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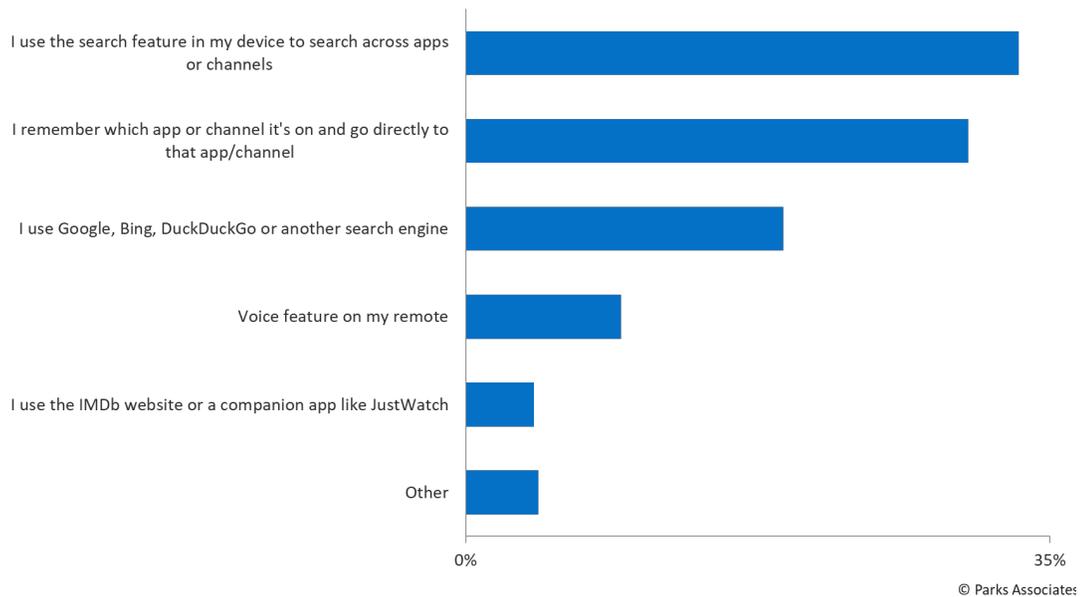
SYNOPSIS

This research examines the viewer journey for accessing desired video content across broadcast, traditional pay-TV and the many over-the-top (OTT) streaming video service models, including SVOD, AVOD/FAST, TVOD and vMVPD (streaming TV) services. Included is research that analyzes how households view content, how households prioritize and spend money, and how decisions are made to pay for some services over others.

This study draws from Parks Associates' Q3 2023 survey of 8,000 U.S. internet households. The survey is demographically representative of US internet households, with quotas for age, income, gender, and educational attainment.

Number of Slides: 64

Method to Find Video Contents to Watch



Key questions addressed:

1. How are households signing up for their streaming subscriptions? Why do households subscribe to certain services over others?
2. On what devices do households consume video, and what type of services do households watch on various device?
3. When viewers first sit to find something to watch, what steps do they take?
4. How does the viewer journey differ when a household wants to watch a TV show or movie versus live sports or news?
5. How easy or hard is it for households to find something to watch? What is the discovery experience like?

“The viewer journey continues to evolve. A once manageable process of watching video curated from a single source is now a source of frustration due to an overwhelming amount of content from which to choose, spread out across numerous services and platforms, and ever changing.”

— Sarah Lee, Research Analyst, Parks Associates

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- Monthly Spending by Agreement Towards Streaming Attitudes
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- Method of Subscribing Streaming TV Services by Services

Viewing Consumption: Devices and Services

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- Reasons for Using a Service by Top Services
- Reasons for Using a Service by Other OTT Services

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Churn

- OTT Subscriber Churn
- OTT Service Retention Incentives
- OTT Churn by Streaming Experience

Appendix

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