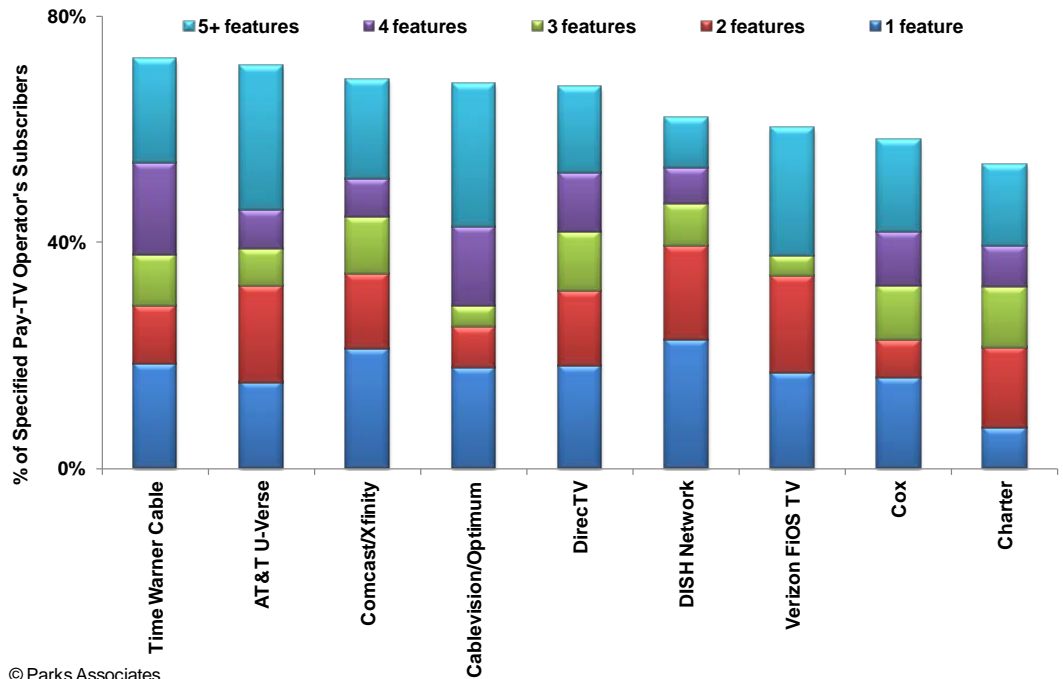


By **John Barrett**, Director, Consumer Analytics, and **Yilan Jiang**, Manager of Consumer Research, Parks Associates

SYNOPSIS

Consumer Segmentation: Selling Premium TV Services analyzes the demand for pay-TV features including TV Everywhere, remote access to DVR content, and personalized recommendations. It quantifies the percentage of subscribers desiring features they do not currently have, the inhibitors to feature-adoption, and the percentages of subscribers who consider each feature to be a “must have” for a pay-TV service. Finally, the report segments the market for pay-TV services and identifies which segments are most likely to adopt additional features.

Desired Features among Pay-TV Subscribers (Pay-TV Subscribers in U.S. Broadband Households)



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ANALYST INSIGHT

"Households that moderately spend on pay-TV services represent the best opportunity for growth in feature adoption. These households are discerning customers who look for video options that are a good value—options that greatly enhance their home video experience for a marginal additional cost."

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

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- Key Findings**

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- Desired Pay-TV Features by Netflix Subscription (Q4/13)
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Additional Research from Parks Associates

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