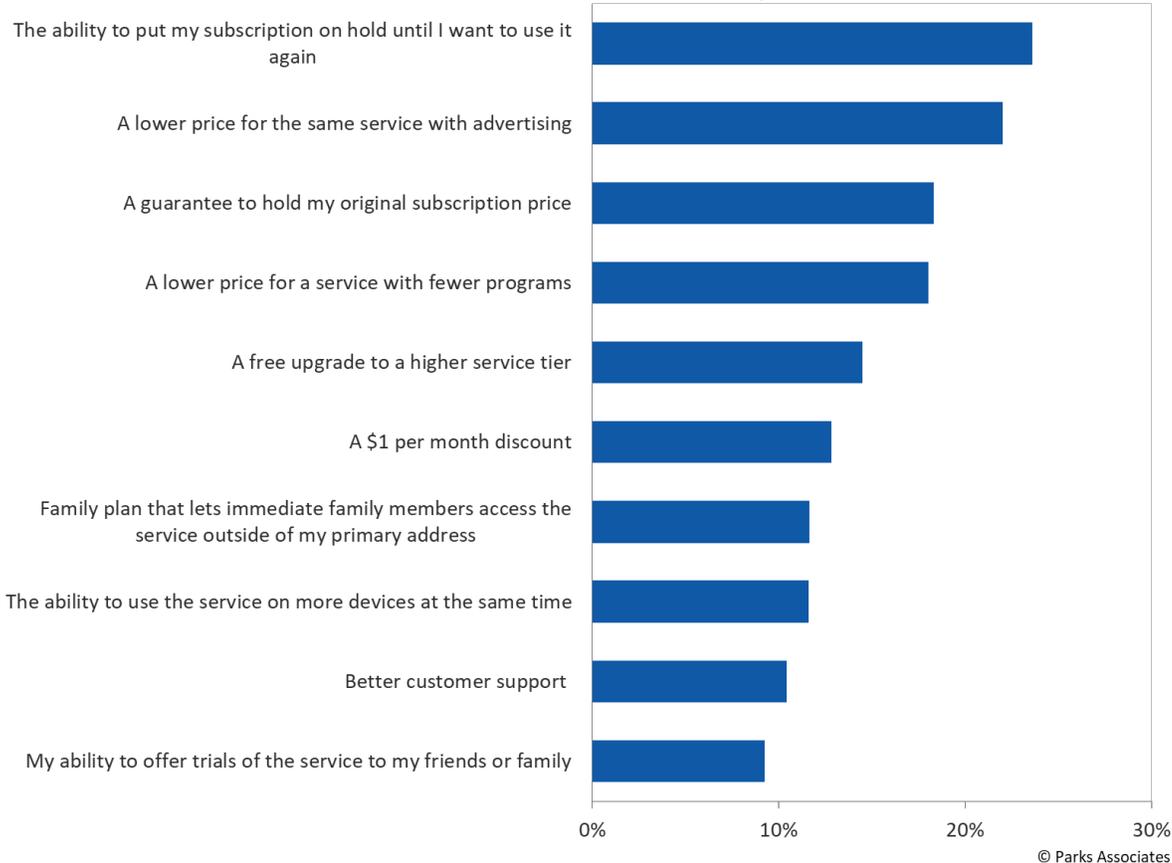


## OTT Service Retention Options



### Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics



Sharon Jiang, Consumer Insights Analyst II

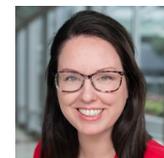


Yuting Mu, Consumer Insights Analyst I

### Industry Analysts



Sarah Lee, Research Analyst



Jennifer Kent, VP, Research

### SYNOPSIS

This research provides a comprehensive view of the traditional pay-TV, streaming TV, and OTT services market across subscription, ad-based, and transactional business models. It details shifting consumer preferences, with historical trending data on adoption, satisfaction, and churn for pay-TV and OTT services. It details top causes of service churn and consumer receptivity to new service features and retention incentives.

### ANALYST INSIGHT

“Services must improve the consumer experience and content options in order to retain customers. Without writers creating high-quality scripted content, an increase in customer attrition is expected in the near term.”

— Sarah Lee, *Research Analyst*, Parks Associates

Number of Slides: 90



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## **Appendix**



# Video Services: Shifting Demand

SERVICE:  
VIDEO SERVICES:  
OTT, PAY TV  
3Q 2023

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