

# OTT Video and TV Everywhere: Competition and Success

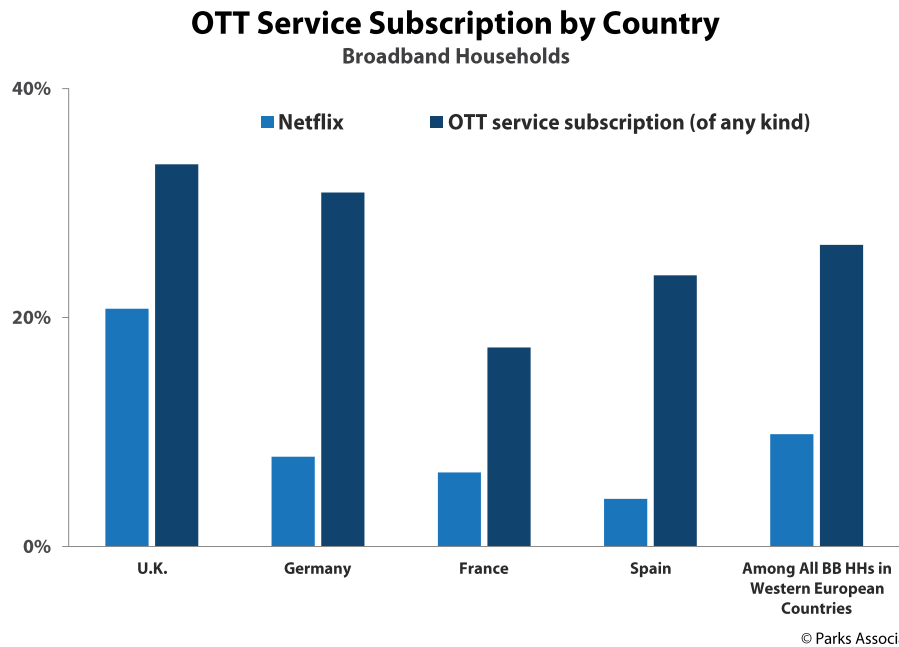
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By Brett Sappington, Director of Research, and Ruby-Ren Dennis, Research Analyst

### Synopsis

The rise of over-the-top (OTT) video services has reshaped consumer habits and the competitive landscape for the video industry. This report examines the ongoing evolution of OTT video services, pay-TV services, and the video content ecosystem. In addition to global trends, success factors, and inhibitors, this report also assesses the future for the industry.

### OTT Subscription Rates



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“The OTT video service marketplace is becoming crowded with new players, including existing players expanding to global markets, pay-TV providers extending their offerings, content producers seeking audiences, and non-traditional players with a variety of unique motivations,” said Brett Sappington, Director of Research. “Differentiation in video delivery services and solutions has become more difficult for vendors to communicate. While most vendors differ in significant ways, many of the areas of differentiation are highly technical. Marketing and sales are, thus, more complex and more difficult than in the past.”

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Condé Nast	shomi
CONtv	Showtime
Crave TV	Shudder
Crunchyroll	Sky
CuriosityStream	Sling TV
DIRECTV Now	Sony Electronics
DISH Network	Soompi
DisneyLife	Sports Illustrated Films
Dplay	Spotify
DramaFever	Synacor
Ericsson	Tennis Channel Plus
Eros Now	The Scene
Eurosport Player	Time Warner Cable
FNAC Play	TOT
Go90	Tribeca Short List
Good Housekeeping	TV Everywhere
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<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Brett Sappington and Ruby-Ren Dennis Executive Editor: Jennifer Kent Published by Parks Associates</p> <p>© March 2016 Parks Associates Dallas, Texas 75248</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p><b>Disclaimer</b> Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>