

The Death of Linear TV?

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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.

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