

Content Consumption: TV and Movies - US - August 2016

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"Understanding how consumers watch movies and TV, how much they spend, what providers they use, and what drives their behavior is critical for companies hoping to reach them – including both producers and distributors of video content as well as advertisers who leverage that content."

- Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- A turbulent yet also static market
- Total entertainment spending is limited

In this Report, Mintel examines key trends in this important sector and provides guidance on how companies can increase both viewership and revenue.

For the purposes of this Report, Mintel has used the following definitions:

This Report explores at-home consumption of movies and television. The focus is on long-form professionally produced content, but short user-generated content may need to be explored in terms of its competitive context.

This Report explores paid and free video consumption, including:

- Television channels delivered via paid service
- Television channels delivered for free over-the-air
- On-demand programming from pay TV service
- Subscriptions streaming services
- Ad-supported streaming services
- Single transaction rentals and purchases.

This Report builds on Mintel's *Pay TV and Home Communication Services – US, March 2015* and *October 2014* and *Movie Sales and Rentals – US, August 2015* and *August 2014*.

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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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