

# **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.



# **Contents**

#### **ABOUT THE RESEARCH**

#### PREVIOUS RESEARCH

The Death of Linear TV (Q3/14)

360 VIEW: DIGITAL MEDIA & CONNECTED CONSUMERS (Q3/14)

Streaming CE and Content Purchasing Habits (Q1/14)

Trends in Content Licensing (Q1/14)

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

OTT Video Buyers: Subscriptions & Transactions (Q4/13)

### **KEY FINDINGS**

#### INDUSTRY INSIGHT

#### RECOMMENDATIONS

## **VIDEO CONSUMPTION TRENDS:**

Video Consumption by Platform (2010 - 2014)

Video Consumption on TV Sets by Source (2010 - 2014)

Household Monthly Spending on Internet Video (2012 - 2014)

OTT Subscription by Age (2013 - 2014)

OTT Subscription by Household Income (2013 - 2014)

OTT Service Subscription (2012 - 2014)

Who Pays for OTT Service Subscription (Q3/14)

#### **OTT VIDEO TRENDS:**

Parks Associates Multiscreen Segmentation

Video Viewing Segments (Q3/14)

Segment Descriptions

OTT Video Consumption on TV Sets (2012 - 2014)

Household Monthly Spending on Subscription Internet Video Services (2012 - 2014)

Household Monthly Spending on Renting Video Downloads (2012 - 2014)

Household Monthly Spending on Buying Video Downloads (2012 - 2014)



# **DEMAND FOR NEW OTT VIDEO SERVICES:**

Willingness to Subscribe to New Over-the-Top Services (Q4/14)

Willingness to Subscribe to New Over-the-Top Services by Age (Q4/14)

% of Those Likely to Subscribe to New Over-the-Top Services with Video Services (Q4/14)

Willingness to Subscribe to Over-the-Top HBO or CBS Service by Pay-TV Provider (Q4/14)

Likelihood of Canceling Other Services if Subscribing to HBO or CBS Over-the-Top Service (Q4/14)

#### ADDITIONAL RESEARCH FROM PARKS ASSOCIATES



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