

# TV Services: Disruption by Virtual MVPDs

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## Abstracts

Sling TV introduced the world to streaming pay-TV service, which has evolved into the concept of “virtual MVPDs.” As the market becomes more crowded, virtual MVPDs must differentiate their offerings to compete not only with each other but also compete with traditional pay-TV operators. This report identifies virtual MVPD deployment and growth strategies, identifies market differentiators, and sizes the market for virtual MVPD subscriptions.

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