

# Segmentation: Sources & Spending

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## Abstracts

Segmentation: Sources and Spending analyzes trends in video spending and consumption. It breaks out consumption and spending data by source (OTT, discs, pay-TV services, etc.) in order to identify changes in consumption and spending habits by consumer segment. It also identifies which segments are most and least likely to engage in cord-cutting and cord-shaving behaviors and analyzes the problem of consumers using over-the-top subscriptions held by people outside of their home.

## Key Topics

Consumer segmentation based on video consumption, with an analysis of sources, spending, and viewing platforms

Video consumption by source, including broadcast, pay-TV, packaged media content, and Internet video

Consumer preferences for video viewing platforms, including websites and apps

Analysis of video consumption vs. expenditure

## Segments

Avid Viewers

Traditionalists

Travelers

Rooted Viewers

Multiscreeners

Purists

Light Users

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### **ABOUT THE RESEARCH**

### **PREVIOUS RESEARCH**

Consumer Segmentation: OTT Video Buyers (Q4/14)  
Converging Clouds: The Next Step for the Personal Cloud (Q4/14)  
The Death of Linear TV (Q3/14)  
360 View: Digital Media & Connected Consumers (Q3/14)  
Streaming CE and Content Purchasing Habits (Q1/14)  
Trends in Content Licensing (Q1/14)

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Percentage Using OTT Subscription Held by Someone Outside their Home by Video Viewing Segment (Q3/14)

#### **ADDITIONAL RESEARCH FROM PARKS ASSOCIATES**

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