

# The Death of Linear TV?

<https://marketpublishers.com/r/D5465339830EN.html>

Date: December 2013

Pages: 84

Price: US\$ 5,000.00 (Single User License)

ID: D5465339830EN

## Abstracts

The Death of Linear TV? analyzes trends in video consumption with specific attention given to the balance between linear and non-linear video. Video consumption on TV sets, computers, mobile phones, and tablets are all considered. Consumers exclusively watching linear and non-linear video are then profiled in terms of demographic characteristics and attitudes towards both pay-TV and over-the-top video services. Finally, consumption patterns are assessed for each of Parks Associates' video consumption segments.

## Contents

About the Research

Previous Research

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)

User Interfaces: The Battleground for Video Services (Q4/13)

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

Content Search, Discovery & Recommendations (Q3/13)

Key Findings

Recommendations

Trends in Linear Video Consumption:

Use of Devices for Video (2010 - 2014)

Frequency of Use of Device for Video (2010 - 2014)

Video Consumption by Platform (2010 - 2014)

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

Hours of Linear Video Consumption on All Platforms (2010 - 2014)

Linear vs. Non-Linear Video Consumption on Computers (2010 - 2014)

Linear vs. Non-Linear Video Consumption on Mobile Phones (2010 - 2014)

Linear vs. Non-Linear Video Consumption on All Platforms (2010 - 2014)

Hours of Linear vs. Non-Linear Video Consumption on All Platforms (2010 - 2014)

Linear vs. Non-Linear Video Consumption on TV Sets (2010 - 2014)

Trends in Linear Video Consumption by Demographics:

% of Linear Video Consumption on TV Sets by Age (2010-2014)

Hours of Linear Video Consumption on TV Sets by Age (2010 - 2014)

% of Linear Video Consumption on TV Sets by Income (2012 - 2014)

Hours of Linear Video Consumption on TV Sets by Income (2012 - 2014)

% of Linear Video Consumption on TV Sets by Education (2010 - 2014)

Hours of Linear Video Consumption on TV Sets by Education (2010 - 2014)

Use of TV Sets as a Video Platform:

% Not Watching Video on TV Sets (2010-2014)

% Not Owning a TV Set by Age (Q1/14)

% Not Watching Video on TV Sets by Age (2010-2014)

% Not Watching Video on TV Set by Income (2010-2014)

% Not Watching Video on TV Set by Education (2010-2014)

Profile of Linear vs. Non-linear Video Consumers:

Linear Video Consumption Tiers (Q1/14)

Source of Video on TV Sets by Linear Video Consumption Tiers (Q1/14)  
Hours of Linear Video Consumption on All Platforms by Linear Video Consumption Tier (Q1/14)  
Age by Linear Video Consumption Tiers (Q1/14)  
Income by Linear Video Consumption Tiers (Q1/14)  
Education by Linear Video Consumption Tiers (Q1/14)  
Gender by Linear Video Consumption Tiers (Q1/14)  
Video Consumption Attitudes by Linear Video Consumption Tiers (Q1/14)  
Video Viewing Preferences by Linear Video Consumption Tiers (Q1/14)  
Attitude Towards Technology by Linear Video Consumption Tiers (Q1/14)  
Device Adoption by Linear Video Consumption Tiers (Q1/14)  
Linear Video Consumption and Video Services:  
Pay-TV Subscription by Linear Video Consumption Tiers (Q1/14)  
OTT Video Service Subscription by Linear Video Consumption Tiers (Q1/14)  
ARPU for Pay-TV Bundles by Linear Video Consumption Tiers (Q1/14)  
Bundled Service Subscribers by Linear Video Consumption Tiers (Q1/14)  
Avg. Spending on Video by Linear TV Consumption Tier (Q1/14)  
Pay-TV DVR Adoption by Linear TV Consumption Tiers (Q1/14)  
Linear TV Consumption Tiers by Pay-TV Provider (Q1/14)  
Likelihood of Changing Pay-TV Service Provider by Linear Video Consumption Tiers (Q1/14)  
Likelihood of Canceling Pay-TV Service by Linear Video Consumption Tiers (Q1/14)  
Likelihood of Downgrading Pay-TV Service by Linear Video Consumption Tiers (Q1/14)  
Likelihood of Upgrading Pay-TV Service by Linear Video Consumption Tiers (Q1/14)  
Linear Video Consumption and Video Viewing Segments:  
Video Viewing Segments (Q1/14)  
Segment Descriptions  
Segment Demographics  
Hours of Internet Video Consumed on Platforms by Video Viewing Segments (Q2/14)  
% of All Internet Video Consumed on Platforms by Video Viewing Segments (Q2/14)  
Hours of Broadcast Channels Consumed on TV by Video Viewing Segments (2010-2014)  
Linear Viewing on TV Set by Video Viewing Segments (2012-2014)  
Linear Video Consumption Tiers by Video Viewing Segments (Q1/14)  
Additional Research from Parks Associates

## I would like to order

Product name: The Death of Linear TV?

Product link: <https://marketpublishers.com/r/D5465339830EN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D5465339830EN.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