

Cord Cutting



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CONFERENCE & EXPOSITION

2015

November 17-19
Hilton San Diego Bayfront
San Diego, CA

Cord Cutting Still on the Rise!

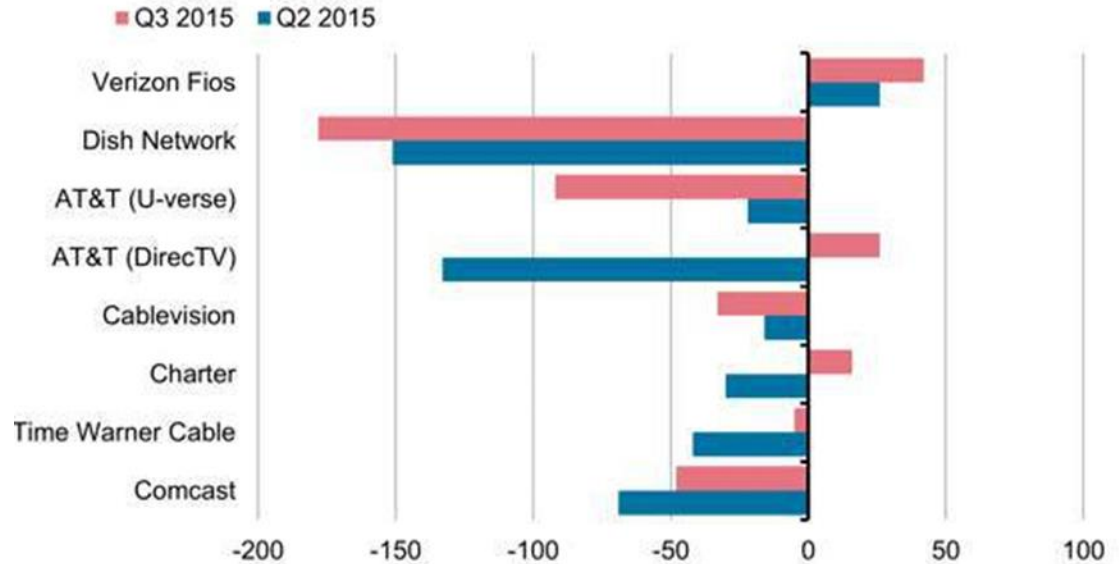
IN 2014

8.2% have ditched their Pay TV subscriptions and it's growing! A 1.3% increase from 2013

45.2% in the past year have "shaved" their services

The Cord That Binds

Net pay-TV subscriber additions or losses at select providers (thousands)

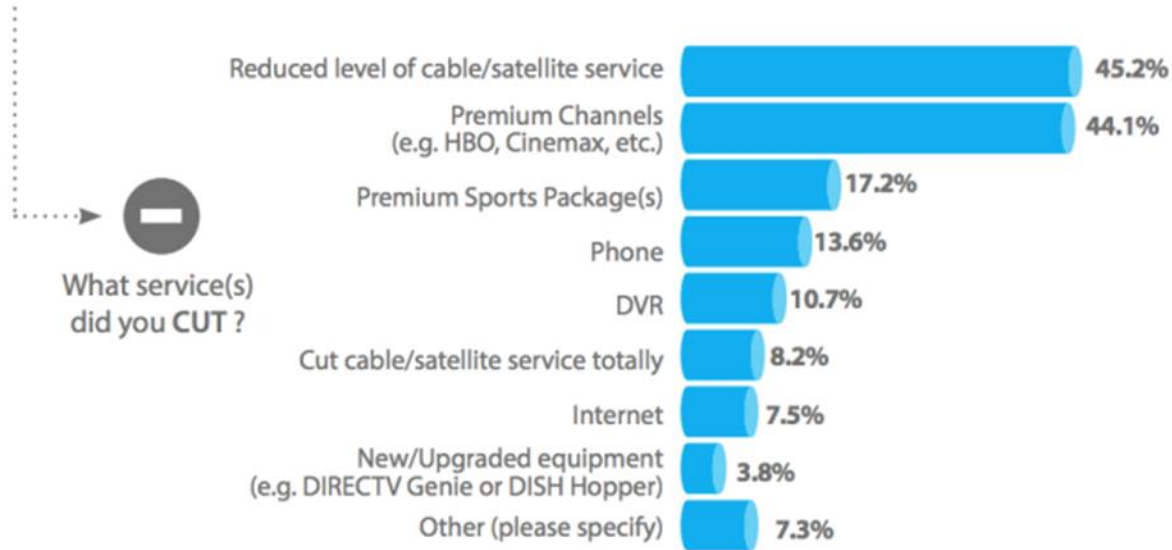


Source: MoffettNathanson | WSJ.com



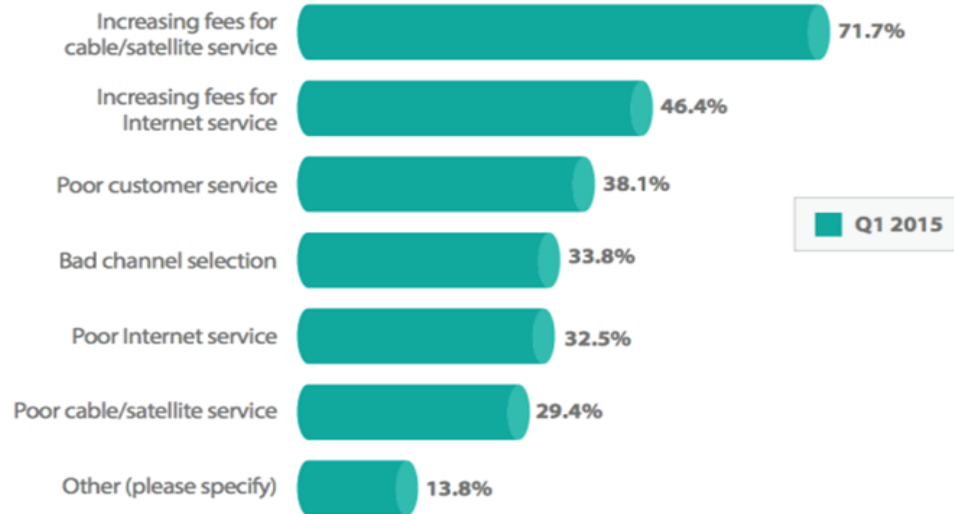
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Where People “Shaved”



Reasons for Cord Cutting

If **UNSATISFIED**, why do you feel you're not getting enough value from your provider? (Choose all that apply.)

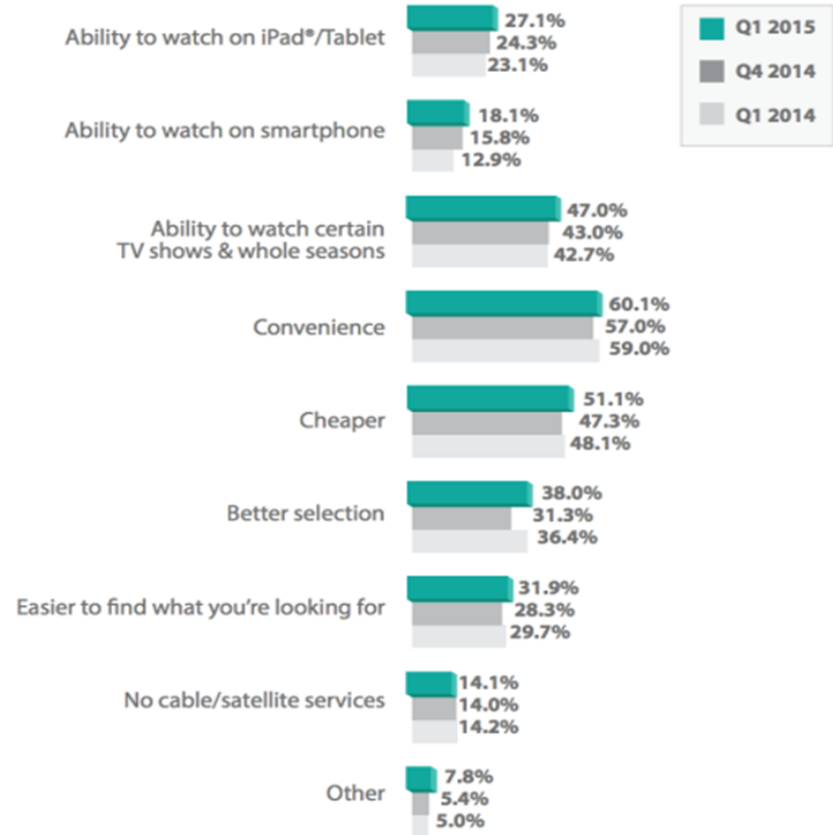


Reasons for OTT Services

Binge-watching

Convenience

Cheaper



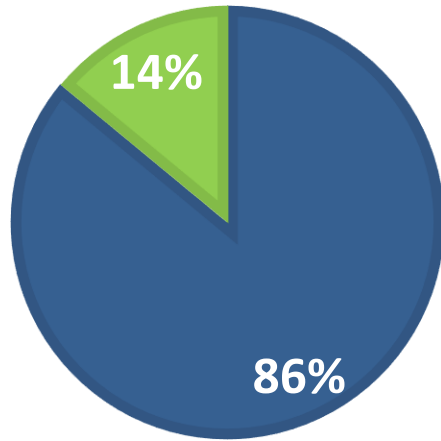
Source for these slides: Digitalsmiths Post #9 by Sarah Perez



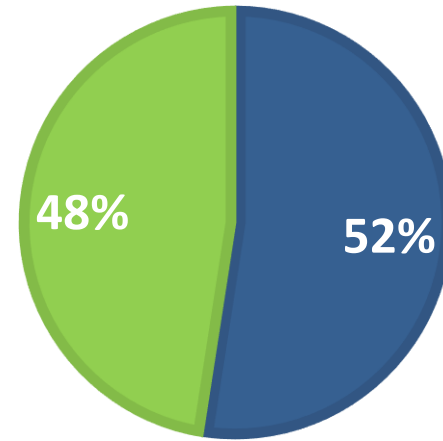
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WAVE's Experience - Video

CABLE PACKAGES - 2014



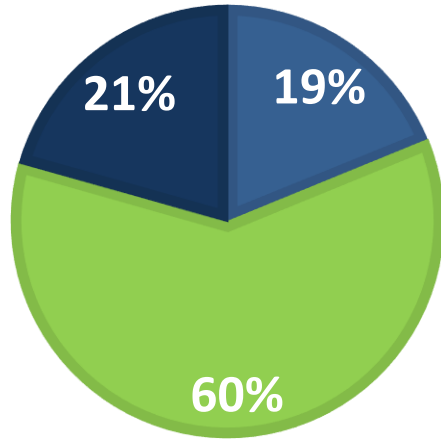
CABLE SELL-IN - Q2.2015



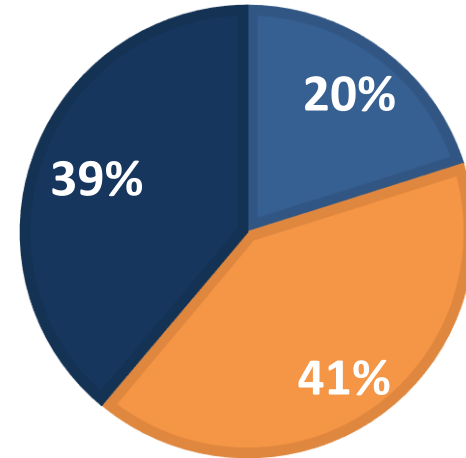
■ Basic + Expanded ■ Basic Only

WAVE's Experience - Data

SPEED SELL-IN – Q2.2014



SPEED SELL-IN - Q2.2015



■ Fast ■ Medium ■ Slow