

By Steve Nason, Research Director, Parks Associates

<p>Synopsis</p>	<p>Prevalence of Big 3 OTT Services</p>
<p>With Disney, Apple, WarnerMedia, and NBC Universal, among others, launching SVOD services, will any of them supplant the current "Big 3" in OTT (Netflix, Amazon Prime Video, Hulu)? This report evaluates the emergence of major SVOD services recently launched or about to hit the market and their potential impact on the market penetration and revenue of the current largest SVOD services.</p>	<p>OTT Service Subscription: Big 3 OTT vs. Non Big 3 OTT US Broadband Households</p> <p>Legend: ■ Both top 3 and other OTT services ■ Non top 3 OTT services only ■ Top 3 OTT services only</p> <p>© Parks Associates</p>
<p>Publish Date: 4Q 20</p>	<p>"For the past several years, Netflix, Amazon Prime Video, and Hulu have stood atop the OTT service space with an estimated 157 million total subscribers, but new entrants in the US are aiming to upset the long-standing dominance of these 'Big 3,'" said Steve Nason, Research Director, Parks Associates.</p>
<p>Key Questions</p>	<p>What does the competitive landscape look like in the OTT SVOD space? What is the current assessment of the major SVOD services? What are the growth strategies for the current Big 3 and their main competitors? How probable is it that a newer service will supplant one of the Big 3? Which other potential players will emerge to threaten the Big 3 in OTT?</p>
<p>Contents</p>	<p>Bottom Line Subscription-Based OTT Service Competitive Landscape Major SVOD Service Overview Netflix Amazon Prime Video Hulu Disney+ Apple TV+ CBS All Access/Paramount+</p>

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