

Pay TV: Perception , Adoption, and Retention

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Abstracts

In today's highly competitive market, brand and service perception can significantly affect consumers' selection of a provider and willingness to stay with that provider. This primary research examines the adoption, switching, and canceling in pay TV, perception of pay-TV services and features, and interest in options to incent subscribers to retain their service. The study contrasts traditional pay-TV services and vMVPD services and examines how each sector is acquiring, engaging, and retaining subscribers during the extremely challenging times brought on by the COVID-19 crisis.

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