

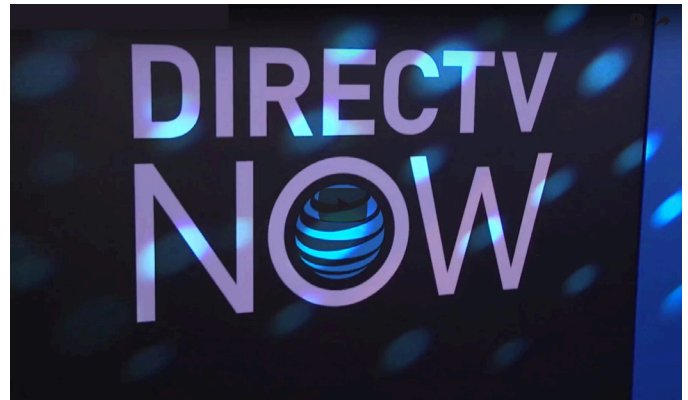
The Changing Video Marketplace

“not your Mother’s TV anymore”



Traditional TV viewing has changed – over-the-top (OTT) services now have more subscribers than the largest cable pay-TV providers in the country.¹

We’re changing the marketplace with new offerings of OTT video.



[See full video here.](#)

Now you can watch video anywhere, anytime, and on any device



[See full video here.](#)

See att.com for details

Video viewers are watching multiple screens – all at the same time. What else is changing?²



Mobile device (smartphone or tablet) video usage is increasing



Broadband penetration is growing



Linear (scheduled viewing) is declining



Pay TV penetration is declining



Video Advertising moving to digital on multiple devices

The changing video marketplace offers flexibility for consumers – video when, where, and how they want it, and at the price they want.

- Today’s video marketplace offers consumers video when, where, and how they want it
- AT&T is leading the development in video technology evolution

1. <https://www.statista.com/statistics/185390/leading-cable-programming-networks-in-the-us-by-number-of-subscribers/>
<http://www.fiercecable.com/cable/at-t-to-go-hard-zero-rating-ceo-stephon-says>
<http://www.investors.com/news/amazon-com-has-more-u-s-streaming-subscribers-than-netflix/>
2. [WSJ Tech and Media Outlook 2016; SNL Kagan; Pew Research](#)

