

Consumer Segmentation: OTT Video Buyers

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Abstracts

Consumer Segmentation: OTT Video Buyers analyzes trends in the consumption of over-the-top video. It analyzes trends with Parks Associates' video segmentation approach, which groups consumers based on their video consumption habits. This research also gauges the demand for new over-the-top services from companies and brands such as HBO, CBS, and others.



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Trends in Content Licensing (Q1/14)

New Trends in Digital Delivery and CDNs (Q1/14)

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