current subscribers to a traditional player, a cord-cutter from traditional service, or a cord-never. Cord-cutters at one point subscribed to a traditional player’s service, while cord-nevers have not.

## Categories of Pay-TV Adoption

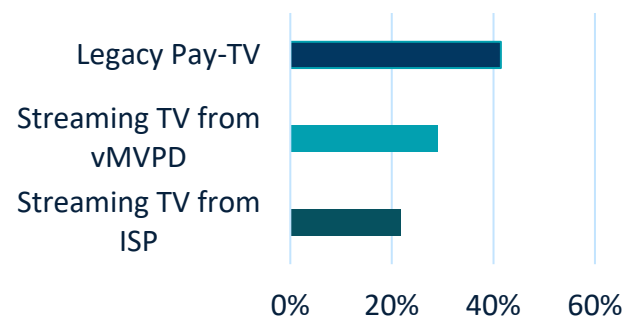
### By Player Type



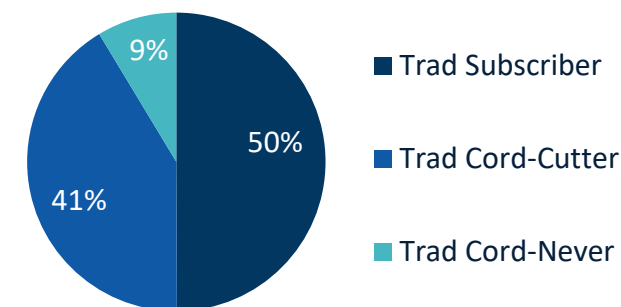
### By Access Method



### By Market Segment



### By Current Subscriber Status



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