

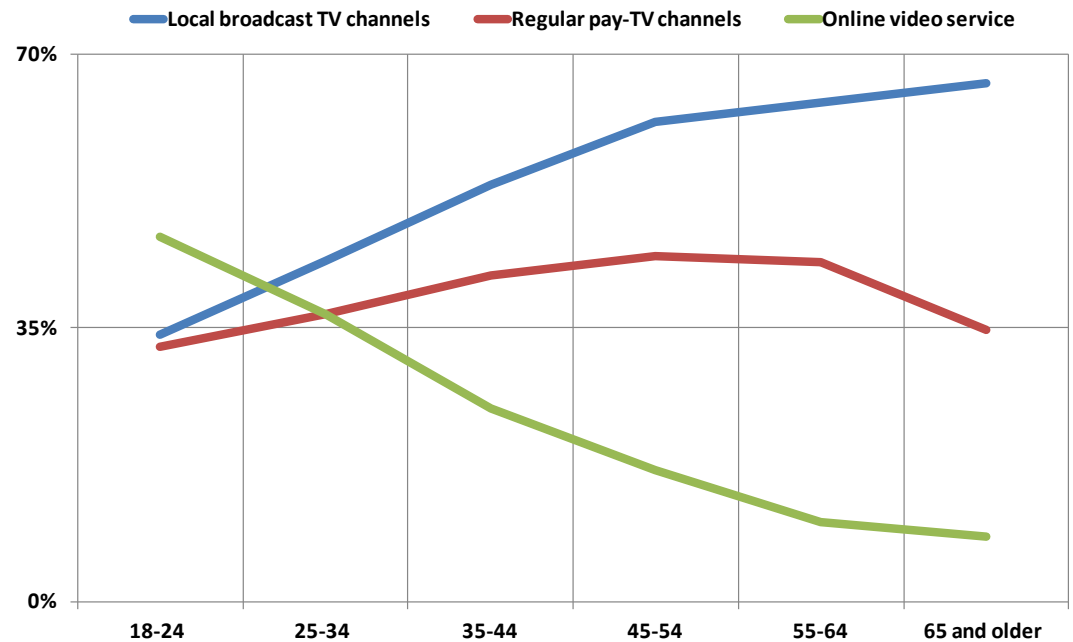
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

**SYNOPSIS**

*OTT Video Buyers: Subscriptions & Transactions* analyzes the consumers who purchase over-the-top video including electronic sell-through (EST) purchases, rented video downloads, and subscription online video services. It details usage patterns for video obtained through these methods and how that video complements or substitutes for video from other sources. Data are broken out by the major providers, and the Market Focus outlines broad consumer segments that consume video.

**Top Sources Used to Watch TV Programs at Home, by Age**

(U.S. Broadband Households)



© Parks Associates

**ANALYST INSIGHT**

“Subscription OTT services have already carved out a significant presence in the home and become the key source of video in particular viewing scenarios. Data suggest, moreover, that these services have the potential to pave the way for increased usage of purchased and rented video downloads.”

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

**CONTENTS**

- About the Research**
- Previous Research**
- Key Findings**
- Recommendations**
- Market Overview**

**CONTENTS**

- Pay-TV Service Subscription (2011 – 2013)
- Pay-TV Service Subscription by Age (2011 – 2013)
- Average Monthly Cost of Home Services (2010 – 2013)
- Monthly Cost of Bundled Home Services (2011 – 2013)
- Use of Device for Video (2010 – 2013)
- Video Consumption by Platform (2010 – 2013)
- Platform Used To Watch Online Movies and TV Shows (Q3/13)
- Video Consumption on TV Sets by Source (2010 – 2013)
- Important Home Video Sources (Q1/13)
- Most Important Video Sources by Age (Q1/13)

**Over-the-Top Video Usage Patterns**

- Over-the-Top Video Usage Patterns
- Use of OTT Video (Q3/13)
- OTT Video Use by Age (Q3/13)
- Pay-TV Adoption Among OTT Video Users (Q3/13)
- Viewing Scenarios for Watching TV and Movies (Q3/13)
- Viewing Scenarios for OTT Video (Q3/13)
- Top Methods for Watching TV and Movies by Scenarios (Q3/13)
- Over-the-Top Video Usage Patterns: Subscription Services
- Online Video Subscribers: Video Sources Used by Scenario (Q3/13)
- Online Video Subscribers: Frequency of Video Use (Q3/13)
- Online Video Subscribers: Rentals vs. Purchases (Q3/13)
- When Subscription Video is Watched (Q1/13)
- Reason for Watching Subscription Online Video Service (Q3/13)
- Over-the-Top Video Usage Patterns: Transactional Services
- Transactional OTT Users: Video Sources Used by Scenario (Q3/13)
- Transactional OTT Users: Frequency of Video Use (Q3/13)
- Transactional Service Users: Rentals vs. Purchases (Q3/13)
- When Transactional Online Video Downloads Are Watched (Q3/13)
- Reason for Watching Transactional Video Downloads (Q3/13)

**Expenditure on Movies & TV Programs**

- Avg. Expenditure on non-Pay-TV Video Sources (2012 – 2013)

**CONTENTS**

- Avg. Expenditure on non-Pay-TV Video Source & OTT Use (Q3/13)
- Avg. Expenditure on non-Pay-TV Video Source by Age (2012 – 2013)
- Change in Household Spending on non-Pay-TV Video Sources (Q3/13)
- Change in Household Spending on non-Pay-TV Video Sources by Age (Q3/13)

**Segmentation: Big Video Spenders:**

- Annual Amount Spent on Movies & TV (Q3/13)
- Annual Household Expenditures (Q3/13)
- Big Video Spenders by Income and Minors in the Home (Q3/13)
- Avg. Spending on Packages by Annual Household Expenditures (Q3/13)
- Pay-TV Feature Adoption by Annual HH Expenditure (Q3/13)
- Subscription Online Video Service Adoption by Annual Household Expenditures (Q3/13)
- Avg. Expenditure on TV & Movies by Annual Household Expenditures (Q3/13)
- Breakdown of Avg. Expenditure on TV & Movies by Annual Household Expenditures (Q3/13)
- Share of Average Expenditure by Spending Tier (Q3/13)
- Summary of Video Spender Groups

**Subscription OTT Services**

- OTT Service Subscription (2012 – 2013)
- Video Consumption by Online Video Service Subscribers (Q3/13)
- Number of Movies Viewed by OTT Services (Q1/13)
- Number of TV Shows Viewed by OTT Services (Q1/13)
- Number of Episodes of TV Programs Viewed by Service (Q1/13)
- Descriptions of Programs Viewed by OTT Service (Q1/13)
- Motivations for Subscription OTT Use by Service (Q1/13)
- Strongest Attributes of On-Demand Service by Service (Q1/13)
- Attribute Ratings by Online Video Service (Q1/13)
- Change in Household Spending by Online Video Service (Q3/13)
- When Subscription Video is Watched by Service Provider (Q1/13)

**Transactional Online Video Services**

- Service to Rent or Purchase Video Downloads (Q3/13)
- Online Store to Rent or Purchase Video Downloads (Q3/13)
- Use of Electronic Rentals/Purchases by Users of Transactional Online Video Stores

**CONTENTS**

(Q3/13)

- Amazon Prime Instant Video Subscribers: Use of Amazon Transactional Service (Q3/13)
- When Programs are Viewed by Transactional Service (Q3/13)
- Motivations for Use by Transactional Service (2013)
- Change in Household Spending by Transactional Service (Q3/13)

**Additional Research from Parks Associates****ATTRIBUTES**

Parks Associates  
15950 N. Dallas Pkwy  
Suite 575  
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

[parksassociates.com](http://parksassociates.com)

[sales@parksassociates.com](mailto:sales@parksassociates.com)

Authored by John Barrett and Yilan Jiang  
Executive Editor: Tricia Parks

Number of Slides: 91  
Published by Parks Associates

© 2013 Parks Associates | Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

**Disclaimer**

*Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.*