

# OTT Current State Audience

EMarketer isn't prophesying the end of conventional television yet, but you can see it from here. The number of cord-cutters will climb 32.8 percent this year to 33 million. That's higher than July 2017's 22-percent rate (27.1 million).

≡ FORTUNE

Cord Cutting Is Accelerating Rapidly, Research Firm Says

By [AARON PRESSMAN](#) July 24, 2018

An acceleration of people dropping their cable TV subscriptions prompted a leading research firm to increase its forecast of so-called cord cutting by 25%.

About 50 million people in total will have dropped cable or satellite TV subscriptions by 2021, eMarketer said in a forecast released on Tuesday. That's almost 20 million more than today and 10 million more than then researchers estimated for 2021 just last year.



## Cord Cutting Is Growing As Americans Over 50 Ditch Cable TV

by Luke Bouma on [February 5, 2019](#) in All News, News

For years cord cutting was seen as something Millennials are doing. Now evidence is starting to pile up that people of all age groups are cutting the cord. A new report from PwC shows 28 percent of Americans over 50 years old no longer pay for a traditional pay TV service. What is even more [...]

\$40B by 2020 is very aggressive, but \$10B is a reality

## OTT Revenue Opportunity



Clearly, there's strong appetite for OTT advertising as advertisers know that they must follow their audiences. According to TDG Research, ad spend in OTT is projected to hit **\$40 billion** by 2020, which is nearly half of the **\$85 billion** in forecasted total TV ad revenue. May 23, 2018

How Data Will Come Into Play in OTT Advertising – Adweek

<https://www.adweek.com/tv-video/how-data-will-come-into-play-in-ott-advertising/>

## OTT Current State Audience

- New OTT providers popping up daily – e.g. Disney+, Viacom buys Pluto for \$300M and adding free content, etc.
- No geographic boundaries for the for OTT providers
  - vMVPD require a subscription - Sling, Fubo, Philo, YouTube.tv, DIRECTV Now, Spectrum Reach, etc.
  - Free/ad supported services – Pluto, XUMO, Crackle, Tubi, etc.
- Growth is faster than anticipated. I predict cord cutting could exceed 70 million households within 5 years due to better and cheaper access to the Internet
- OTT will kill.....