

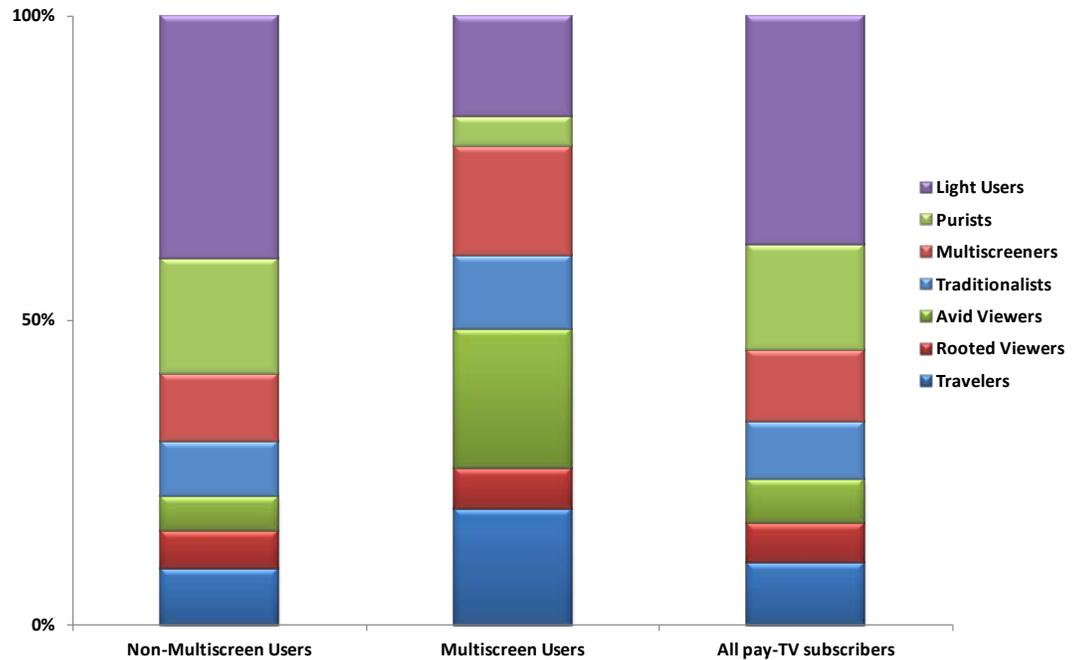
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SYNOPSIS

*Who is Using Multiscreen Services?* investigates the awareness and use of pay-TV multiscreen services. In particular, it analyzes which market segments are enthusiastic about multiscreen capabilities and what impact multiscreen services are having on subscriber churn rates.

### Multiscreen Use by Video Viewing Segment

(Pay-TV Subscribers in U.S. Broadband Households)



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ANALYST INSIGHT

“Multiscreen services, in their current form, are underused and not having a discernible impact on churn rates. However, service providers are readying the launch of a new generation of over-the-top multiscreen services that could have a tremendous market impact.”

— **John Barrett**, *Director, Consumer Analytics, Parks Associates*

CONTENTS

### Who is Using Multiscreen Services?

#### About the Research

#### Previous Research

- Cloud DVR: The New Face of Television (Q3/14)
- Profiles of Subscribers in Multifamily Residences (Q2/14)
- 360 View: Entertainment Services in U.S. Broadband Households (Q1/14)

## CONTENTS

- Streaming CE and Content Purchasing Habits (Q1/14)
- TV Everywhere 2.0: The Next Steps in Multiscreen (Q1/14)
- OTT Video Buyers: Subscriptions & Transactions (Q4/13)
- OTT in a Pay-TV World (Q4/13)
- Consumer Segmentation: Selling Premium TV Services (Q4/13)
- TV Everywhere Use & Authentication (Q3/13)

**Key Findings****Recommendations****Trends in Multiscreen Awareness & Use**

- Pay-TV Premium Feature Subscription/Awareness (2012 - 2014)
- Multiscreen Awareness by Age (2012 - 2014)
- Multiscreen Awareness by Household Income (2012 - 2014)
- Multiscreen Service Awareness by Pay-TV Providers (2012 - 2014)
- Pay-TV Feature Monthly Usage (2013 - 2014)
- Multiscreen Feature Usage by Age (2013 - 2014)
- Multiscreen Feature Usage by Household Income (2013 - 2014)
- Multiscreen Feature Usage by Pay-TV Service Provider (2013 - 2014)

**Profile of Multiscreen Users**

- Demographic Profile of Multiscreen Users (Q1/14)
- TV Program and Movie Consumption Behavior by Multiscreen Users (Q1/14)
- Video Viewing Preferences by Multiscreen Users (Q1/14)
- Video Consumption on Platform by Multiscreen Users (Q1/14)
- Video Consumption on a TV Set by Multiscreen Users (Q1/14)
- Percentage With OTT Subscription by Multiscreen Use (Q1/14)
- Pay-TV Service ARPU by Multiscreen Users (Q1/14)
- Average Monthly Video Expenditure by Multiscreen Users (Q1/14)

**Multiscreen Users and Video Viewing Segments**

- Parks Associates Multiscreen Segmentation
- Video Viewing Segments (Q1/14)
- Segment Descriptions
- Segment Demographics

## CONTENTS

- Pay-TV Service ARPU by Video Viewing Segments (Q1/14)
- Multiscreen Use and Awareness by Video Viewing Segments (Q1/14)
- Multiscreen Use Among Those Aware of Multiscreen Capability by Video Viewing Segments (Q1/14)
- Multiscreen Service Awareness by Video Viewing Segments (2013 - 2014)
- Multiscreen Use by Video Viewing Segment (Q1/14)

**Multiscreen & Pay-TV Service Changes**

- Likelihood of Making Changes to Pay-TV Service by Multiscreen Users (Q1/14)
- Multiscreen Use & Likelihood of Changing Providers by Video Viewing Segments (Q1/14)
- Multiscreen Use & Likelihood of Canceling Service by Video Viewing Segments (Q1/14)
- Reason for Considering Cancelling Pay-TV Service by Multiscreen Users (Q1/14)
- Reason for Considering Downgrading Pay-TV Service by Multiscreen Users (Q1/14)

**Additional Research from Parks Associates**

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