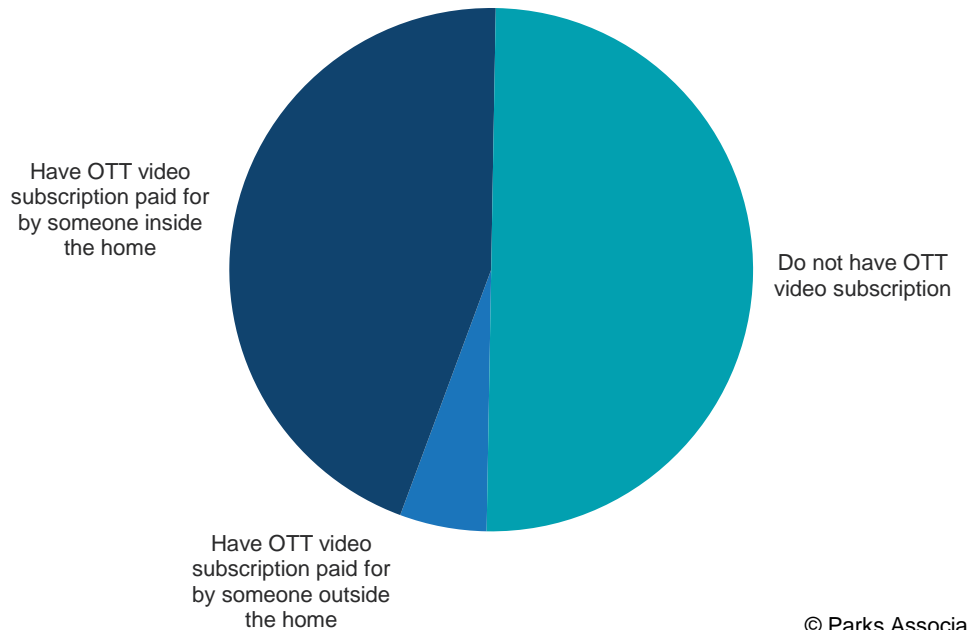


By **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, **Glenn Hower**, *Research Analyst*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

SYNOPSIS

Segmentation: Sources and Spending analyzes trends in video spending and consumption. It breaks out consumption and spending data by source (OTT, discs, pay-TV services, etc.) in order to identify changes in consumption and spending habits by consumer segment. It also identifies which segments are most and least likely to engage in cord-cutting and cord-shaving behaviors and analyzes the problem of consumers using over-the-top subscriptions held by people outside of their home.

**Holder of OTT Subscription
U.S. Broadband Households**



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ANALYST INSIGHT

“As over-the-top services emerge from their infancy, they will need to address the problem of account sharing between households. Content providers will be concerned about the practice, even if service providers choose to turn a blind eye to it.”

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

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Previous Research

- Consumer Segmentation: OTT Video Buyers (Q4/14)
- Converging Clouds: The Next Step for the Personal Cloud (Q4/14)
- The Death of Linear TV (Q3/14)
- 360 View: Digital Media & Connected Consumers (Q3/14)
- Streaming CE and Content Purchasing Habits (Q1/14)

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- Trends in Content Licensing (Q1/14)

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Additional Research from Parks Associates

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