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OTT Growth Surging With Over 200 Services Available in the U.S.

According to a just released industry report, 60 companies have introduced over-the-top video services since the beginning of 2016. During that same period, only seven OTT providers in the U.S. have ceased operations...

Noting the increased number of competitors in the programming marketplace, Parks Associates points to the fact that there are currently more than 200 OTT services challenging the existing pay TV operators. Another indication of OTT's ascendance is that 53% of U.S. broadband households subscribe to both pay TV and at least one OTT service.

Also outlined in the report is the strategy that finds many OTT services evolving to be complementary to the market's largest players, instead of trying to compete directly against the likes of Netflix, Amazon and Hulu. Conversely consumers are adopting primary entertainment content sources and supplementing those sources with complementary video options.

Other key findings:

- There is a growing amount of collaboration in the OTT market. As an example, Roku is reportedly talking to Apple and Google about extending its operating environment to smartphones. Pay TV operators, meanwhile, are aggressively looking to aggregate OTT services like Netflix and Hulu into their programming bundles.
- Several factors are driving an increase in partnerships with and among OTT video services, including fragmentation of content, the success of bundling, polarization in the OTT subscription market, a low threshold for OTT service survival, and low awareness of many OTT service brands.
- 87% of U.S. OTT services offer some kind of subscription opportunities while TV Everywhere awareness only stands at around 34% nearly eight years after it was introduced...

Fierce Cable, October 26, 2017

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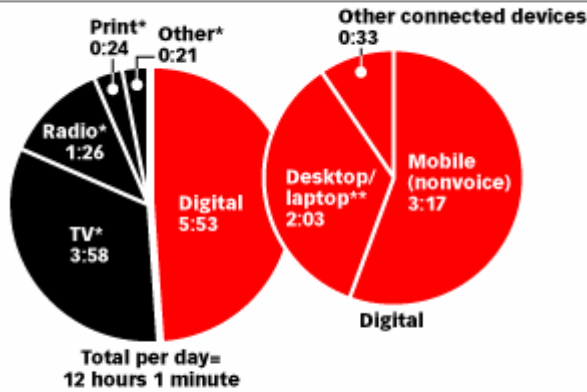
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Adults Will Spend Half Of Their Media Day Accessing Digital Content in 2017

A recent report from eMarketer indicates that people spend the equivalent of half a day consuming media. Adults will devote an average of 12 hours, 1 minute per day with major media this year. Also noted is that people have become more efficient at multitasking, thanks largely to mobile devices (excluding voice), which will take up more than one-quarter of total media time.

Average Time Spent per Day with Major Media by US Adults, 2017

hrs:mins



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; numbers may not add up to total due to rounding; *excludes digital; **includes all internet activities on desktop and laptop computers

Source: eMarketer, Sep 2017

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www.eMarketer.com

The report counts each minute of media consumption time regardless of whether it's simultaneous with any other media. Therefore, total media consumption time continues to grow, even as the number of hours in a day remains the same. In 2017, the average US adult will spend an additional two minutes per day with media over figures from 2016, and 24 minutes more than was spent in 2012.

Other key findings:

- Multitasking via mobile is primarily responsible for the overall increase in time spent with media. Consumers are spending more time on mobile devices with activities like video viewing and mobile gaming, but also with less visual activities like audio listening that enable continuous media intake.
- US adults will spend 3 hours, 17 minutes per day on nonvoice mobile activities in 2017—an increase of more than an hour since 2013.
- The growth of the amount of attention that an individual can provide to media is slowing. Time spent with mobile nonvoice will rise by 12 minutes in 2017, and will be offset by declines in time spent with desktops/laptops, print, radio and—most of all—TV.
- TV will still remain the most time-consuming traditional medium for US adults. The format will account for 3 hours, 58 minutes of daily time this year; however, that's down 7 minutes from 2016. It's also lower than eMarketer's previously published forecast of 4 hours, 19 minutes per day.

Read the Entire Article:

<https://www.emarketer.com/Article/eMarketer-Updates-US-Time-Spent-with-Media-Figures/1016587>

Whether it's audience measurement, distribution, ad sales, marketing/promotion, multi-platform, or program content and scheduling, Byron Media makes the bottom-line difference for companies. For further information call 212-726-1093 or contact John@ByronMedia.com.