

By Hunter Sappington, Research Analyst, and Brett Sappington, Senior Research Director, Parks Associates

<p><b>Synopsis</b></p> <p>Sling TV introduced the world to streaming pay-TV service, which has evolved into the concept of “virtual MVPDs.” As the market becomes more crowded, virtual MVPDs must differentiate their offerings to compete not only with each other but also compete with traditional pay-TV operators. This report identifies virtual MVPD deployment and growth strategies, identifies market differentiators, and sizes the market for virtual MVPD subscriptions.</p>	<div style="text-align: center;"> <h3>Online Pay-TV Service Adoption</h3> <p>U.S. Broadband Households</p> <table border="1"> <caption>Online Pay-TV Service Adoption Data</caption> <thead> <tr> <th>Quarter</th> <th>Adoption Rate (%)</th> </tr> </thead> <tbody> <tr> <td>Q1/2017</td> <td>~6%</td> </tr> <tr> <td>Q3/2017</td> <td>~9%</td> </tr> <tr> <td>Q1/2018</td> <td>~10%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p> </div>	Quarter	Adoption Rate (%)	Q1/2017	~6%	Q3/2017	~9%	Q1/2018	~10%
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<p><b>Publish Date:</b> 4Q 18</p>	<p>“Online pay-TV has disrupted a market that had overlooked budget-conscious consumers. Online pay-TV adoption is not a passing trend. It is growing quickly and will become a major force in the market, eventually reaching the point where it rivals other TV delivery methods such as satellite and cable,” said Hunter Sappington, Research Analyst, Parks Associates.</p>								
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