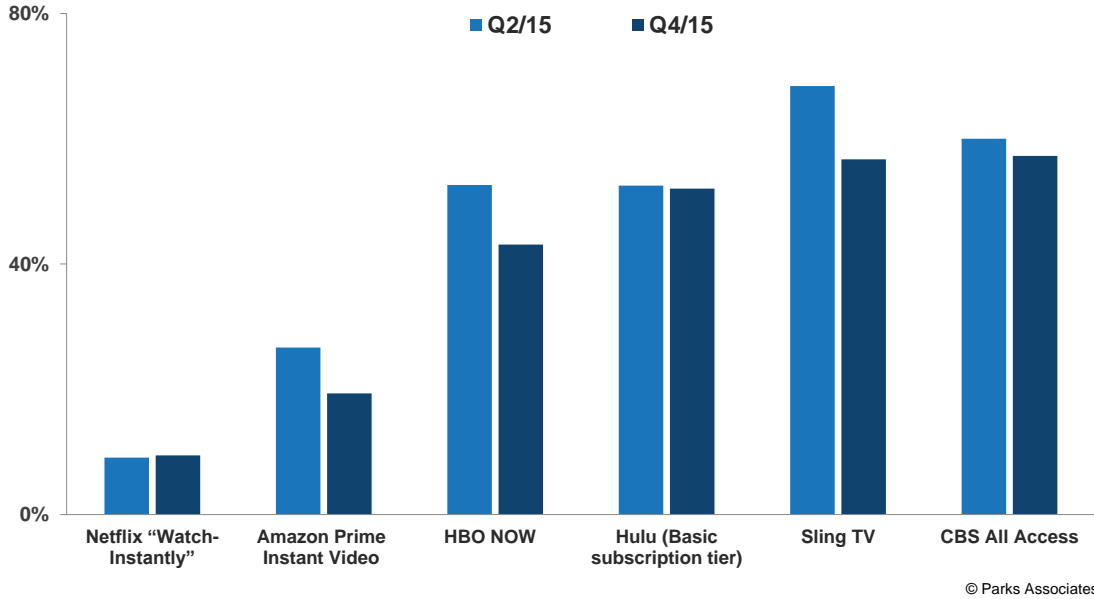


Subscribers Canceling OTT Service as % of Current Subscriber Base
Among Subscribers of Specified OTT Services



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SYNOPSIS

Subscriptions and Churn in OTT Video Services analyzes the current subscription OTT video market in the U.S. as established players attempt to maintain market share and new players seek to gain customers. This analysis identifies methods of acquisition for customers, measures decision factors influencing subscription cancellation, and provides demographic analysis on cancellation decisions.

ANALYST INSIGHT

“Content is becoming a primary differentiator beyond price. As OTT service providers look to a saturated market to gain share, content exclusivity is emerging as the critical value component to the consumer.”

— Glenn Hower, *Research Analyst*, Parks Associates

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