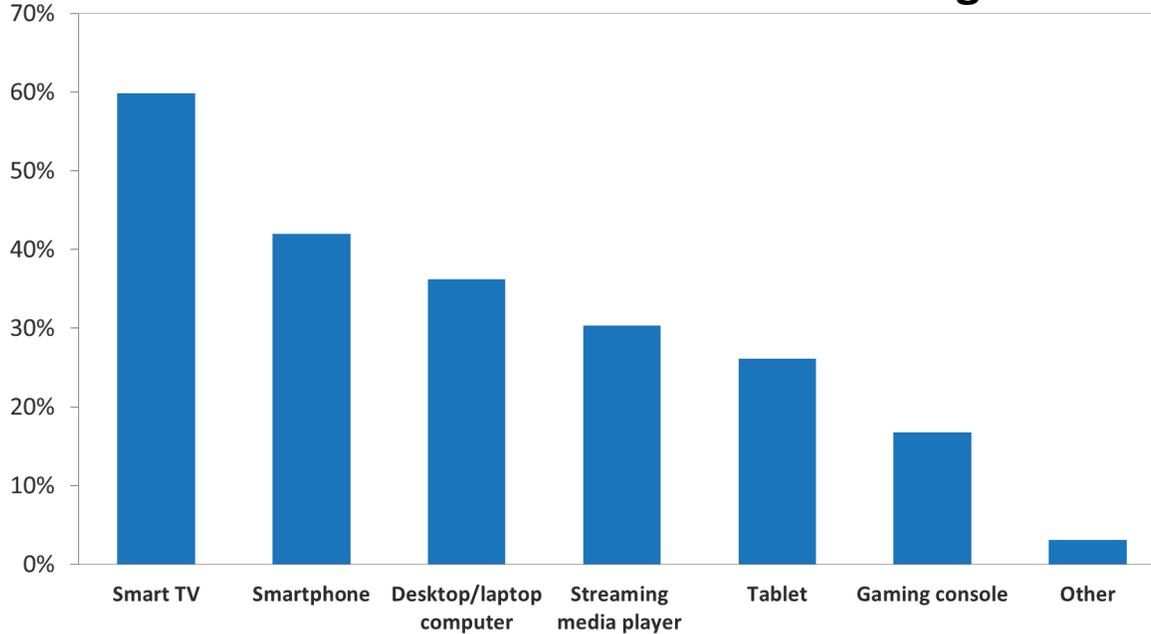


Device Used to Access Livestreaming



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SYNOPSIS

Streaming of truly live news, sports, special events, and other content continues to grow significantly in recent years alongside the explosive growth of the OTT market. Services with a variety of content sources are streaming more live content than ever before. Live content has become a key component of many service offerings and a staple of the consumer video portfolio. This research examines consumer uptake of livestreaming video, the different types of live content that drives consumption, and the platforms and services used for this content.

ANALYST INSIGHT

“Existing and planned livestreaming offerings among the major streaming services are clear indicators that all players in this space see livestreamed content as essential to future subscriber growth, engagement, and retention.”

—Paul Erickson, *Director, Research*, Parks Associates

Number of Slides: 47

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Appendix



Livestreaming: The Next Hot Video Market

SERVICE:
ENTERTAINMENT
SERVICES

1Q 2022

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