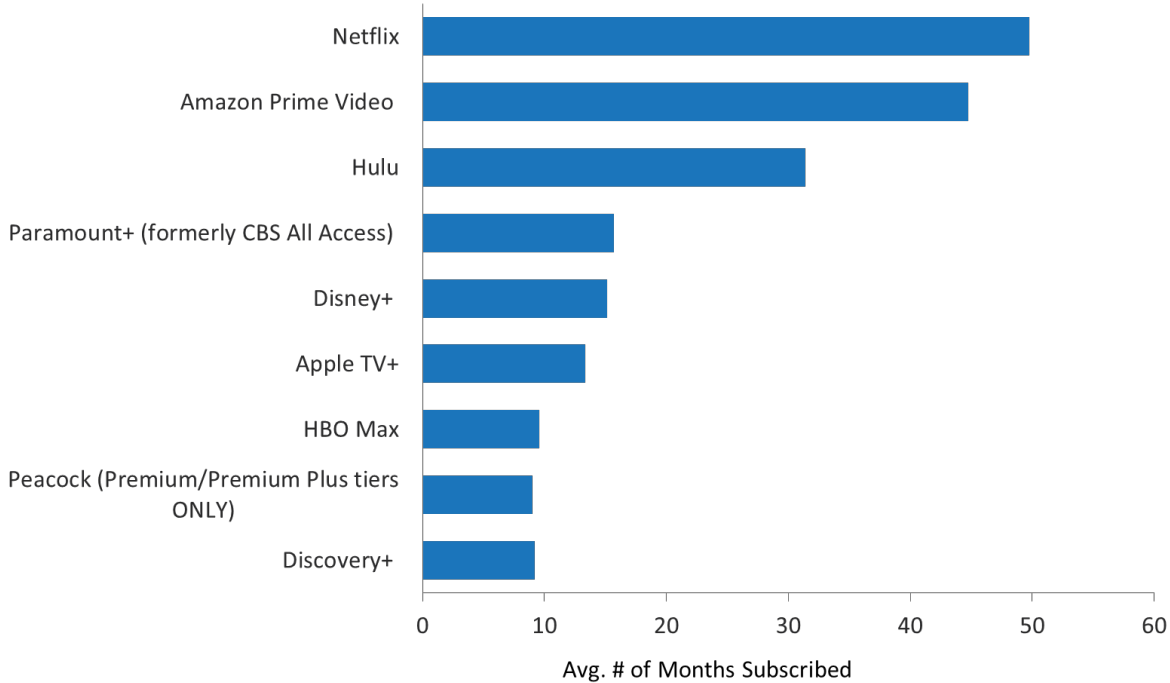


Average Subscription Duration of Major OTT Services



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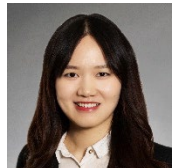
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SYNOPSIS

OTT video services across business models continually adapt their offerings and experience to remain relevant in a fast-changing market. Consumer perception affects both potential uptake and engagement/retention. This consumer-focused report quantifies consumer usage and perception of OTT video services across various business models, their libraries, and features.

ANALYST INSIGHT

“In 2022, the streaming market is maturing, though by no means settled. Expect more acquisitions and bundles of smaller services to reach a larger audience and continued experimentation with hybrid business models to capture market share and expand their user and revenue bases.”

—Eric Sorensen, Sr. Contributing Analyst, Parks Associates

Number of Slides: 79

CONTENTS

Survey Methodology and Definitions

Pay TV Definitions and Categorization

- Defining Pay-TV Service
- Categories of Pay-TV Adoption (Q1/22)
- Entertainment Service Ecosystem
- Key Terms and Definitions

Executive Summary

- Changes in US Pay-TV Market
- Overall vMVPD Service Adoption
- Penetration of Traditional vs. OTT Video Services
- OTT Service Use by Business Model
- Number of OTT Service Subscriptions - 8 Year Trend
- Method of Subscribing to OTT Service
- OTT Subscriber Churn
- Top 2 OTT Churn Triggers

Video Service Adoption: OTT vs Pay-TV

- Penetration of Traditional vs. Subscription OTT Video Services
- Pay-TV & OTT Service Subscription Trend
- Pay-TV* and OTT Service Subscription Mix
- Pay-TV Adoption by Service Type
- Intention to Make Changes to Pay-TV Service

OTT Business Models: SVOD, Ad-Supported, TVOD, vMVPDs

- OTT Service Use by Business Model
- Number of OTT Service Subscriptions
- Overall vMVPD Service Adoption
- vMVPD Service Adoption

- Use of Ad-Based OTT Video Services
- Use of Transactional OTT Services
- Preferred Method of Watching New Movies

SVOD Market Leaders: Adoption & User Base

- Major OTT Subscription Service Adoption
- OTT Service Subscription: Big 3 OTT vs. Non Big 3 OTT
- Exclusive Subscribers of Individual OTT Service
- OTT Video Service Use by Parent Companies
- Other OTT Service Subscriptions
- Other OTT Service Subscriptions, Cont.
- Sports OTT Service Penetration
- Premium Network OTT Subscriptions
- Fitness OTT Service Penetration
- Major OTT Service Penetration by Age
- Major OTT Service Penetration by Gender
- Major OTT Service Penetration by Children at Home
- Major OTT Service Penetration by Income

OTT Subscriber and User Journey

- Method of Subscribing by Service Type Q3 2021
- Method of Subscribing to OTT Services
- Method of Subscribing to Top 10 OTT Services
- Triggers for Subscribing to OTT Services
- Triggers for Subscribing to Select OTT Service
- OTT Service Trials
- OTT Trials and Conversion in the Past Six Months Among All US BB HHs

- Subscription Rate by Number of Trials
- Attitudes Towards OTT Service Trials
- % Highly Agree: I'm More Likely to Subscribe with Longer Trial
- Average Subscription Duration of Major OTT Services
- Average Subscription Duration of Premium Network OTT Services
- Average Subscription Duration of Other OTT Services
- Average Subscription Duration of Sports OTT Services
- Average Subscription Duration of Fitness OTT Services
- Drivers for Using Ad-Based OTT Services

Perceptions of OTT Services

- Net Promoter Score of OTT Services
- Traditional Pay-TV Service Provider NPS
- vMVPD Service NPS
- Reasons for Recommending OTT Services*
- Reasons for Recommending Select OTT Services*
- Reasons for Not Recommending a Service, but Continuing to Subscribe*
- Reasons for Not Recommending a Service, but Continuing to Subscribe, by Service
- User Experience of Online Video Service Subscriptions
- User Experience of Transactional OTT Services

OTT Churn

- OTT Subscriber Churn
- Subscribers Cancelling Service as a % of Current Subscriber Base
- OTT Churn Triggers

- OTT Service Retention Options

Social Viewing

- Methods of Social Viewing
- Likelihood of Using Co-viewing Feature
- Use of Dedicated Co-Viewing App among Subscriber and Demographic Segments

Appendix



OTT: Perception, Use, and Business Models

SERVICE:
ENTERTAINMENT
SERVICES

2Q 2022

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