

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.

Contents

ABOUT THE RESEARCH

PREVIOUS RESEARCH

TV Everywhere and the New World of OTT (Q2/15)
The Super Buyer: Characteristics of High ARPU Customers (Q4/14)
Consumer Segmentation: OTT Video Buyers (Q4/14)
Who is Using Multiscreen Services (Q3/14)

KEY FINDINGS

INDUSTRY INSIGHT

RECOMMENDATIONS

SEGMENTATION OVERVIEW:

Parks Associates Video Viewing Segments
Video Viewing Segments (2010-2014)
Segment Descriptions
Top Leisure Activity by Video Viewing Segment (Q3/14)

ACCESS TO VOD & OTT SERVICES:

Pay-TV Service Subscription by Video Viewing Segments (2013 - 2014)
Premium Movie Channel and VOD Adoption by Video Viewing Segments (2013 - 2014)
Premium Movie Channel Adoption by Video Viewing Segments (Q1/14)
Pay-TV Feature Monthly Usage Among Pay-TV Subscribers (2013 - 2014)
Pay-TV Feature Monthly Usage by Video Viewing Segments (Q1/14)
Subscription to Any OTT Service by Video Viewing Segments (2013 - 2014)
Netflix, Amazon Prime Instant Video, and Hulu Plus Subscription by Video Viewing Segments (2013 - 2014)
Premium Movie Channel, VOD, and OTT Service Subscription by Video Viewing Segments (2014)

CONSUMPTION OF VOD & OTT CONTENT:

Video Consumption on TV by Source (2010 - 2014)

Video Consumption on TV: VOD vs. Internet Video (2010 - 2014)

Video Consumption on TV: VOD vs. Internet Video Travelers vs. Rooted Viewers (2010 - 2014)

Video Consumption on TV: VOD vs. Internet Video Avid Viewers vs. Traditionalists (2010 - 2014)

Video Consumption on TV: VOD vs. Internet Video Multiscreeners, Purists, & Light Users (2010 - 2014)

EXPENDITURE ON VOD & OTT SOURCES:

Average Monthly Expenditure on VOD & Internet Video (2012-2014)

Average Monthly Expenditure on Internet Video by Category (2012-2014)

Average Monthly Expenditure on VOD and Internet Video by Video Viewing Segments (2012-2014)

Monthly Spending on Video Downloads and Subscription OTT Services by Video Viewing Segments (Q3/14)

APPEAL OF WATCHING VOD ON ALTERNATIVE PLATFORMS:

Appeal of Watching On-Demand Content by Platform (Q3/14)

Number of Desired Devices to Watch On-Demand Content (Q3/14)

Appeal of Watching On-Demand Content on Connected CE Devices by Video Viewing Segment (Q3/14)

Appeal of Watching On-Demand on Mobile Devices by Video Viewing Segment (Q3/14)

Appeal of Watching On-Demand Content on Computers by Video Viewing Segment (Q3/14)

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