



FOR IMMEDIATE RELEASE

Centris Introduces a New, Large-Scale Tracking Study: The Evolution of Video
Program will provide quantitative research on the Over the Top movement

FORT WASHINGTON, PA - June 8, 2011 - Centris today introduced its Evolution of Video Tracking Study, a new program designed to track the demand for video services, including the emerging demand for Over the Top (OTT) video services, and provide quantitative data to both content distributors and service providers.

The Centris Evolution of Video tracking study is unique because it provides a holistic and ongoing view of the changing market with conclusions and analysis supported by Centris' market models. The study also provides inference at the local market level.

William J. Beaumont, president of Centris said: "The video industry understands that the linear video market is subdividing. In the future, there will be consumers that will continue to purchase traditional pay services, others that will switch to alternative delivery approaches (OTT) and hybrid groups that will use multiple approaches – even within the same household. The challenge is to understand the shifting needs of these groups and the speed of change coming to the market."

Centris' new tracking study consists of five parts:

- 1) Market Readiness – This component provides ongoing information on the "drivers" of market change. To date, results indicate more than 70% of households own at least one key device for accessing OTT content, such as Smart Phones, tablets and netbooks.
- 2) Market Evolution – This component tracks market change, including movement among Pay TV providers as well as the adoption of OTT services. OTT services can be both a complementary or substitute service to traditional Pay TV. The Centris study tracks both alternatives.
- 3) The OTT Segment Profile – Centris categorizes OTT into four segments:
 - a.) **Consumption Innovation Segment:** These are first-time deciders, initially determining their video content viewing means of reception. This group chooses to view all media via online sources and is not interested in traditional Pay TV services.
 - b.) **Substitution Segment ("pure bypass" or "cord-cutters"):** These consumers have found more cost effective OTT services to replace traditional Pay TV services.
 - c.) **Co-consumption Segment:** This group has added to their Pay TV viewing options and content variety by accessing OTT services.
 - d.) **Non-user Segment:** Consumers in this group have shown no interest in replacing or supplementing their Pay TV service with OTT services.
- 4) The Demographic Segment Profile – This segment profile provides detailed tables and analyses by demographics (age, income, ethnicity and presence of children).
- 5) Provider Scorecard – The Evolution of Video tracking study benchmarks the dynamics of the changing and evolving video landscape by major TV providers – cable, telco, and DBS.



Subscribers to Centris' study receive monthly research tabs for analysis and a quarterly research summary. In addition, Centris provides options within the survey for clients to address topics of interest.

Centris will be attending the CTAM Insights Conference in Chicago from June 15 -17 and is scheduling appointments to review the study in person. For additional information on the Evolution of Video study, or to set up an appointment at the CTAM event, please contact John High at (267) 558-3179.

About Centris:

Centris, located in Fort Washington, PA, is a leading marketing science firm. It collects market information through its ongoing survey programs and builds national and local market models. Centris' data and marketing analytic services help the world's global communication and entertainment companies better understand the dynamics of their markets and improve the effectiveness of their marketing programs. For more information about Centris, visit www.centris.com.

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