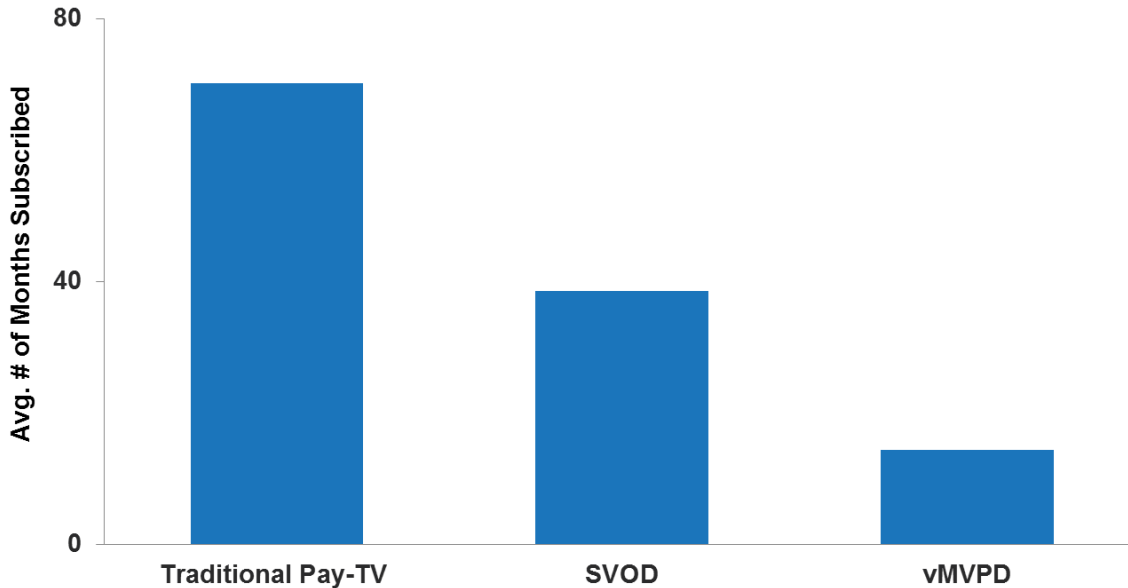
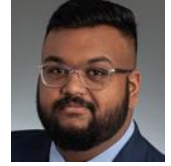


Average Subscription Duration of Entertainment Services
US Broadband Households with Specified Entertainment Service



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SYNOPSIS

As the OTT video market matures, OTT video service providers are increasingly focused on keeping their subscribers rather than looking solely at customer acquisitions. This study explores OTT subscription service uptake, including the number of services taken and adoption beyond Netflix, Hulu, and Amazon. It measures churn rates and subscription duration among leading OTT video services and for the industry overall. It also explores the factors that affect OTT churn and the incentives that can help OTT service providers best retain their customers.

ANALYST INSIGHT

“At the heart of success, and even survival, for any service is the ability to attract and retain customers. In the video services market, aggressive competitors and an abundance of alternatives continually challenge service providers to find and keep subscribers.”

— Brett Sappington, *Senior Research Director and Principal Analyst*, Parks Associates

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