



## Table of Contents

Objectives/Overview/Methodology .....	2-4
<b>Pay-TV Landscape</b>	
Key Findings and Trends .....	5-7
Overview of Results .....	8-33
Pay-TV Subscriptions Nationwide	
Pay-TV Penetration over the Past Thirteen Years	
Market Share Changes over the Past Thirteen Years	
Distribution of Services by Location	
DBS Share by Location	
Distribution of Services by Age, Income, Location, and Home Ownership	
Non-Subscribers' Most Recent Pay-TV Subscription	
Top Reasons for Not Subscribing to a Pay-TV service	
Non-Subscriber Trends by Income, Age, and Other Demographics	
Non-Subscribers' Use of SVOD Services and TV Antennas	
Current Subscribers not subscribing over the Past Two Years	
Demographic Comparisons of Pay-TV Subscribers and Non-Subscribers	
Net Additions Compared to Occupied Housing Growth	
<b>Subscribers &amp; Reasons to Subscribe</b>	
Key Findings and Trends .....	34-35
Overview of Results .....	36-56
Main Decision-Maker in the Decision to Subscribe to a TV Service	
Length of Time with Current Pay-TV Provider	
Top Reasons for Getting Pay-TV Provider	
Service Just Prior to Current Pay-TV Provider	
Recent Disconnects – Current Pay-TV Service	
Importance of Features in the Decision to Get TV Service Overall	
Importance of Features in the Decision to Get TV Service over the Past Ten Years	
Importance of Features in the Decision to Get TV Service by Subscription, Income, Age, and Gender	
Most Important Reasons to Get TV Service Overall	
Most Important Reasons to Get TV Service by Video Subscription, Age, and Gender	
Interest in the Ability to Customize a TV service	
Interest in TV Everywhere	
Interest in other TV Service Offerings and Features	
<b>Satisfaction, Spending, and Likelihood to Switch</b>	
Key Findings and Trends .....	57-58
Overview of Results .....	59-78
Satisfaction with Pay-TV Provider	
Subscriber Ratings of their Provider by Category	
Ratings over the Past Thirteen Years	
Net Promoter Scores	
Customer Contacts to Solve Problems and First Call Resolution of Problems	
Pay-TV Subscriber Spending over the Past Thirteen Years	
Spending on TV Service by Income	
Household Spending Compared to Prior Years	
How Subscribers Save Money Compared to Prior Years	
Adding Service to Subscription Compared to Prior Years	
Pay-TV Subscribers' Likelihood to Switch	
Most Common Reasons for Potentially Switching Pay-TV Service	
Pay-TV Subscribers' Likelihood to Disconnect	
Number of Providers Available	
Subscribers with Contract Agreements	



# Cable, DBS & Telcos: Competing for Customers 2016

## Premiums & SVOD Services

Key Findings and Trends .....	79
Overview of Results .....	80-90
Premium Subscriptions among Pay-TV Subscribers	
Premium Subscriptions by Income, and Age	
Subscriber Spending by Premium Level over the Past Six Years	
Subscriptions by Premium Provider	
Disconnecting, Downgrading and Adding Premium Services	
Reasons for Dropping or Disconnecting Premium Service	
Netflix Subscriptions over the Past Seven Years	
Subscriptions to SVOD Services	
Comparisons of Premium, Netflix, Amazon Prime, and Hulu Subscribers	

## TV, Watching TV and Related Services

Key Findings and Trends .....	91-92
Overview of Results .....	93-111
Number of TV Sets Used in the Home	
TV Sets Connected to a Set-Top Box, or Not Receiving Pay-TV Programming	
Interest in the Ability to get a TV Service Without Needing a Set-Top Box	
Average Hours of TV Watched Per Day over the Past Ten Years	
Total Channels from Pay-TV Provider, and Total Channels Watched	
Must Have Networks and Genres as Part of a TV Service	
Most Frequently Viewed Genres of Programming	
Frequently Viewed Genres by Household Income	
Usage of TV Everywhere and on-Demand	
Consumers Currently in Bundles by Pay-TV Subscription	
Consumers' Online Subscriptions by Pay-TV Service	
Moved in the Past Year	
Expecting to Move in the Next Year	
Various Products and Services in the Home by Pay-TV Service	
Products and Services in the Home by Income	
Products and Services in the Home Compared to Prior Years	

Summary and Implications .....	112-113
--------------------------------	---------