

Pay-TV: Strategies to Face with the Cord-Cutting Phenomenon

<https://marketpublishers.com/r/PDC4276F684EN.html>

Date: December 2016

Pages: 35

Price: US\$ 2,200.00 (Single User License)

ID: PDC4276F684EN

Abstracts

This report delivers a status update on cord-cutting in the United States and in Europe, along with a future outlook. It analyses the different ways that pay-TV markets on either side of the Atlantic are evolving, and the progress being made by OTT services. It identifies the factors behind viewers' key reasons for cancelling their traditional pay-TV plans. It also explores how pay-TV providers and top broadcasters are responding to battle against the cord-cutting phenomenon, or at least minimise its impact on their business. Lastly, it delivers insights into how this phenomenon is likely to unfold over time.

Much talked about and predicted for years, cord-cutting is beginning to be a reality in the American market. While satellite and IPTV subscriber growth had managed to maintain pay-TV customer numbers, the stagnation and in some cases downturn in these markets is no longer offsetting the drop in cable subscribers in the United States.

Contents

1. EXECUTIVE SUMMARY

2. METHODOLOGY & DEFINITIONS

- 2.1. General methodology of IDATE's reports
- 2.2. Definitions

3. STATE OF PAY-TV IN THE MAIN MARKETS

- 3.1. The pay-TV market in the United States
- 3.2. The pay-TV market in Europe
- 3.3. The OTT market's development

4. THE KEY INCENTIVES FOR CORD-CUTTING

- 4.1. High pay-TV subscription prices
- 4.2. OTT video services: an increasingly credible alternative
- 4.3. Low barriers to entry for OTT services
- 4.4. Increasingly ubiquitous high-speed access broadens OTT's potential market
- 4.5. Connected TV nearing maturity

5. HOW PAY-TV PROVIDERS AND BROADCASTERS ARE RESPONDING

- 5.1. Product diversification
 - 5.1.1. Launch of new video services by operators and pay-TV providers
 - 5.1.2. Premium channels engaging in direct to consumer distribution (DTC)
 - 5.1.3. Tiered package initiatives
- 5.2. Enhancing TV products
 - 5.2.1. Improve existing plans
 - 5.2.2. Improve the user experience
 - 5.2.3. Incorporating third-party OTT video services

6. OUTLOOK

- 6.1. New generations have already adopted online video habits
- 6.2. Cord-cutting set to accelerate in mature markets
- 6.3. Will cord-cutting impact European markets?

6.4. Will cord-shaving prove a greater threat?

6.5. Some operators opting for a dumb pipe strategy

6.6. The new curators

Tables & Figures

TABLES & FIGURES

Table 1: Selection of pay-TV providers that have partnership with Netflix

Figure 1: Growth of pay-TV households in the United States, 2008-2016

Figure 2: Evolution of pay-TV subscriptions in the United States by access system, 2008-2016

Figure 3: Growth of pay-TV households in Europe, 2008-2016

Figure 4: Evolution of SVoD services in the United States between Q3 2013 and Q3 2016

Figure 5: Percentage of people in the UK who have used a popular VoD service in the past month

Figure 6: Change the distribution VoD revenue in France by type of transaction, 2012-2016

Figure 7: Evolution of VoD rentals in France and in the United States

Figure 8: Percentage of SVoD customers in the UK, who subscribe to a pay-TV plan, end of 2015

Figure 9: Evolution of monthly cable subscription fees in the United States compared to the expected increase due to inflation, 2000-2015

Figure 10: Most common reasons for cancelling a pay-TV subscription in North America, Q3 2016

Figure 11: Reasons why consumers use OTT services in North America, Q3 2016

Figure 12: Monthly price of SVoD in North America, 2014-2016

Figure 13: vMVPD service, Sling TV

Figure 14: Progress in broadband access around the world, 2009-2015

Figure 15: Amazon Fire TV Stick

Figure 16: Ownership rates for connected devices on the rise, in North America, Q3 2016

Figure 17: Main reasons for dissatisfaction amongst cable/satellite subscribers in North America, Q3 2016

Figure 18: Possible positioning for pay-TV providers' new paid video services

Figure 19: DirecTV Now packages

Figure 20: Promotion DirecTV Now – Apple TV

Figure 21: Canal+ launches OTT services for personal devices

Figure 22: Comcast's limited basic TV plan in the United States

Figure 23: Comcast's "Internet Plus" double play bundle

Figure 24: Verizon skinny bundles

Figure 25: Consumer interest in à la carte pay-TV packages in North America, Q3 2016

Figure 26: Change in Comcast's subscriber mix between 2013 and 2016

Figure 27: DirecTV's premium package

Figure 28: Example of viewing suggestions from the Bbox (Bouygues Telecom)

Figure 29: Example of voice recognition on the remote (Comcast)

Figure 30: Impact of age on cord-cutting in the United States, March 2016

Figure 31: The devices most cherished by younger generations in the UK, 2015 and 2016

Figure 32: The devices most cherished by younger generations in the UK, by age, in 2016

Figure 33: Weekly media consumption in the UK, inside and outside the home, in 2016

Figure 34: Current percentage of non-subscribers in the United States who recently cancelled their subscription in North America, Q3 2016

Figure 35: Subscribers in Nordic countries' intention to cancel or downgrade their pay-TV subscription in the next months, 2013 and 2014

Figure 36: Services/features that cord-shaving customers in the United States cancel from their cable or satellite TV subscription, in North America, Q3 2016 and Q2 2016

Figure 37: Consumers feel increasingly overwhelmed by the number of channels available in North America, Q3 2016

Figure 38: Universal search feature on the new Apple TV

I would like to order

Product name: Pay-TV: Strategies to Face with the Cord-Cutting Phenomenon

Product link: <https://marketpublishers.com/r/PDC4276F684EN.html>

Price: US\$ 2,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PDC4276F684EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970