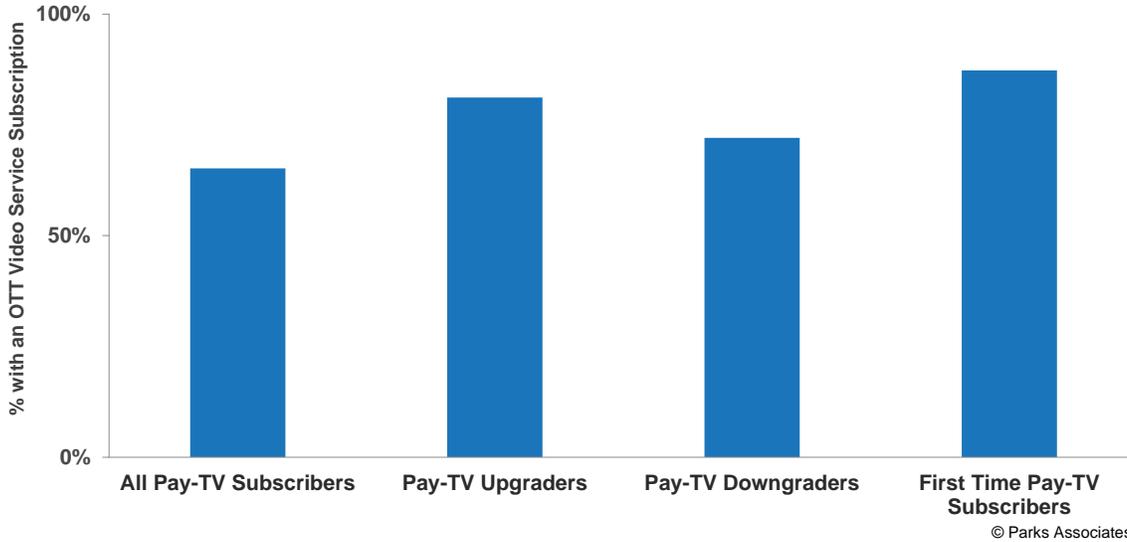


OTT Service Subscription by Subscriber Groups
Pay-TV Subscribers in U.S. Broadband Households



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SYNOPSIS

This *360 View Update* analyzes current trends and consumer opinion of pay-TV channel packages among the rising popularity of skinny bundles and OTT video services. The research examines changes made to TV services by differing subscriber groups, including Upgraders, Downgraders, and First-time Subscribers. The analysis also explores subscriber and demographic groups to understand consumer priorities regarding the channels bundled into pay-TV channel packages, including must-have channels that can be used to build targeted offerings.

ANALYST INSIGHT

“Few topics have been more hotly discussed among pay-TV executives over the past several months than OTT video services and skinny bundles. Each is seen as a potential disruptor to the pay-TV industry. Pay-TV providers and content producers are eager to understand the optimal evolution of channel packages and the current economic ecosystem of content creation and distribution.”

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



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