

Who is Using Multiscreen Services?

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Abstracts

Who is Using Multiscreen Services? investigates the awareness and use of pay-TV multiscreen services. In particular, it analyzes which market segments are enthusiastic about multiscreen capabilities and what impact multiscreen services are having on subscriber churn rates.

Key Topics

Detailed overview of the multiscreen services market, including current consumer awareness and adoption

Profiles of multiscreen users by demographics, video viewing preferences, and average monthly video expenditure

Consumer motivations for purchasing different kinds of connected health devices

Overall impact of multiscreen services on subscriber churn rates

Research Benefits

Quantifies consumer awareness of multiscreen services by age, income, and service provider

Examines multiscreen user consumption of pay-TV, OTT, and other types of video content

Identifies likelihood of subscribers to make changes, downgrade, or cancel

services

Provides key recommendations to engage different consumer groups

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360 View: Entertainment Services in U.S. Broadband Households (Q1/14)
Streaming CE and Content Purchasing Habits (Q1/14)
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