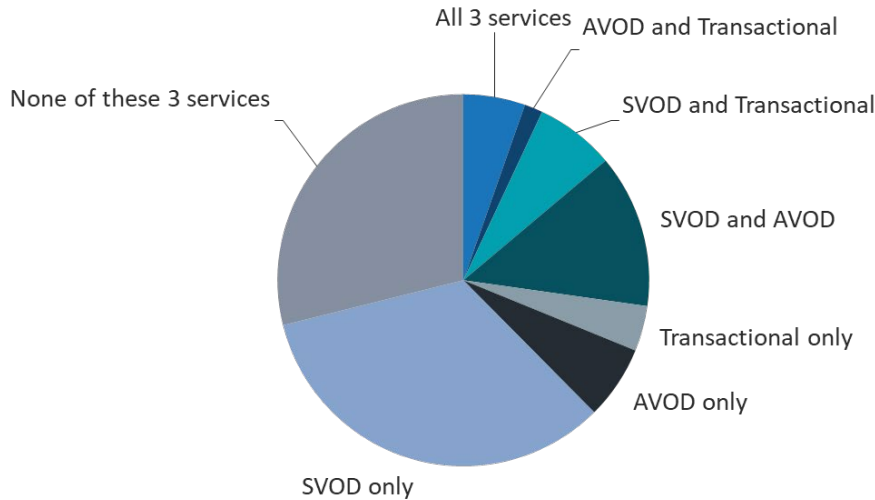


OTT Service Access: Content Viewing Segments



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SYNOPSIS

Video Consumption Trends: Content and Platforms analyzes trends in consumption by platform (TV, SMP, computer, smartphone, tablet, and gaming console), source (linear TV, physical media, OTT video, etc.), and content access by source. It segments consumers based on their consumption habits and identifies how their video viewing habits have been changing over time.

ANALYST INSIGHT

“Cell phones are increasing their importance as viewing platforms, OTT subscriptions are increasing their dominance over legacy subscriptions, and age and geography cause different content and platform choices. However, all of this is happening in a changed marketplace due to inflation, world uncertainty, continued political polarization, and more.”

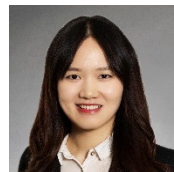
—John Barrett, *Director, Consumer Analytics*, Parks Associates

Number of Slides: 58

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- Total Average Video Consumption Across All Device Platforms
- Use of Devices for Video of Any Kind in the Past 30 Days
- Weekly Average Video Consumption on a Smartphone by Business Model

Overview of Video Platforms and Sources

- Pay-TV & OTT Service Subscription Trend
- OTT Service Use by Business Model
- OTT Service Access: Content Viewing Segments
- Use of Livestreamed Content
- Use of Devices for Video of Any Kind in the 30 Days Prior to the 1Q Survey
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- Weekly Average Video Consumption by Delivery Method
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- Content Sources: Weekly Average Video Consumption by Business Model

Video Consumption on TVs

- Weekly Average Video Consumption On a TV by Distribution Method
- Weekly Average Video Consumption on a TV by Business Model
- Weekly Average Video Consumption On a TV by Delivery Method

Video Consumption on Computers

- Weekly Average Video Consumption On a Computer by Distribution Method
- Weekly Average Video Consumption on a Computer by Business Model
- Weekly Average Video Consumption On a Computer by Delivery Method

Video Consumption on Smartphones

- Weekly Average Video Consumption On a Smartphone by Distribution Method
- Weekly Average Video Consumption on a Smartphone by Business Model
- Weekly Average Video Consumption On a Smartphone by Delivery Method

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- Weekly Average Video Consumption On a Tablet by Distribution Method
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- Genres of Online Content Viewed



Video Consumption Trends: Content and Platforms

SERVICE:
ENTERTAINMENT
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3Q 2022

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- Most Watched Genres of Online Video Content by Age

Appendix



Video Consumption Trends: Content and Platforms

SERVICE:
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Published by Parks Associates

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