

| Synopsis | Premium Pay-TV Service | | | | | | | | | | | | |
|--|--|------------------|-----------------|----------------------------|-----|-----------|-----|-----------------------|-----|------------------------|-----|----------------------------|-----|
| <p>Increasing uptake of high-margin premium video services is a key element for operators to grow revenues and profitability, but new entrants into the entertainment services world are now competing for those same revenues. This report examines trends and competition in premium services, the prevalence of cord-cutting and cord-shaving among consumers, and the strategies and tactics service providers use to attract subscribers to these services.</p> | <div style="text-align: center;"> <p>Penetration of Premium Pay-TV Services U.S. Pay-TV Broadband Households</p> <table border="1"> <caption>Penetration of Premium Pay-TV Services (Estimated)</caption> <thead> <tr> <th>Service Category</th> <th>Penetration (%)</th> </tr> </thead> <tbody> <tr> <td>Access to free or paid VOD</td> <td>~55</td> </tr> <tr> <td>DVR / PVR</td> <td>~50</td> </tr> <tr> <td>Premium movie channel</td> <td>~40</td> </tr> <tr> <td>Premium sports channel</td> <td>~20</td> </tr> <tr> <td>Language-specific channels</td> <td>~10</td> </tr> </tbody> </table> <p>© Parks Associates</p> </div> | Service Category | Penetration (%) | Access to free or paid VOD | ~55 | DVR / PVR | ~50 | Premium movie channel | ~40 | Premium sports channel | ~20 | Language-specific channels | ~10 |
| Service Category | Penetration (%) | | | | | | | | | | | | |
| Access to free or paid VOD | ~55 | | | | | | | | | | | | |
| DVR / PVR | ~50 | | | | | | | | | | | | |
| Premium movie channel | ~40 | | | | | | | | | | | | |
| Premium sports channel | ~20 | | | | | | | | | | | | |
| Language-specific channels | ~10 | | | | | | | | | | | | |

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“Pay TV continues to experience worldwide growth,” said Brett Sappington, Director of Research, Parks Associates. “The North American market is experiencing a decline in penetration. Western Europe is experiencing slow growth as a mature market. Developed Asian markets have high penetration rates for pay TV and features unavailable in other global regions.”

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List of Companies

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|-------------|-----------------|
| BBC | NHL Central Ice |
| beIN SPORTS | Periscope |

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