

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.

Contents

- Executive Summary
- Industry Insight
- Entertainment Video Service Ecosystem
- Pay-TV & OTT Service Subscriptions
- Pay-TV Subscribers with OTT Subscription Services
- NPS by Pay-TV Service Type (2018 - 2020)
- Stand-alone vs Bundled Broadband Service Net Promotor Scores (NPS, 2018 - 2020)
- Pay-TV Service Features Received
- Appeal of Potential New Features
- TV Service NPS by Impact of Set-Top Box or Steaming Media Player
- High Intention to Make Changes to Pay-TV Plans
- Likelihood of Pay-TV Cancellation if Less New Content This Year due to COVID-19
- Adoption & Perception of Pay-TV Services
- Pay TV & OTT Service Subscriptions
- Pay-TV Subscribers with OTT Subscription Services
- Top Traditional Pay-TV Providers Among Subscribers
- Pay-TV Adoption by Service Type (2019-2020)
- Online Pay-TV Service Adoption
- Adoption of Online Pay-TV Services from Newcomers vs. Traditional Players
- NPS by Pay-TV Service Type (2018 - 2020)
- NPS of Top Providers
- Changes to Standalone and Bundling Among Subscribers
- Adoption of Bundles and Standalone Services
- Home Service ARPU (2010 - 2020)
- ARPU of Home Bundled Services
- Trends in Home Service Subscription
- NPS of Pay-TV: Stand-alone vs. Bundled Service (2018 - 2020)
- Set-Top Box Adoption
- Set-Top Box Adoption
- Streaming Media Player Adoption
- Xfinity Flex Streaming Box/Cox Contour Steam Player Adoption
- Adoption of Set-Top Boxes with OTT Video Support Among Subscribers to Top Pay-TV Providers
- TV Service NPS by Impact of Set-Top Box or Steaming Media Player
- Primary Streaming Devices for Most Used TV
- Primary Streaming Device for Second Most Used TV
- Primary Device for Streaming Online Videos Among TV Owners

Primary Streaming Devices - Connected TV Products
Frequency of Using Connected TV Products
Time Spent on Entertainment Activities via Primary Streaming Video Product
Average Weekly Hours Spent on Primary Streaming Video Product
Adoption of Pay-TV Service Features
Video Packages Adoption
Pay-TV Service Features Received
Monthly Usage of Pay-TV Features and Packages
Frequency of Using Video Package
Frequency of Using Pay-TV Service Features
Appeal of Potential New Features
Satisfaction with Traditional Pay-TV Service Providers
Value of Specific TV Features
Intentions and the Effects of COVID-19
Services Used During COVID-19 Crisis
Intention to Use Services After COVID-19
Changes Made to Pay-TV Service Over 12 Months Prior to Survey
Reasons for Switching from Online Pay-TV Service to Traditional Pay-TV Service
Reasons for Switching from Traditional Pay-TV Service to Online Pay-TV Service
Expected Entertainment Spending During 2020 Holidays
Likelihood of Making Changes to Pay-TV Plans
High Intention to Make Changes to Pay-TV Plans
High Intention to Churn By Online Services
Likelihood of Pay-TV Cancellation if Less New Content This Year due to COVID-19
Importance of Live Sporting Events to Keep TV Service
Preferred Method to Watch New Movies

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