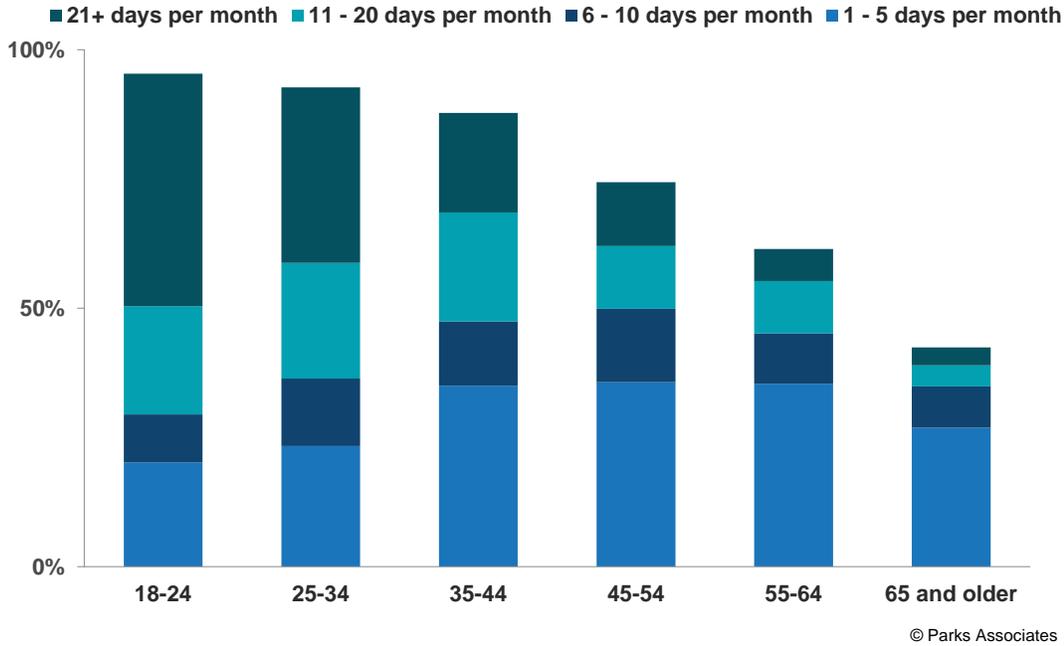


**Use of User-generated Online Video**  
U.S. Broadband Households in Specified Age Groups



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**SYNOPSIS**

This **360 View Update** analyzes consumer usage of emerging video outlets like user-generated online video, social-based live video streaming, and consumer attitudes toward monetization models in the alternative video space. The consumer data shows usage of alternative video by device, the most popular genres of content, and preferences for advertising vs. paid ad-free access. The research draws conclusions and recommendations for stakeholders, including aggregators like multichannel networks, traditional and emerging content creators and producers, and CE device makers.

**ANALYST INSIGHT**

“The user-generated and alternative online video space continues to grow in popularity, and a number of companies are stepping in to monetize the space. Among them are multichannel networks, entities that provide video creators with assistance in content creation, marketing and promotion, and monetization of content by connecting creators with advertisers.”

— Glenn Hower, *Research Analyst*, Parks Associates



Number of Slides: 50

## CONTENTS

### About the Research

### Previous Research

### Industry Insight

### Key Findings

### Recommendations

#### Use of Alternative Video:

- Monthly Use of User-generated Online Video (Q2/16)
- Use of User-generated Online Video by Age (Q2/16)
- Use of User-generated Online Video by Gender (Q2/16)
- Use of User-generated Online Video by Education (Q2/16)
- Weekly Use of User-generated Online Video on Specified Devices (Q2/16)
- Weekly Use of User-generated Online Video on Specified Devices by Age (Q2/16)
- Average Weekly Number of Hours Watching User-generated Online Video on Specified Devices (Q2/16)
- Average Weekly Number of Hours Watching User-generated Online Video on Specified Devices (Q2/16)
- Average Weekly Number of Hours Watching User-generated Online Video on Specified Devices by Age (Q2/16)

#### Types of Alternative Video:

- Frequency of Viewing of User-generated Online Video Types (Q2/16)
- % Viewing User-generated Online Video on a Weekly Basis by Age (Q2/16)
- % Viewing User-generated Online Video on a Weekly Basis by Age (Q2/16)

- % Using Live Streaming Apps for Specified Functions (2015 - 2016)
- Frequency of Using Live Streaming Apps for Specified Functions (Q2/16)
- Average Number of Days Using Live Streaming Apps for Specified Functions Over the Last 30 Days by Age (Q2/16)
- Average Number of Days Using Live Streaming Apps for Specified Functions Over the Last 30 Days by Children at Home (Q2/16)
- Frequency of Viewing Video Using Live Streaming Apps by Pay-TV Subscription (Q2/16)

#### Business Models:

- Engagement in Video Monetization Methods (Q2/16)
- Engagement in Video Monetization Methods by Age (Q2/16)
- Engagement in Video Monetization Methods by Pay-TV Subscription (Q2/16)

#### Content Discovery:

- Top Ranked Sources Used When Looking for New Videos (Q2/16)
- Frequency of Discovering Online Videos from Specified Sources (Q2/16)

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