

Consumer demand for video is creating new demands on broadband speeds and content discovery.

Much of today's high-demand content, particularly video content, requires greater data speed and capacity, and the broadband world is attempting to keep up. This survey examines consumer perceptions and attitudes toward the changes in the video services market.

Purpose

This research project provides insight into the new segmentation of young video consumers and an examination of their habits and spending, including attitudes and preferences. It measures the demand for new service features such as cloud DVRs and TV apps and analyzes the influence of original content on video service subscriptions. The study evaluates the impact of broadband subscriptions on the selection of video provider and provides insight into new opportunities for video service providers.

Research Goals

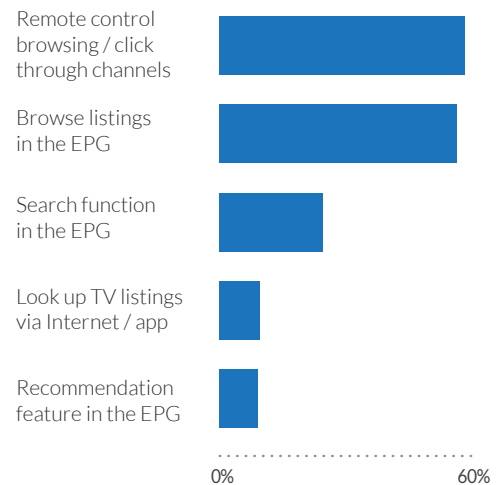
- Impact of incentives and offerings on broadband subscriptions
- Identification of consumer segmentation based on attitudes, motivations, and platforms used
- Detailed analysis and comparisons of the younger vs. older video subscriber
- Assessment of new service strategies and offerings, including demand and priority for new services
- Examination of the relationship between broadband subscriptions and pay-TV/OTT subscriptions

Key Topics

- Consumer use and preferences for video services, including linear, VOD, and OTT video services
- Consumer segmentation based on video platforms owned and used
- Usage habits for linear TV, VOD, multiscreen, and content discovery
- Profiles of young consumers and their attitudes toward video services
- Comparisons among video subscribers by provider, including a breakout by pay-TV and OTT competitors
- Consumer interest in cloud DVR, multiscreen services, OTT, and other video services/features
- Use of TV-related apps and the impact on viewing habits
- Impact of bundling on switching and subscriber retention

Daily Use of Content Discovery Methods

U.S. Pay-TV Subscribers



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About 360 View

Parks Associates 360 View

studies provide comprehensive, in-depth analysis of an industry vertical.

A **360 View** study includes a survey of 2,500-5,000 U.S. broadband households on the subject and complements the findings with data from Parks Associates' ongoing tracking and topical surveys.

Parks Associates' team of industry experts also provides commentary, analysis, and strategic recommendations based on the results.

This Research Benefits

- › Broadband Service Providers
- › Communication Infrastructure and System Providers
- › Content Owners and Distributors
- › Software Developers and Video Solution Providers
- › CE Manufacturers and Retailers
- › TV Networks and TV App Developers
- › Advertising Technology Providers

Methodology

Online survey of 2,500 consumers in U.S. broadband households.

Research Deliverables

Raw Data Survey Results—allows companies to explore the results and dig deeper into desired topics. (SPSS Format)

Analysis & Survey Results—analyzes the survey results. Highlights the opportunities and challenges of the target markets and provides a graphical presentation of the top-level results and key cross-tab analyses. (PowerPoint Format)

Quarterly Analysis & Survey Results—analyzes results from quarterly surveys on topic and provides top-level results and key cross-tab analyses. (PowerPoint Format)

Analyst Access—access to analyst team for specific topical questions related to survey.

To Participate

Contact **972.490.1113** or sales@parksassociates.com. Clients may submit a limited number of questions of their own design for inclusion into the survey. Parks Associates reserves the right to reduce the number of client questions, with prior notice, in order to control survey quality.

CONSUMER ANALYTICS

Consumer Analytics is a research service that includes ongoing access to Parks Associates primary consumer research on specific topics.

Consumer Analytics Service

Parks Associates surveys more than 30,000 consumers in the U.S. and around the world each year to measure adoption, attitudes, and future purchase intentions for advanced products and services.

- **Twelve-month Subscription Service**
- **Four Quarterly Market Focus**
- **Clients can submit questions** of their own design for inclusion into surveys throughout the year and suggest a topic for a future Market Focus.
- **Four Analyst Inquiry Hours**
- **Client Service Membership**
 - › Access to Monthly Webcasts
 - › 20-30% Discount to Attend Parks Associates workshops and events