

Content Consumption: TV and Movies - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

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"The focus of both the mainstream press and much research on the video market is often negative, with projections of massive declines in pay TV subscriptions or losses to studio revenue as households subscribe to online services instead of buying individual movies."

Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Majority of 25-44s dissatisfied with standard pay TV fare
- Digital stores ignored
- Cord-cutting on the table

It is true that single transaction sales did contract by 12.7% from 2015-17, and that the subscriptions to pay TV service among leading services fell by 546,000 units in the 12 months running up to June 2017.

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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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