

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

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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.

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