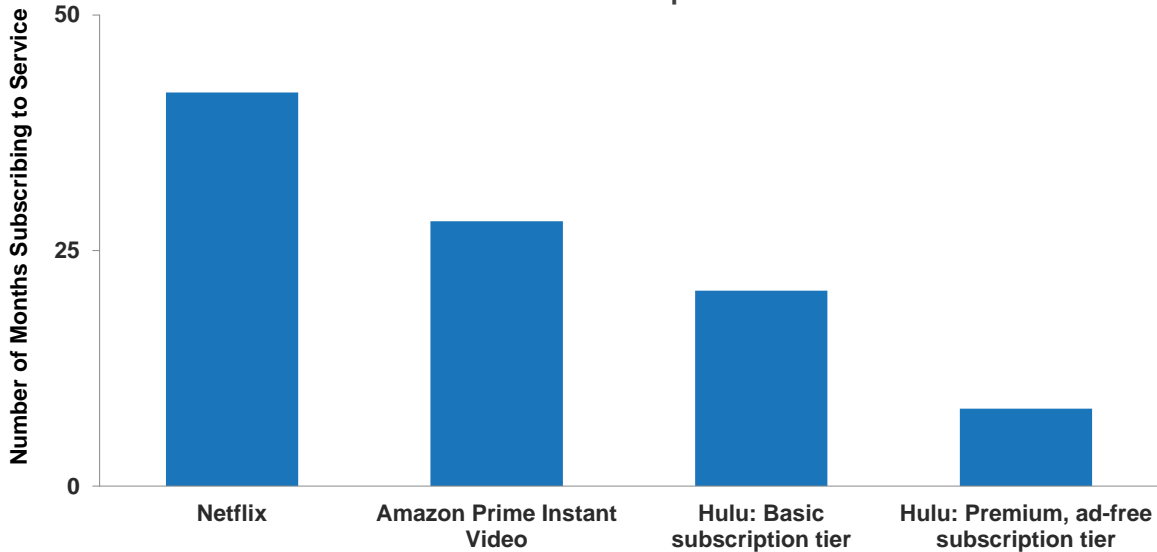


## Netflix, Amazon, and Hulu: Average Length of Time to Subscribing to Service

U.S. Broadband Households with Specified OTT Service



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### SYNOPSIS

This research examines churn among subscription OTT VOD and online pay-TV services as well as the factors that can influence OTT service churn. This study will assess trends in churn for particular services over time and test several retention strategies to see which ones can best be used by OTT services to retain subscribers.

### ANALYST INSIGHT

“One of the most attractive aspects of OTT video services for consumers, particularly in comparison to traditional pay-TV services, is the lack of required contracts in order to subscribe. The ease of subscribing and unsubscribing to an OTT video service, as well as the ability to trial services, has removed the barriers for consumers to test and adopt new service entrants.”

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

**CONSUMER  
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