

By Brett Sappington, Senior Director of Research; Hunter Sappington, Researcher; and Tu Skuse, Research Analyst, Parks Associates

<p>Synopsis</p> <p>The evolution of OTT video services has led to increased competition in the market, including new partnerships, alternatives to pay TV, and changing priorities by consumers. This report includes insights into the new era of competition in OTT video and pay TV and assesses trends that affect the video ecosystem across global markets, including churn and retention. The report also includes global forecasts for OTT video and pay-TV subscribers.</p>	<p style="text-align: center;">U.S. OTT Services</p> <p style="text-align: center;">Number of OTT Video Services in the U.S., 2013-2017</p> <table border="1"> <caption>Number of OTT Video Services in the U.S., 2013-2017</caption> <thead> <tr> <th>Year</th> <th>Existing</th> <th>New</th> <th>Closed</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>2013</td> <td>65</td> <td>15</td> <td>0</td> <td>80</td> </tr> <tr> <td>2014</td> <td>80</td> <td>25</td> <td>0</td> <td>105</td> </tr> <tr> <td>2015</td> <td>105</td> <td>55</td> <td>-10</td> <td>150</td> </tr> <tr> <td>2016</td> <td>150</td> <td>40</td> <td>-10</td> <td>180</td> </tr> <tr> <td>2017</td> <td>185</td> <td>20</td> <td>-10</td> <td>195</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Year	Existing	New	Closed	Total	2013	65	15	0	80	2014	80	25	0	105	2015	105	55	-10	150	2016	150	40	-10	180	2017	185	20	-10	195
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<p>Publish Date: 4Q 17</p>	<p>“Operator and OTT video service partnerships are becoming more common, with companies working together in promotions, OTT service distribution and bundling, integration into the set-top box, zero-rating of video in data services, and billing,” said Brett Sappington, Senior Director of Research, Parks Associates.</p>																														
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List of Companies			
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Apple TV	Midcontinent Communications
AT&T	MLB.TV
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Fortumo	Stream TV
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Frontier	Swisscom
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FX Networks	Telkom
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