



# A Look at the Latest Trends Driving the TV Space

**Analysts:** Sayon Deb and Andy Golub

**Report Length:** 30 pages

**Executive Overview.** Our latest survey shows Verizon Fios leading the traditional pay TV industry in customer satisfaction by a sizeable margin, but is facing growing challenges in subscriber churn. At the same time, Cox, Comcast and Charter are performing better than the competition in customer loyalty.

Streaming giants Netflix and Amazon remain locked in fierce competition, but Netflix enjoys a dominant lead in current use among streaming subscribers.

The results also point to strong initial consumer interest in live streaming TV services from YouTube and DirecTV – an area that promises to attract more attention particularly with Hulu’s live TV launch earlier this month.

The survey of 3,791 US and Canadian respondents from 451 Research’s Leading Indicator panel was completed on March 21, 2017.

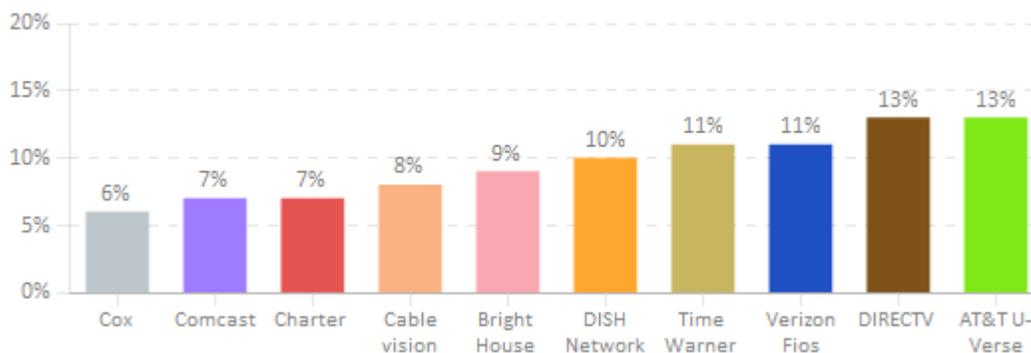
## Excerpt of Full Report

**Customer Loyalty:** Cox (6%) leads with the fewest customers who plan on switching TV service providers, followed by Comcast (7%) and Charter (7%).

### Plans to Switch By Individual TV Provider

Mar 2017

TV subscribers who say they are switching TV Service Providers in the next 6 months



Source: 451 Research's VoCUL: TV Industry Trends (Leading Indicator Survey), Mar 2017

**Smart TVs.** Consumer use of Smart TVs to stream online video content is up 2 points since Dec '16.

### Current Use of Smart TV

Dec 2013 - Mar 2017

% of respondents using a Smart TV to stream online video content



Source: 451 Research's VoCUL: TV Industry Trends (Leading Indicator Survey), Mar 2017

### Report details also include:

- Overall Streaming TV Trends
- Frequency of Use & Satisfaction – Paid Streaming Services
- Streaming Media Devices
- Smart TVs
- Other Findings – Streaming TV
- Cord-Cutting Trends
- Traditional Pay TV Trends

## VoCUL: Research Methodology

---

This report presents the findings of recent surveys on trends driving the TV industry: TV Service Provider survey of 3,791 US and Canadian respondents, conducted February 28-March 21, 2017 and November 30 - December 21, 2016.

451 Research's ChangeWave Leading Indicator panel is a group of 25,000 accredited business and technology professionals – as well as early adopter consumers – who work in companies across a range of industries. The surveys measure the pulse of consumer and business spending via weekly demand-based tracking surveys, and converts the information into a series of proprietary quantitative and qualitative reports.

The intelligence gathered provides a real-time view of companies, technologies, and key market sectors, along with an in-depth perspective of the macro economy – well in advance of other available sources.

[Access our VoCUL research reports here.](#)

© 2017 451 Research, LLC and/or its Affiliates. All Rights Reserved.

Reproduction and distribution of this publication, in whole or in part, in any form without prior written permission is forbidden. The terms of use regarding distribution, both internally and externally, shall be governed by the terms laid out in your Service Agreement with 451 Research and/or its Affiliates. The information contained herein has been obtained from sources believed to be reliable. 451 Research disclaims all warranties as to the accuracy, completeness or adequacy of such information. Although 451 Research may discuss legal issues related to the information technology business, 451 Research does not provide legal advice or services and their research should not be construed or used as such. 451 Research shall have no liability for errors, omissions or inadequacies in the information contained herein or for interpretations thereof. The reader assumes sole responsibility for the selection of these materials to achieve its intended results. The opinions expressed herein are subject to change without notice. Investors should obtain individual financial advice based on their own particular circumstances before making any investment decisions based upon information in this report.

## About 451 Research

---

451 Research is a preeminent information technology research and advisory company. With a core focus on technology innovation and market disruption, we provide essential insight for leaders of the digital economy. More than 100 analysts and consultants deliver that insight via syndicated research, advisory services and live events to more than 1,000 client organizations in North America, Europe and around the world. Founded in 2000 and headquartered in New York, 451 Research is a division of The 451 Group. For additional information, go to: [451research.com](http://451research.com).

### Contact Information:

451 Research  
1411 Broadway, Suite 3200  
New York, NY 10018  
P: 301-250-2363  
E: [vocul@451research.com](mailto:vocul@451research.com)