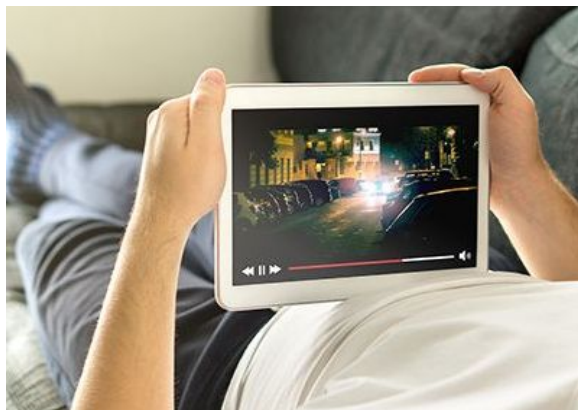


Digital Video - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"As new players enter the streaming market and established names invest in unique consumer experiences, digital video platforms are staking their claim in a crowded media landscape."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- New arrivals to OTT need to stand out
- Make free services pay off
- Break through the pay barrier
- Attack the rental market

The domination of a few key players and increasing consumer interest have bolstered revenue, but made it difficult for new entrants to convince users to add more subscriptions. Offering new features and compelling content to entice current audiences to upgrade will be important to the sustained growth of digital video destinations.

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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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