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By Eric Sorensen, Sr. Contributing Analyst, and Paul Erickson, Director of Research, Parks Associates

<p>Synopsis</p> <p>The OTT video services market continues to evolve, with high-profile offerings from large organizations and smaller-scale offerings from a variety of niche players. This industry report examines the top trends in the US video service markets and the forces that will affect the market over the next year. The report includes five-year forecasts of pay-TV and OTT subscriptions and revenues.</p>	<p style="text-align: center;">Evolution to Paramount</p> <p style="text-align: right; font-size: small;">© 2022 Parks Associates</p>
<p>Publish Date: 2Q 22</p>	<p>“Hybrid business models continue to gain traction. Service providers are experimenting with new pricing models, including a mix of ad-based and subscription-based offers with content as the core differentiator of the service,” said Eric Sorensen, Sr. Contributing Analyst, Parks Associates.</p>
<p>Key Questions</p>	<ul style="list-style-type: none"> What are the key industry trends and the market factors that are influencing them? Is service stacking the new cable TV bill? How are distribution models evolving, and what is the business impact? Is leveraging multiple business models the key to success in OTT streaming? What does the competitive landscape look like in the OTT service space?
<p>Contents</p>	<p>Bottom Line</p> <ul style="list-style-type: none"> Evolution of Entertainment Media Consumption COVID Impact on Video Consumption Cord Cutting Continues, Impacting Revenues The Streaming Service Stack Has Not Yet Hit its Ceiling Without Contracts, Service Hoppers Contribute to Churn Content and Discovery Challenges Impact the User Experience Bundles and Aggregation Platforms Aid in Service Discovery <p>Assessing the Video Service Market: Strategies by Service Segment</p> <ul style="list-style-type: none"> Defining the Video Service Market Traditional Pay-TV Providers Move Online vMVPDs Grow Despite High Operating Costs Subscription Video-On-Demand (SVOD): Services Raise Prices

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