

Subscriptions and Churn in OTT Video Services 2Q 2016

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Abstracts

Subscriptions and Churn in OTT Video Services analyzes the current subscription OTT video market in the U.S. as established players attempt to maintain market share and new players seek to gain customers.

This analysis identifies methods of acquisition for customers, measures decision factors influencing subscription cancellation, and provides demographic analysis on cancellation decisions.

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