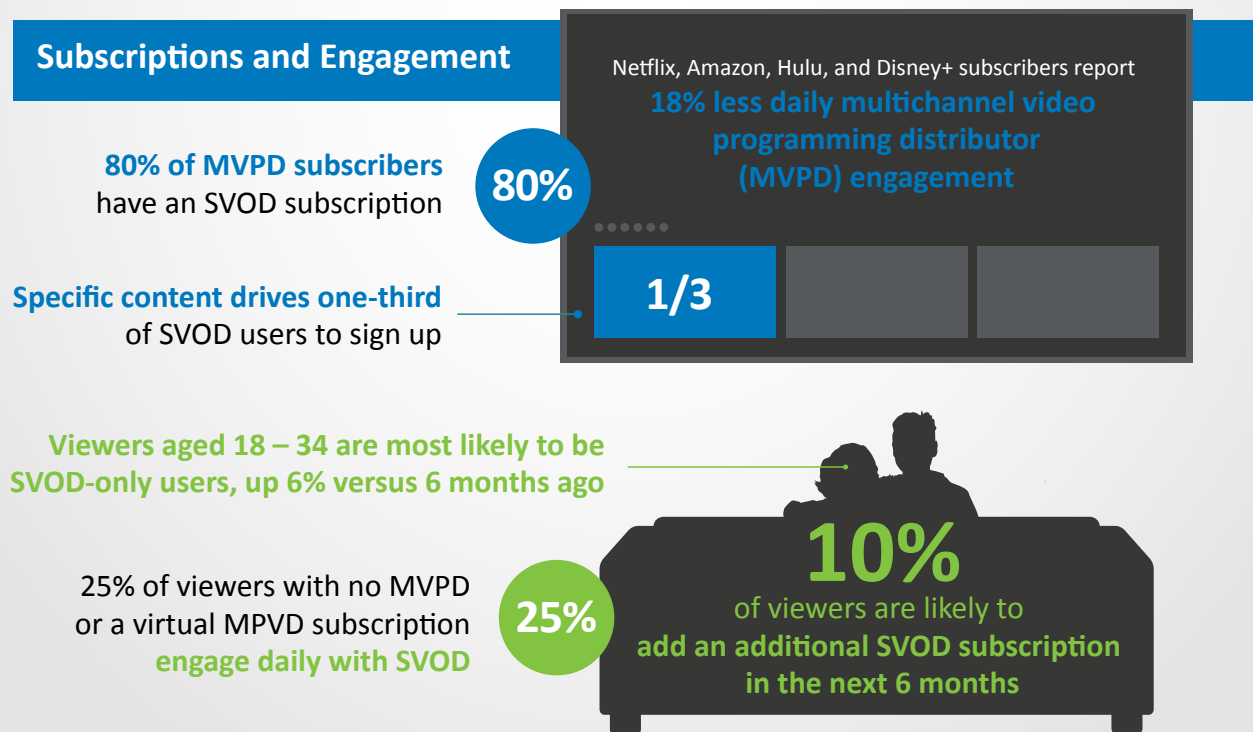


TV Viewing Ecosystem Engagement

U.S. consumers are cutting the cord, and streaming video on demand (SVOD) continues to proliferate. It's essential for you to stay on top of rapidly changing consumer behavior in this space. Are you positioned to minimize churn and maximize usage?

Take a look at the latest viewing consumption trends ...



The **TV Switching Study** tracks changes in how consumers watch video, the services they switch to and from, devices used to watch, sign-up preferences, and more. Explore the latest SVOD trends and get an in-depth view of TV services and transactional video usage. Pinpoint the reasons consumers' habits are changing so you can uncover opportunities to grow your business.

Source: The NPD Group/TV Switching Study 2021

Questions? Contact your NPD account representative or email sheryl.harkins@npd.com.

