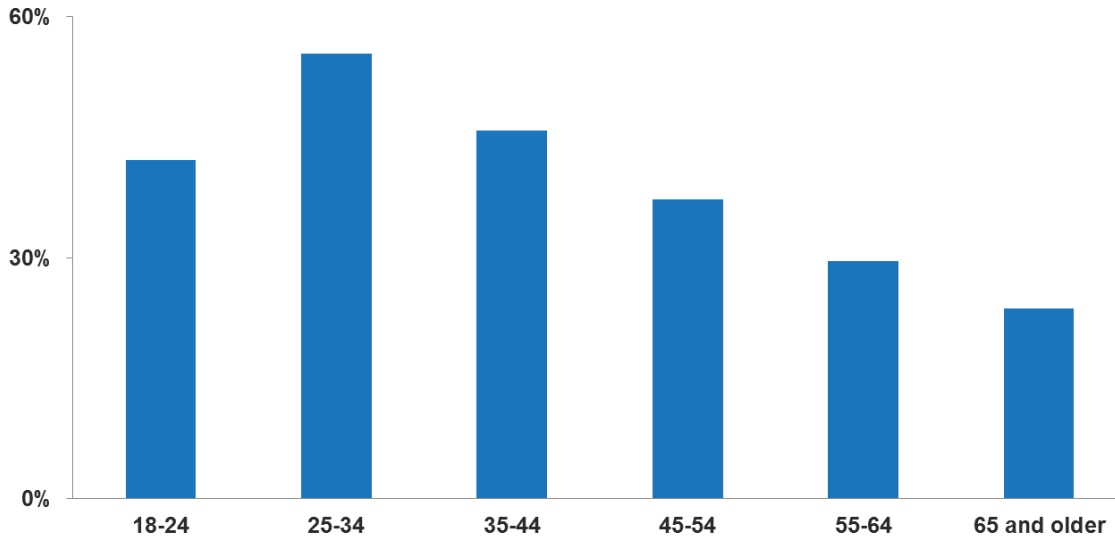


**Satisfaction with Amount of Commercials by Age**

Among the US Broadband Households that Watch Broadcast TV



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**SYNOPSIS**

With the increasing number of on-demand options available for consumers today, broadcast TV is facing more pressure than ever before. Yet new trends suggest that live TV is making a comeback, both online and over the air. This study examines the demand for broadcast TV, including on pay TV, over-the-air, and online. It profiles consumers of live content and ownership of TVs and antennae among live TV viewers. By quantifying the change in live viewership over time, this study shows the shift in live content to online platforms and the role that live TV plays in the lives of connected consumers.

**ANALYST INSIGHT**

“Content styles and genres grow and change, while business models and transmission technologies evolve and cause disruption, but nothing changes the end consumers’ goal: to find video that they want to watch. Secondly, consumers want to find that content in a manner that is affordable and easy.”

— Seth D. Yockey, *Research Analyst*, Parks Associates



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