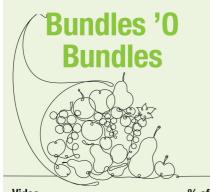
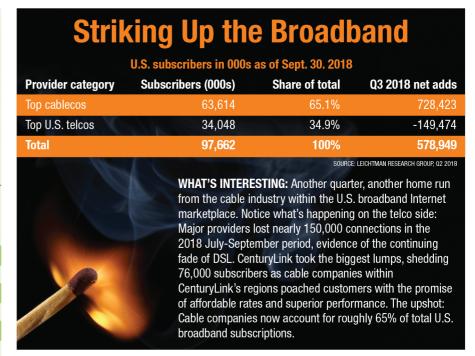
Running the Numbers



Video service responding respondi	% of ndents citing	
Pay TV, Prime Video (Amazon), Netflix	10.6%	
Pay TV, Facebook, YouTube	7.5%	
Pay TV, YouTube, Netflix	7.5%	
Pay TV, YouTube TV, Netflix	6.3%	
Pay TV, Facebook, Netflix	5.4%	
YouTube, Facebook, Netflix	5.4%	
Pay TV, Hulu, Netflix	4.9%	
Pay TV, YouTube, Prime Video (Amazon)	4.4%	
Pay TV, Netflix, Hulu with Live TV	3.8%	
Prime Video (Amazon), YouTube, Facebook	3.7%	

SOURCE: TIVO VIDEO TRENDS REPORT, JAN. 2019

WHAT'S INTERESTING: A novel way to look at the shifting North American video market comes from TiVo, which surveyed 4,458 adults to get a better idea of how streaming video providers are finding their way into people's lives. The most common video bundle involving streaming providers is the one-two-three punch of a pay-TV subscription, a Netflix account and the use of Amazon's increasingly popular Prime Video package, available to more than 60 million U.S. households that retain Prime memberships. One curiosity is the No. 4 blend, where YouTube TV — a "skinny bundle" substitute for traditional pay-TV service — is paired with...wait for it...traditional pay-TV service. That's probably because in certain homes there are actually two live/linear pay-TV bundles in place: The parents watch cable or satellite TV downstairs while the teen upstairs maintains his/her own YouTube TV account.



Holy Ethernet!

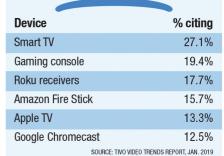
U.S. carriers ranked by Ethernet retail port share, June 2018

Rank	Carrier	IIII
1	CenturyLink	Milling
2	.AT&T	
3	Verizon	
4	.Spectrum Enterp	rise
5	Comcast	
6	Windstream	
7	Cox Communicat	tions
8+	. Altice USA , Coger GTT, Sprint, Zay	, ,

SOURCE: VERTICAL SYSTEMS GROUP, 02 2018
WHAT'S INTERESTING: Guess who's
right on the hydrogen potherwing gire uit?

rising on the business networking circuit? Cable companies are. Cable providers occupy three of the top eight positions for U.S. Ethernet port connections, signifying rising presence among mid-size and larger businesses that depend on high-bandwidth solutions for connecting office locations, employees and customers. Vertical Systems ranks Charter Communication's Spectrum group as the largest cable Ethernet provider, with Comcast close behind.





what's Interesting: Smart TVs rule when it comes to connecting household TV sets to streaming video providers, as more than one-fourth of North American adults report having one. But arguably the more compelling players are the makers of separate receiving boxes for IP video. Roku, Amazon, Apple and Google are battling fiercely for supremacy here, on the thinking that a box in the home translates to a competitive advantage for steering users to the box makers' own video services, such as Roku's ad-supported Roku Channel.

HUTTERSTOCK