Partnering, Aggregation, and Bundling in Video Services

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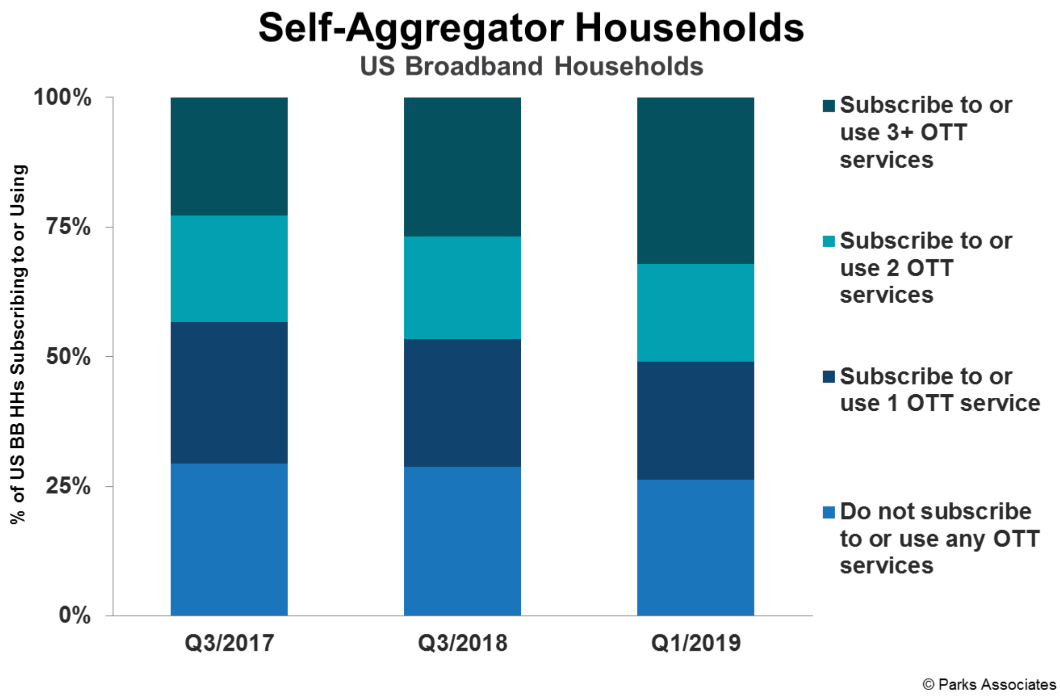
Synopsis	Self-aggregating OTT Services
As the video service ecosystem continues to evolve, OTT services and pay-TV providers are increasingly looking to new business approaches, partnerships, and sales channels in order to reach paying consumers. This report explores the evolving dynamics of aggregation and bundling as well as the partnerships that are evolving in the industry. It examines the evolution of entertainment brands and profiles the leading online aggregation platforms available to video services today.	
Publish Date: 3Q 19	“Partnerships represent a cost-effective way for small or medium-sized players to leverage a larger brand to promote themselves. Though operating through an aggregator limits revenues, it allows OTT services to reach consumers that would have otherwise remained unaware, effectively working as a reseller for the service,” said Steve Nason, Senior Analyst, Parks Associates.

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Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001 800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax parksassociates.com sales@ parksassociates.com	Authored by Steve Nason and Brett Sappington Executive Editor: Tricia Parks Published by Parks Associates Printed in the United States of America. 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.