CONSUMER ANALYTICS

Pay-TV Video-on-Demand vs. Over-the-Top Video

By **John Barrett**, *Director, Consumer Analytics, and* **Yilan Jiang**, *Manager of Consumer Research,* **Parks Associates**

SYNOPSIS

Pay-TV Video-on-Demand vs. Over-the-Top Video analyzes the competitive tension between pay-TV, video-on-demand services and new, over-the-top video services such as Netflix, Hulu+, and Amazon Instant Video.

It compares consumer satisfaction rates with each service, identifies the decision factors leading consumers to choose one over the other, and quantifies how often consumers choose one over the other.

Netflix vs. Pay-TV VOD
(U.S. Netflix Watch Instantly Subscribers who use PPV VOD from pay-TV provider monthly)
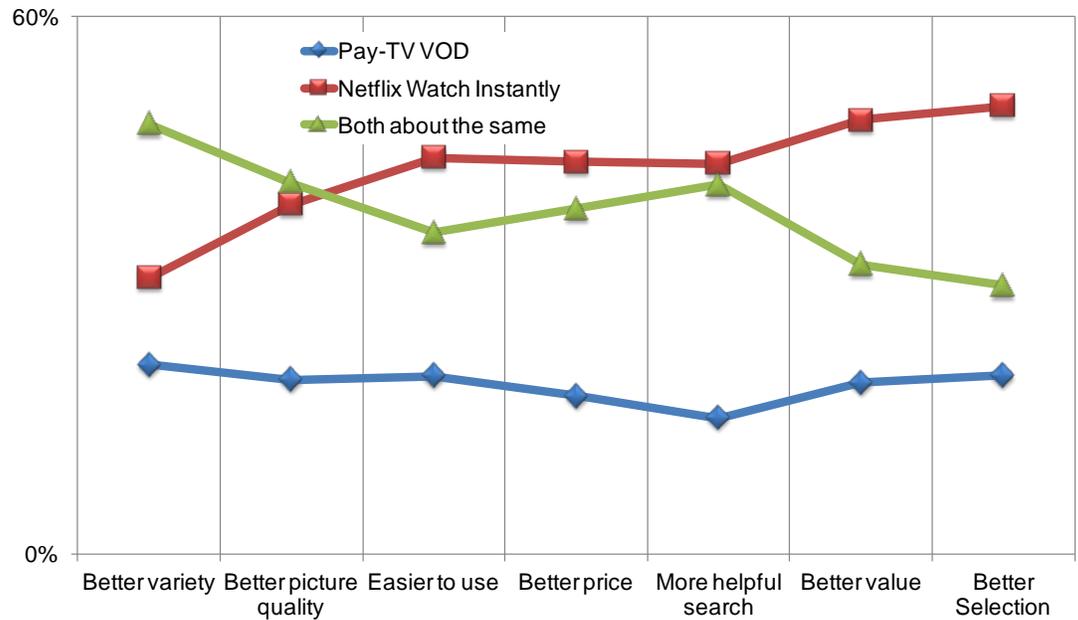
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ANALYST INSIGHT

"Over-the-top video is going head-to-head against pay-TV VOD and winning. Service providers should take note and take action. Losing this space to OTT providers would be a strategic setback for them."

— **John Barrett**, *Director, Consumer Analytics,* **Parks Associates**

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Trending Data

- U.S. Households with Internet- Connected CE (2010 - 2012)
- Percentage of Broadband Households Connecting CE Devices to the Internet (2010 - 2012)
- PC - to - TV Connection (2009-2012)
- TV Set Capable of Accessing Online Content (Q1/12)

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