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By Paul Erickson, Contributing Analyst; Kristen Hanich, Senior Analyst; and Steve Nason, Research Director, Parks Associates

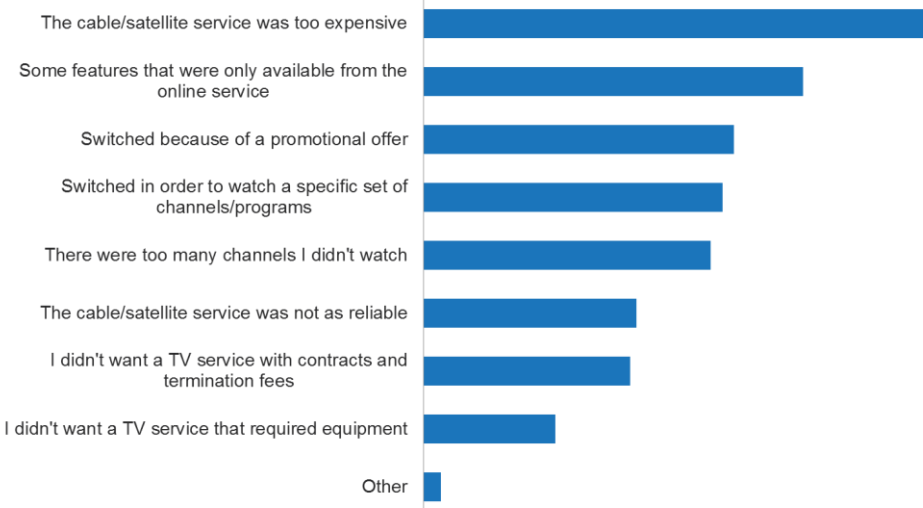
Synopsis	Reasons for Churn																				
<p>Virtual MVPDs, services that provide online subscriptions to bundles of live, linear channels, have become a force in the US pay-TV marketplace. Each is taking a differing approach to the market and experiencing unique results. This industry report examines the growth of this sector of the pay-TV market, the strategies and outlook for market players, and the challenges that lie ahead for vMVPDs and the pay-TV market as a whole.</p>	<p style="text-align: center;">Reasons for Switching from Traditional to Online Pay-TV Service US Broadband Households that Switched from Traditional to Online Pay TV in past 12 Months</p>  <table border="1"> <caption>Reasons for Switching from Traditional to Online Pay-TV Service</caption> <thead> <tr> <th>Reason</th> <th>Percentage (Estimated)</th> </tr> </thead> <tbody> <tr> <td>The cable/satellite service was too expensive</td> <td>35%</td> </tr> <tr> <td>Some features that were only available from the online service</td> <td>25%</td> </tr> <tr> <td>Switched because of a promotional offer</td> <td>18%</td> </tr> <tr> <td>Switched in order to watch a specific set of channels/programs</td> <td>15%</td> </tr> <tr> <td>There were too many channels I didn't watch</td> <td>12%</td> </tr> <tr> <td>The cable/satellite service was not as reliable</td> <td>10%</td> </tr> <tr> <td>I didn't want a TV service with contracts and termination fees</td> <td>8%</td> </tr> <tr> <td>I didn't want a TV service that required equipment</td> <td>5%</td> </tr> <tr> <td>Other</td> <td>2%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Reason	Percentage (Estimated)	The cable/satellite service was too expensive	35%	Some features that were only available from the online service	25%	Switched because of a promotional offer	18%	Switched in order to watch a specific set of channels/programs	15%	There were too many channels I didn't watch	12%	The cable/satellite service was not as reliable	10%	I didn't want a TV service with contracts and termination fees	8%	I didn't want a TV service that required equipment	5%	Other	2%
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<p>Publish Date: 4Q 20</p>	<p>“Traditional pay TV is in decline, and vMVPDs continue to grow. vMVPDs will increasingly be the way pay TV is delivered in the future. Pay-TV losses continue, and though vMVPDs are not growing in lockstep with pay-TV losses, the vMVPD category continues to grow even while all traditional pay-TV platforms decline,” said Kristen Hanich, Senior Analyst, Parks Associates.</p>																				
<p>Key Questions</p>	<ul style="list-style-type: none"> How do vMVPDs fit into the wider video services marketplace? What are the key trends shaping the vMVPD market? Who are the leading vMVPDs, and what distinguishes their offerings? How big is the vMVPD market, and how is it projected to grow? What issues are driving home networking technology choices for consumers? What do trends in the vMVPD market mean for traditional service providers, device OEMs, content owners, and other video ecosystem players? 																				
<p>Contents</p>	<p>Bottom Line</p> <p>vMVPDs – Market Background and Significance Market Drivers, Barriers, and Key Trends</p>																				

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Attributes	<p> Authored by Paul Erickson, Kristen Hanich, and Steve Nason Executive Editor: Tricia Parks Published by Parks Associates </p> <p> © December 2020 Parks Associates Addison, Texas 75001 </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> 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. </p>												