

Video Consumption by Language Groups

<https://marketpublishers.com/r/V4ACBF883BDEN.html>

Date: December 2016

Pages: 49

Price: US\$ 6,500.00 (Single User License)

ID: V4ACBF883BDEN

Abstracts

Video Consumption by Language Groups analyzes the uptake and use of pay-TV and digital video services among select ethnic groups and households that speak a language other than English in the home. The research compares video habits and expenditures of these demographic groups against habits and spending among all broadband households and provides perspective on the similarities and differences between language and ethnic groups. The research provides recommendations for service operators and video content providers for targeting these particular markets as the market faces an increasingly diverse audience.

Contents

SERVICE ADOPTION & SUBSCRIPTION

Pay-TV Subscription by Language/Ethnicity (Q3/16)
Pay-TV Service Features by Language/Ethnicity (Q3/16)
Premium Pay-TV Features by Language/Ethnicity (Q3/16)
Bundled Service Subscription by Language/Ethnicity (Q3/16)
Cord Cutters and Cord Shavers by Language/Ethnicity (Q3/16)
Attitudes Toward Pay-TV Service by Language/Ethnicity (Q3/16)

VIDEO HABITS

Overall Adoption of Connected In-Home Entertainment Devices by Language/Ethnicity (Q3/16)
Adoption of Specified Connected In-Home Entertainment Devices by Language/Ethnicity (Q3/16)
Use of Internet Video by Language/Ethnicity (Q3/16)
Use of Specified Devices to Watch Internet Video by Language/Ethnicity (Q3/16)
Frequency of Watching Video on a TV Set by Language/Ethnicity (Q3/16)
Frequency of Watching Video on a Computer by Language/Ethnicity (Q3/16)
Frequency of Watching Video on a Tablet by Language/Ethnicity (Q3/16)
Frequency of Watching Video on a Smartphone by Language/Ethnicity (Q3/16)
Average Number of Days Watching Video on Specified Devices by Language/Ethnicity (Q3/16)
Average Weekly Video Consumption on a TV Set by Language/Ethnicity (Q3/16)
Average Weekly Video Consumption on a Computer by Language/Ethnicity (Q3/16)
Average Internet Video Consumption on Smartphones or Tablets by Language/Ethnicity (Q3/16)
Watching Movies & TV as a Top 3 Leisure Activity by Language/Ethnicity (Q3/16)

VIDEO EXPENDITURE

Standalone Pay-TV Service ARPU by Language/Ethnicity (Q3/16)
Average Monthly Expenditure on Media Types by Language/Ethnicity (Q3/16)
Breakdown of Video Consumption vs. Expenditure (2014 - 2016)
Breakdown of Video Consumption & Expenditure by Language/Ethnicity (Q3/16)

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