The Changing Video Marketplace
“not your Mother’s TV anymore”

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

- Mobile device (smartphone or table) 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

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.

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

See full video here.

See att.com for details

2. WSJ Tech and Media Outlook 2016; SNL Kagan; Pew Research