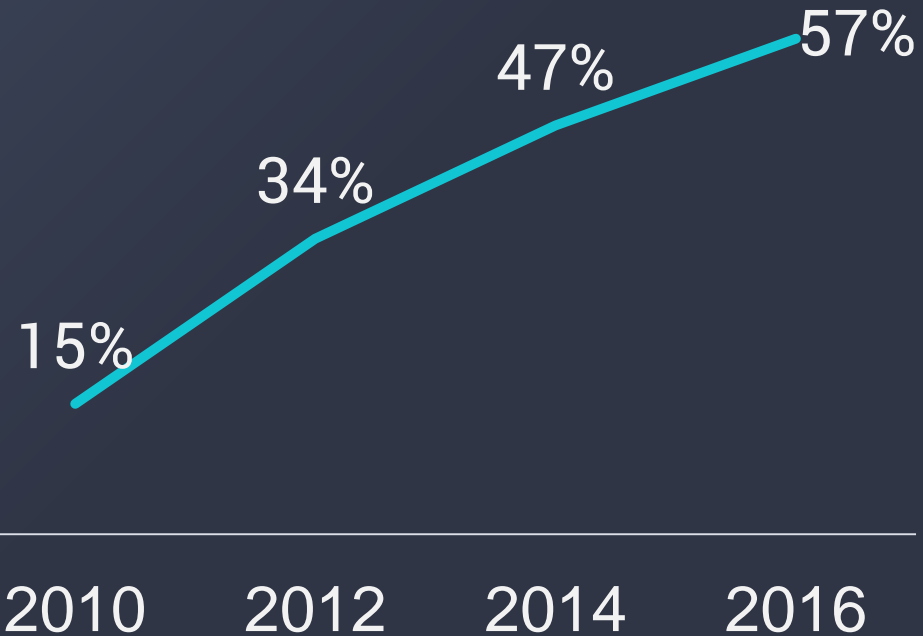


MULTICHANNEL MATTERS

**Attracting and
Retaining Millennials in
the Age of OTT**

PERCENT OF TV VIEWERS WHO ARE OTT VIEWERS



**89% OF MILLENNIALS
ARE OTT VIEWERS**

**Streaming has
reached critical
mass.**

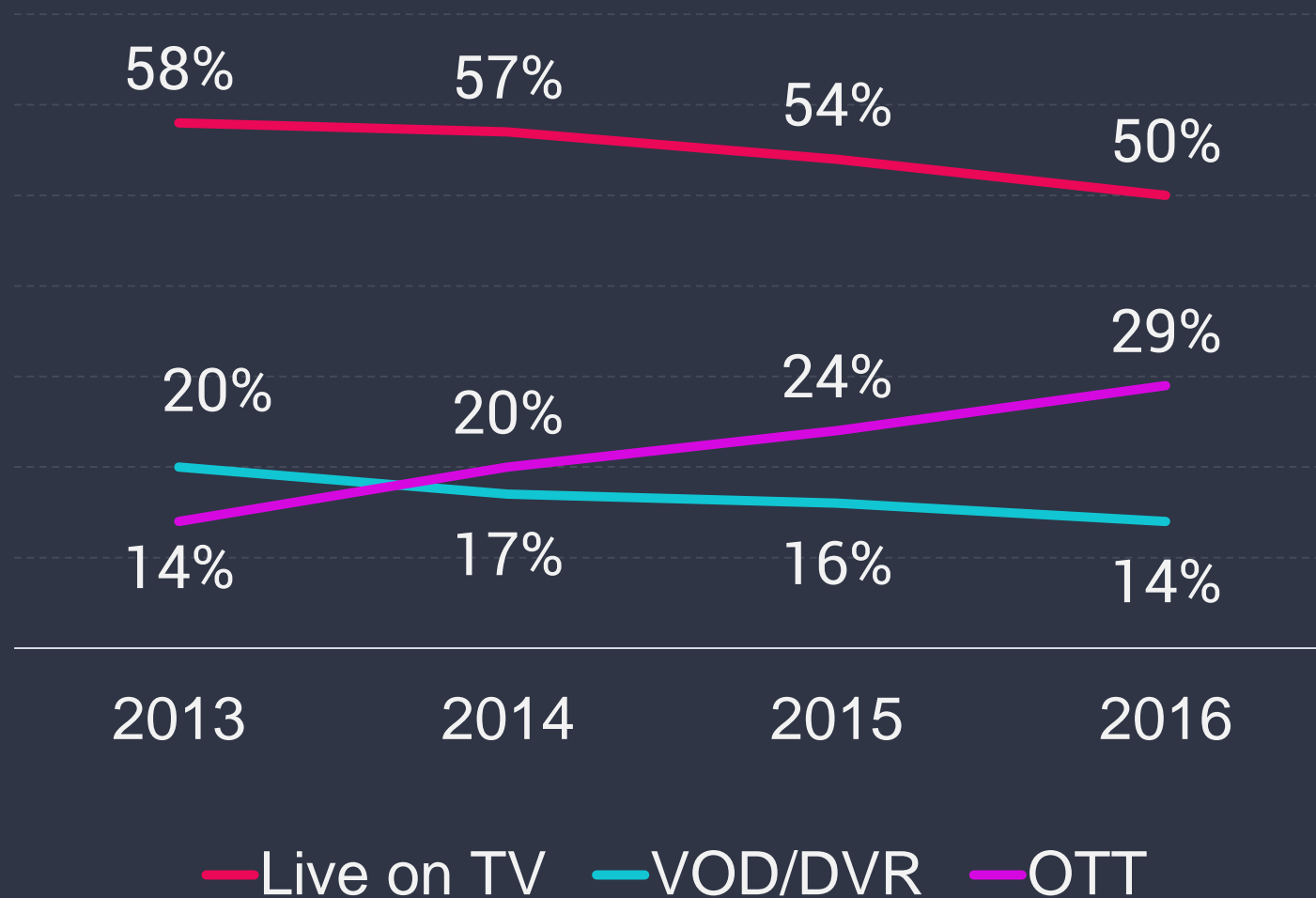
**It's the new
normal for
millennials.**



Streaming doubled share of viewing in the past 4 years.

PERCENT OF WEEKLY VIEWING

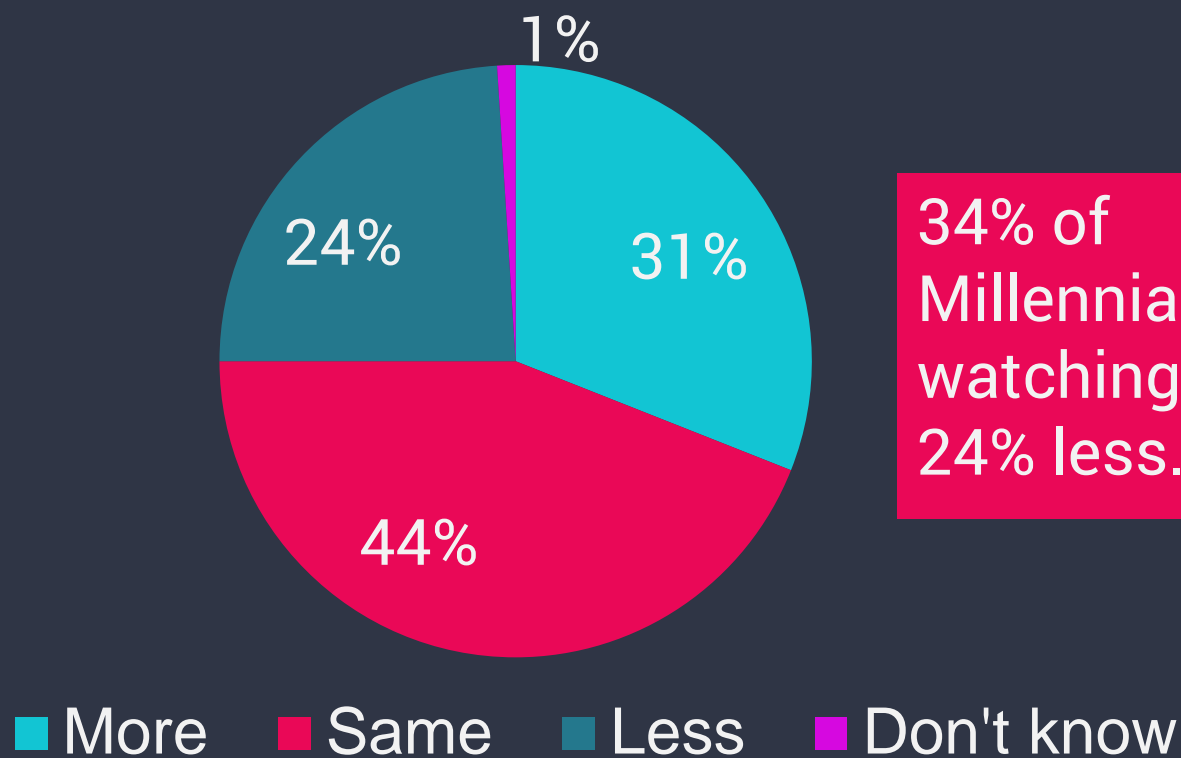
Among TV Content Viewers



**Streamers
are watching
the same or
more TV
today than
before.**

TV VIEWING IN GENERAL COMPARED TO 5 YEARS AGO

Among OTT Viewers

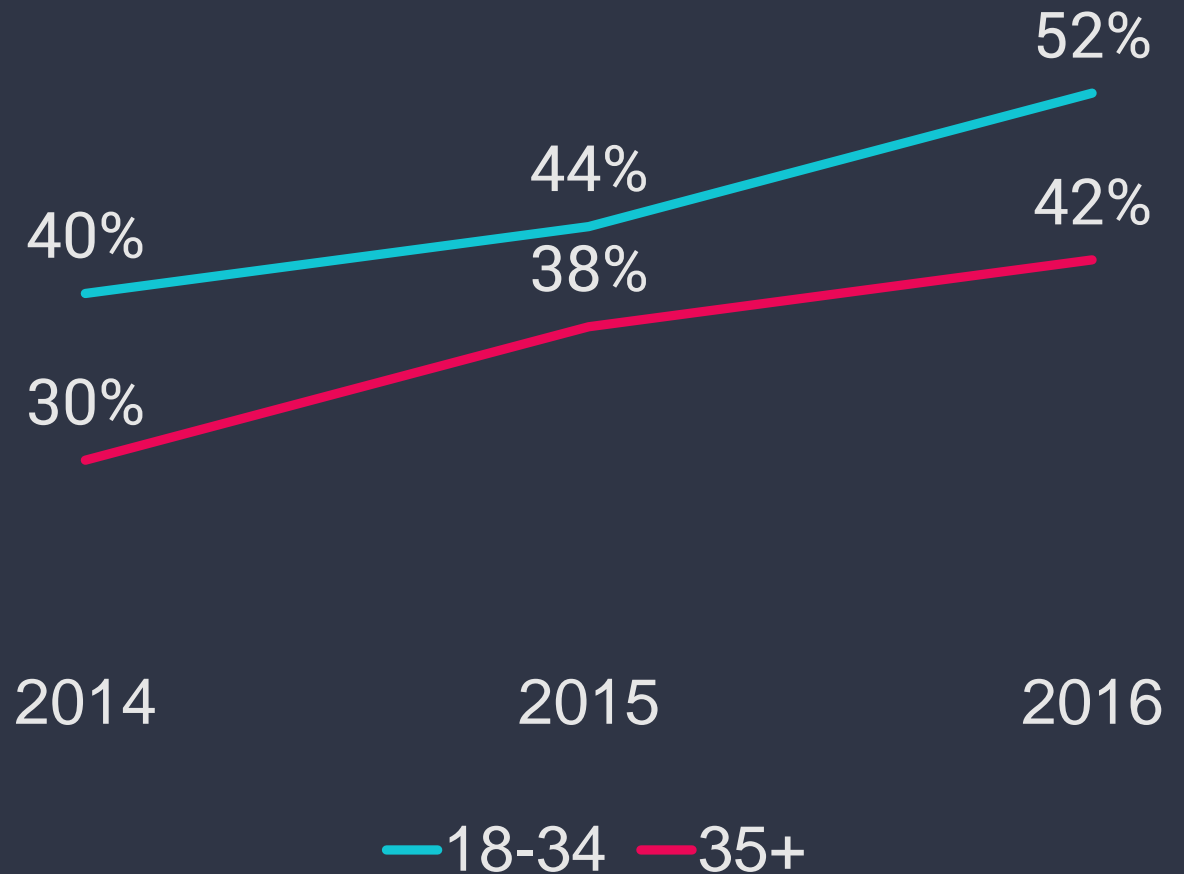


34% of Millennials are watching more; 24% less.

**People love
TV...
and their
love is
growing.**

“REALLY INTO TV” – 4/5 RATINGS

Among Urban TV Content Viewers

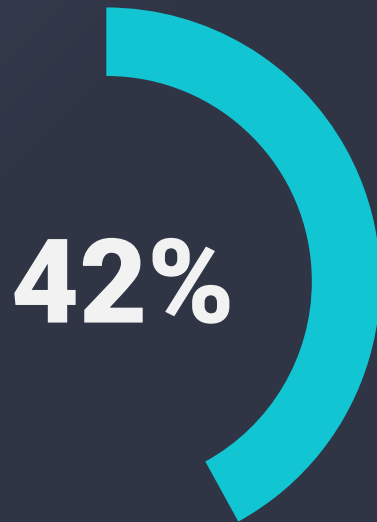


I STARTED WATCHING A SHOW

specifically because

THEY FEATURE A LEAD HISPANIC/BLACK/ASIAN CHARACTER LIKE ME

AMONG HISPANICS



AMONG BLACKS



AMONG ASIANS*







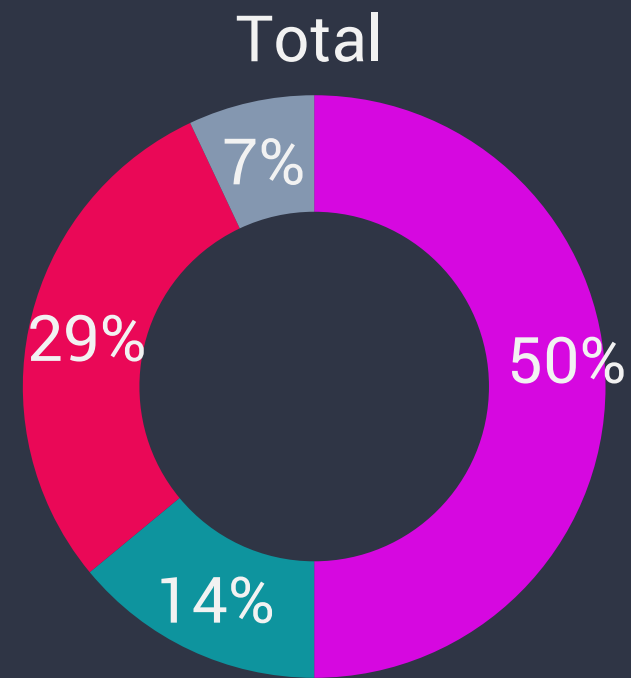
IS LINEAR TV DEAD?



Half of TV is watched live and 30% is streamed.

SHARE OF WEEKLY VIEWING

Among Urban TV Content Viewers

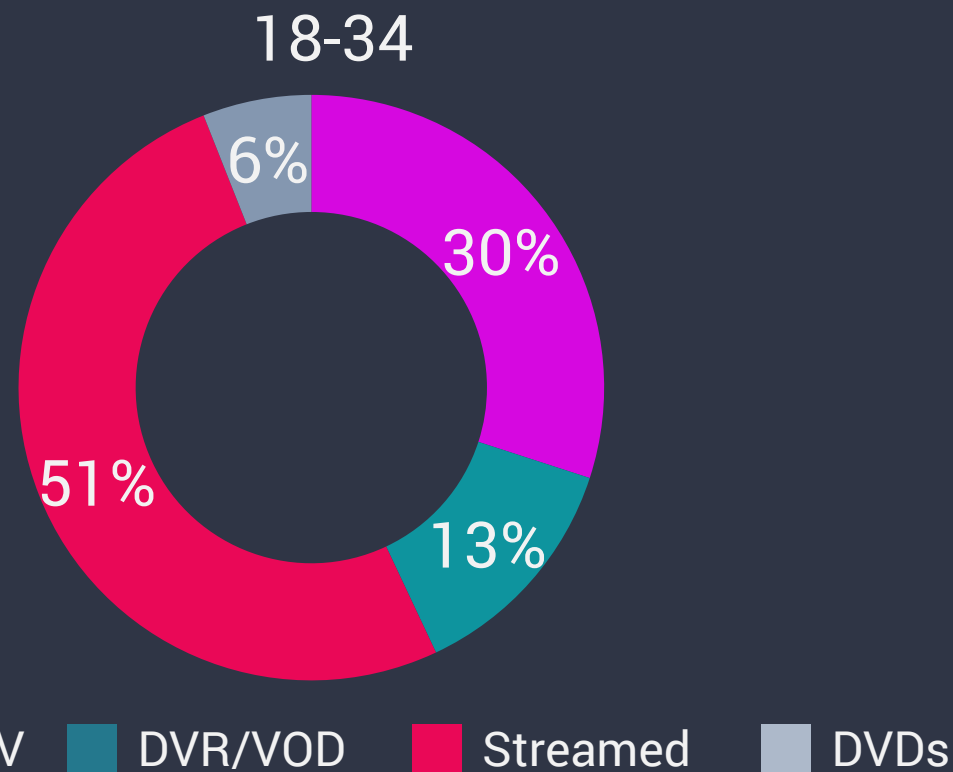


Live TV DVR/VOD Streamed DVDs

Among
millennials,
more than
HALF of TV
is streamed.

SHARE OF WEEKLY VIEWING

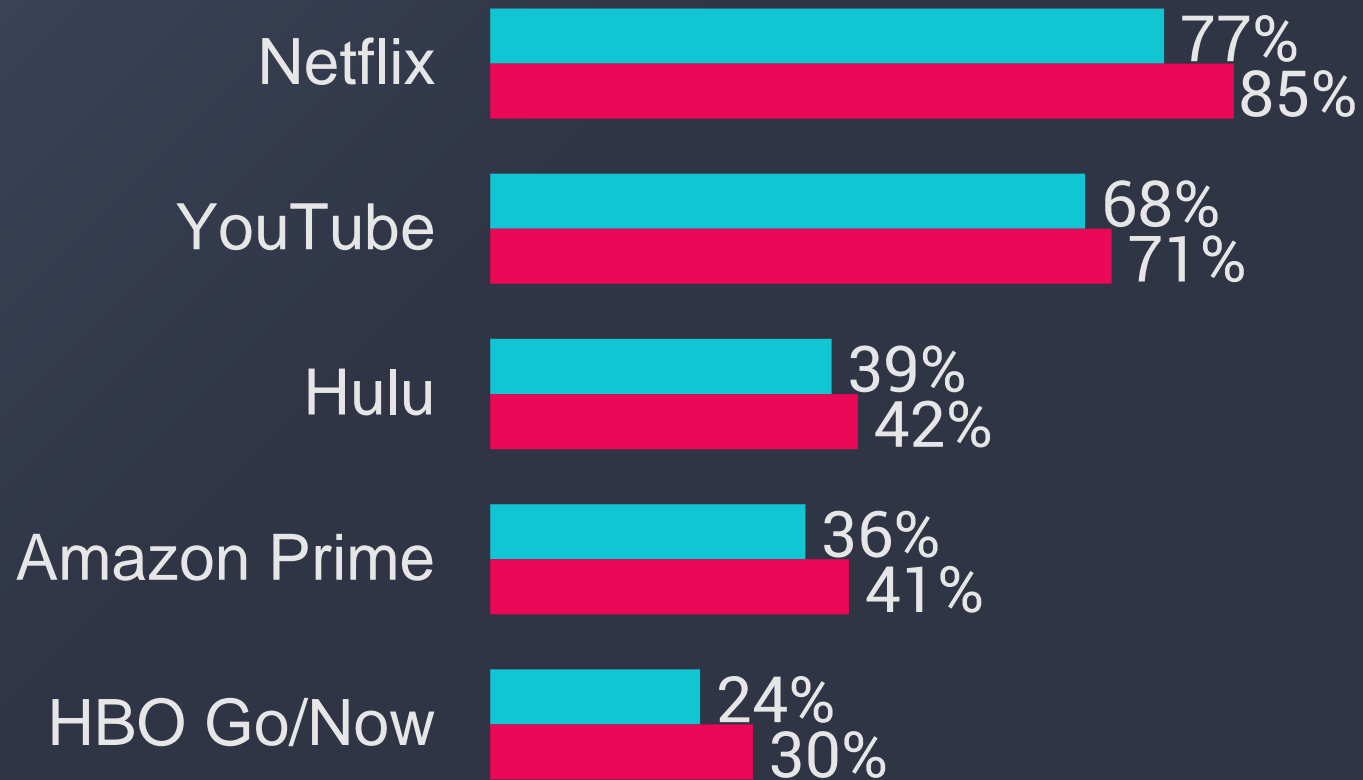
Among Urban TV Content Viewers





STREAMING SERVICES FREQUENTLY USED

Among Streamers

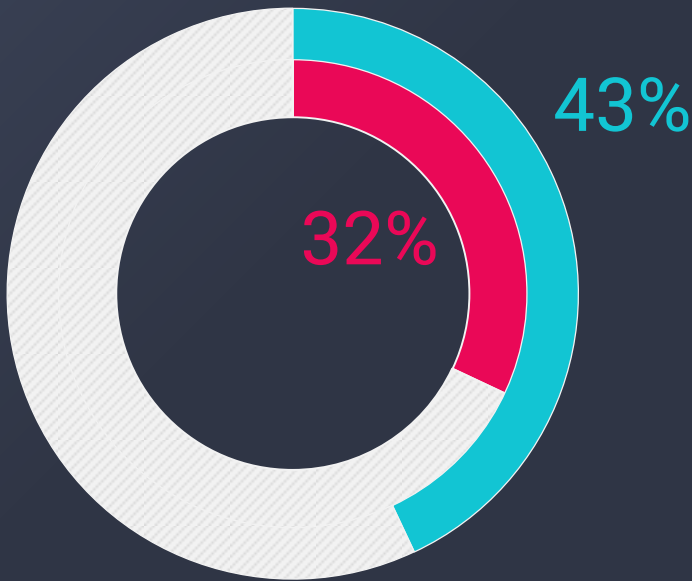


■ Total ■ 18-34

**Subscription
to OTT
services are
on the rise.**

FREQUENTLY WATCH OLD SHOWS

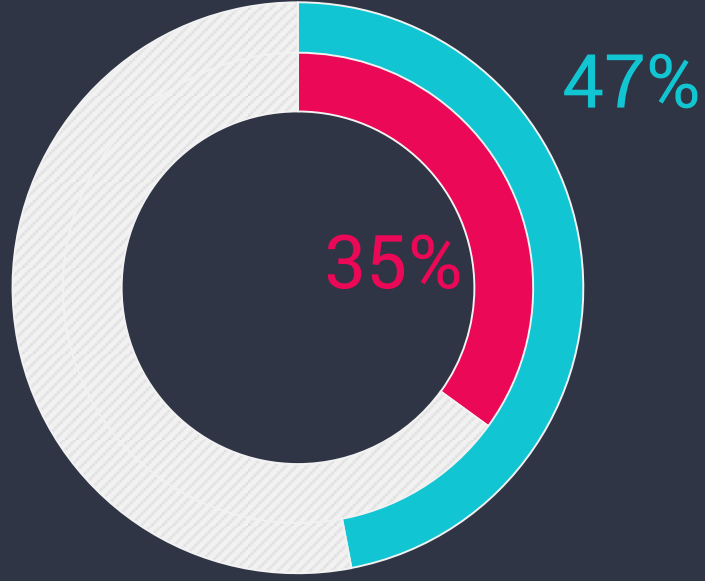
Among Streamers



18-34

FREQUENTLY BINGE-WATCH

Among Streamers



35+

Viewing behaviors are shifting. The days of “must see TV” are over for most shows.

FREQUENTLY WATCH FOREIGN TV SHOWS NOT AVAILABLE ON TV

Among Streamers Ages 18-34

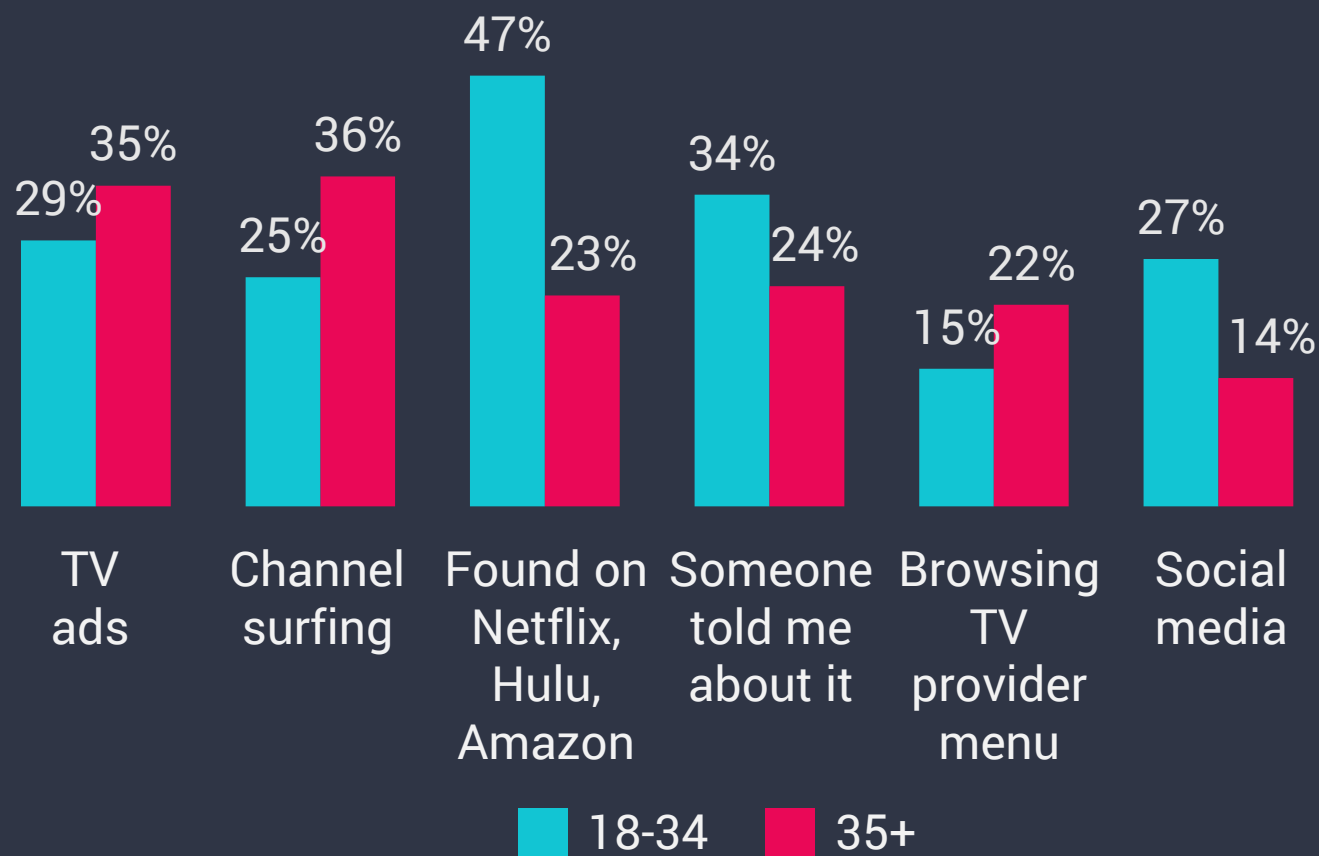


**Streaming
offers access
to previously
unavailable
content.**

Digital is super important for show discovery for millennials.

TOP WAYS OF DISCOVERING SHOWS

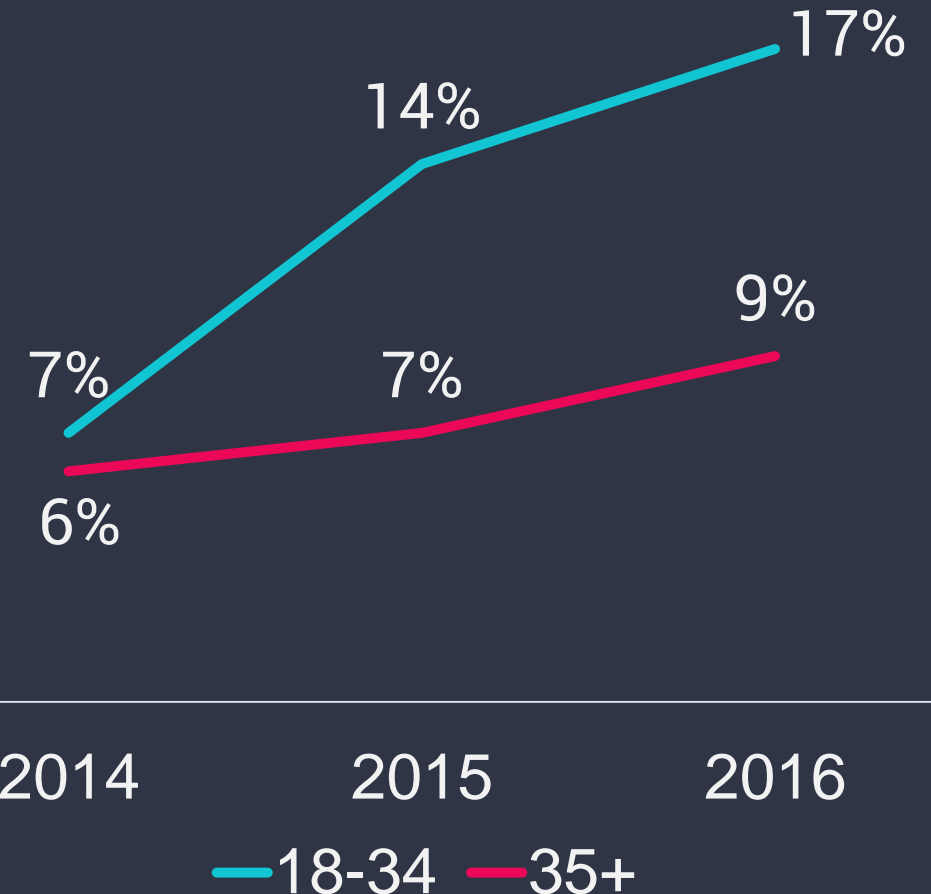
Among Internet Users 18+



What can we do to retain multichannel millennial subscribers?

VERY LIKELY TO CANCEL PAY TV IN THE NEXT 6 MONTHS

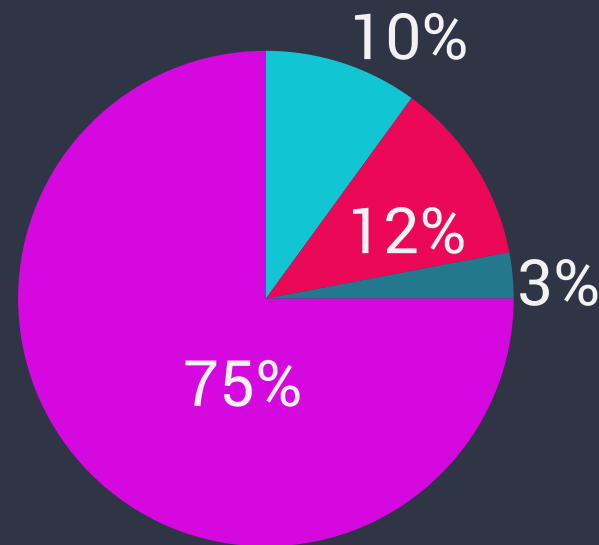
Among Urban TV Content Viewers



OTT isn't replacing pay TV... They complement each other.

MULTICHANNEL SUBSCRIPTION & SVOD SERVICE ACCESS

Among TV Content Viewers 18-34



■ Pay TV ■ SVOD Only ■ Pay TV and SVOD ■ None



**About half of
millennials are
interested in
new
technology
advancements.**

**VOICE ACTIVATED
REMOTE CONTROL**

**VISUAL GUIDE
AND MENU**

**PERSONALIZED
RECOMMENDATIONS BASED
ON VIEWING HISTORY**

**YOUTUBE APP THROUGH
SET-TOP BOX**

**HULU, NETFLIX, AND
AMAZON PRIME
THROUGH SET-TOP BOX**

**SEARCH FUNCTION THAT SPANS ALL
THE VIDEO SERVICES THEY HAVE**

**52% - 60% of
millennials
are interested
in centralizing
access to
content.**

What are the advantages of multichannel?

Access to Wide Variety of Professionally Produced Content

Convenience

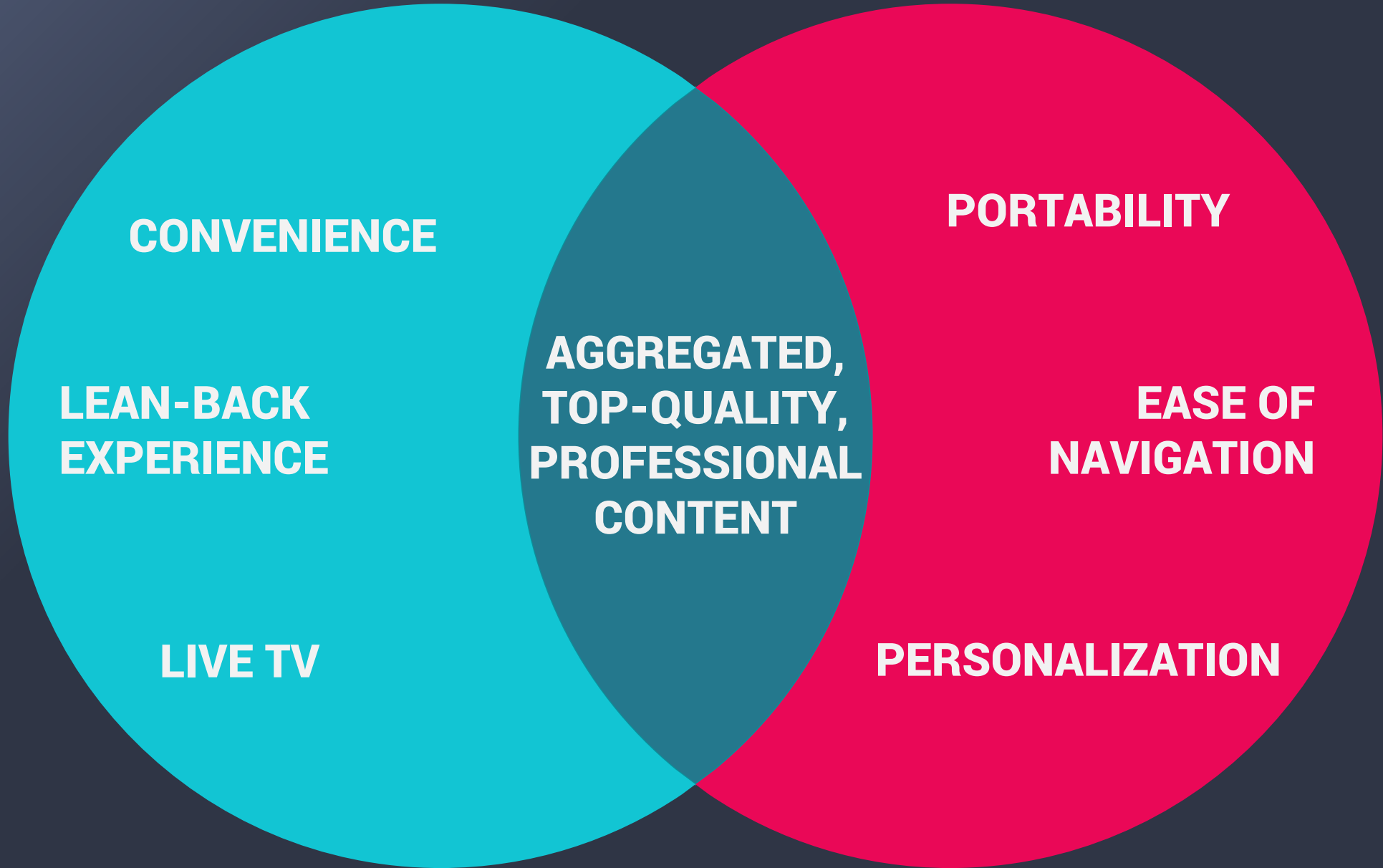
Live Viewing

What is really driving cord-cutting?

How does pay TV have to evolve to survive?

What will “watching TV” look like in the future?

MULTICHANNEL



OTT

THE FUTURE OF TV

LIVE TV

CONVENIENCE

PORTABILITY

**LEAN-BACK
EXPERIENCE**

**AGGREGATED,
TOP-QUALITY,
PROFESSIONAL
CONTENT**

EASE OF NAVIGATION

PERSONALIZATION

Thank you.



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