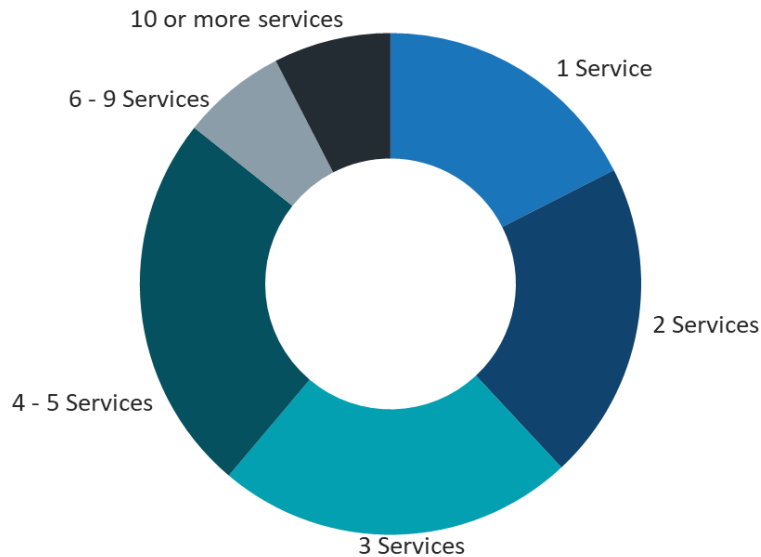


Number of Online Video Services Used in a Month



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SYNOPSIS

Content is king. In the ultra-competitive OTT market, services are continually looking to differentiate their offering with original and exclusive content. New content categories continue to emerge to provide services the opportunity to separate themselves from the competition. This research examines how critical content is to driving subscriptions and usage, consumer interest in different types of content, and what role content plays in the user experience.

ANALYST INSIGHT

“Online video consumption habits shifted significantly due to COVID-19 restrictions, and viewers have diversified their preferences for watching newly released films. OTT services like Disney+ and Amazon Prime Video have successfully incorporated transactional elements, and hybrid services may consider offering similar routes.”

— Liam Gaughan, *Researcher*, Parks Associates

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Appendix



Content Preferences in OTT Video

SERVICE:
ENTERTAINMENT
SERVICES

3Q 2021

ATTRIBUTES

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