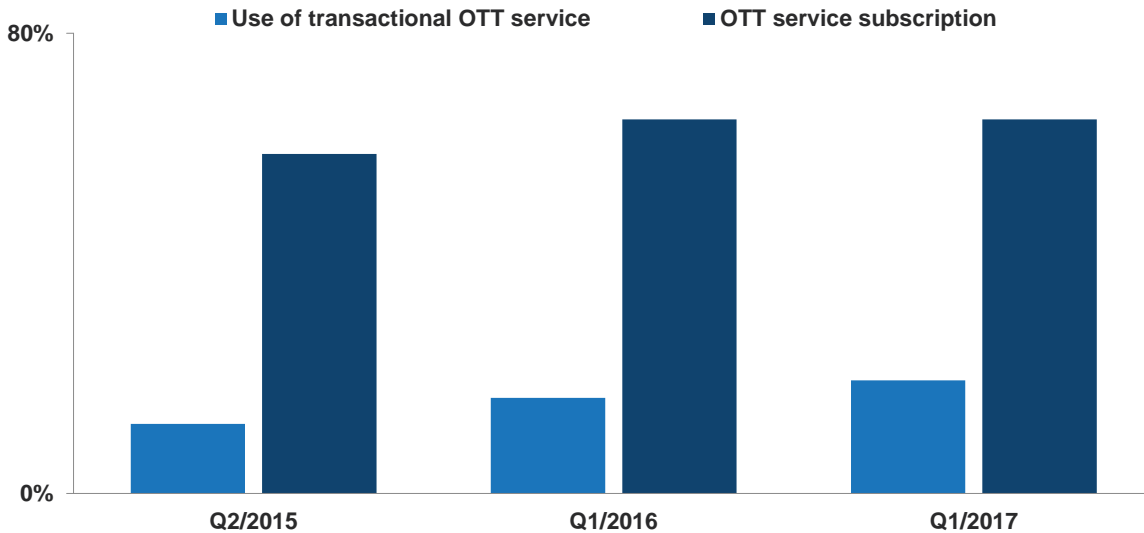


OTT Service Subscribers & Transactional OTT Paying Users U.S. Broadband Households



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Consumer Analytics Team



Yilan Jiang, Manager of Consumer Research



David Mitchel, Research Analyst



Katherine Li, Researcher

Industry Analysts



Glenn Hower, Senior Analyst



Tu Skuse, Research Analyst

SYNOPSIS

OTT streaming video presents new opportunities to monetize content that may otherwise remain in archives, but sustaining a business is challenging. Many providers in the OTT space have expanded, modified, and even discontinued their business models. *Consumers and OTT Service Business Models* explores consumers' usage of OTT services with a variety of business models, examines spending on OTT services, and identifies key target markets for specific business models.

ANALYST INSIGHT

“The SVOD market grew quickly over the past four years, but household penetration has slowed. As the market enters a new phase, virtual MVPDs (vMVPDs) like Sling TV, DIRECTV NOW, and Hulu with Live TV have entered their early market lifecycles. Several industry developments and trends are shaping the growth and proliferation of vMVPD services.”

— Glenn Hower, *Senior Analyst*, Parks Associates

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ATTRIBUTES

Parks Associates

15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Yilan Jiang, David Mitchel, Katherine Li, Tu Skuse, and Glenn Hower
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