

Use of Multichannel Networks and Alternative Video

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Abstracts

Use of Multichannel Networks and Alternative Video analyzes consumer usage of emerging video outlets like user-generated online video, social-based live video streaming, and consumer attitudes toward monetization models in the alternative video space. The consumer data shows usage of alternative video by device, the most popular genres of content in the space, and preferences for advertising vs. paid ad-free access to alternative video content. The research draws conclusions and recommendations for stakeholders in the space, including aggregators like multichannel networks, traditional and emerging content creators and producers, and CE device makers.

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