

# **PRODUCT**

StreamTRAK

**NETFLIX** 

Vital intelligence probing the presentation, pricing, and performance across the entire modern video ecosystem: SVOD, AVOD, FAST, MVPD, and virtual MVPD categories.

### Service Comparisons

**Provider profiles**: Detailed, continuously updated snapshots of key ecosystem participants, developments, strategies, and tactics.

**Channel lineups**: Comprehensive coverage of linear and on-demand programming guides and offerings that present a one-stop collection of channel comparisons.

**Subscriber counts and forecasts**: Data on subscriber totals, net additions, and growth patterns for prominent SVODs and distributors.

**Marketing & promotions**: The brand personas, messaging approaches, and creative in a single-source database.

**User interfaces**: How players leverage key on-screen real estate to influence the user experience, up-to-date and at-your-fingertips.

International Service Availability: Where are these services available and at what price around the world

# SUBSCRIBER COUNTS What is the video subscriber trend according to OTI research and forecasting? What is the video subscriber trend according to OTI research and forecasting? What is the video subscriber trend according to OTI research and forecasting? What is the video subscriber trend according to OTI research and forecasting? What is the video subscriber trend according to OTI research and forecasting?



## Emerging Technologies

Dive into everything from in-home IP receivers to integrated smart TV software, including connected TVs, streaming devices, and more.

### Insights

Narrative articles, reports, and executive-level summaries offering exclusive viewpoints and takes that go beyond the headlines.

