

By Billy Nayden, Research Analyst, and Brett Sappington, Senior Director of Research, Parks Associates

<p>Synopsis</p> <p>While viewing of linear television has declined among broadband households, live video continues to play a critical role in the television business. Alternative platforms have stepped in to capture a portion of live audience, and services like Facebook Live and Periscope have led the charge in live online video entertainment. This report explores the state of live broadcast video, including the renaissance in live video services online, alternatives to traditional linear television, consumer use, and new opportunities for content creators and distributors.</p>	<p style="text-align: center;">Live Content on a TV</p> <p style="text-align: center;">Live TV Broadcast Sources on a TV Set by Age U.S. Broadband Households that watch Live TV Broadcasts on TV Sets</p> <table border="1"> <caption>Estimated Data for Live TV Broadcast Sources by Age</caption> <thead> <tr> <th>Age Group</th> <th>Over-the-air TV broadcasts (using an antenna)</th> <th>Pay-TV service</th> <th>Online video service</th> </tr> </thead> <tbody> <tr> <td>18-24</td> <td>~18%</td> <td>~55%</td> <td>~27%</td> </tr> <tr> <td>25-34</td> <td>~15%</td> <td>~55%</td> <td>~30%</td> </tr> <tr> <td>35-44</td> <td>~18%</td> <td>~45%</td> <td>~37%</td> </tr> <tr> <td>45-54</td> <td>~20%</td> <td>~55%</td> <td>~25%</td> </tr> <tr> <td>55-64</td> <td>~22%</td> <td>~55%</td> <td>~23%</td> </tr> <tr> <td>65 and older</td> <td>~15%</td> <td>~65%</td> <td>~20%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Age Group	Over-the-air TV broadcasts (using an antenna)	Pay-TV service	Online video service	18-24	~18%	~55%	~27%	25-34	~15%	~55%	~30%	35-44	~18%	~45%	~37%	45-54	~20%	~55%	~25%	55-64	~22%	~55%	~23%	65 and older	~15%	~65%	~20%
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<p>Publish Date: 3Q 18</p>	<p>“A major change in live content over the past few years is viewer engagement and interactivity of content. Viewers now expect a level of interaction with anything they view live, and content creators can use this engagement to drive live viewership,” said Billy Nayden, Research Analyst, Parks Associates.</p>																												
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Online Live as a % of Live Viewership (2010-2022)	
List of Companies	
ABC	Moat
Amazon	Mother Jones
Apple	MSNBC
BAMTech	MTV News
Big Sky Conference	NBA
Bloomberg	NBC
Breitbart	New York Times
Business Insider	NHL
BuzzFeed	Nickelodeon
CBS	Nielsen
Cheddar	NFL
CNBC	Nvidia
CNN	Occupy Democrats
Crowdcast	Pew Research Center
Disney	PGA
DoubleVerify	Philo
Dubsmash	Pluto TV
ESPN	Reuters
E! Entertainment Television	The Ringer
Facebook	Roku
FITE TV	SBNation
FloSports	Sky
Forbes	Sling TV
Fox	Snopes
Funimate	Spotify
Gannet	TiVo Corporation
Google	Turner Broadcasting
HBO	Twitch
Hotswitch	Twitter
HQ Trivia	UEFA Champions League
Huffington Post	UFC
IGN	Univision
InfoWars	Viacom
Instagram	Viggle
Liga MX	Vimeo
Louis Vuitton	Vocativ
Mashable	Washington Post
Mediakix	WWE
MLB	Yahoo!
MLS	YouTube

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