

# Segmentation: VOD & OTT Usage

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## Abstracts

Segmentation: VOD & OTT Usage analyzes the competitive tension between pay-TV video on-demand services vs. over-the-top services. It presents Parks Associates' Video Viewing Segmentation methodology and then analyzes the balance of VOD vs. OTT use and expenditure within each segment. It investigates the demand to access on-demand content on alternative platforms such as computers, tablets, and smartphones.

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The Super Buyer: Characteristics of High ARPU Customers (Q4/14)  
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