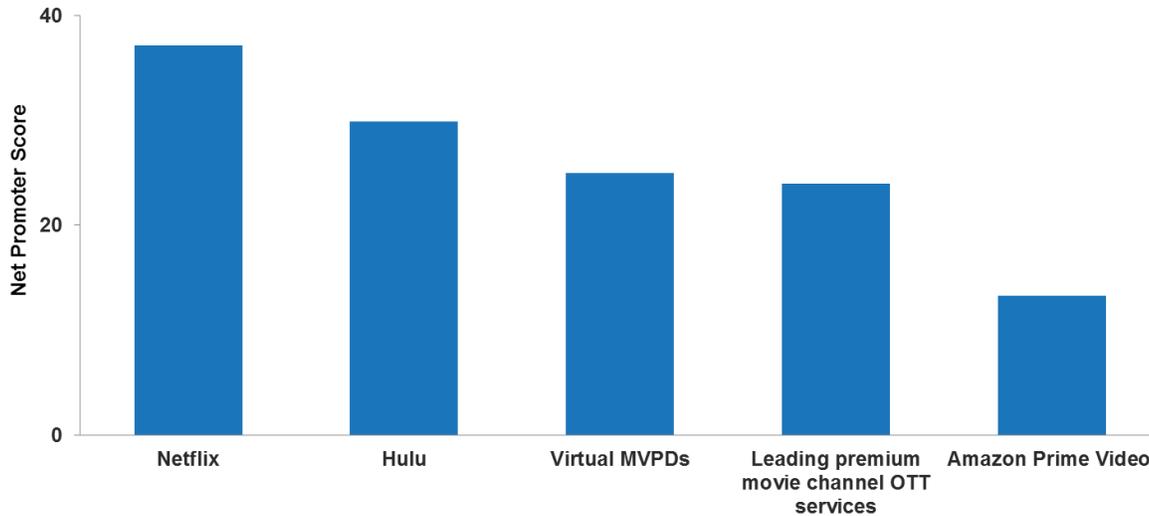


Net Promoter Score: OTT Video Services

U.S. Broadband Households Subscribing to Specified OTT Services



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SYNOPSIS

This research measures user/subscriber perceptions of various OTT video services, on their own, compared to each other and as compared with pay-TV services. Thanks to an extensive database of OTT consumer survey data, this study shows how adoption has changed over time and trends in adoption and use of various OTT video services.

ANALYST INSIGHT

“The U.S. OTT video market is dynamic and highly competitive. Over 200 services are available, with new services entering the market each month. Recognized brands, including HBO Now, DIRECTV NOW, STARZ, Showtime, and CBS All Access, are facing off against services with lesser known brands, such as Fubo TV, Philo, and PureFlix.”

— Brett Sappington, *Senior Research Director*, Parks Associates



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