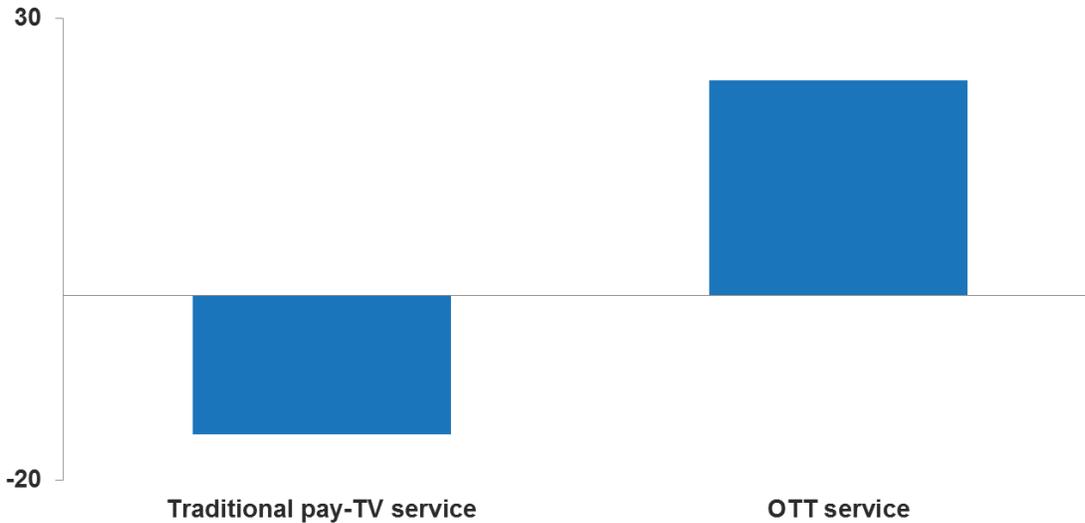


Net Promoter Score of Home Video Services

U.S. Broadband Households Subscribing to Specified Types of Home Video Service



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SYNOPSIS

The rise of online pay-TV services (e.g., Sling TV, DIRECTV NOW, PlayStation Vue, Hulu with Live TV, YouTube TV and others) is changing the way that pay-TV services are perceived and offered. This study will measure the perception of online skinny bundle and tiered pay-TV offerings among consumers, including current subscribers and pay-TV service cancellers. The study examines intent to switch from traditional pay TV as well as the winners and losers among traditional pay-TV providers.

ANALYST INSIGHT

“Consumers in internet-connected U.S. households accustomed to two-to-four pay-TV options now have a wide variety of choice. The shift from traditional TV to online TV has been most prevalent among younger consumers and early adopters. As the sector matures and awareness grows, online pay TV could eventually grow to rival or surpass cable TV subscriptions.”

— Hunter Sappington, *Research Analyst*, Parks Associates

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