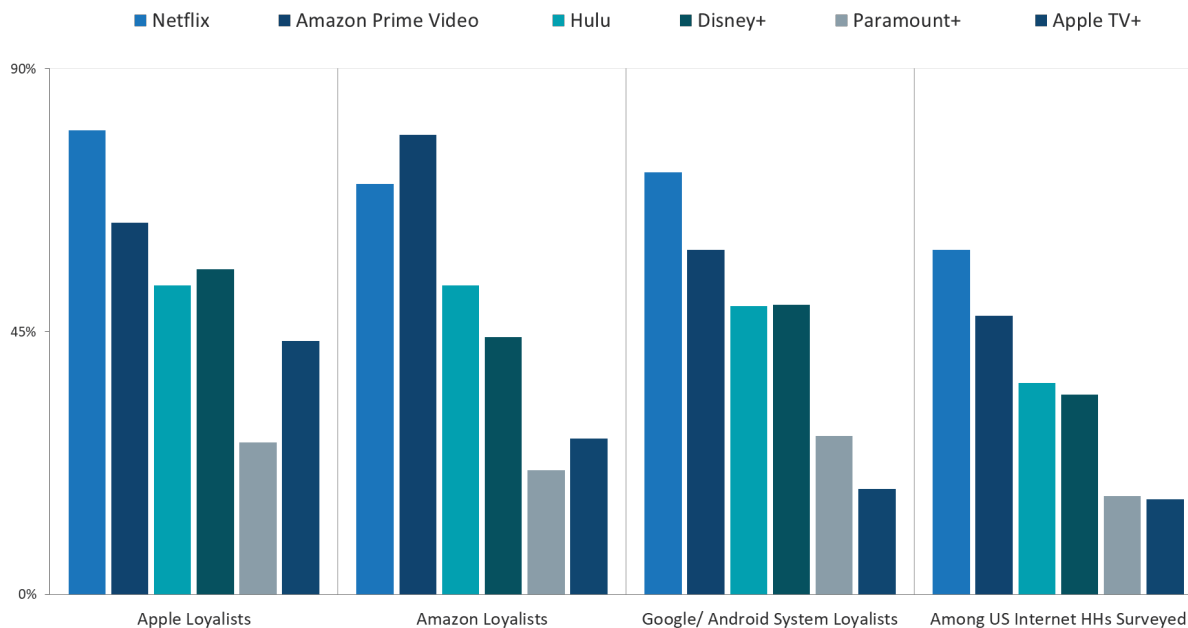


OTT Video Service Subscription by Brand Loyalists

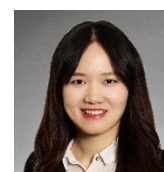


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SYNOPSIS

This research analyzes consumers who use multiple platforms (computers, smartphones, tablets, TVs, streaming media players, gaming consoles, and smart home and smart audio products) of the same brand. It includes companies such as Apple, Amazon, Google, Microsoft, and Samsung. This research explores the demographic distinctions between these brand loyalists and examines differing usage patterns, with particular attention given to the use of online content services such as music, video, gaming, and other subscriptions.

ANALYST INSIGHT

“Brands without a proprietary strategy have struggled to show consumers that their products are part of a family, which would bring additional benefits via integration. However, the release of Matter may improve that perception and bring integration across a broad swath of devices.”

—John Barrett, *Director, Consumer Analytics*, Parks Associates

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Quantifying Brand Loyalty: Connected Device and Platform Ecosystems

SERVICE:
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Appendix



Quantifying Brand Loyalty: Connected Device and Platform Ecosystems

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