

TV Services: The Fight for Premium Revenues

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Abstracts

Increasing uptake of high-margin premium video services is a key element for operators to grow revenues and profitability. From premium channels to transactional on-demand viewing, pay-TV providers use a variety of programs and incentives to encourage consumers to adopt premium services. Yet, new entrants into the entertainment services world now compete for those same revenues. This report examines trends and competition in premium services, the prevalence of cord-cutting and cord-shaving among consumers, and the strategies and tactics service providers use to attract subscribers to these services.

Report Topics

Global market overview of pay-TV adoption

Uptake of premium video services, including pay-per-view, video-on-demand, high-definition, and more

Trends and innovations impacting pay-TV services

Growth and impact of cord-shaving and cord-trimming

Five-year market forecast of pay-TV subscribers worldwide

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DASHBOARD

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