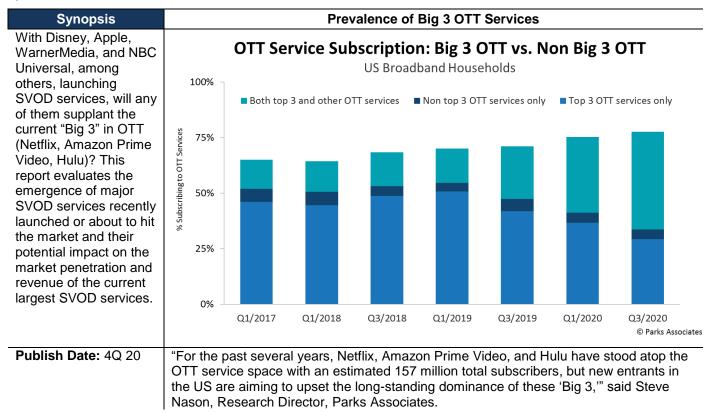


The Next 'Big 3' in OTT

TABLE OF CONTENTS

By Steve Nason, Research Director, Parks Associates



Key Questions	
	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?

Contents	
	Bottom Line
	Subscription-Based OTT Service Competitive Landscape
	Major SVOD Service Overview
	Netflix Amazon Prime Video
	Hulu
	Disney+ Apple TV+
	CBS All Access/Paramount+



The Next 'Big 3' in OTT

TABLE OF CONTENTS

HBO Max Peacock
Potential Future Big 3 in OTT
Subscriber Trend & Market Outlook
Implications and Recommendations
Appendix
Consumer Data Methodology

Figures	
	Big 3 vs. Non Big 3 OTT Subscriptions
	Major OTT Subscription Service Uptake
	Big 3 Penetration by Disney+ and Apple TV+
	NPS Trend
	Subscriber Churn Trend
	Major SVOD Summary
	Netflix Watch Free
	Prime Video and NFL partnership
	Hulu Program Initiatives
	Disney+ UI
	Disney+ Growth Initiatives
	Apple One
	Initial CBS All Access expansion (2020)
	Paramount+ Timeline in US
	Paramount+ Goals
	HBO Streaming Services
	HBO Max Human Curation
	HBO Max Human Content Recommendations Approach
	Peacock Ad Growth Strategies
	Peacock Curator Ad
	Potential Big 3 Players
	Major SVOD Subscriber Trend (US): 2017-2020

List of Companies		
	Amazon	Netflix
	Apple	Samsung
	Disney	Sony
	Facebook	ViacomCBS
	Google	Walmart
	NBCUniversal	WarnerMedia



The Next 'Big 3' in OTT

TABLE OF CONTENTS

Attributes	
Parks Associates	Authored by Steve Nason
5080 Spectrum Drive	Executive Editor: Tricia Parks
Suite 1000W	Published by Parks Associates
Addison, TX 75001	
	© November 2020 Parks Associates
800.727.5711 toll free	Addison, Texas 75001
972.490.1113 phone	
972.490.1133 fax	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.
parksassociates.com	
sales@	Printed in the United States of America.
parksassociates.com	
	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.