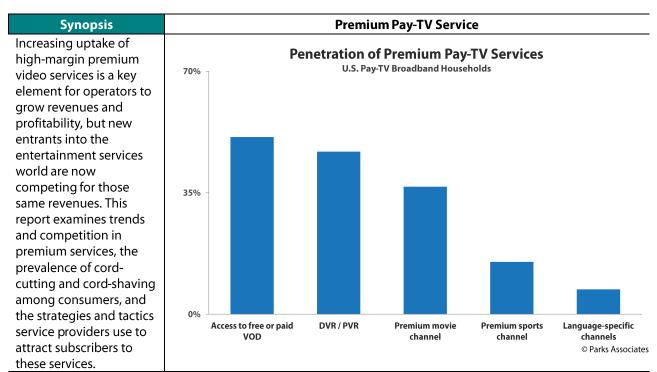


TV Services: The Fight for Premium Revenues *Table of Contents*

By Brett Sappington, Director of Research



Publish Date: 40 15

"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."

Contents			
	Dashboard		
	1.0 Report Summary		
	1.1 Purpose of Report		
	1.2 Scope of Report		
	1.3 Research Approach/Sources		
	2.0 Global Pay TV and Premium Services		
	2.1 The State of Global Pay TV		
	2.2 Uptake of Premium Video Services		
	2.2.1 Pay-per-view (PPV)		
	2.2.2 Video on-demand (VOD)		
	2.2.3 High Definition (HD)		
	2.2.4 DVR / PVR		
	2.2.5 Premium channels		
	2.2.6 Language-specific channels / packages		
	2.2.7 3D channels		
	2.2.8 4K/Ultra HD channels		
	2.3 Trends Impacting Premium Pay-TV Services		
	2.3.1 A shift to on-demand consumption		



TV Services: The Fight for Premium Revenues *Table of Contents*

By Brett Sappington, Director of Research

6.3 Image Sources

by blett 3a	ppington, Director of Nesearch
2.3.2	An Increase in OTT video service options
2.3.3	A La Carte and Greater Consumer Choice
2.3.4	Virtualization of Service Features
2.3.5	Experimentation with Business Models
3.0 Upg	rades, Downgrades and Cord Shaving
4.0 Fore	ecast
4.1 Glok	oal Pay TV Services
4.1.1	Methodology and Assumptions
4.1.2	Pay-TV Subscriber Growth
5.0 Imp	lications and Recommendations
6.0 App	endix
6.1 Glos	
6.2 Inde	ex

Figures	
	Worldwide Pay-TV Subscriptions by Region (2012-2015)
	Worldwide Pay-TV Penetration by Region (2015)
	Adoption of Premium Subscription Services by Country
	Adoption of Pay-per-View Services by Operator Type
	Premium Services Case Study: Mayweather-Pacquiao PPV Event
	Premium Services Case Study: WWE Network
	Availability of Video on-Demand Services
	Weekly Consumption of Operator VOD and PPV (2012-2015)
	Estimated Household Penetration of HD Televisions (2012 – 2015)
	Availability of Operator-provided DVR/PVR
	Appeal of Cloud DVR Features (2014-2015)
	Adoption of Premium Movie/Entertainment Channels
	U.S. Adoption of Premium Movie/Entertainment Channels by Brand
	Premium Services Case Study: HBO Nordic and HBO Now
	Adoption of Premium Sports Channels
	Adoption of Premium Language-Specific Channels
	Estimated Number of 4K TV Households by Region (2013 – 2015)
	Impact of Premium Pay TV Service Trends
	Video Consumption on TV Sets by Source (2010 – 2015)
	OTT Video Service Growth in the U.S.
	Pay-TV Service Changes by OTT Service Subscription
	Penetration of Cord Cutters, Cord Shavers, and Cord Nevers
	Impact of Online Video on Decision to Downgrade Pay TV
	Pay-TV Services Forecast Methodology
	Forecast of Pay-TV Subscriptions by Region (2014-2020)
	Forecast of Pay-TV Subscriptions in Asia/Pacific Region (2014-2020)

List of Companies			
	BBC	NHL Central Ice	
	beIN SPORTS	Periscope	

© 2015 Parks Associates. All rights reserved.



TV Services: The Fight for Premium Revenues *Table of Contents*

By Brett Sappington, Director of Research

Bell Canada Rogers Communications

BT Sport Setanta

Cablevision Shaw Communications

Canal+ShowtimeCom HemSK TelecomComcastSky Sports

DIRECTV Suddenlink Communications

DISH Network Superchannel ESPN ThinkAnalytics HBO Time Warner Cable

KT TiVo
LG U+ TRAI
MCS TV Verizon
Meerkat Viasat
Netflix Virgin Media

NHK WWE

Attributes

Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax

parksassociates.com sales@ parksassociates.com Authored by Brett Sappington Executive Editor: Jennifer Kent Published by Parks Associates

© October 2015 Parks Associates

Dallas, Texas 75248

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.

Printed in the United States of America.

Disclaimer

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.