

The Super Buyer: Characteristics of High ARPU Customers

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Abstracts

The Super Buyer: Characteristics of High ARPU Customers analyzes broadband and pay-TV subscribers in the top ARPU quintile and contrasts them against those in the bottom ARPU quintile. It includes a demographic profile of each group and investigates content spending and consumption differences between the two.

Key Topics

Detailed overview and size of video viewing segments

Demographic profile of Super Buyers

Compares content spending and consumption differences between Super Buyers

Identifies four key packages that comprise the majority of all Internet and pay-TV subscribers

Research Benefits

Examines Super Buyer and Bargain Buyer consumption of OTT video services

Identifies service providers with a high market share among Super Buyers

Analysis of video watched on a TV set between Super Buyers and Bargain Buyers

Provides key recommendations to convert broadband subscribers into Super Buyers

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ABOUT THE RESEARCH

VIDEO VIEWING SEGMENTS

Parks Associates Multiscreen Segmentation
Size of Video Viewing Segments
Segment Descriptions

PREVIOUS RESEARCH

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Cloud DVR: The New Face of Television (Q3/14)
360 View: Entertainment Services in U.S. Broadband Households (Q1/14)

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ADDITIONAL RESEARCH FROM PARKS ASSOCIATES

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