







# The Evolving Digital Media Landscape

Streaming now dominates video viewing in the United States. However, the streaming market is fragmented and competitive. To attract and retain viewers, companies need to employ a variety of strategies, informed by data on consumer viewing habits, content interests, hours viewed, and preferences on platforms, interfaces, and the overall viewing experience. In particular, the life stages of consumers are an important tool to predict viewing habits, anticipate specific needs, and develop targeted services. As consumers age and move from one stage to the next, the time spent, platforms used, and even preferred content genres shift alongside them. A provider can leverage this information to design services that appeal to consumers in each life stage and will evolve and adapt along with their subscribers.

This whitepaper details the life stages as identified by Parks Associates, follows the top trends in OTT service ecosystems, including current competition and consolidation, and offers strategies for providers to succeed now and in the future by perfecting their OTT services for consumers.

## Seven Key Questions about the Video Market

- How do Americans stream video content?
- What devices do they stream on, and how much time do they spend doing it?
- What does the connected TV landscape look like?
- How does a customer's life stage impact their viewing habits and retention?
- What are the emerging trends in the streaming market?
- Are gaming and music streaming competing for the same share of a customer's wallet?
- What does this mean for streaming brands?





## Methodology



Survey Results Represent The **National Demographics** For US Broadband Households, Which Account For **88%** Of All US Households.



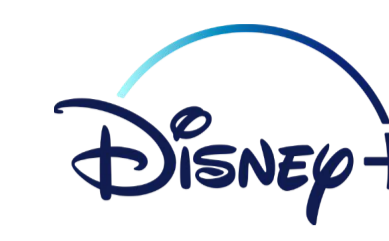
Demographic Quotas Are Set For **Age, Gender, Household Income,** And **Education.**

### Brands Surveyed

**hulu**

**SAMSUNG**

**amazon**



**Roku**

**Microsoft**

**NETFLIX**



**1Q** And **3Q** Surveys Include Questions Related To Media And Entertainment.



This Whitepaper Primarily Draws From A Survey Conducted In **Q1 2021.**

Parks Associates surveys 10,000 heads of US broadband households every quarter.

## Streaming Leads Video Viewing in the US

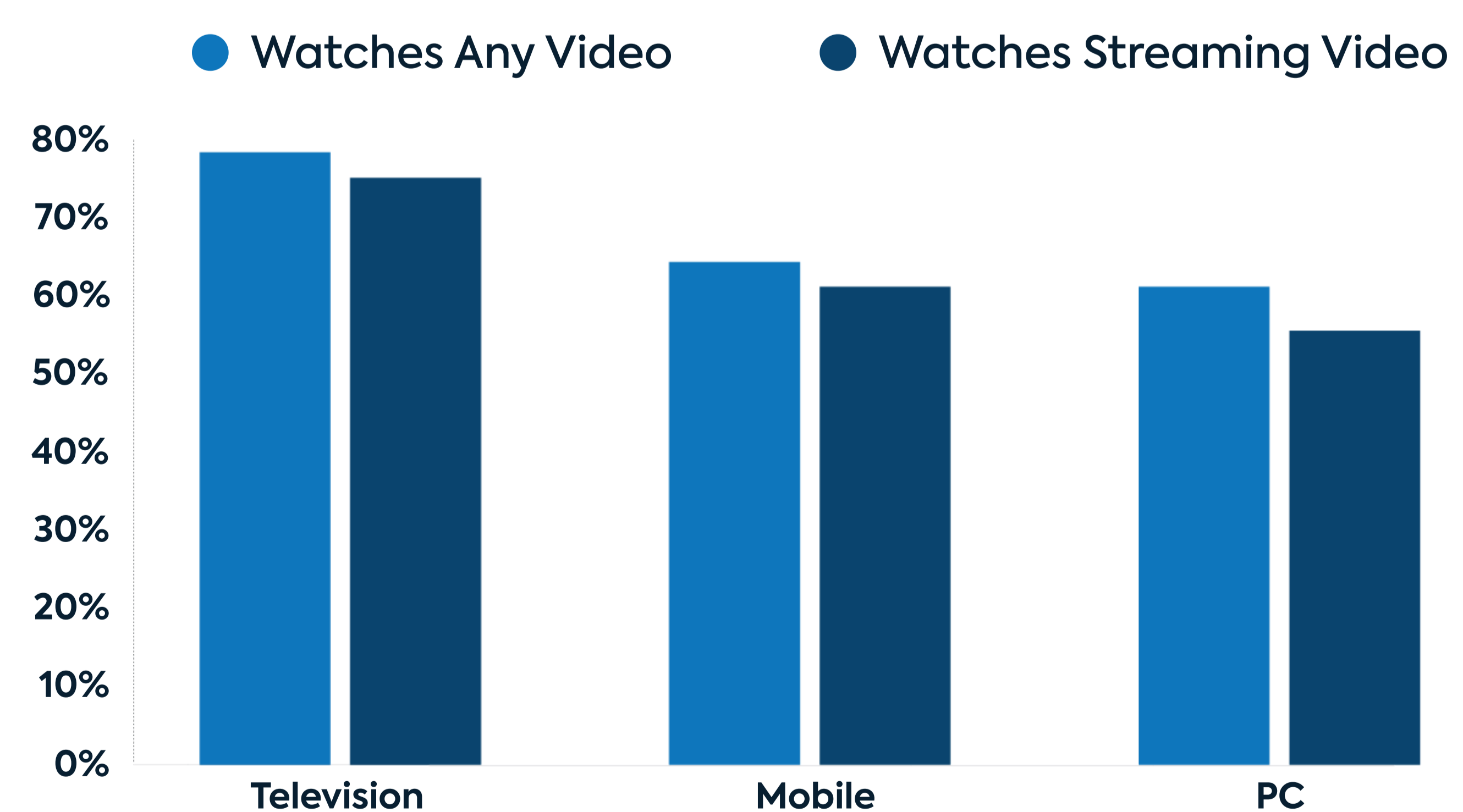
Video consumption is a mainstay among consumers, with streaming at the forefront. In 2020, OTT became the most common way for Americans to consume video. In the first quarter of 2020, 76% of US broadband households reported subscribing to an OTT video service, vs. 72% to a pay-TV service. In 2021, adoption of OTT further grew with 82% of US broadband households subscribing to an OTT video service vs. 70% to a pay-TV service. 92% of US broadband households report viewing streaming video at least weekly, with 10% only viewing via non-subscription methods. OTT video consumption will continue to grow.



**OTT service subscriptions in the US will increase from nearly 230 Million in 2021 to more than 277 Million in 2026, an increase of over 20% in five years.**

© Parks Associates

### Video Viewership Among US Broadband Households



© Parks Associates

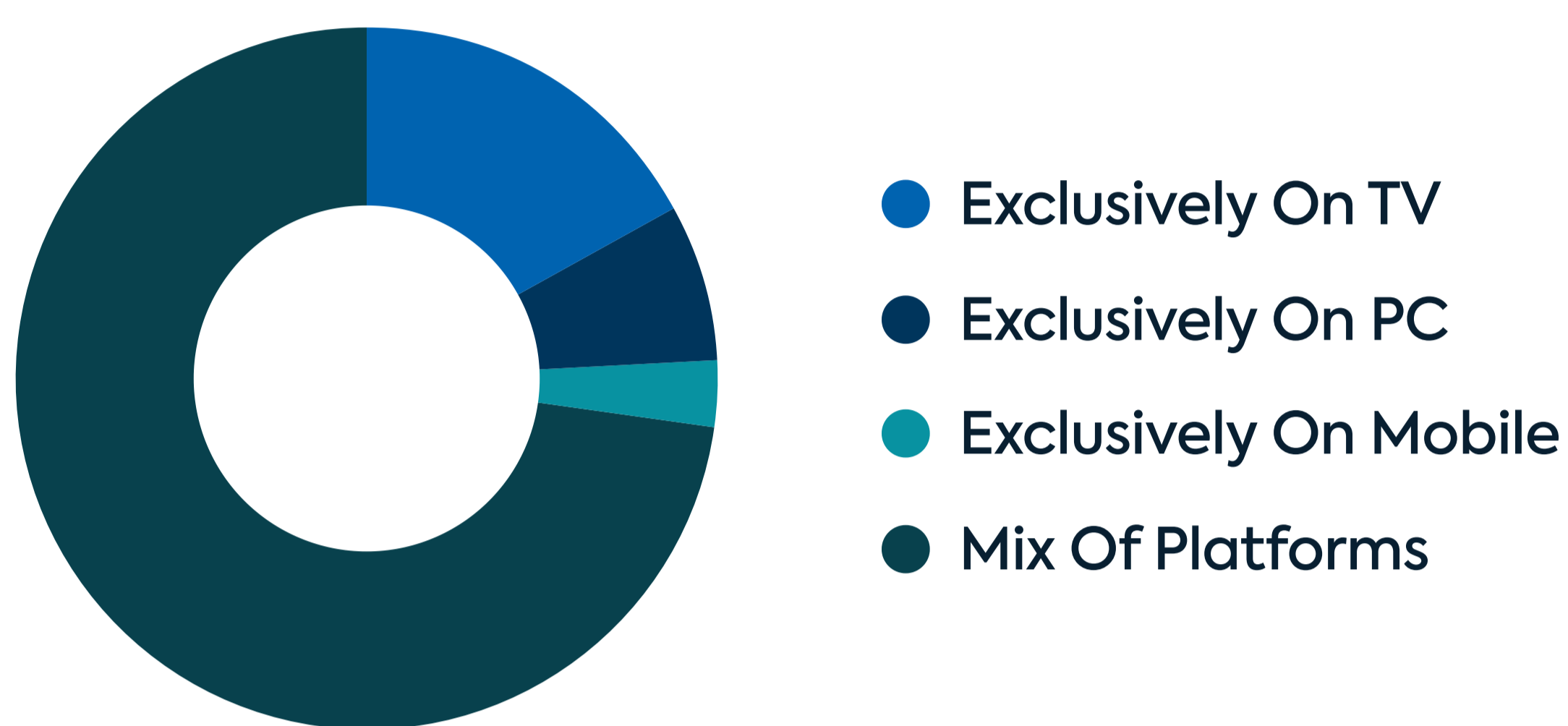




*I think by the end of the decade, everyone is going to be watching TV via streaming. It is an awesome opportunity to innovate and improve television.*

### Multiscreen vs. Exclusive Viewing

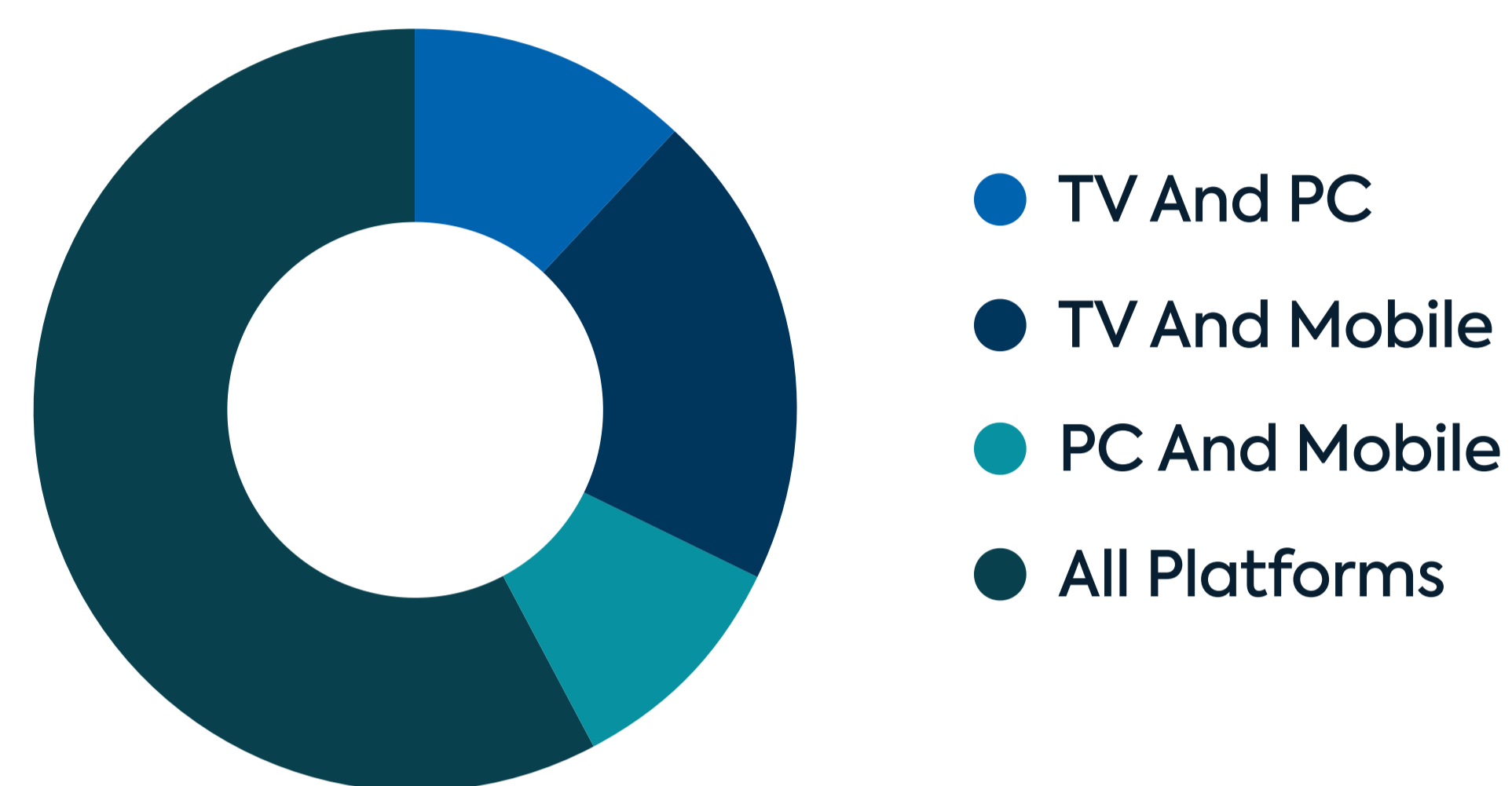
US Broadband Households



© Parks Associates

### Multiscreen Platform Mix

US Broadband Households



© Parks Associates

## Millennials and Gen Z use a mix of Video Platforms

The platforms consumers use to access their streaming video vary — 72% of consumers report regularly using multiple platforms to consume video. Looking at platform mix, we find that over 40% of consumers view on all tested platforms — TV and TV-connected devices, mobile devices such as smartphones and tablets, and PCs — while nearly a third view on some combination of these. Multiplatform viewing is dominant among younger generations, and seniors are most likely to report watching content exclusively on televisions. While many consumers view video on mobile, very few exclusively use a mobile device for watching content.

**Roughly 80% of millennials and Gen Zers report that they view video on more than one platform at least monthly.**

© Parks Associates

In contrast to today's multiplatform world, many traditional OTT players have preferred to emphasize and play to the television's big screen, lean-back experience, devoting much of their resources to this particular platform. As per industry sources, connected TV viewers are more likely to watch entire movies and series and are found to have lower churn rates than viewers on other platforms. Part of this can be explained by the purposes for which people use different platforms — larger screens are intended to be used for longer viewing sessions, and for social viewing. But part of this is also generational — older consumers are more likely to use televisions overall and less likely to churn. Although the big-screen experience is and remains important to consumers, supporting and improving the consumer experiences on mobile and the PC platforms are important considerations for resources, especially to reach Gen Z and millennials.

<sup>1</sup> <https://www.cnbc.com/2021/06/18/roku-ceo-anthony-wood-qa.html>



## Consumers' Share of Viewing Time is Tilting Away from Televisions

While televisions remain the top platform overall, and TV consumption is growing as video consumption overall grows, consumers' share of viewing time is slowly but steadily tilting towards other platforms.

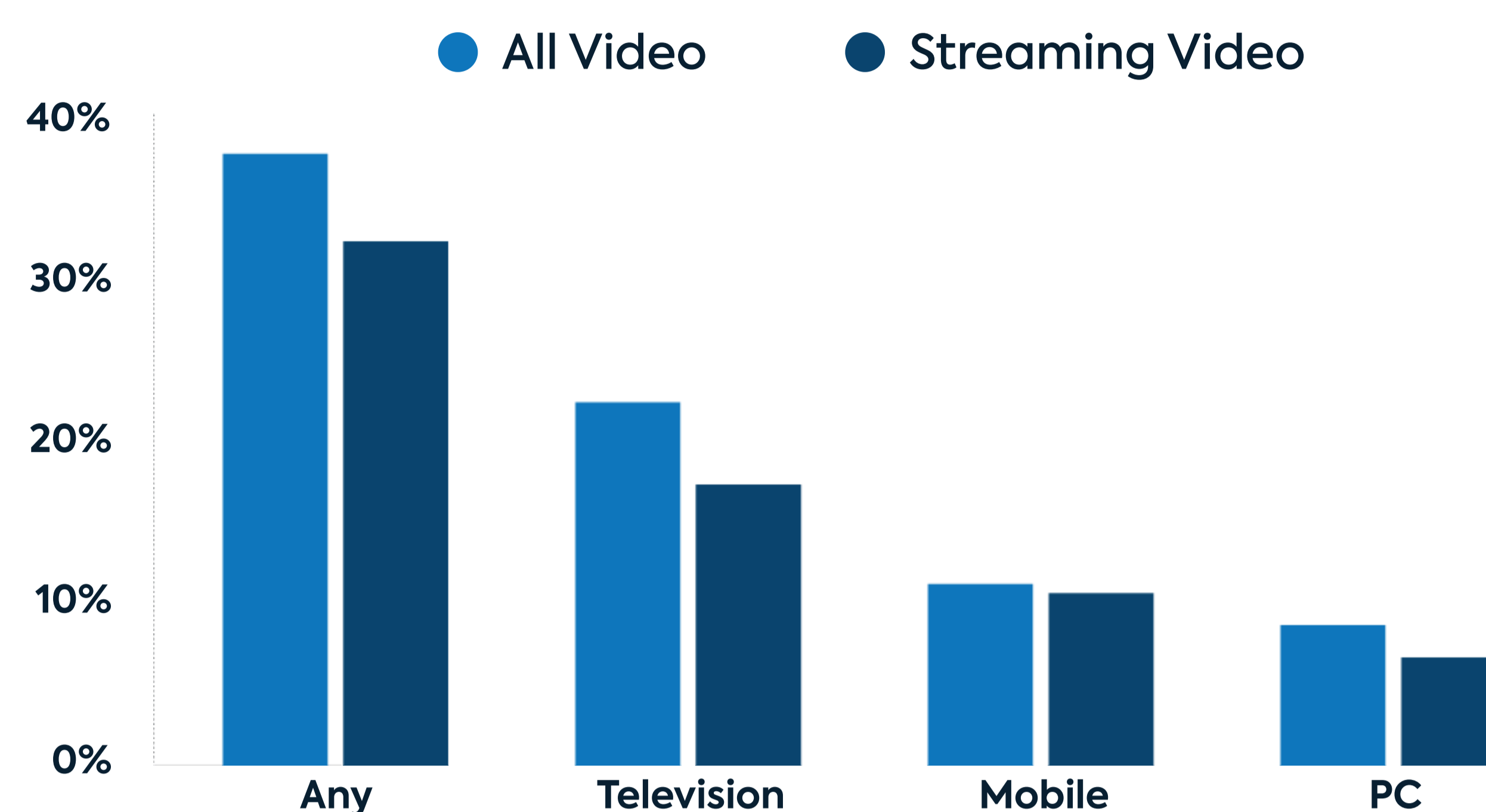
In **Q1 2021**, heads of US broadband households overall reported spending an average of 37.5 hours per week viewing video — **55%** on televisions, a quarter on mobile, and approximately 20% on PC.

In **Q2 2015**, consumers spent 67% of their watch time on TV, 11% on mobile, and **22%** on PC.

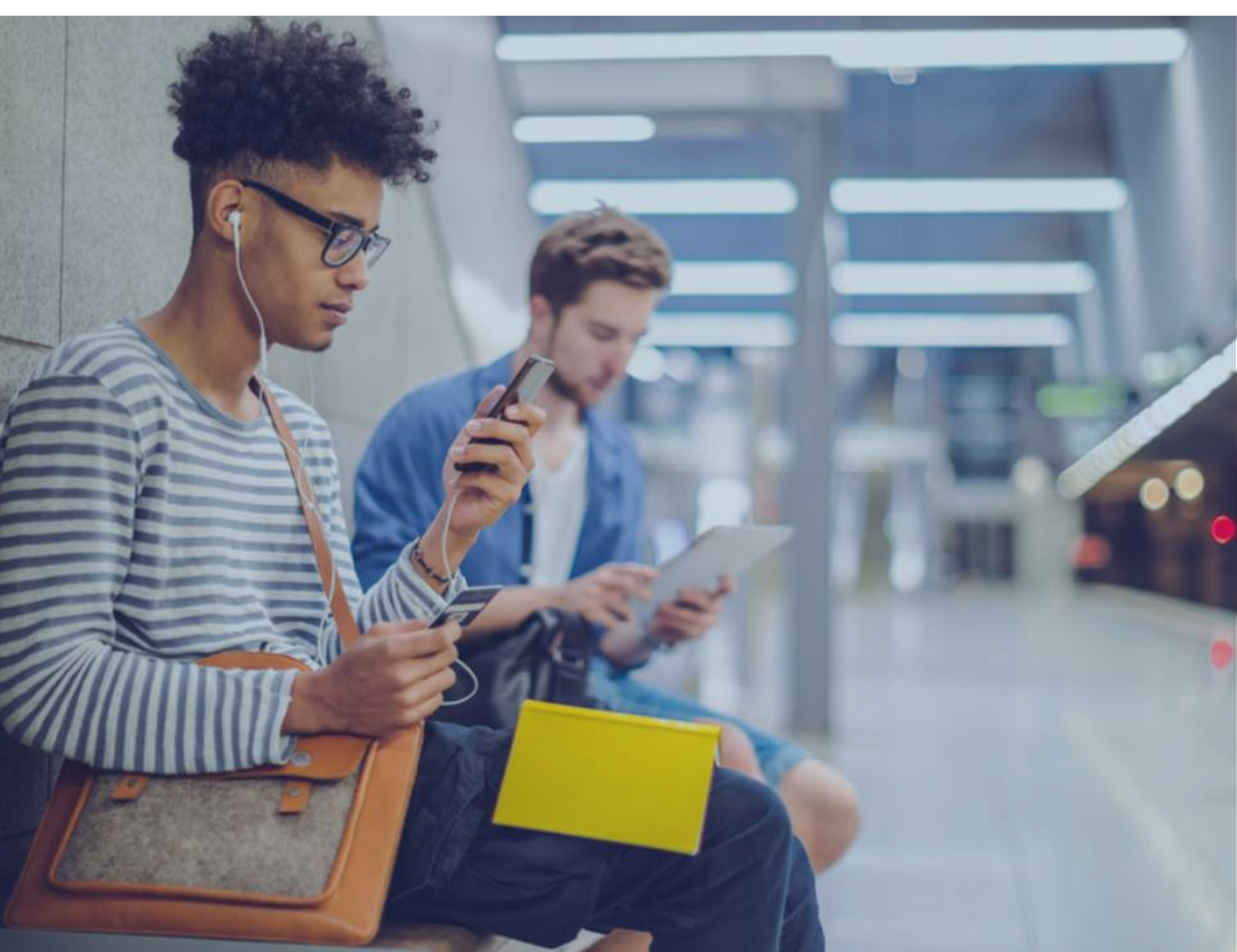
Younger generations in particular report spending a much larger share of their online viewing time on alternative, non-TV platforms than do older generations. Over half of millennials' and two-thirds of Gen Zers' watch time is spent on PCs or mobile devices.

### Average Weekly Viewing time per Platform

Represents Heads of US Broadband Households



© Parks Associates

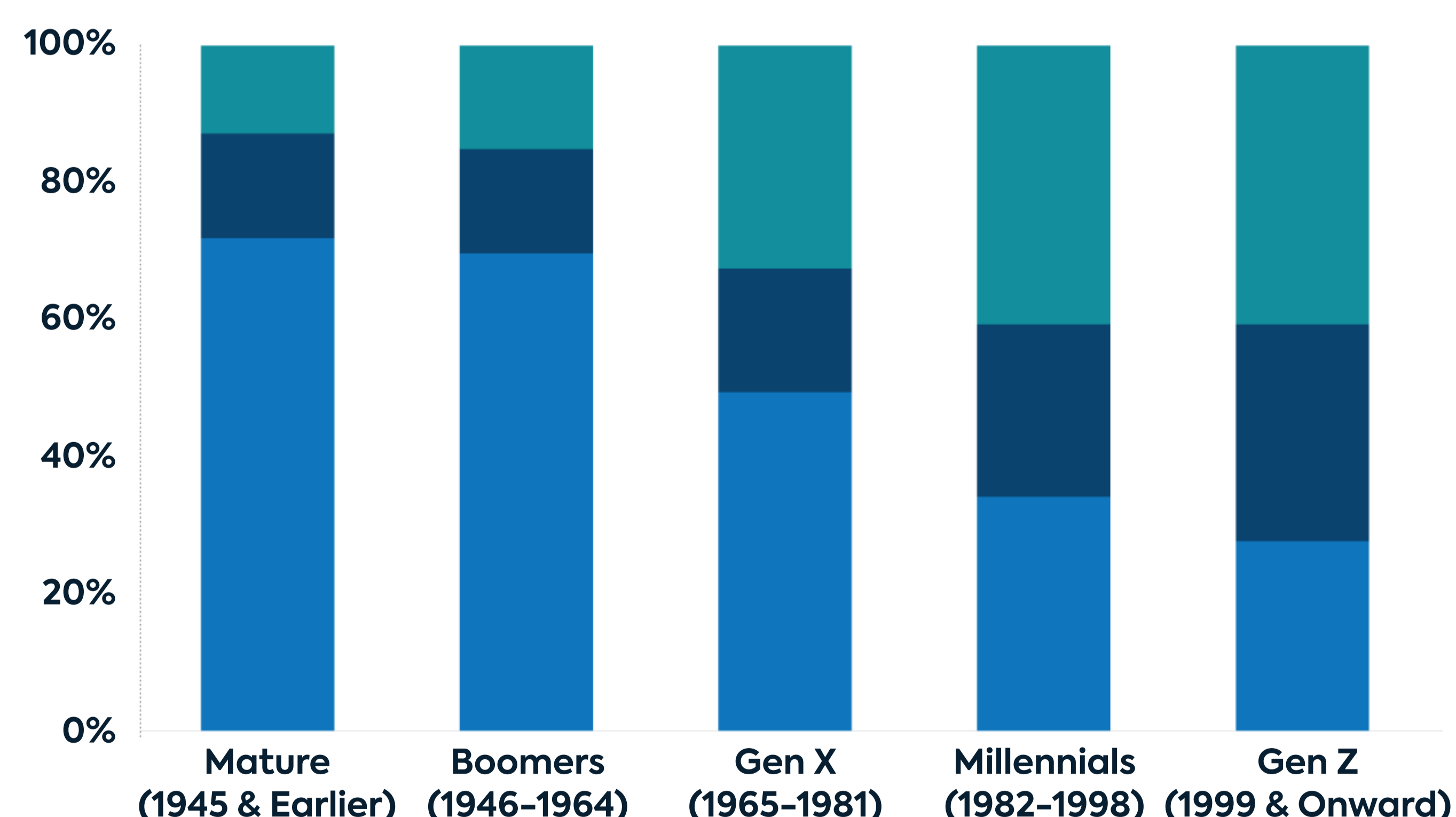


**1Q 2021** millennials & Gen Z reported spending an equal share of their time viewing on mobile devices, but Gen Z are more likely to view video on a PC than prior generations.

Gen Z spends almost as much time per week viewing video on a **PC** as on a **TV**.

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### Share of Online Video Viewing Time

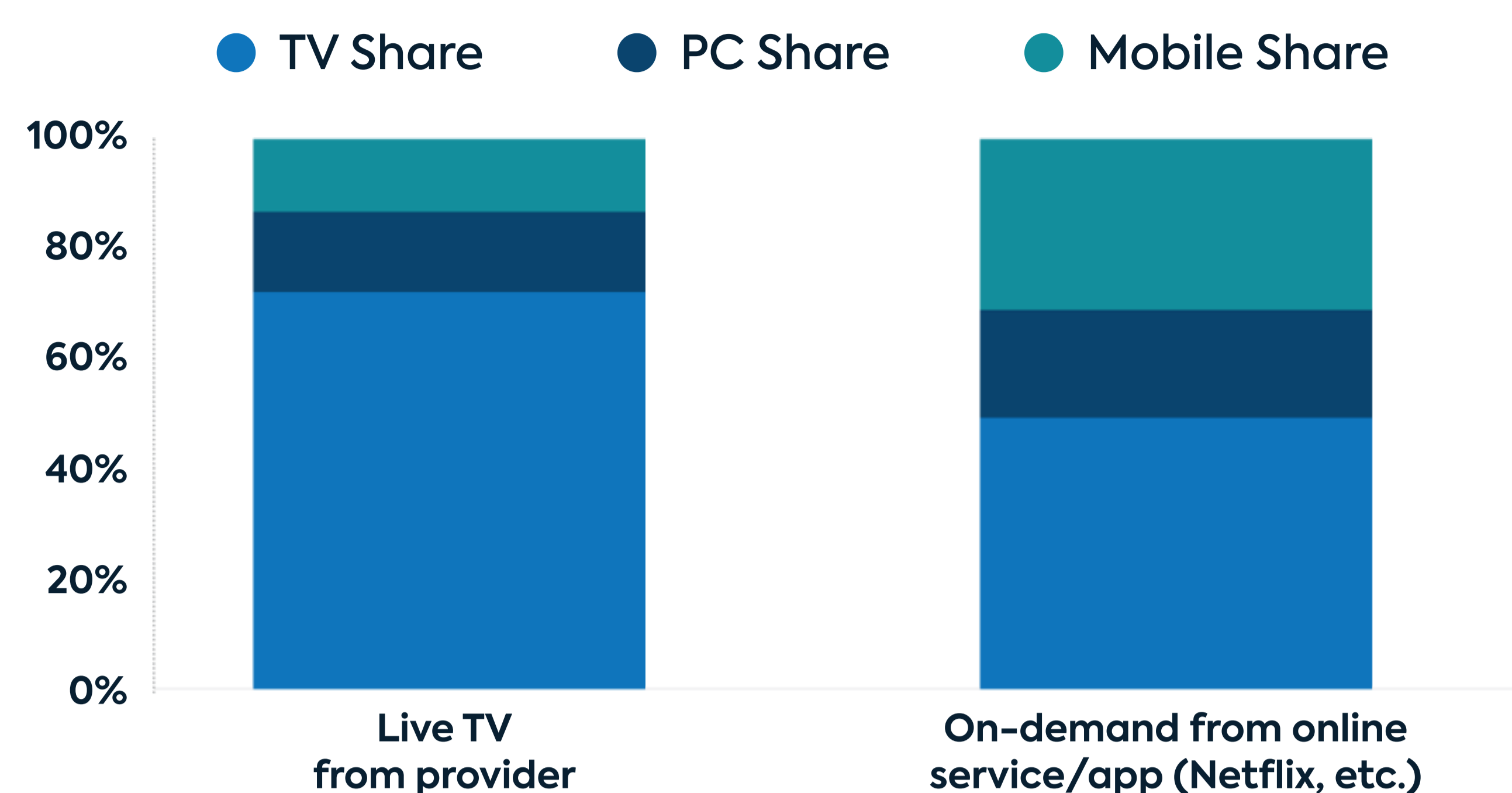




## Live TV & Alternative Platforms

The live TV space has yet to embrace alternative, non-TV platforms. Video consumption of live TV by consumers remains heavily tilted towards televisions, while video-on-demand (VOD) is consumed on a mix of platforms and more closely represents the online video space overall. It is still difficult for viewers on these platforms to access the content they're looking for, with many apps and services not offering users any way to watch content live. This is one of the reasons young consumers consume relatively little traditional live TV.

## Share of Time Spent Watching Content by Platform



**CRACKLE PLUS**

Philippe Guelton, President<sup>2</sup>

*Our aim is to make our free movie/TV content available to all viewers on all available platforms, including streaming devices, game consoles, connected TVs, and FAST (free and add supported) networks...we are capturing a growing audience of unique, hard-to-reach consumers for our advertising partners.*

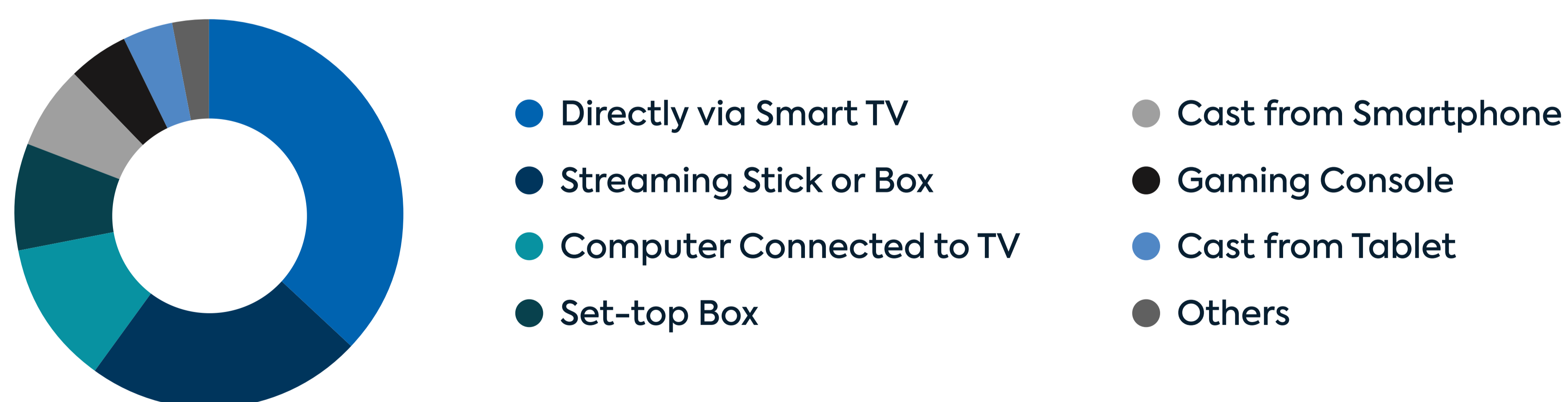
## Connected TV Landscape

Connected TVs have become a major force in the video services space. The platform players increasingly act as gateways to consumers, playing a similar role as pay-TV operators have historically. And like pay-TV operators, these operators are increasingly looking for a cut of ad revenue and subscriptions generated via their platform.

Nearly **30%** of new OTT subscriptions are being driven through connected TV platforms.

© Parks Associates

## Primary Method of Accessing Streaming Video Via TV



© Parks Associates

<sup>2</sup> <https://www.mediaplaynews.com/avod-on-the-fast-track/?hilitte=%27avod%27>



Top players in this arena include Roku OS, Amazon’s Fire TV, Android TV, Samsung’s Tizen TV, Vizio SmartCast, & Apple TV.



These platforms earn 30–40% of ad and subscription revenues generated through their platforms, though the actual percentage varies by company and by the exact terms of the negotiated carriage agreement. Large OTT services with more negotiating power are able to receive better rates — although, as WarnerMedia learned when negotiating with Roku and Amazon during the HBO Max launch, companies don’t always have the negotiating power they think they do.

The connected TV space remains highly fragmented — not only in software platforms but also in device types. Parks Associates research finds that smart TVs and streaming media players are the top methods of consuming streaming video via a TV screen, with 60% of connected TV users primarily viewing using these devices. Surprisingly, 40% of connected TV viewers use other solutions: nearly a quarter are primarily using a non-TV platform such as a PC or mobile device to transmit video to their TV screen, with pay-TV set-top boxes and gaming consoles the next most adopted platforms. Younger consumers are more likely to report using PCs and mobile devices to stream to a TV or to use a gaming console. Content is still the primary selling point, but ultimately, in this highly competitive space, video providers must meet consumers where they are and provide familiar interfaces that make services easy to set up and content easy to access if they are to retain subscribers.

## Impact of Life Stages on Video Viewership

“Life stages” can predict how a consumer interacts with media and products.

People move out of their parents’ home, go to college or get a job, establish a career, marry, and have children. Eventually their children move out, and then the parents retire. Throughout each stage, a consumer’s wants, needs, and priorities change as well. Of course, people are different, and not every individual goes through every stage as defined here. These trends apply on a population level and are a useful way for marketers and businesses to target cohorts of individuals going through similar experiences.

As individuals progress through each life stage, the products and services they need change, as do the manner in which they interact with brands. The life stages as defined here have a definite impact on consumers’ entertainment habits. The head of a household with children consumes the most video per week, at a mean average of 42 hours. Older householders without children watch ten fewer hours weekly, at just 32 hours.



Householders ages 18–29, without children or younger siblings living at home.

Likely a newly formed household, the householder is commonly engaged in college or post-secondary education and/or seeking to build a career.



Householders ages 30–54, without children living at home.

Likely established in their careers but doesn’t need to meet the needs of children.



All households, of any age, containing a child under the age of 18.

The householder needs to offer children education, entertainment, etc. Majority are parents.



Householders ages 55–64, without children living at home.

Commonly empty nesters, likely still working.



Householders ages 65+, without children living at home.

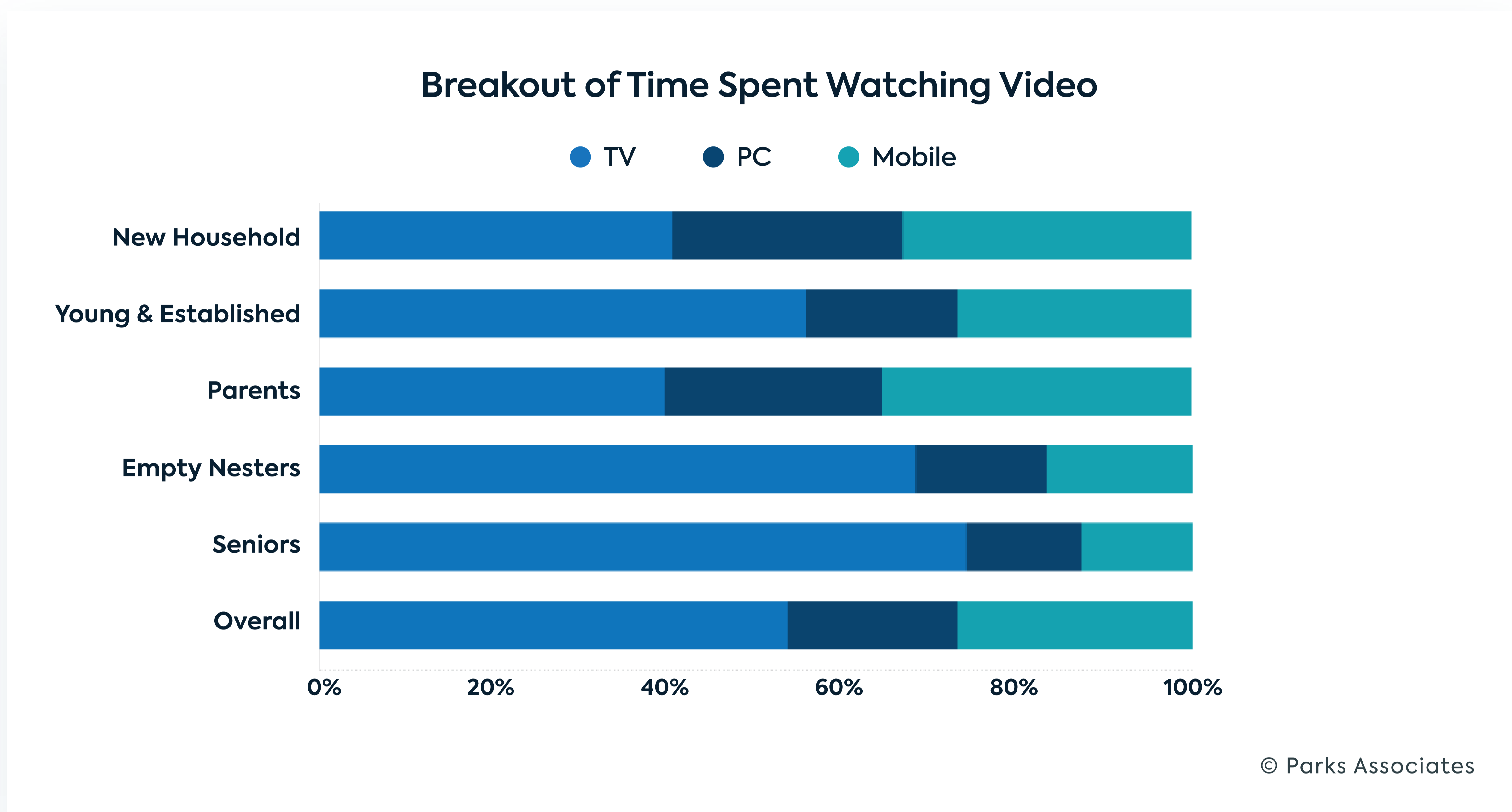
Likely retired.



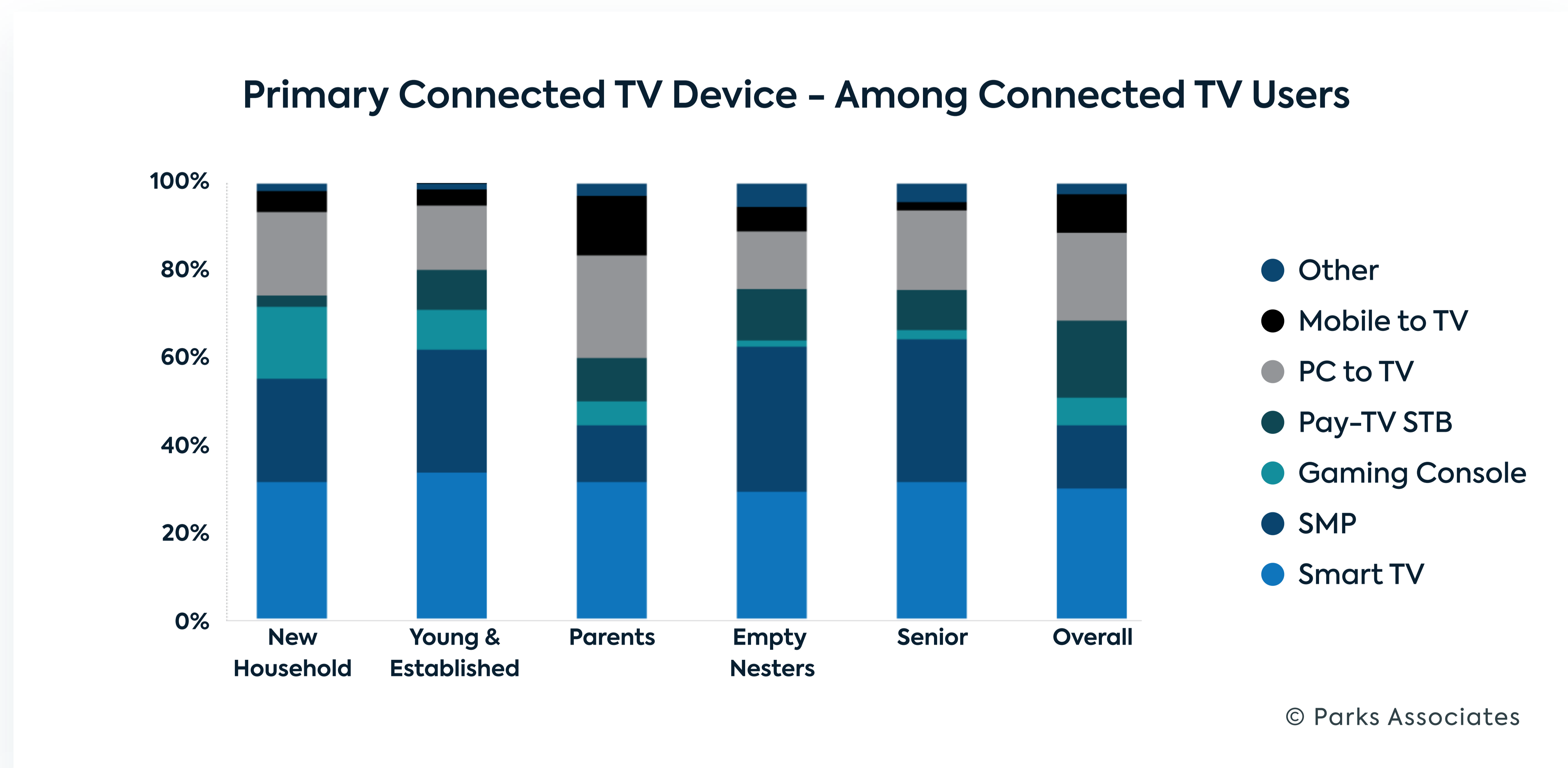


## Top Platforms Vary by Life Stage

The platforms preferred for viewing video differ by life stage. *Seniors* and *Empty Nesters* overwhelmingly view on televisions, while *Households with Children* and *New Households* over-index on mobile viewing. The *Young and Established* are almost identical to the overall average. *Householders with children*, largely parents, specifically encompass a wide range of habits — parents of infants spend most of their viewing time on mobile (41% on mobile vs. 40% on TVs), while parents of teenagers spend roughly a third of their time on mobile and more closely compare to *New Households*.



As stated previously, connected TV viewers tend to favor smart TVs for viewing OTT services over any other device. This is most common among the *Young and Established* — consumers who are young enough to engage with new technology and have the income to support it. *New Households* strongly over-index in their use of gaming consoles as their primary connected TV device, with three times the rate of primary use as US broadband households overall, and under-index in their use of pay-TV set-top boxes. Streaming media players are good platforms to connect with *Seniors & Empty Nesters*, but less so for connecting with *Parents*.





## Live-TV Viewing Declines as Age Does

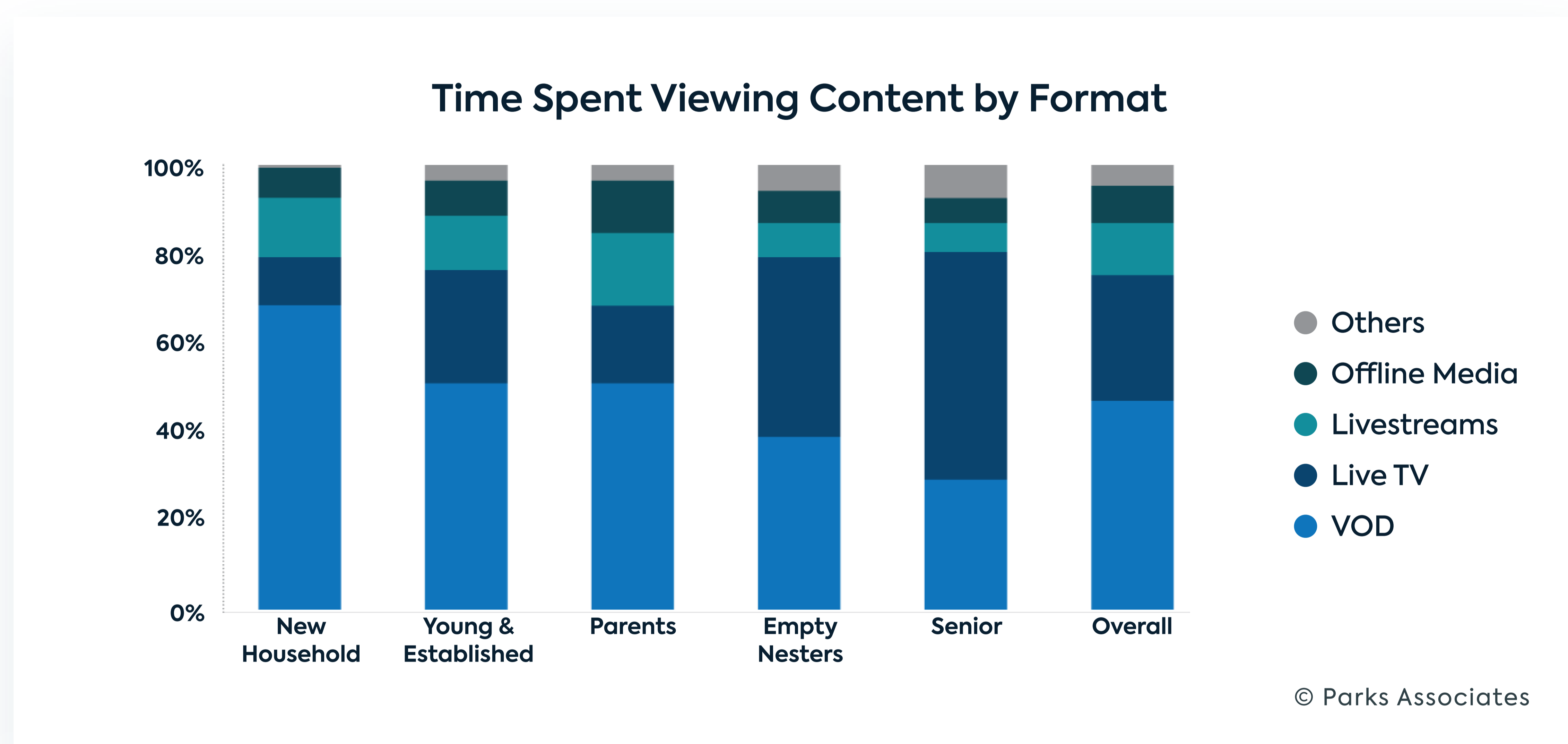
The format of media consumed also greatly varies by life stages. Younger consumers are much more likely to view asynchronously, via video-on-demand, than older generations. *Parents*, surprisingly, spend the highest share of time viewing offline media such as DVDs and stored or downloaded files. This is likely from entertaining children either at home or on-the-go. *Empty Nesters* spend almost half of their video viewing time watching live television via either subscription pay-TV or ad-supported live, over-the-air broadcasts. Livestreaming — or user-generated live video transmitted over-the-top via social platforms such as Twitch — has become a significant format for content consumption, ranked third overall in terms of hours consumed.



**Among *New Households*, livestreaming is the second most widely consumed video format type, more popular than traditional live TV.**

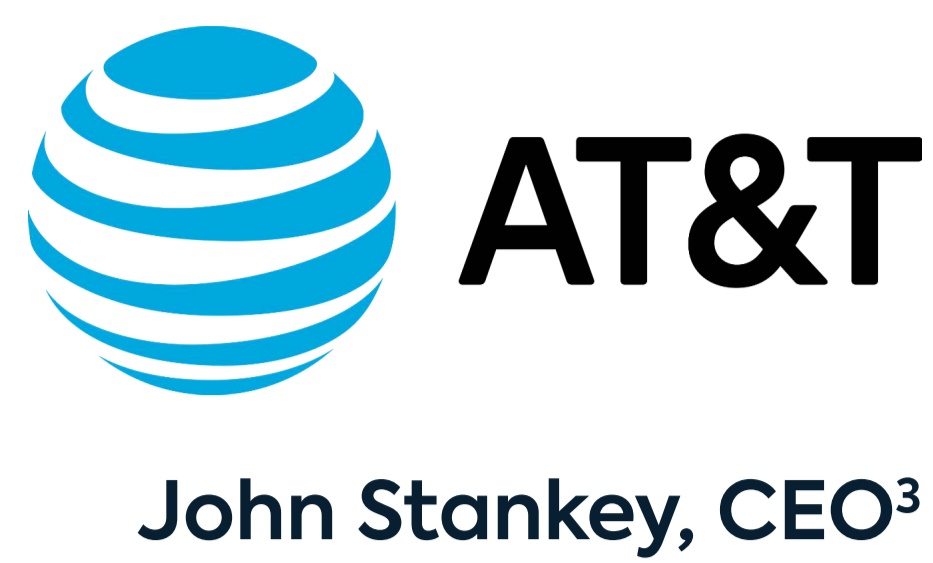
***Parents* spend a higher share of their video viewing time consuming livestreaming content.**

© Parks Associates



Brands have attempted to jump on this trend. Companies in the VOD space heavily market to younger consumers, many of whom benefit from the flexibility of accessing their video on-demand. Adoption of pay TV — subscription-based bundles of live channels — is also much higher among older consumers. However, this doesn't fully account for trends. As of Q1 2021, over half of *New Households* report subscribing to a pay-TV service — yet live TV accounts for just 11% of their viewing time. Pay-TV providers are at a heavy risk of losing their younger subscribers.





*What's become clear is that the opportunity for direct relationships with customers is truly going to be a global opportunity.*

### Top 10 Preferred Genres For Online Video Services

	New Household	Young & Established	Parents	Empty Nesters	Seniors
01	Comedy	Comedy	Comedy	Comedy	Comedy
02	Drama	Drama	Drama	Drama	Drama
03	Horror	Non-Fiction	Sports	Non-Fiction	News
04	Anime	Science Fiction	Children's	News	Non-Fiction
05	Non-Fiction	Horror	Science Fiction	Science Fiction	Science Fiction
06	Science Fiction	News	Horror	Lifestyle	Sports
07	Sports	Sports	Reality	Sports	Lifestyle
08	Reality	Reality	News	Reality	Reality
09	Lifestyle	Lifestyle	Non-Fiction	Horror	Horror
10	LGBTQ+	Anime	Health/Fitness	Foreign	Music/Theater

#### Preferred content genres also differ strongly by life stage.

Comedy and drama are consistently the top two genres, although younger consumers favor comedy over drama and older consumers favor drama over comedy. For the next three genres, preferences among the life stages vary.

**New Households** place a greater emphasis on **horror & anime** than other groups.

**Parents** are heavy viewers of **sports & children's content**.

**Young & Established** are fond of **non-fiction & science fiction**.

**Empty Nesters** and **Seniors** favor **news & non-fiction**.

Several genres have large differences in terms of their appeal to different life stages — anime is extremely popular among younger consumers and had the least appeal of the tested genres among seniors. News content fared similarly but in the opposite direction — highly popular among older consumers but near the bottom among *New Households*. Shifting strategies to better appeal to younger audiences is an important step for news organizations. For some, this may mean expanding to other formats such as written articles or podcasts. For others, this will mean changing strategies to offer content to the platforms consumers commonly use — web and app platforms such as YouTube, Twitch, or TikTok — or transition to OTT services running on connected TVs, PCs, or mobile devices.

<sup>3</sup> <https://www.theverge.com/2021/5/24/22451111/att-ceo-stankey-unleash-assets-warnermedia-discovery-hbo>



## Customer Retention in OTT Video

During 2020 and across 2021, consumers added an unprecedented number of new video subscriptions. Services such as Disney+ and Apple TV+, which launched in November of 2019, quickly grew to join Netflix, Hulu, and Amazon Prime Video as some of the most widely subscribed services in the United States. In 2020, content powerhouses WarnerMedia and NBCUniversal launched HBO Max and Peacock, and in 2021 ViacomCBS rolled CBS All Access into Paramount+.

The forces that drove consumers to subscribe to additional services also drove them to retain their services for longer. Customer churn for OTT video services declined during the COVID-19 pandemic, as OTT subscribers turned to their video to keep themselves entertained and occupied. The challenge for brands going forward will be how to retain these subscribers as the COVID-19 pandemic draws to a close.



Between **Q1 2020 & Q1 2021**, the average US broadband household added nearly two additional OTT video service subscriptions.

Mean subscriptions rose from **2.7** per household to **4.2**.

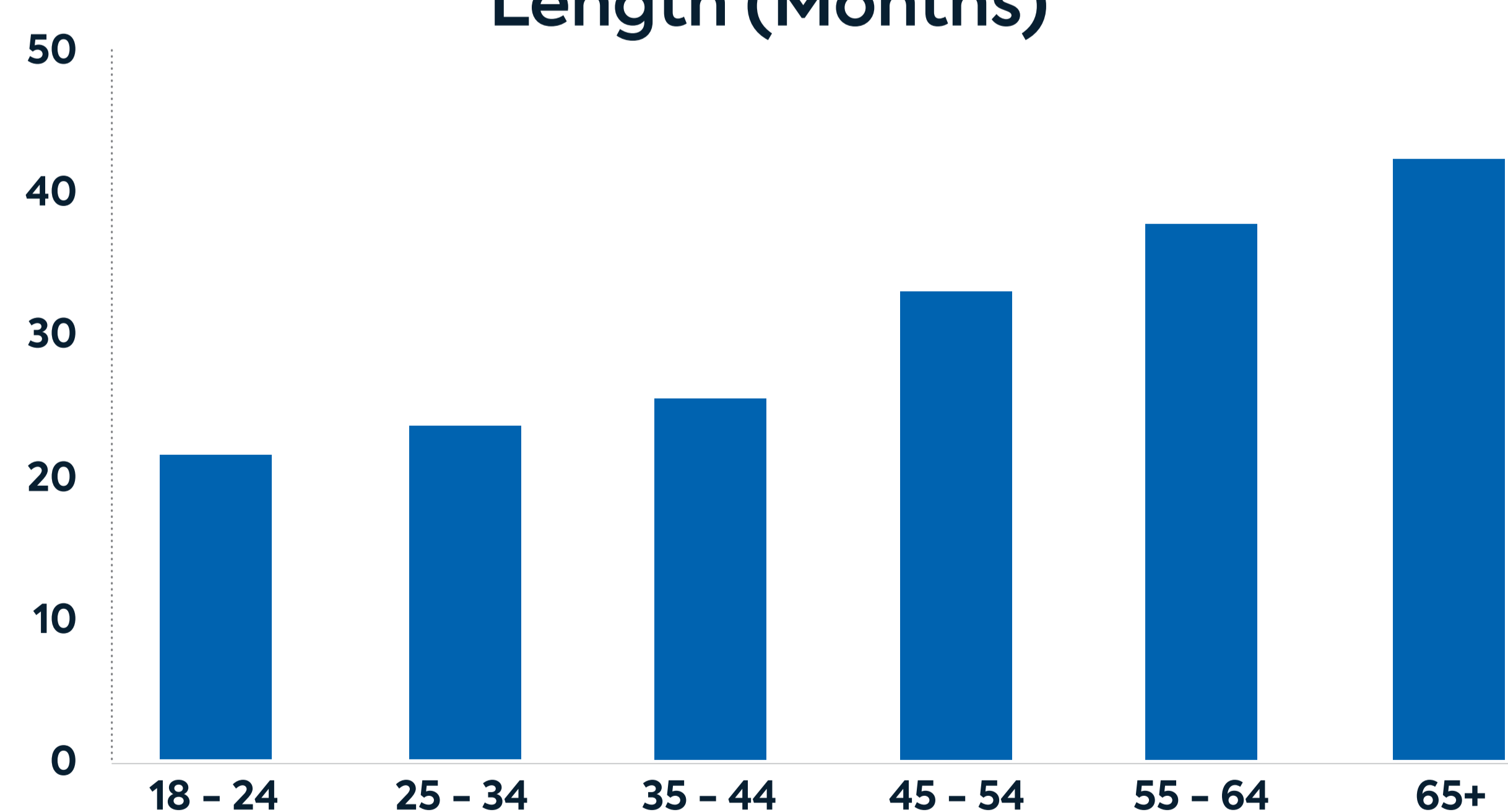
© Parks Associates

## The Role of Customer Lifecycles in OTT Subscription Lengths

In Q1 2021, the average OTT subscription length in US broadband households was over 31 months, or roughly two and a half years. The average OTT subscription length has an extremely strong correlation with age — subscription lengths for younger consumers are much shorter than for older consumers.

- Older consumers as a whole subscribe to fewer services but keep them for a longer period of time.
- Younger consumers may subscribe to a larger number of services, but are more likely to churn through them.

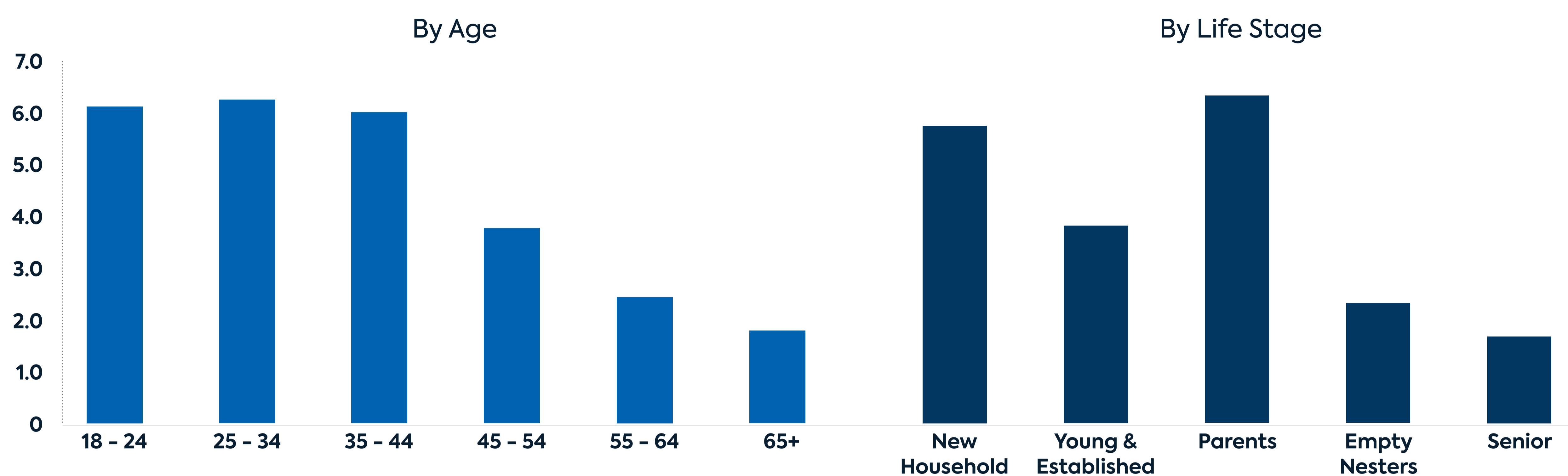
Average OTT Video Service Subscription Length (Months)



© Parks Associates



## Concurrent OTT Video Service Subscriptions



© Parks Associates

Looking at trends among the life stages, concurrent OTT subscriptions are particularly high among *Parents* – with parents of children ages one to five reporting the highest number of concurrent OTT video subscriptions, with a mean average of 6.8 per household. *New Householders* are the group with the second-highest number of subscriptions.

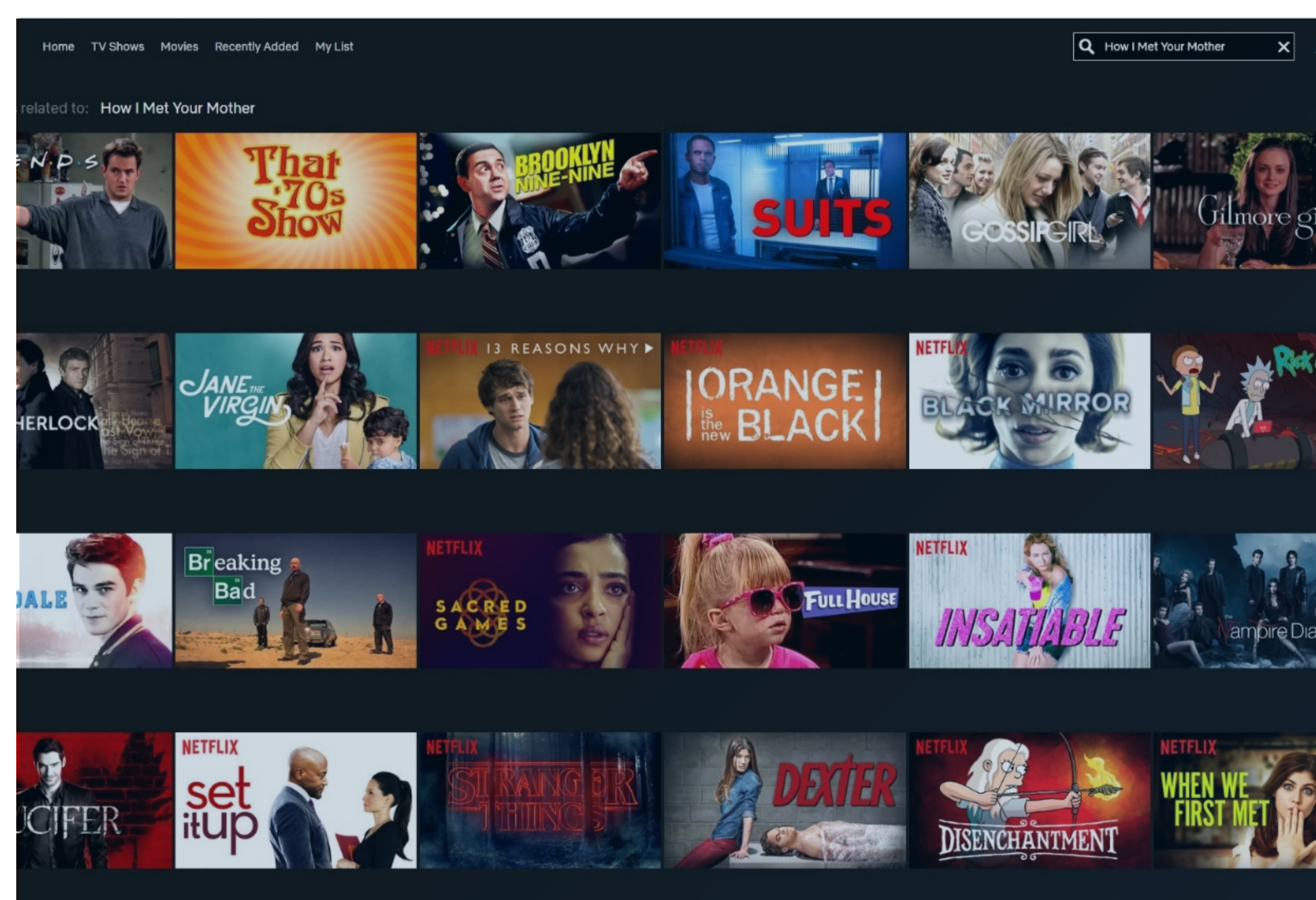
At present, data suggest that subscriptions to new OTT services are complementary rather than substitutionary. Consumers seek out new services to add, rather than cancelling a service with the goal of replacing it with another service. This creates new opportunities for bundling among OTT video companies, as well as among aggregators and others selling services to end users.

## OTT Customer Retention Strategies

Content is the primary factor influencing a consumer's choice of OTT service — as well as their retention of services. This includes the availability of specific shows, as well as the volume of original programming available. OTT services have employed a variety of sales and promotions to lure subscribers during the pandemic, including free trials. However, major players such as Netflix, HBO Max, and Disney+ have abandoned the use of free trials. These players are able to rely on brand affinity and deep and broad content libraries to acquire, engage, and retain subscribers.

### Parks Associates' prior research has found that consumers generally churn for two reasons:

**Content and value.** Consumers join a service and watch the shows they intend to watch, and when they are unable to find more programs of interest, they cancel as the subscription no longer provides them with value. To combat this, brands are investing in producing originals to maintain a robust pipeline of new content, in buying older IP and content catalogues to acquire old hits, in better showcasing their existing content catalogues via robust recommendation engines and curated carousels, and in offering better user experiences on the various platforms that they support. As multiplatform viewing has grown, this task has become more complicated, with brands needing to support multiple apps. The rise of ever more streaming platforms — including in-car infotainment systems with streaming capabilities, connected exercise equipment, and voice assistant enabled smart displays — brings both new opportunities and new challenges.





## Customer Churn and Return

Further complicating customer retention is that roughly one-quarter of OTT service subscribers are “hoppers” who switch between services and re-subscribe multiple times. Hoppers are unique in that they stay with their services for less time, have a higher average number of subscriptions, and cancel more services over the past 12 months. They do not necessarily subscribe to a service with the intention of cancelling it, but they are certainly more willing to cancel a service and move to another one offering a desired program. These customers are among OTT services’ most demanding subscribers and disproportionately contribute to services’ churn.

These consumers are younger than average OTT subscribers, well-educated, and earn higher incomes than average OTT subscribers. Certain services are more likely to attract “hoppers” than other services. These services may offer seasonal content or have small catalogs occasionally refreshed with blockbuster shows. For these services, customer churn is less of a threat and more of a way of life. Their primary goal is to make sure that these customers return again later in the year.

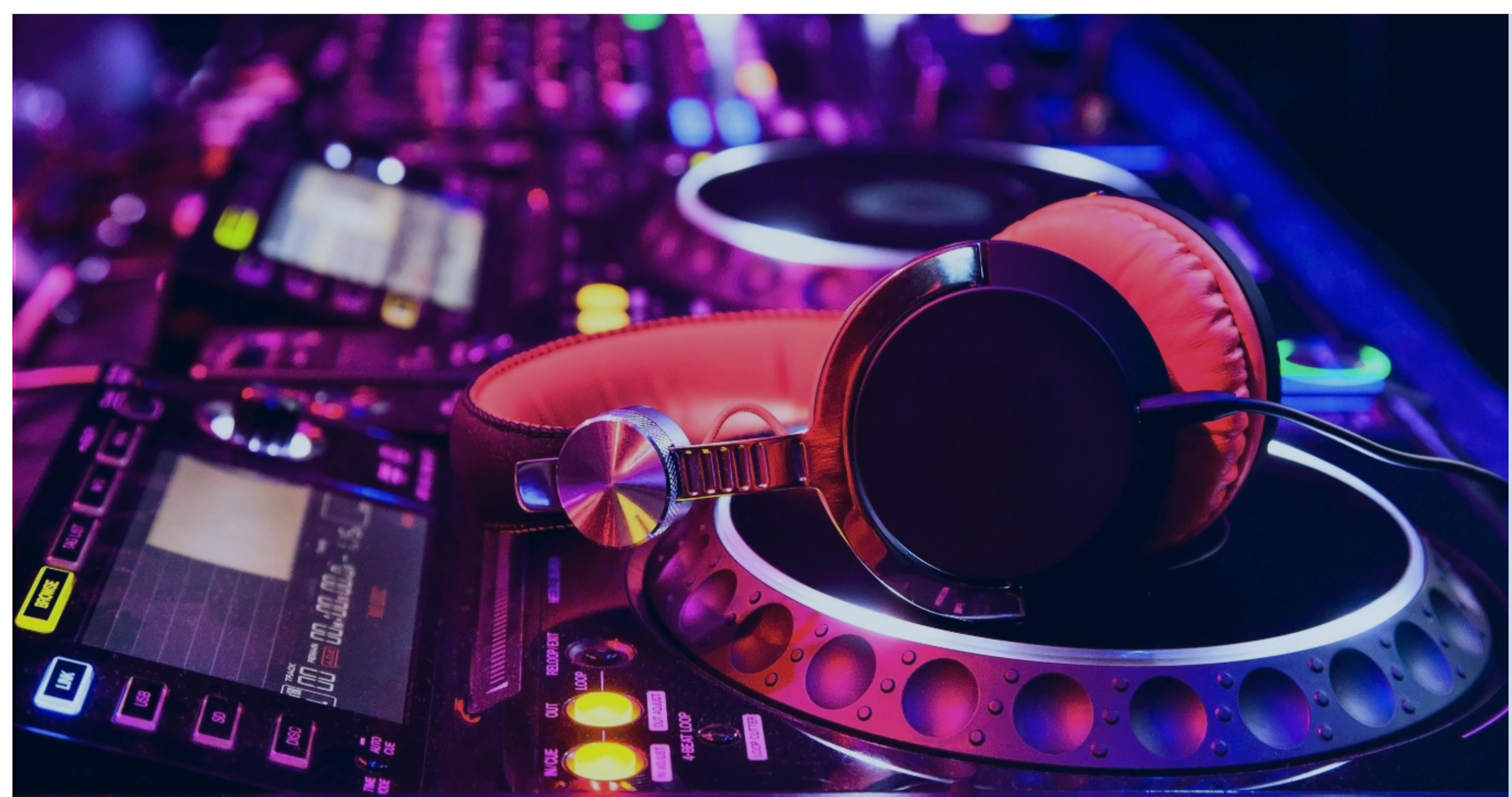
## Competition with Video Games — a Potential Challenge with Gen Z

One emerging challenge for companies in the video entertainment space is the growing competition for consumers’ free time. While 92% of US broadband households watch streaming video, competition with other types of entertainment is growing.

Over **60%** of US broadband households report using streaming music services.

© Parks Associates

75% report playing video games weekly. Younger generations in particular are increasingly choosing to spend a proportionately higher percentage of their time on video games.



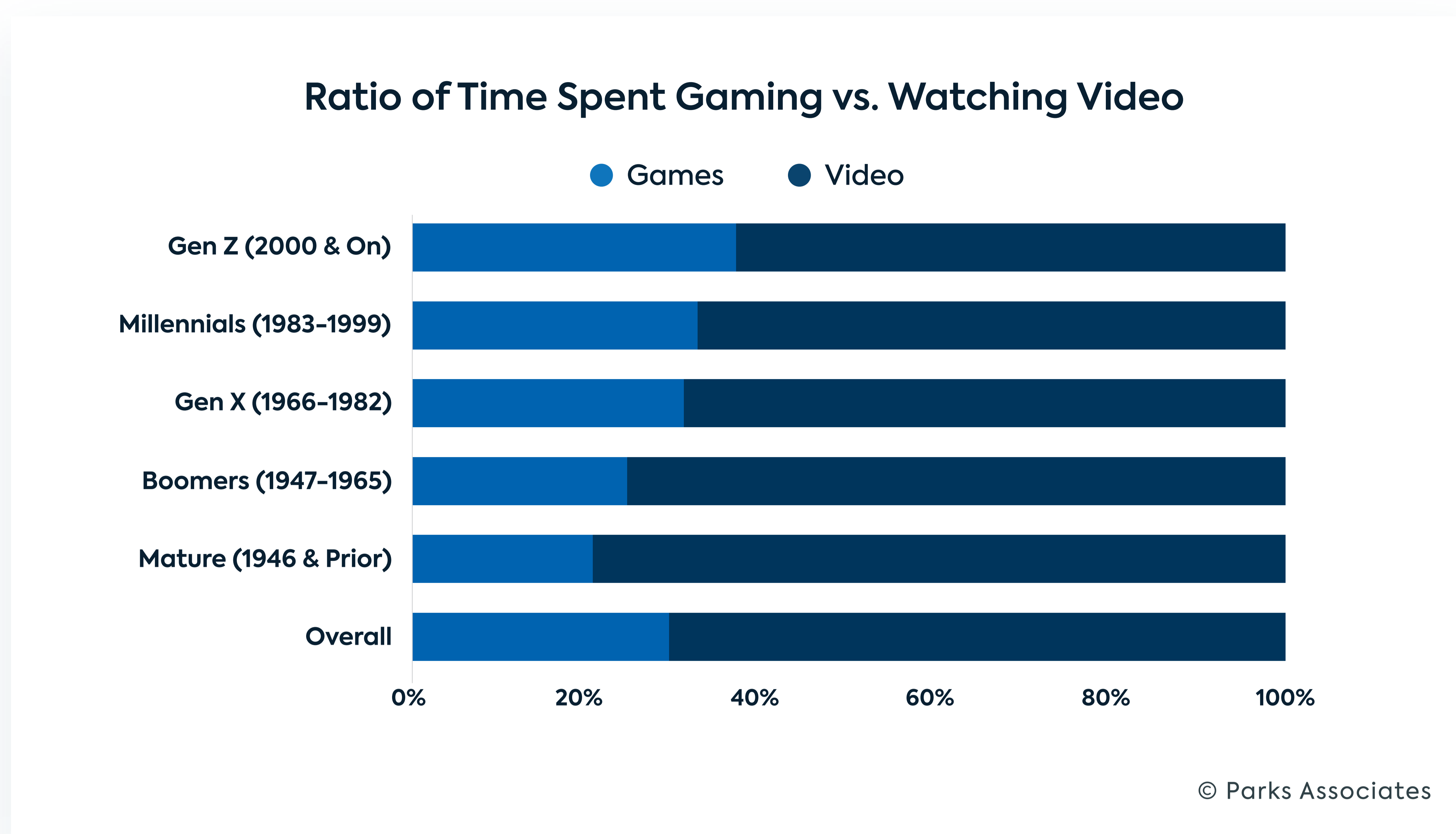
Parks Associates asked heads of US broadband households how much time they spend in a given week playing videogames, and compared this time to the average time spent consuming video.

The average Gen Z householder has approximately a **2:3** ratio of time spent playing video games vs. time spent watching video.

**Millennials** spend approximately a third of their combined time playing video games.

The mature population, members of the Silent generation and older, spend approximately **20%** of their combined game/video consumption time playing games.





OTT companies are increasingly recognizing games as their new competitor. In 2019, Netflix, speaking about its competitors, claimed that it competed with and lost to Fortnite more than rival streaming service HBO<sup>4</sup> and in response, they are seeking a way to either compete or partner. Netflix has launched games based on its *Stranger Things* IP and is rumored to be considering launching a game subscription service.<sup>5</sup> Amazon acquired the popular livestreaming service Twitch, and Apple launched a game subscription bundle, Apple Arcade, and bundled it with Apple TV+ via the Apple One subscription plan.

On the opposite side of things, Microsoft, a leader in the gaming space, has announced plans to expand its popular Game Pass video game subscription service to smart TVs, where it will further compete for consumers' time by allowing consumers to play console-quality video games streamed via Microsoft's Azure servers directly on their smart TVs. The company has also announced that it plans on building a streaming stick, designed to support cloud gaming.

# NETFLIX

Netflix's COO Greg Peters, on the Company's Game Strategy.<sup>6</sup>

*We're in the business of creating these amazing, deep universes and compelling characters and people come to love those universes and want to immerse themselves and get to know the characters better...there's no doubt that games are going to be an important form of entertainment and important modality to deepen that fan experience so we're going to keep going.*

<sup>4</sup> Netflix' Q4 2018 investor letter. As per Variety: <https://variety.com/2019/gaming/news/netflix-fortnite-hbo-competitor-1203111165/>

<sup>5</sup> <https://www.theinformation.com/articles/netflix-seeks-executive-to-expand-game-efforts>

<sup>6</sup> <https://www.businessinsider.com/netflix-push-into-video-games-with-gaming-executive-hunt-report-2021-5>





Americans are streaming more video than ever before, on more devices than ever before. Different generations and different life stages have very different viewing habits. But what does this mean for digital media brands?

### **Multiplatform complexity means managing brand security across many platforms**

OTT video dominates the US market. Globally, streaming video accounts of approximately 80% of all internet activity. However, the streaming device landscape is fragmented. Multiplatform viewing continues to grow, making the task of supporting customers ever more complicated. The number and types of devices needing support are growing as well, between mobile, PC, and various connected TV platforms. These are joined by new platform types, including connected exercise equipment *a la* Peloton, and new in-vehicle infotainment systems offering streaming video over 4G and 5G mobile data connections. Companies must make multiplatform support a priority.

### **Loyalty occurs when you focus on the customer through their lifecycle**

Generational changes may prove to be a challenge to OTT companies that do not adapt to the multiplatform reality. Although a majority of Gen Z adults own and use televisions, adoption is declining – only 72% of Gen Z householders report owning and using a TV, compared to 77% of millennials, 88% of Gen X, and 93% of boomers. Smart TV ownership is likewise lower – less than half of Gen Z householders report owning and using a smart TV, compared to 56% of US broadband households overall. Gen Z TV owners are also using their televisions for different purposes than other generations, with gaming a top priority among many.

### **Differentiation is achieved by offering a better experience**

Expect competitiveness between OTT video and other forms of entertainment to increase, with a larger share of consumers' time going towards socialization, in-person recreation, vacation, and events. Brands will need to change their retention strategies, offering value to consumers both at-home and on-the-go. Long-term, gaming will either prove to be a challenge — or an opportunity — to players in this space.

**ROKU**  
Anthony Wood, CEO<sup>6</sup>

*We are incredibly focused on being the best TV experience. That's why we're successful.*

<sup>6</sup> Referencing the URL: <https://www.cnbc.com/2021/06/18/roku-ceo-anthony-wood-qa.html>



Parks Associates, a woman-founded and certified business, is an internationally recognized market research and consulting company specializing in emerging consumer technology products and services. Founded in 1986, Parks Associates creates research capital through market reports, primary studies, consumer research, custom research, workshops, executive conferences, & annual service subscriptions.

The company's expertise includes IoT, digital media and platforms, entertainment and gaming, home networks, Internet and television services, digital health, mobile applications and services, support services, consumer apps, advanced advertising, consumer electronics, energy management, and home control systems and security. [www.parksassociates.com](http://www.parksassociates.com)

Everise is a global technology-enabled outsourcing firm with expertise in transforming healthcare and technology experiences. The Company's unique approach combines customer and technical support services with AI, robotic process automation, analytics, and secure cloud-based technology. Some of the world's most loved brands have products and services that are perfected, protected, supported and sold by Everise.

Their innovative digital outsourcing services are high performing, scalable, secure, agile, and have fluent proficiency in 32 languages, which helps brands to create seamless customer experiences. We strategically operate in seven markets to enable our partners to economically reach their customers around the world on any channel.

## About The Author



### Kristen Hanich

Senior Analyst

**Parks Associates**

Kristen Hanich heads Parks Associates' consumer electronics and mobility research, with expertise in other verticals including connected cars, mobile networking, healthcare, wellness, and independent living. She leads a mix of custom and syndicated research projects throughout the year, with a focus on major players and emerging trends. Kristen specializes in bridging the gap between data-driven and narrative approaches to understanding the consumer markets via a mix of qualitative and quantitative research approaches.

Kristen has dual master's degrees in applied anthropology and public health from the Universities of North Texas in Denton and Fort Worth. She earned her BSc in health at the University of Texas at San Antonio and has a graduate certificate in Geographic Information Systems.

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# DID YOU KNOW?

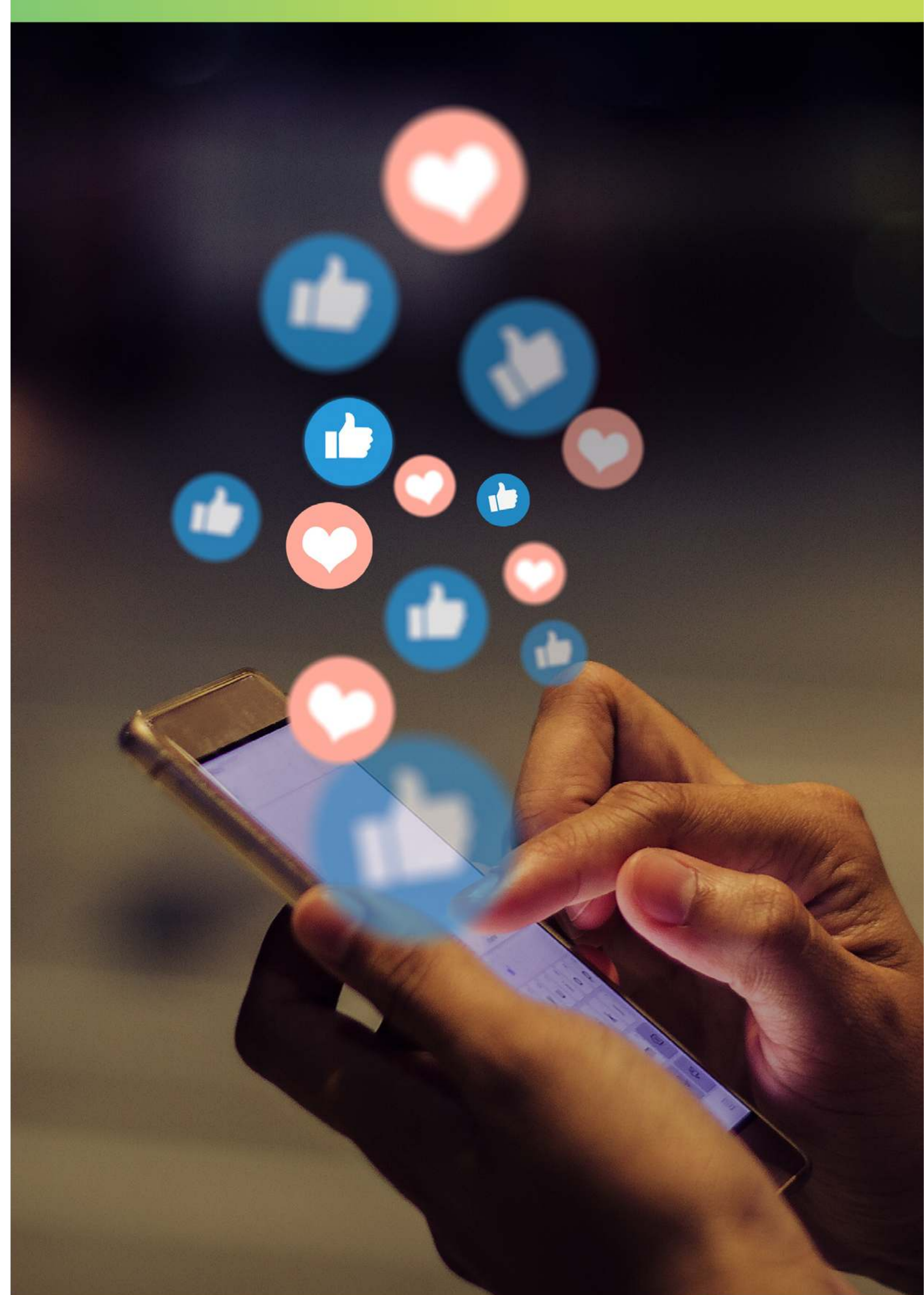


34% of US consumers use social media and online forums to share and discuss content.

The most successful media brands are those that build vibrant ecosystems around the quality contributions of engaged content creators.

User-generated content (UGC) is considered highly trustworthy, increases conversion, inspires strong brand loyalty, attracts organic search traffic, educates, provides pre-emptive customer support and, maybe most importantly, is free.

However, a negative review can do the exact opposite, to an even more damaging extent. According to Inc.com, it takes roughly 40 positive customer experiences to undo the damage of a single negative review.



## 40 Good Reviews : 1 Bad Review

Everise specializes in content moderation that ensures the safety of your customers and security of your platform, by merging the best of human-powered empathy and judgment with AI-powered speed and scalability.

- Social Media Support Channel Moderation
- User Submitted Content Moderation
- User-Led Support Community Curation and Moderation
- Customer Review Moderation
- Customer Retention & Loyalty
- Omnichannel Integration



Find out how Everise helps leading technology brands evolve their digital channel support and moderation strategy by emailing us at [evolve@weareeverise.com](mailto:evolve@weareeverise.com) or learn more at [weareeverise.com](https://www.weareeverise.com).



# RESEARCH & ANALYSIS

for Emerging Consumer Technologies

With over 35 years of experience, Parks Associates is committed to helping our clients with reliable and insightful consumer and industry research.



Smart Home Devices and Platforms



Digital Media and Platforms



Home Networks



Digital Health



Support Services



Entertainment & Video Services



Consumer Electronics



Energy Management



Home Control Systems



Home Security