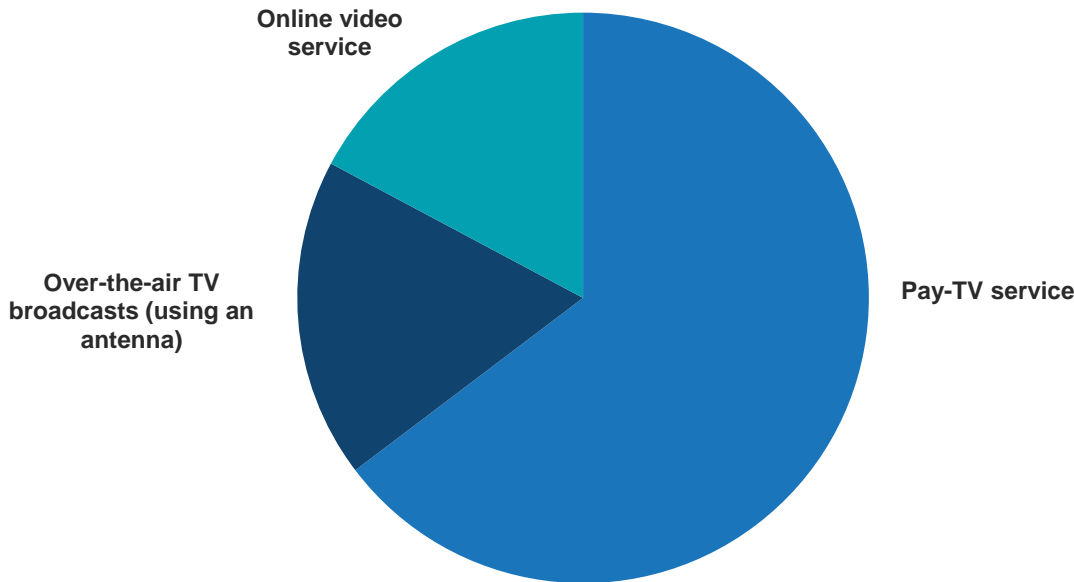


Average Percentage of Time Using Specified Sources to View Live TV Broadcast Channels on a TV Set

U.S. Broadband Households that watch Live TV Broadcasts on TV Sets



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SYNOPSIS

The way consumers watch television and video has evolved. Advancements in content management and delivery technology enable consumers to view television programming on their own terms in an on-demand environment. This research benefits content creators and distributors by helping them understand which consumers are shifting away from linear television and how their consumption habits are changing from traditional methods. Players can use this information to monetize their content, both in positioning services to consumers and positioning media to advertisers.

ANALYST INSIGHT

“Live television viewing has declined, but it is certainly not dead. The challenge lies in the nuance required in finding and retaining audiences through content differentiation, packaging, and value-added services.”

— Glenn Hower, *Senior Analyst*, Parks Associates



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