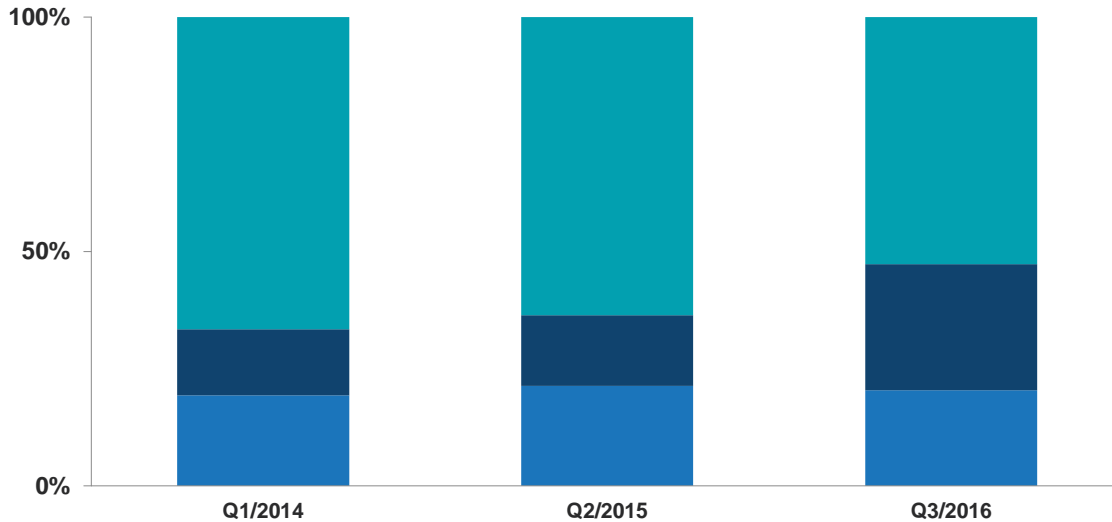


## TV Viewer Overview (2014-2016) Among U.S. BB HHs Surveyed

- TV viewers who watch live TV content
- TV viewers who do not watch live TV content
- Respondents who don't watch any video content on a TV set



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### SYNOPSIS

Live linear channel viewing is under pressure as consumption increasingly shifts to on-demand sources of content. This research measures the shift in consumption from linear to on-demand across platforms and sources of content to assess how this shift will impact the business of broadcast, pay-TV, and online television in 2017 and in the longer term future.

### ANALYST INSIGHT

“Current network groups and pay-TV providers will ultimately have to adapt their services to address the habits of the newest generation of viewers.”

— Brett Sappington, *Senior Research Director*, Parks Associates

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