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## Pay-TV Landscape

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- Pay-TV Subscriptions Nationwide
- Pay-TV Penetration Compared to Previous Years
- Market Share by Category Compared to Previous Years
- Distribution of Pay-TV Services by Age
- Distribution of Services by Income
- Distribution of Services by Location, and Housing
- 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’ Planning to Subscribe Again Compared to Previous Years
- Current Subscribers not Subscribing over the Past Two Years
- Demographic Comparisons of Pay-TV Subscribers and Non-Subscribers

## Subscribers & Reasons to Subscribe

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- 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
- Recent Disconnects — Current Services
- Importance of Features in the Decision to Get TV Service Overall
- Importance of Features in the Decision to Get TV Service Compared to Previous Years
- Importance of Features in the Decision to Get TV Service by Subscription
- Most Important Reasons to Get TV Service Overall
- Most Important Reasons to Get TV Service by Video Subscription
- Importance of Types of Programs in Decision to Get TV Service
- Interest in Pay-TV Services with a Limited Number of Channels
- Interest in the Ability to Skip TV Commercials
- Interest in Sharing Log-in Passwords
- Expect to Continue to Subscribe to Pay-TV in Three Years

## Satisfaction, Spending, and Likelihood to Switch

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- Satisfaction with Pay-TV Provider
- Subscribers’ Ratings of Provider by Category
- Ratings of Providers Compared to Previous Years
- Net Promoter Scores
- Customer Contacts to Solve Problems and First Call Resolution of Problems
- Pay-TV Subscriber Spending Compared to Previous Years
- Spending on TV Service by Income
- Household Spending Compared to Previous Years
- How Subscribers Save Money 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
- Subscribers with Contract Agreements
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  - Premium Subscriptions by Income
  - Subscriptions by Premium Provider
  - Disconnecting, Downgrading and Adding Premium Services
  - Netflix Subscriptions Compared to Previous Years
  - Amazon Prime and Hulu Subscriptions Compared to Previous Years
  - Subscriptions to SVOD Services Overall
  - Distribution of Pay-TV and SVOD Services
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  - Usage of Ad-Supported Streaming Services

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  - TV Sets Connected to a Set-Top Box, or Not Receiving Pay-TV Programming
  - Households with an Over-the-Air TV Antenna, and OTA-Only Households
  - Must Have Networks and Genres as Part of a TV Service
  - Most Frequently Viewed Genres of Programming
  - Usage of TV Everywhere and on-Demand
  - Consumers Currently in Bundles by Pay-TV Subscription
  - 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 Compared to Previous Years
  - Impact of Changes in the Economy

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