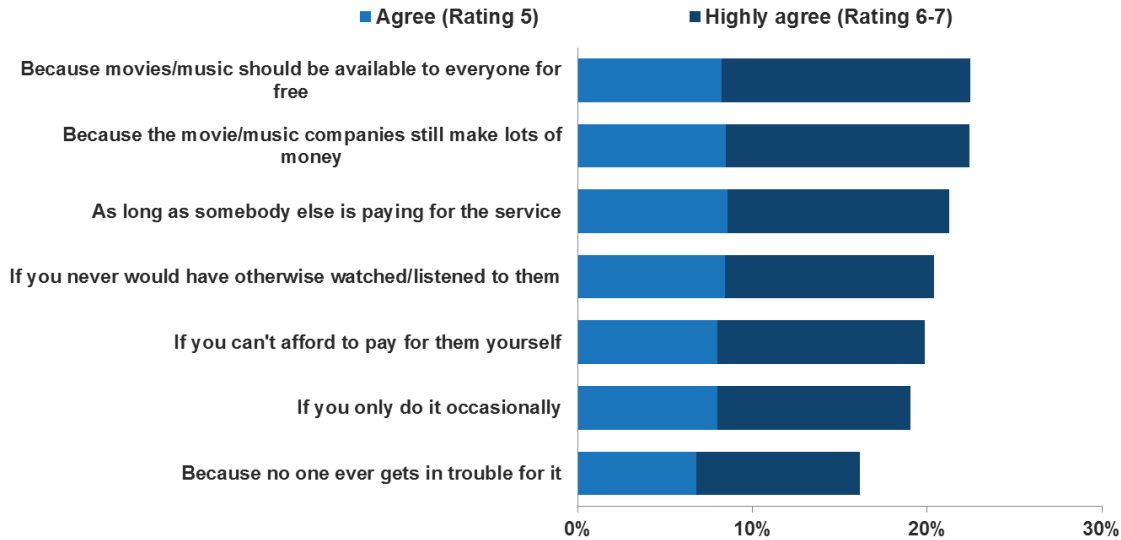


Perception Towards Sharing Online Music/Video Services or Using the Unlicensed Copies

US Broadband Households



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SYNOPSIS

The rise of online video has shifted the economics of the video content industry and thus sparked an evolution in the thinking and behavior of the people looking to steal content. Illegal livestreaming, app-based sharing, and account sharing are now rampant in the online content marketplace. This 360 Deep Dive examines consumer preferences for various piracy behaviors, as well as attitudes towards privacy and account security.

ANALYST INSIGHT

“A major challenge of the new OTT landscape is monetization, and piracy and account sharing are significant inhibitors to that process. New and established OTT providers as well as content creators can benefit from a greater understanding of who these pirates are and what strategies can be effective in monetizing this group of consumers. Piracy affects the ability to monetize content, incurring both direct and indirect costs on content rights holders.”

— Billy Nayden, *Research Analyst*, Parks Associates

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Appendix

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Published by Parks Associates

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