

Synopsis	Consumer Awareness of TV Everywhere												
<p>This report examines the current and future market environment for OTT and TV Everywhere video services that provide consumers with access to TV and programming via Internet-connected devices. The report examines the relationship between TV Everywhere and OTT services, consumer demand and habits, business models, emerging services, new threats, success factors for new OTT services, and future growth.</p> <p>Publish Date: 2Q 15</p>	<p style="text-align: center;">TV Everywhere Awareness by Country (2014) Broadband Households with Pay TV</p> <table border="1"> <caption>TV Everywhere Awareness by Country (2014)</caption> <thead> <tr> <th>Country</th> <th>% of Pay-TV Subscribers</th> </tr> </thead> <tbody> <tr> <td>U.K.</td> <td>55%</td> </tr> <tr> <td>U.S.</td> <td>50%</td> </tr> <tr> <td>Canada</td> <td>38%</td> </tr> <tr> <td>Spain</td> <td>28%</td> </tr> <tr> <td>Germany</td> <td>22%</td> </tr> </tbody> </table> <p style="text-align: right;"><small>© Parks Associates</small></p> <p>“The OTT video services marketplace continues its rapid rate of change, impacting the video ecosystem across world markets,” said Brett Sappington, director of research. “While TV Everywhere struggles to make an impact, OTT video services are experiencing a boom. A variety of new players are entering the market, each seeking to differentiate themselves and claim their share of consumer spend and mindshare. How the industry responds to this change will ultimately affect the fundamental structure of the video industry for years to come.”</p>	Country	% of Pay-TV Subscribers	U.K.	55%	U.S.	50%	Canada	38%	Spain	28%	Germany	22%
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Contents	<p>Dashboard</p> <p>1.0 Report Summary</p> <ul style="list-style-type: none"> 1.1 Purpose of Report 1.2 Scope of Report 1.3 Research Approach/Sources <p>2.0 The State of TV Everywhere and OTT Video Services</p> <ul style="list-style-type: none"> 2.1 TV Everywhere 2.2 OTT Video Services <ul style="list-style-type: none"> 2.2.1 The Explosion of OTT 2.2.2 Original Content 2.2.3 Operators and OTT Services <p>3.0 Consumer Demand for TV Everywhere and OTT Services</p> <ul style="list-style-type: none"> 3.1 The Relationship between TV Everywhere and OTT Services 3.2 The Influence of Children on Online Video Spending 3.3 Reaching Beyond Pay TV 												

TV Everywhere and the New World of OTT

Table of Contents

By Brett Sappington, Director of Research, and Ruby-Ren Bond, Researcher

- 4.0 Cord-Cutting and Cord-Shaving**
- 5.0 Threats to OTT Video Services**
- 6.0 Success Factors for OTT Video Services**
- 7.0 Forecast**
- 8.0 Implications and Recommendations**
- 9.0 Appendix**
 - 9.1 Glossary
 - 9.2 Index

Figures

- TV Everywhere Awareness by Country
- Subscription OTT Adoption by Country
- Video Consumption by Platform
- Netflix Paying Subscriber Growth (2011-2014)
- Examples of New OTT Video Services
- Examples of Announced / Upcoming OTT Video Services
- Influence of Original Programming on OTT Services
- Penetration of OTT Subscriptions among Monthly TV Everywhere users
- Influence of Children on Amount Spent on Video
- Penetration of OTT Subscriptions among Pay-TV Subscribers
- Size of OTT Services Market among Non-Pay-TV Households
- Likelihood of Making Changes to Pay-TV Service by OTT Subscribers
- Share of Content Sources for TV Viewing
- Pay-TV Penetration vs. Intention to Cancel Pay TV (2012-2014)
- Reasons for Subscribing to an OTT Video Service
- Global OTT Video Service Forecast Methodology
- Forecast: Global Consumer Paid OTT Video Service Revenues
- Forecast: Global OTT Video Service Subscription Revenues
- Forecast: Global OTT Video Service Transactional Revenues

List of Companies

Amazon	Nippon TV
Apple	Noggin
AT&T	Nolim Films
BBC	Nordics
Belgacom	Ooyala
Bell Media	Orange
Blinkbox	Overstock.com
Bouygues Telecom	Piksel
Brightcove	PlayStation
CanalPlay	Presto Entertainment
CBS	RCN
Chromecast	Redbox
Cisco	Rogers Cable
Coinstar	Roku

TV Everywhere and the New World of OTT
Table of Contents

By Brett Sappington, Director of Research, and Ruby-Ren Bond, Researcher

Com Hem	RTL
Comcast	Samsung
ConTV	Screambox
Cox Communications	Shaw Communication
CraveTV	shomi
Crunchyroll	Sky
CuriosityStream	Sling TV
Dailymotion	Sony
Deutsche Telekom	Streampix
DIRECTV	Suddenlink Communications
DISH Network	Swisscom
DramaFever	Talk Talk
Ericsson	Target Ticket
Google	Tesco
HBO	TF1
Hulu	TFOU Max
Intel	thePlatform
Irdeeto	Time Warner Cable
iTunes	TiVo
Japan	Tou.TV
Kidoodle.TV	TV Everywhere
LOVEFiLM	Tvinci
Magine TV	Verizon
M-Go	Vessel
Microsoft	Viaccess-Orca
MUBI	Viaplay
NAGRA	Viasat
Netflix	Videoload
NeuLion	Virgin Media
Nickelodeon	YouTube

Attributes

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