

SYNOPSIS

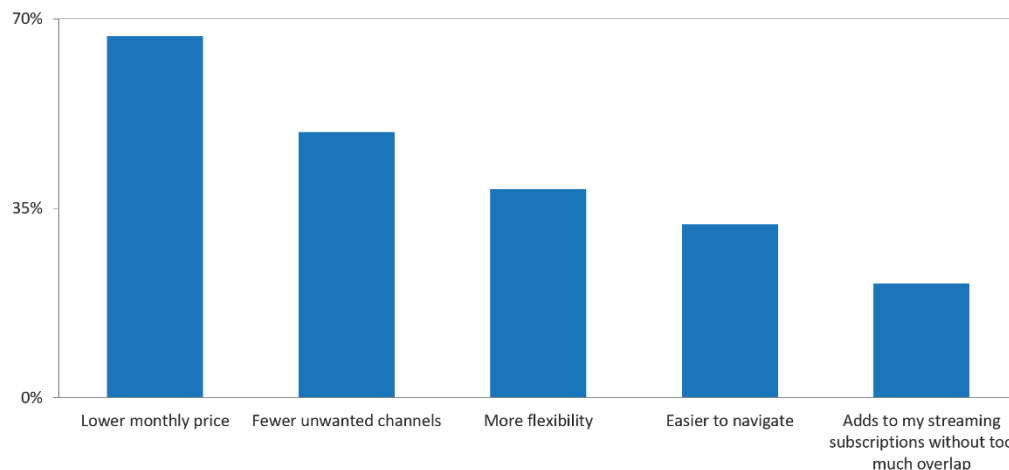
Live content remains essential in the streaming age, particularly for sports, news, and event programming. This study explores shifting preferences for live TV delivery, including vMVPDs, direct-to-consumer services, and hybrid bundles. It measures adoption, satisfaction, churn, and willingness to pay for live content.

The research tracks key demographic trends and tests consumer sentiment on package size, content exclusivity, and sports fragmentation.

Number of Slides: 78

AUTHORS

Reasons Skinny Bundle is Appealing



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Key questions addressed:

1. How are US households accessing live TV today, and how is this changing over time?
2. What role does live content, especially sports, news, and live events, play in household viewing habits?
3. How satisfied are consumers with their current live TV services, and which providers are winning or losing loyalty?
4. What drives churn, switching, and return behavior in the live TV market?
5. Which incentives are most effective at retaining or re-acquiring live TV subscribers?
6. How appealing are skinny bundles and alternative packaging models compared with traditional pay TV?
7. How do preferences for live TV models vary by demographics, provider, and household characteristics?

“Consumers consistently indicate that any successful skinny bundle must retain access to major broadcast networks, live sports, and news while integrating seamlessly with streaming services. The future of live television lies in personalized, flexible, and integrated offerings that simplify an increasingly fragmented streaming ecosystem.”

— Michael Goodman, Director, Entertainment Research, Parks Associates

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