

OTT Video & TV Everywhere: Partners, Alternatives, and Competition

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Abstracts

The evolution of OTT video services has led to increased competition in the market, including new partnerships, alternatives to pay TV, and changing priorities by consumers. This report includes insights into the new era of competition in OTT video and pay TV and assesses trends that affect the video ecosystem across global markets, including churn and retention. The report also includes global forecasts for OTT video and pay-TV subscribers.

Contents

1. REPORT SUMMARY

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach/Sources

2. THE STATE OF OTT VIDEO AND TV EVERYWHERE

- 2.1 Competition in OTT Video Services
- 2.2 The Role of TV Everywhere
- 2.3 Adoption of OTT Video Services
- 2.4 Primary versus Complementary Video Service Adoption

3. OTT VIDEO PARTNERSHIPS

- 3.1 OTT: Operator Partnerships
 - 3.1.1 Promotion
 - 3.1.2 Distribution Partnerships and Broadband Bundling
 - 3.1.3 Set-top Box Integration
 - 3.1.4 Zero-Rating
 - 3.1.5 Billing
- 3.2 OTT: OTT Partnerships
 - 3.2.1 Distribution/Bundling
 - 3.2.2 Promotion/Awareness
 - 3.2.3 Content
- 3.3 OTT: Aggregator Partnerships
 - 3.3.1 Traditional Pay-TV Providers
 - 3.3.2 CE Manufacturers
 - 3.3.3 Subscription OTT Aggregators
 - 3.3.4 Online Video Distributors/Virtual MVPDs
 - 3.3.5 Ad-based OTT Aggregators
- 3.4 Additional OTT Service Partnerships

4. FORECAST

- 4.1 Forecast Methodology
- 4.2 Forecast of OTT Video Households and Subscriptions

5. IMPLICATIONS AND RECOMMENDATIONS

6. APPENDIX

6.1 Glossary

6.2 Index

6.3 Image Sources

List Of Figures

LIST OF FIGURES

Number of OTT Video Services in the U.S. Market (2013-2017)
Number of OTT Video Services in the Canadian Market (2013-2017)
Share of OTT Video Services by Business Model, North America (Q3 2017)
Top U.S. Subscription OTT Video Services by Volume (Q2 2017)
Awareness of TV Everywhere Features (2013-2016)
U.S. Home Entertainment Device Ownership (2009-2017)
Penetration of OTT Video Service Subscriptions, U.S. (2013-2017)
Number of OTT Video Service Subscriptions per Household, U.S. (2014-2017)
Concurrence of Pay-TV and OTT Service Subscriptions (2014-2017)
Global OTT Video Service Forecast Methodology
Forecast: Household Penetration of Subscription OTT Video Services by Region (2017-2022)
Forecast: Volume of OTT Video Service Subscriptions by Region (2017-2022)

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