

# TV Services: Pay TV in a Data-Driven World

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## Abstracts

Pay-TV providers are increasingly facing online challengers that have extensive expertise in using data to define and drive their businesses as well as user experiences. Big data is the new field for competition, and developing more strategic methods to leverage collected data to improve services and revenues is critical for the pay-TV industry. This report focuses on the impact of big data on the pay-TV industry, both today and in the future, including profiles of major players.

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