

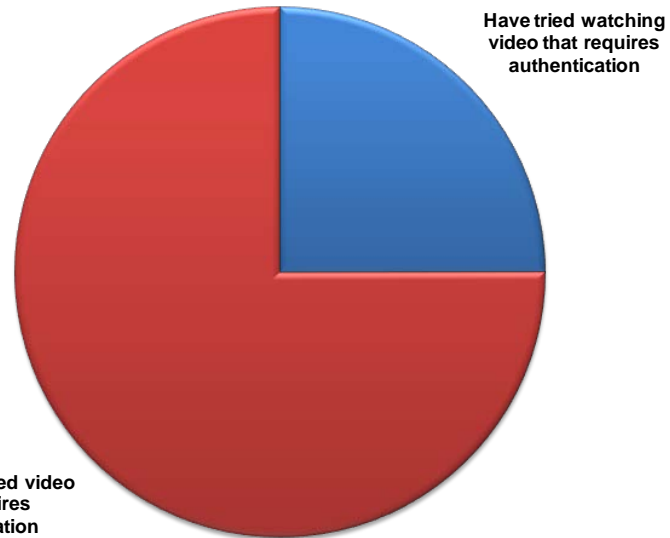
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

### SYNOPSIS

*TV Everywhere Use & Authentication* analyzes the use of TV Everywhere (i.e., multiscreen) services by pay-TV subscribers.

It presents Parks Associates' latest tracking data on TV Everywhere awareness and identifies why subscribers are or are not using the features. In addition, it analyzes the use of authenticated video services and the extent to which the authentication process is inhibiting use.

### Attempt at Watching Video That Requires Authentication (U.S. Broadband Households)



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### ANALYST INSIGHT

“The challenge with the authenticated video process is that the more somebody uses it, the more frustrated they can become. A substantial portion of people are deterred from watching video and they often believe, rightly or wrongly, their pay-TV provider is to blame.”

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

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**Additional Research from Parks Associates**

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