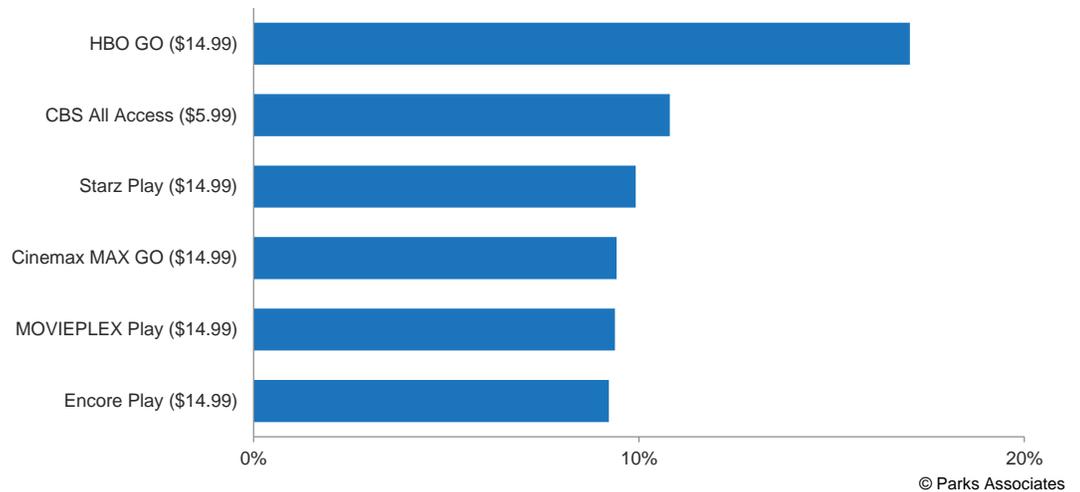


By **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, **Brett Sappington**, *Director, Research*, **Glenn Hower**, *Research Analyst*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

SYNOPSIS

Consumer Segmentation: OTT Video Buyers analyzes trends in the consumption of over-the-top video. It analyzes trends with Parks Associates' video segmentation approach, which groups consumers based on their video consumption habits. This research also gauges the demand for new over-the-top services from companies and brands such as HBO, CBS, and others.

Willingness to Subscribe to New Over-the-Top Services U.S. Broadband Households



ANALYST INSIGHT

“The market for over-the-top services is entering a new phase thanks to the launch of subscription services that combine linear content with on-demand content. At the same time, there is an ongoing, complementary role to be played by transactional over-the-top services.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

CONTENTS

About the Research

Previous Research

- The Death of Linear TV (Q3/14)
- 360 View: Digital Media & Connected Consumers (Q3/14)
- Streaming CE and Content Purchasing Habits (Q1/14)
- Trends in Content Licensing (Q1/14)
- New Trends in Digital Delivery and CDNs (Q1/14)
- OTT Video Buyers: Subscriptions & Transactions (Q4/13)

CONTENTS

Key Findings**Industry Insight****Recommendations****Video Consumption Trends:**

- Video Consumption by Platform (2010 - 2014)
- Video Consumption on TV Sets by Source (2010 - 2014)
- Household Monthly Spending on Internet Video (2012 - 2014)
- OTT Subscription by Age (2013 - 2014)
- OTT Subscription by Household Income (2013 - 2014)
- OTT Service Subscription (2012 - 2014)
- Who Pays for OTT Service Subscription (Q3/14)

OTT Video Trends:

- Parks Associates Multiscreen Segmentation
- Video Viewing Segments (Q3/14)
- Segment Descriptions
- OTT Video Consumption on TV Sets (2012 - 2014)
- Household Monthly Spending on Subscription Internet Video_Services (2012 - 2014)
- Household Monthly Spending on Renting Video Downloads (2012 - 2014)
- Household Monthly Spending on Buying Video Downloads (2012 - 2014)

Demand for New OTT Video Services:

- Willingness to Subscribe to New Over-the-Top Services (Q4/14)
- Willingness to Subscribe to New Over-the-Top Services by Age (Q4/14)
- % of Those Likely to Subscribe to New Over-the-Top Services with Video Services (Q4/14)
- Willingness to Subscribe to Over-the-Top HBO or CBS Service by Pay-TV Provider (Q4/14)
- Likelihood of Canceling Other Services if Subscribing to HBO or CBS Over-the-Top Service (Q4/14)

Additional Research from Parks Associates

ATTRIBUTES

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

parksassociates.com

sales@parksassociates.com

Authored by John Barrett, Yilan Jiang, Brett Sappington, Glenn Hower, and David Mitchel
Executive Editor: Tricia Parks

Number of Slides: 49
Published by Parks Associates

© 2015 Parks Associates | Dallas, Texas 75248

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.

Printed in the United States of America.

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.