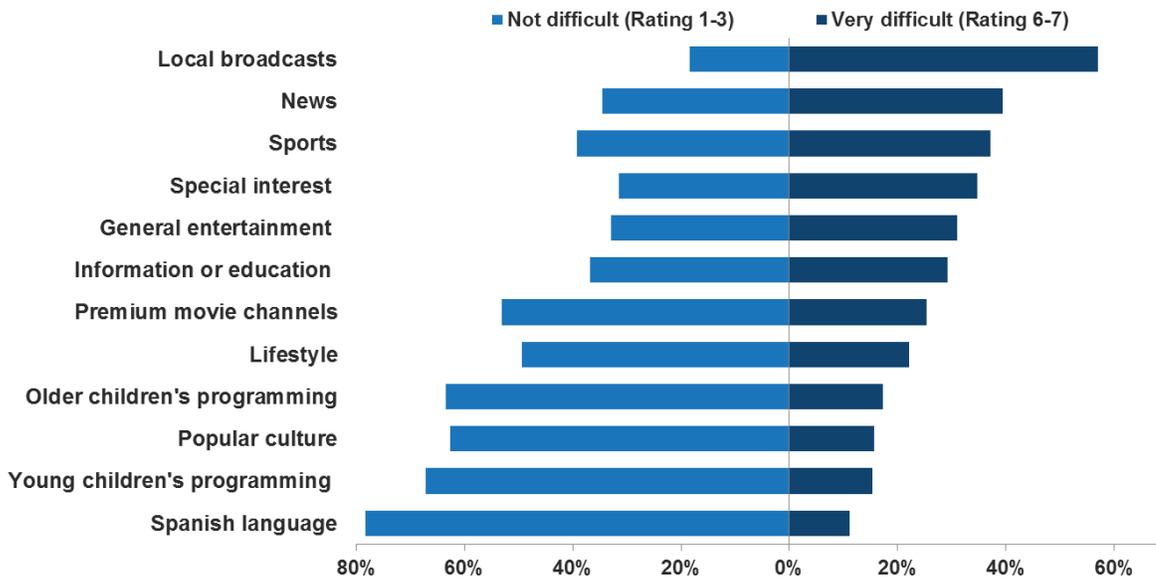


## Difficulty in Giving Up Channel Types in a Pay-TV Package

US Broadband Households with Pay-TV Service



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### SYNOPSIS

Providers are experimenting with a variety of channel packages and service bundles in attempt to reduce the subscriber losses. Pay-TV and OTT providers, content producers, owners, and distributors all want to understand which content packages will generate greater subscriptions rates and reliable reoccurring revenue streams. This research examines subscribers viewing habits, preferences, interests, and perceptions regarding their providers and channel packages, comparing perceptions among various consumer groups.

### ANALYST INSIGHT

“This evolving environment underscores how critical providing an optimal channel package at the right price is to both types of pay-TV service providers. For both service models, gaps in channel offerings must be addressed to remain competitive, maximize customer retention, and create a stable revenue stream.”

— David Drury, *Research Director*, Parks Associates

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# Optimizing the Channel Package

SERVICE:  
ENTERTAINMENT  
SERVICES

3Q 2020

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# Optimizing the Channel Package

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