

By Brett Sappington, Senior Director of Research, Parks Associates

Synopsis	Consumer Confidence in Data Usage																		
<p>Pay-TV providers are increasingly facing online challengers that have extensive expertise in using data to define and drive their businesses as well as user experiences. Big data is the new field for competition, and developing more strategic methods to leverage collected data to improve services and revenues is critical for the pay-TV industry. This report focuses on the impact of big data on the pay-TV industry, both today and in the future, including profiles of major players.</p>	<div style="text-align: center;"> <h3>Impact of Options on Data Use Confidence</h3> <p>U.S. Broadband Households</p> <table border="1"> <caption>Impact of Options on Data Use Confidence (Estimated Data)</caption> <thead> <tr> <th>Option</th> <th>Greatly Increases Confidence (%)</th> <th>No Increase in Confidence at All (%)</th> </tr> </thead> <tbody> <tr> <td>Statement about when or why you will receive targeted ads</td> <td>~20%</td> <td>~20%</td> </tr> <tr> <td>Statement about when and why your data will be used</td> <td>~25%</td> <td>~15%</td> </tr> <tr> <td>A website or app that shows what data is being collected</td> <td>~35%</td> <td>~10%</td> </tr> <tr> <td>A website or app that allows you to select what data is collected</td> <td>~35%</td> <td>~10%</td> </tr> <tr> <td>A website or app that allows you to delete the data that is collected</td> <td>~45%</td> <td>~10%</td> </tr> </tbody> </table> <p>© Parks Associates</p> </div>	Option	Greatly Increases Confidence (%)	No Increase in Confidence at All (%)	Statement about when or why you will receive targeted ads	~20%	~20%	Statement about when and why your data will be used	~25%	~15%	A website or app that shows what data is being collected	~35%	~10%	A website or app that allows you to select what data is collected	~35%	~10%	A website or app that allows you to delete the data that is collected	~45%	~10%
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<p>Publish Date: 2Q 18</p>	<p>“Traditional companies in the pay-TV marketplace now find themselves at a disadvantage, in terms of data analysis and use, to new companies that have entered the ecosystem. As a result, pay-TV providers and their broadcast and network content partners are playing catch-up, seeking to gain data-oriented expertise and adjust their way of doing business in order to better perform, compete, and attract a new generation of customers,” said Brett Sappington, Senior Director of Research, Parks Associates.</p>																		
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<p>Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Brett Sappington Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© June 2018 Parks Associates Dallas, Texas 75001</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>