

By Steve Nason, Senior Analyst, and Brett Sappington, Senior Research Director and Principal Analyst, Parks Associates

Synopsis	Self-aggregating OTT Services																				
<p>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.</p> <p>Publish Date: 3Q 19</p>	<div style="text-align: center;"> <h3>Self-Aggregator Households</h3> <p>US Broadband Households</p> <table border="1"> <caption>Estimated Data for Self-Aggregator Households</caption> <thead> <tr> <th>Quarter</th> <th>Do not subscribe to or use any OTT services</th> <th>Subscribe to or use 1 OTT service</th> <th>Subscribe to or use 2 OTT services</th> <th>Subscribe to or use 3+ OTT services</th> </tr> </thead> <tbody> <tr> <td>Q3/2017</td> <td>30%</td> <td>25%</td> <td>15%</td> <td>30%</td> </tr> <tr> <td>Q3/2018</td> <td>28%</td> <td>25%</td> <td>18%</td> <td>30%</td> </tr> <tr> <td>Q1/2019</td> <td>25%</td> <td>20%</td> <td>18%</td> <td>37%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p> </div>	Quarter	Do not subscribe to or use any OTT services	Subscribe to or use 1 OTT service	Subscribe to or use 2 OTT services	Subscribe to or use 3+ OTT services	Q3/2017	30%	25%	15%	30%	Q3/2018	28%	25%	18%	30%	Q1/2019	25%	20%	18%	37%
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<p>Publish Date: 3Q 19</p>	<p>“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.</p>																				
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Dish Network	Sony
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