

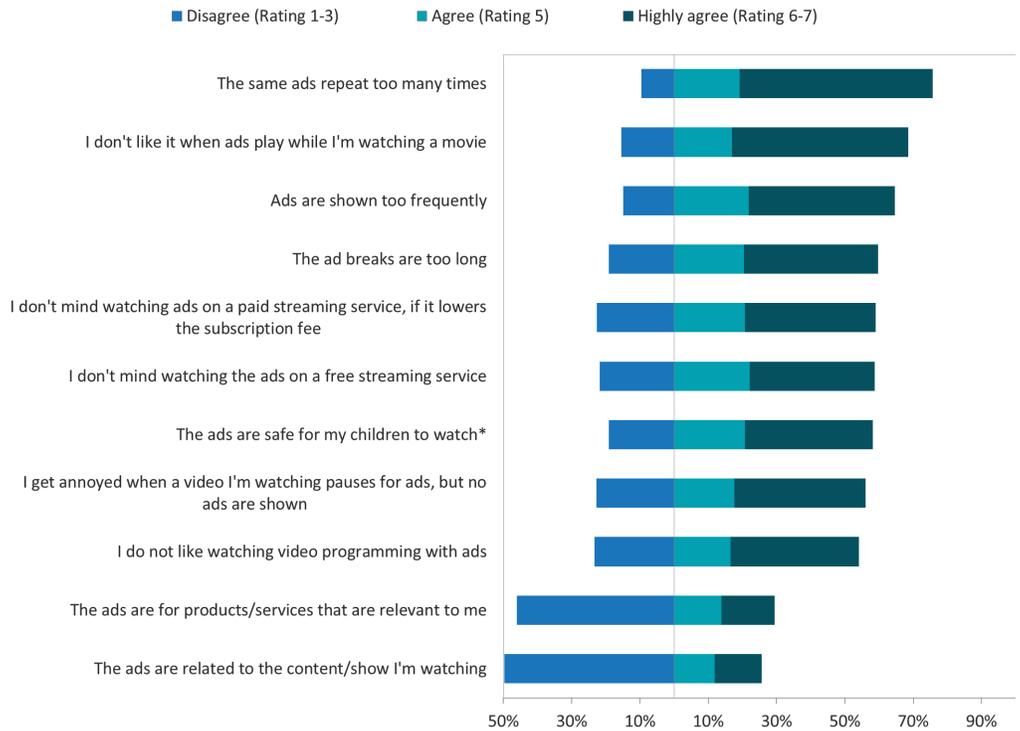
SYNOPSIS

It is more expensive than ever to stream ad-free video, especially when the top services continue to raise their prices. Households subscribe to five streaming services on average, but as many face a steady loss of buying power, more are experimenting with ad-based services to help offset the growing expense of entertainment. This study documents the rise of ad-based streaming including both FAST and AVOD services. It analyzes why ad-based services are experiencing a surge in popularity, which services are the most popular, and household sentiment towards the ad-based experience.

Number of Slides: 65

AUTHORS

Pain Points with Ad-Based OTT Services



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Key questions addressed:

1. What is the state of the ad-based video streaming market?
2. What drives viewers to ad-based services?
3. How do viewers perceive the content on ad-based services?
4. What are the pain points viewers experience on ad-based services?
5. What would improve the ad-based experience for viewers?

“The current streaming landscape is extremely volatile and fiercely competitive. Providers of all sizes strive to innovate, reach more viewers, improve efficiency, deliver in-demand content, and above all, achieve profitability.”

— Sarah Lee, Research Analyst, Parks Associates

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