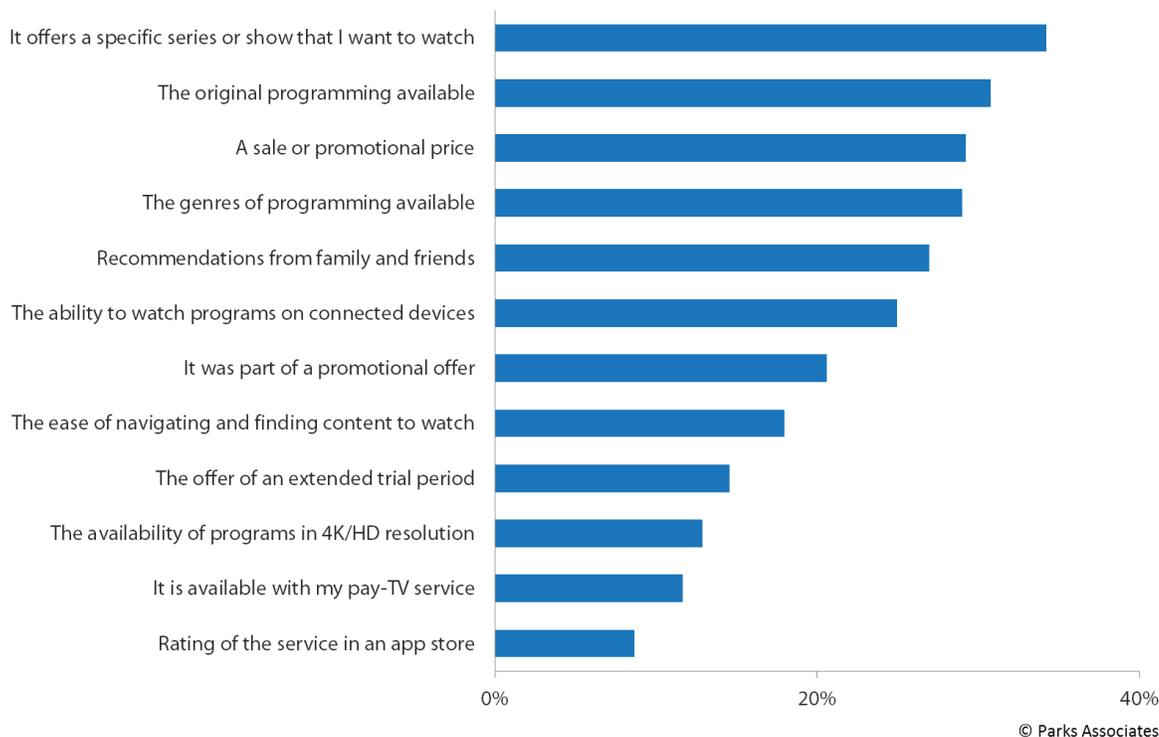


## Factors Influencing OTT Service Subscription



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### SYNOPSIS

OTT video services are designed to allow no hassle signup and easy cancellation process, but this level of freedom has led to high churn for many services. This primary research examines uptake and cancellation of OTT video services and the tactics services use to retain customers. It examines trends in adoption and churn for OTT services, both individually and by business model, and the effect of the COVID-19 crisis on churn and retention.

### ANALYST INSIGHT

“The downturn in churn is good news for an industry that continues to be plagued by this issue. However, at some point, potentially in the near future, consumers will begin to streamline their OTT service stack, especially with the devastating economic effects of COVID-19 lingering. When that happens, only the services that deliver a differentiated content offering and exemplary user experience will remain as a component of a consumer’s video portfolio.”

— Steve Nason, *Research Director*, Parks Associates

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# Subscription and Churn in OTT Video

SERVICE:  
ENTERTAINMENT  
SERVICES

4Q 2020

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Published by Parks Associates

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