

Pay TV and the Reality of Cord Cutting

<https://marketpublishers.com/r/P61BFC3DF77EN.html>

Date: September 2016

Pages: 70

Price: US\$ 6,500.00 (Single User License)

ID: P61BFC3DF77EN

Abstracts

This 360 View Update quantifies the consumer groups that are flowing away from traditional pay TV, including those cancelling services and those who never subscribe. It assesses their motivations, values, and viewing habits, including profiles of Cord Cutters, Cord Shavers, and Cord Nevers.

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