

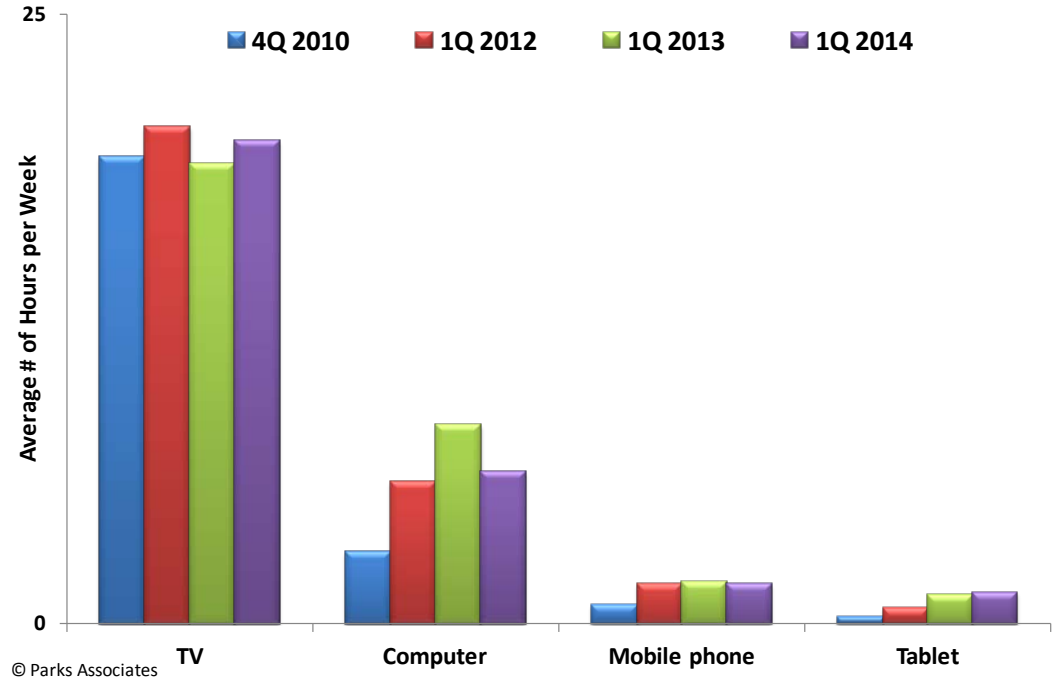
By **John Barrett**, Director, Consumer Analytics; **Yilan Jiang**, Manager of Consumer Research; **Brett Sappington**, Director, Research; **David Mitchel**, Research Analyst; and **Ruby-Ren Dennis**, Researcher, Parks Associates

SYNOPSIS

360 View: *Entertainment Services in U.S. Broadband Households* provides a comprehensive analysis of video consumption and the market for pay-TV and over-the-top subscription services. It investigates the latest trends in cord cutting and cord-shaving, including displacement of premium channels by over-the-top alternatives. It assesses consumer awareness and use of TV Everywhere services and the role of bundles in churn, with attention to differences between younger and older consumers in terms of video consumption. It also presents a market segmentation that identifies which consumers are most likely to abandon pay-TV services in favor of over-the-top alternatives.

Video Consumption by Platform (2010 - 2014)

(U.S. Broadband Households)



ANALYST INSIGHT

“Consumer consumption patterns for video continue to evolve in surprising ways. Computer-based consumption, for example, is beginning to decline thanks to widespread availability of online content on TV sets. The home video market is clearly undergoing a transformation.”

— **John Barrett**, Director, Consumer Analytics, Parks Associates

About the Research

Previous Research

- Streaming CE and Content Purchasing Habits (Q1/14)
- TV Everywhere 2.0: The Next Steps in Multiscreen (Q1/14)
- OTT Video Buyers: Subscriptions & Transactions (Q4/13)
- Consumer Segmentation: Selling Premium TV Services (Q4/13)
- TV Everywhere Use & Authentication (Q3/13)
- TV Viewing Habits and the Challenge of Young Nonsubscribers (Q2/13)
- Video-on-Demand: The Road to Revenues (Q2/13)

Key Findings

Recommendations

Overview of Access & Entertainment Services:

- Likelihood of Making Changes to Broadband Services (2012 - 2014)
- Considered Alternatives to Broadband Service (Q1/14)
- Alternative Broadband Access by Age (Q1/14)
- Likelihood of Making Broadband Service Changes by Provider (Q1/14)
- Pay-TV Service Subscription (2011 - 2014)
- Pay-TV Subscription Trends (2010 - 2014)
- Likelihood of Changing Pay-TV Service Provider (Q1/14)
- Likelihood of Canceling Pay-TV Service by Service Provider (Q1/14)
- Likelihood of Downgrading Service by Pay-TV Service Provider (Q1/14)
- Likelihood of Upgrading Service by Pay-TV Service Provider (Q1/14)
- Reasons for Considering Canceling Pay-TV Service (Q1/14)
- Reasons for Considering Canceling Pay-TV Service by Provider (Q1/14)
- Reason for Canceling Pay-TV Service (Q1/14)
- Reasons for Considering Downgrading Pay-TV Service (Q1/14)
- Reasons for Considering Downgrading Pay-TV Service by Provider (Q1/14)
- Previous Pay-TV Subscription Period (2012 - 2014)
- Impact of CE Purchase on Service Subscriptions (Q1/14)
- Impact of CE Purchase on Service Upgrades by Age (Q1/14)
- Average Monthly Cost of Home Services (2010 - 2014)



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- Monthly Cost of Bundled Home Services (2011 - 2014)
- OTT Service Subscription (2013 - 2014)
- OTT Service Subscription (2012 - 2014)

Pay-TV Services:

- Pay-TV Premium Features (Q1/14)
- Pay-TV Feature Adoption/Awareness (2012 - 2014)
- Premium Movie Channel Adoption (2013 - 2014)
- HBO Adoption and Netflix Use (2013 - 2014)
- Net Change in Premium Channel Adoption and Netflix Use (2013 - 2014)
- Adoption of TV Apps by Pay-TV Service Provider (Q1/14)
- TV Everywhere Awareness by Pay-TV Providers (2012 - 2014)
- TV Everywhere Awareness by Age (2012 - 2014)
- TV Everywhere Awareness by Household Income (2012 - 2014)
- Frequency of Use of Pay-TV Service Options (Q1/14)
- Pay-TV Feature Monthly Usage (2013 - 2014)
- Monthly Use of VOD by Pay-TV Service Provider (Q1/14)
- Appeal of New Pay-TV Features (Q1/14)
- Appeal of New Pay-TV Features by Pay-TV Service Provider (Q1/14)

Video Consumption:

- Use of Device for Video (2010 - 2014)
- Frequency Use of Device for Video (2010 - 2014)
- Video Consumption by Platform (2010 - 2014)
- Video Consumption on TV Sets by Source (2010 - 2014)
- Hours of Internet Video Consumption: TVs vs. Computers (2012 - 2014)

Age and Service Adoption:

- Pay-TV Adoption by Age (2004 - 2014)
- Average Monthly Cost of Unbundled Pay-TV Service by Age (2012 - 2014)
- Adoption of Premium Pay-TV Feature by Age (Q1/14)
- Monthly Use of TV Everywhere by Age (Q1/14)
- Monthly Use of Remote DVR Viewing by Age (Q1/14)
- Monthly Use of TV Apps by Age (Q1/14)
- Appeal of New Pay-TV Features by Age (Q1/14)



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- Likelihood of Making Changes to Pay-TV Service by Age (Q1/14)
- Reasons for Canceling Pay-TV Service by Age (Q1/14)
- Intention to Subscribe to Pay-TV Service by Age (Q1/14)
- Current & Previous Pay-TV Service by Age (Q1/14)
- Reasons for Considering Canceling Pay-TV Service by Age (Q1/14)
- OTT Service Subscription by Age (Q1/14)

Service Bundles:

- Importance of Bundled Service By Bundle (Q1/14)
- Importance of Bundled Service by Age (Q1/14)
- Importance of Pay-TV Service in Bundle by Pay-TV Service Provider (Q1/14)
- Importance of Broadband Service in Bundle by Provider (Q1/14)
- Likelihood of Making TV Service Changes by Service Bundle (Q1/14)
- Comcast: Likelihood of Making TV Service Changes and Bundles (Q1/14)
- Likelihood of Making Broadband Service Changes by Service Bundle (Q1/14)

Segmentation:

- Parks Associates Multiscreen Segmentation
- Segment Descriptions
- Video Viewing Segments (Q1/14)
- Video Viewing Segments by Providers (Q1/14)
- Volume of Video by Segment (Q1/14)
- Segment Demographics
- Age by Segment (Q1/14)
- Marital Status by Segment (Q1/14)
- Type of Residence by Segment (Q1/14)
- Pay-TV Subscribers by Segment (Q1/14)
- TV Everywhere Awareness by Segment (Q1/14)
- OTT Subscribers Among Segments (Q1/14)
- Attitudes About Video Habits by Segment (Q1/14)
- Use of Mobile While Watching TV by Segment (Q1/14)
- Video Viewing Preferences by Segment (Q1/14)
- Avg. Incremental Video Spending per Month by Segment (Q1/14)
- Spending on Broadband and Mobile Services Per Year by Segment (Q1/14)



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- Use of Paid VOD by Segment (Q1/14)
- Dominant Household Video Viewers by Segment (Q1/14)
- Influence on Spending in the Household by Segment (Q1/14)

Additional Research from Parks Associates

ATTRIBUTES

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