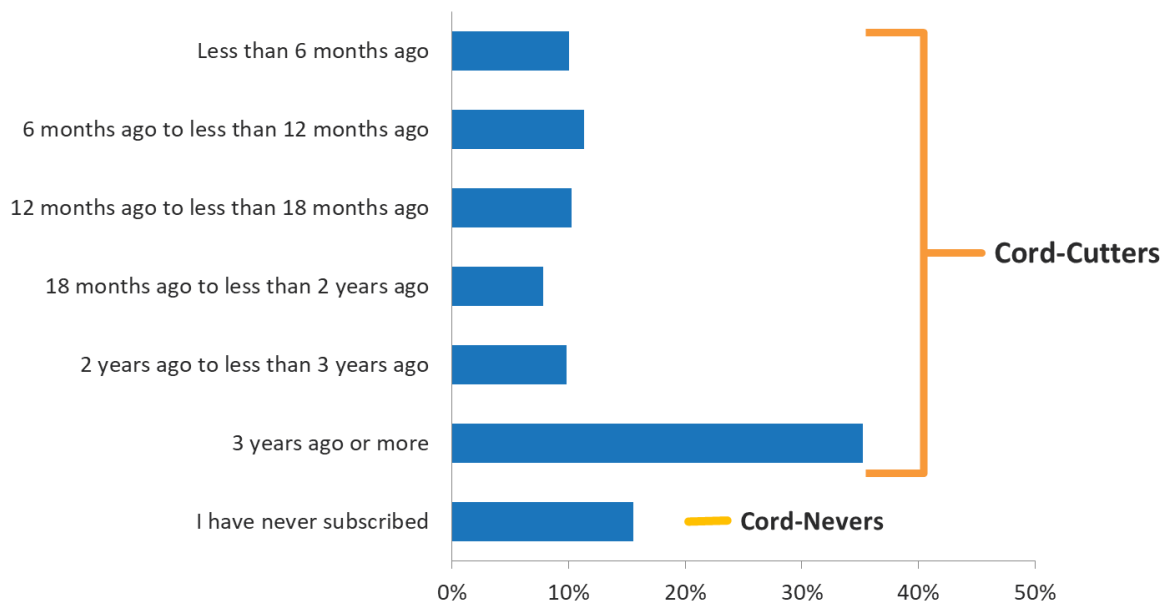


## Last Time Subscribed to Traditional Pay-TV Service



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### SYNOPSIS

While video “cutting the cord” or “shaving the cord” has been a hot trend for years now, many consumers are having to “rebundle” various video services (including returning to traditional pay TV) and content sources together in order to meet their needs. In many cases, this “rebundling” is costing consumers more than when they were primarily relying on corded, linear video services. This primary research examines consumer trends in unbundling their video services and the related recent phenomena of consumers needing to rebundle their service portfolio because of a fragmented video content marketplace. The research also details how the COVID-19 crisis has impacted how consumers are building their video services stack.

### ANALYST INSIGHT

“When they flee pay-TV, Cord-Cutters essentially unbundle a paid television service. But a new phenomenon is on the rise: **rebundling**. Video consumers now find that though they have access to more service options than ever before, no one provider satisfies all of their content needs.”

— Steve Nason, *Research Director*, Parks Associates

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