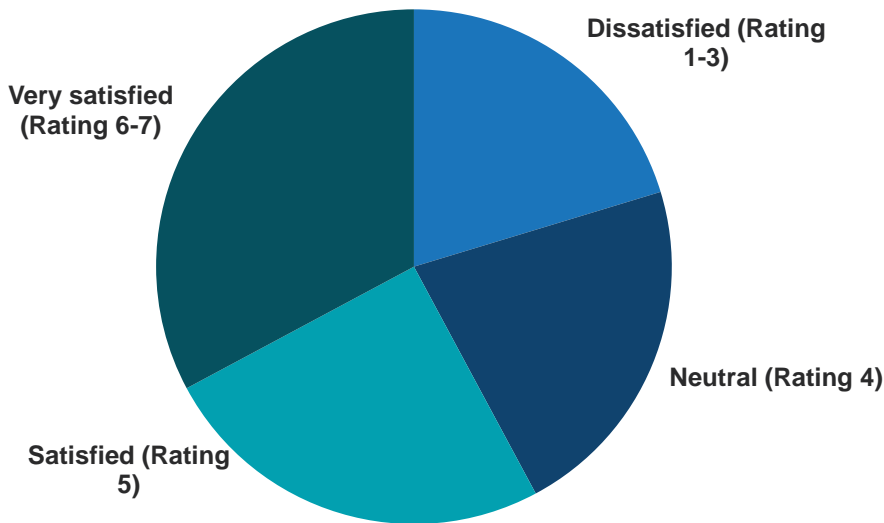


Satisfaction with Pay-TV Service

U.S. Broadband Households Subscribing to a Pay-TV Service



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SYNOPSIS

This *360 View Update* quantifies the consumer groups that are flowing away from traditional pay TV, including those cancelling services and those who never subscribe. It assesses their motivations, values, and viewing habits, including profiles of Cord Cutters, Cord Shavers, and Cord Nevers.

ANALYST INSIGHT

“Operators need to offer their own, independent OTT video options or partner with successful OTT services. OTT video can impact cord shaver ARPUs and generate revenues from cord cutters. It can also help broadband revenues.”

— Brett Sappington, *Senior Research Director*, Parks Associates

Number of Slides: 70

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