

# Changes to TV Packages

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## Abstracts

This 360 View Update analyzes current trends and consumer opinion of pay-TV channel packages among the rising popularity of skinny bundles and OTT video services. The research examines changes made to TV services by differing subscriber groups, including Upgraders, Downgraders, and First-time Subscribers. The analysis also explores subscriber and demographic groups to understand consumer priorities regarding the channels bundled into pay-TV channel packages, including must-have channels that can be used to build targeted offerings.

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