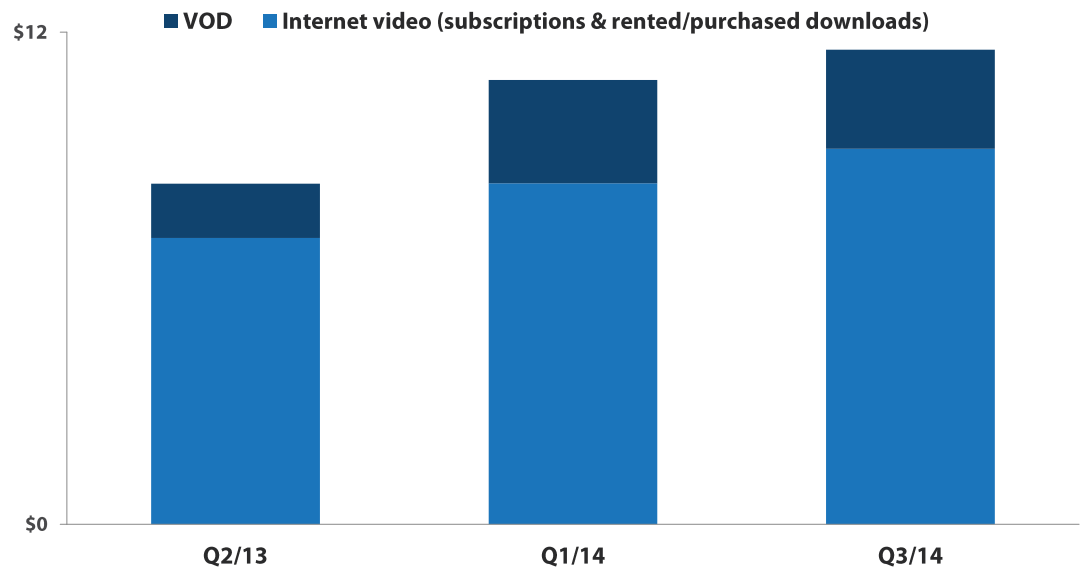


By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager, Consumer Research, **Brett Sappington**, Director of Research, and **David Mitchel**, Research Analyst, Parks Associates

SYNOPSIS

Segmentation: VOD & OTT Usage analyzes the competitive tension between pay-TV video on-demand services vs. over-the-top services. It presents Parks Associates' Video Viewing Segmentation methodology and then analyzes the balance of VOD vs. OTT use and expenditure within each segment. It investigates the demand to access on-demand content on alternative platforms such as computers, tablets, and smartphones.

Average Monthly Expenditure on VOD & Internet Video (2012-2014)
U.S. Broadband Households



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ANALYST INSIGHT

“Over-the-top services are decisively beating out pay-TV on-demand offerings in the battle for the consumer’s attention and money. This should prompt pay-TV providers to reconsider their role in the distribution of on-demand content.”

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

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Additional Research from Parks Associates

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