

By Steve Nason, Research Director, Parks Associates

Synopsis	Pay TV vs. OTT																								
<p>The OTT video services market continues to evolve. Services are testing new business models, user experiences, and distribution options to reach and monetize users. This industry report discusses the trends that have arisen over the past year and that will impact the future year for the OTT video service market in North America and globally. The report includes a forecast for OTT video service adoption and revenues.</p>	<div style="text-align: center;"> <h3>Penetration of Traditional vs. OTT Video Services</h3> <table border="1"> <caption>Estimated Data for Penetration of Traditional vs. OTT Video Services</caption> <thead> <tr> <th>Quarter</th> <th>OTT subscription (%)</th> <th>Traditional pay-TV service (%)</th> </tr> </thead> <tbody> <tr> <td>Q1/2017</td> <td>65</td> <td>75</td> </tr> <tr> <td>Q1/2018</td> <td>64</td> <td>66</td> </tr> <tr> <td>Q3/2018</td> <td>68</td> <td>67</td> </tr> <tr> <td>Q1/2019</td> <td>70</td> <td>69</td> </tr> <tr> <td>Q3/2019</td> <td>71</td> <td>63</td> </tr> <tr> <td>Q1/2020</td> <td>75</td> <td>62</td> </tr> <tr> <td>Q3/2020</td> <td>78</td> <td>60</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associate</p> </div>	Quarter	OTT subscription (%)	Traditional pay-TV service (%)	Q1/2017	65	75	Q1/2018	64	66	Q3/2018	68	67	Q1/2019	70	69	Q3/2019	71	63	Q1/2020	75	62	Q3/2020	78	60
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<p><b>Publish Date:</b> 1Q 21</p>	<p>“Seismic shifts have occurred in the subscription OTT service space. The launch of high-profile service offerings has significantly affected the hierarchy long dominated by the Big 3. Ad-based OTT services have experienced a year like no other, pushing them beyond mere complements to subscription services, and transactional OTT services have seen a recent resurgence, placing them at the core of the OTT service ecosystem.,” said Steve Nason, Senior Analyst, Parks Associates.</p>																								
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	<p><b>Bottom Line</b></p> <ul style="list-style-type: none"> <li><b>Overall OTT Video Service Market Trends</b> <ul style="list-style-type: none"> <li>Unprecedented OTT Video Consumption</li> <li>Growing Divide between OTT and Pay TV</li> <li>Evolution of Content Windowing</li> </ul> </li> <li><b>Subscription OTT Service Market</b> <ul style="list-style-type: none"> <li>Launch of High-Profile Services</li> <li>Reduction in Original Content Production</li> <li>Shifts in Partnerships</li> <li>Competitive Overview</li> </ul> </li> <li><b>Ad-Based OTT Service Market</b> <ul style="list-style-type: none"> <li>High-Profile Acquisitions</li> <li>Influx of Original and Exclusive Content</li> <li>Residual Impact of COVID-19</li> <li>Competitive Overview</li> </ul> </li> <li><b>Transactional OTT Service Market</b> <ul style="list-style-type: none"> <li>Continued Dominance of Tech Giants</li> </ul> </li> </ul>																								

	<p>Movie Theater Operators Launch Services            Transactional Offerings Integrated into Services            Competitive Overview</p> <p><b>Key Trends to Watch</b>            Slowdown in High-Profile Service Launches            Service Consolidation            Shift to Streaming-First Organizations</p> <p><b>Market Forecast: US OTT Service Subscriptions and Revenue, 2021-2026</b>            Forecast Methodology and Assumptions            Forecast</p> <p><b>Implications and Recommendations</b></p> <p><b>Glossary</b></p> <p><b>Appendix</b></p> <p><b>Consumer Data Methodology</b></p> <p><b>Attribution</b></p>												
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<b>List of Companies</b>	<table border="0"> <tr> <td>Alamo Drafthouse Cinemas</td> <td>Minvera Networks</td> </tr> <tr> <td>Amazon</td> <td>NBCUniversal</td> </tr> <tr> <td>AMC Networks</td> <td>Netflix</td> </tr> <tr> <td>AMC Theatres</td> <td>PBS</td> </tr> <tr> <td>Apple</td> <td>Redbox</td> </tr> <tr> <td>BBC/ITV</td> <td>Roku</td> </tr> </table>	Alamo Drafthouse Cinemas	Minvera Networks	Amazon	NBCUniversal	AMC Networks	Netflix	AMC Theatres	PBS	Apple	Redbox	BBC/ITV	Roku
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<p>Parks Associates            5080 Spectrum Drive            Suite 1000W            Addison, TX 75001</p> <p>800.727.5711 toll free            972.490.1113 phone            972.490.1133 fax</p> <p>parksassociates.com            sales@            parksassociates.com</p>	<p>Published by Parks Associates            © March 2021 Parks Associates            Addison, Texas 75001</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer            Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>