

Pay TV - US - October 2013

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“Pay TV providers have invested heavily in new services, with a focus on anywhere, anytime and apps for watching content on phones and tablets. However, some central themes of the digital era have yet to be addressed, including personalization of content and ads. A failure to adapt soon will enable internet-based streaming services to become more legitimate competitors.”
 ,– Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Is the future a la carte?
- Are online subscriptions hurting sales?
- Sports programming: a solution or a problem?

Pay TV stands in the lull before the storm. Subscriptions have risen annually since the industry began until 2013, when they fell by 80,000. Providers have been raising prices to make up for the lack of growth in subscriptions, even though the primary reason why consumers change service is to find a lower-cost service. Simultaneously, new competitors are gaining steam or just arriving at the door: Netflix is now in one in four U.S. households, while Google and Intel are preparing their own pay TV services. With so many changes to the industry striking simultaneously, pay TV providers are searching for a new orientation, with a focus on loyal customers willing to pay top dollar for services. This report provides necessary tools for achieving this objective.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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