

TV Service Providers - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Nearly half of people who subscribe to a pay-TV service and a paid-for video streaming service think the latter offers better value for money. As Sky tests discounted pricing with its NOW TV sports passes, it may find there is a thin line between profiting in the streaming sector and creating bad feeling among its loyal TV customers.”
– Paul Davies, Senior Leisure and Technology Analyst

This report looks at the following areas:

- Do video streaming services represent a significant threat to the pay-TV market?
- What would be the impact on the market should Ofcom remove Sky's legal obligation to offer its sports channels to its rivals?

The growth of video streaming platforms and the improvement in subscription-free services is at risk of unsettling pay-TV providers. However, the number of homes taking a pay-TV service continues to rise as low-cost packages entice people to add TV to their broadband and landline bundle, while the industry has invested more in one of its most important assets – the coverage of live sport.

This report analyses current usage of TV providers (both free and paid for), consumers' switching intentions in the next 12 months as well as what may influence them to pick one provider over another. The threat posed by paid-for video streaming services such as Netflix and NOW TV is also investigated in the final consumer section in this report.

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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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