

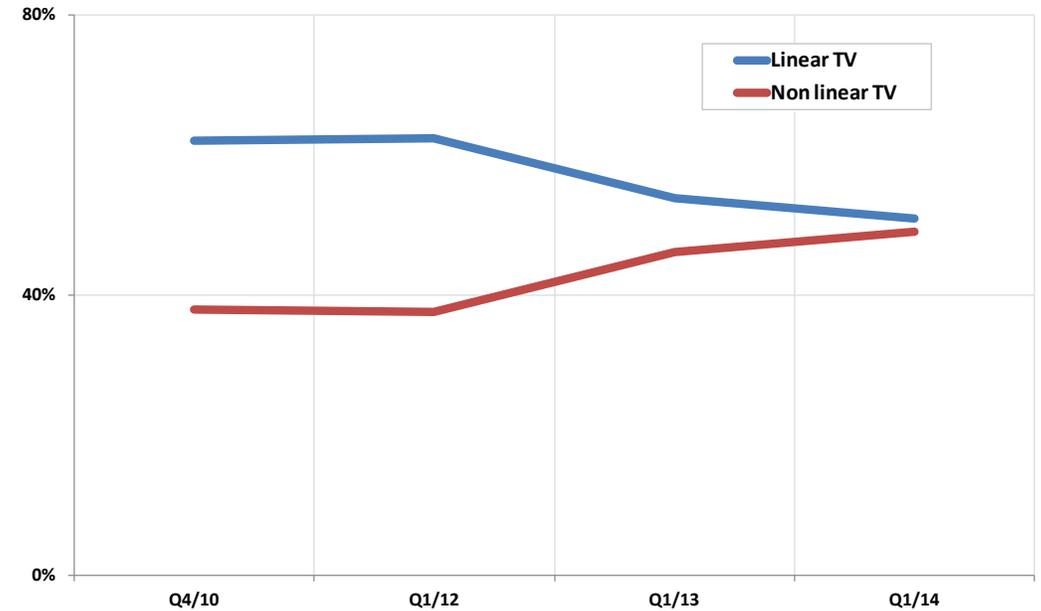
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**SYNOPSIS**

*The Death of Linear TV?* analyzes trends in video consumption with specific attention given to the balance between linear and non-linear video. Video consumption on TV sets, computers, mobile phones, and tablets are all considered. Consumers exclusively watching linear and non-linear video are then profiled in terms of demographic characteristics and attitudes towards both pay-TV and over-the-top video services. Finally, consumption patterns are assessed for each of Parks Associates' video consumption segments.

**Linear vs. Non-Linear Video Consumption on TV Sets**

(U.S. Broadband Households)



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**ANALYST INSIGHT**

“Linear video already comprises a minority of all video consumed once all available platforms are considered. It will soon become a minority of all video consumed on a TV set.”

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

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**About the Research**

**Previous Research**

- 360 View: Digital Media & Connected Consumers (Q3/14)
- Streaming CE and Content Purchasing Habits (Q1/14)
- Trends in Content Licensing (Q1/14)
- New Trends in Digital Delivery and CDNs (Q1/14)

**CONTENTS**

- User Interfaces: The Battleground for Video Services (Q4/13)
- OTT Video Buyers: Subscriptions & Transactions (Q4/13)
- Content Search, Discovery & Recommendations (Q3/13)

**Key Findings****Recommendations****Trends in Linear Video Consumption:**

- Use of Devices for Video (2010 - 2014)
- Frequency of Use of Device for Video (2010 - 2014)
- Video Consumption by Platform (2010 - 2014)
- Video Consumption on TV Sets by Source (2010 - 2014)
- Hours of Linear Video Consumption on All Platforms (2010 - 2014)
- Linear vs. Non-Linear Video Consumption on Computers (2010 - 2014)
- Linear vs. Non-Linear Video Consumption on Mobile Phones (2010 - 2014)
- Linear vs. Non-Linear Video Consumption on All Platforms (2010 - 2014)
- Hours of Linear vs. Non-Linear Video Consumption on All Platforms (2010 - 2014)
- Linear vs. Non-Linear Video Consumption on TV Sets (2010 - 2014)

**Trends in Linear Video Consumption by Demographics:**

- % of Linear Video Consumption on TV Sets by Age (2010-2014)
- Hours of Linear Video Consumption on TV Sets by Age (2010 - 2014)
- % of Linear Video Consumption on TV Sets by Income (2012 - 2014)
- Hours of Linear Video Consumption on TV Sets by Income (2012 - 2014)
- % of Linear Video Consumption on TV Sets by Education (2010 - 2014)
- Hours of Linear Video Consumption on TV Sets by Education (2010 - 2014)

**Use of TV Sets as a Video Platform:**

- % Not Watching Video on TV Sets (2010-2014)
- % Not Owning a TV Set by Age (Q1/14)
- % Not Watching Video on TV Sets by Age (2010-2014)
- % Not Watching Video on TV Set by Income (2010-2014)
- % Not Watching Video on TV Set by Education (2010-2014)

**Profile of Linear vs. Non-linear Video Consumers:**

- Linear Video Consumption Tiers (Q1/14)

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- Source of Video on TV Sets by Linear Video Consumption Tiers (Q1/14)
- Hours of Linear Video Consumption on All Platforms by Linear Video Consumption Tier (Q1/14)
- Age by Linear Video Consumption Tiers (Q1/14)
- Income by Linear Video Consumption Tiers (Q1/14)
- Education by Linear Video Consumption Tiers (Q1/14)
- Gender by Linear Video Consumption Tiers (Q1/14)
- Video Consumption Attitudes by Linear Video Consumption Tiers (Q1/14)
- Video Viewing Preferences by Linear Video Consumption Tiers (Q1/14)
- Attitude Towards Technology by Linear Video Consumption Tiers (Q1/14)
- Device Adoption by Linear Video Consumption Tiers (Q1/14)

**Linear Video Consumption and Video Services:**

- Pay-TV Subscription by Linear Video Consumption Tiers (Q1/14)
- OTT Video Service Subscription by Linear Video Consumption Tiers (Q1/14)
- ARPU for Pay-TV Bundles by Linear Video Consumption Tiers (Q1/14)
- Bundled Service Subscribers by Linear Video Consumption Tiers (Q1/14)
- Avg. Spending on Video by Linear TV Consumption Tier (Q1/14)
- Pay-TV DVR Adoption by Linear TV Consumption Tiers (Q1/14)
- Linear TV Consumption Tiers by Pay-TV Provider (Q1/14)
- Likelihood of Changing Pay-TV Service Provider by Linear Video Consumption Tiers (Q1/14)
- Likelihood of Canceling Pay-TV Service by Linear Video Consumption Tiers (Q1/14)
- Likelihood of Downgrading Pay-TV Service by Linear Video Consumption Tiers (Q1/14)
- Likelihood of Upgrading Pay-TV Service by Linear Video Consumption Tiers (Q1/14)

**Linear Video Consumption and Video Viewing Segments:**

- Video Viewing Segments (Q1/14)
- Segment Descriptions
- Segment Demographics
- Hours of Internet Video Consumed on Platforms by Video Viewing Segments (Q2/14)
- % of All Internet Video Consumed on Platforms by Video Viewing Segments (Q2/14)
- Hours of Broadcast Channels Consumed on TV by Video Viewing Segments (2010-2014)
- Linear Viewing on TV Set by Video Viewing Segments (2012-2014)
- Linear Video Consumption Tiers by Video Viewing Segments (Q1/14)

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## Additional Research from Parks Associates

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