



# Streaming Video Market Tracker

**NORTH AMERICA**

## North American Update

July 2023

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**PARKS**  
ASSOCIATES

The **Streaming Video Tracker**, formerly known as the **OTT Video Market Tracker**, keeps companies abreast of 400+ North American OTT services, providing details on current players, new entrants, and trends in the OTT video services market. Services tracked include subscription, transactional, and ad-supported services that deliver professionally created content to consumers on internet-connected devices.

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