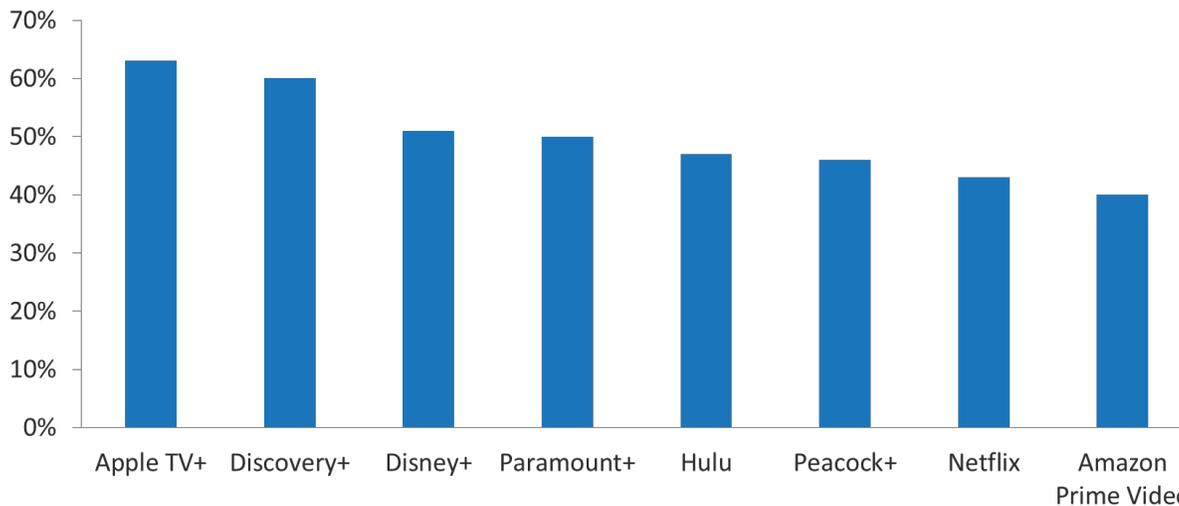


Account Sharing Across Popular OTT Services



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SYNOPSIS

The rise of online video has shifted the economics of the video content industry and sparked an evolution in the thinking and behavior of the people who steal content. Illegal live streaming, app-based sharing, and account sharing are now rampant in the video service and content marketplace. This consumer-focused research examines consumer preferences for various piracy behaviors as well as attitudes towards privacy and account security.

ANALYST INSIGHT

“Streaming subscriptions are plateauing in some mature markets, but many service providers have yet to establish profitability of their streaming operations. Under these conditions, providers need solutions that retain viewers while minimizing account sharing and piracy.”

— Sarah Lee, *Research Analyst*, Parks Associates

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Account Sharing and Digital Piracy in Online Video

SERVICE:
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Account Sharing and Digital Piracy in Online Video

SERVICE:
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