



# How OTT Services Blur The Line for Internet Video and TV Viewing

## Analysis of the English-Language Market

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# Introduction

- + In a world of constant innovation, the consumption of online video and TV as well as our understanding of these technologies is changing. This report will explore how OTT services like Netflix are affecting Anglophones' perception of what online video and TV are.
- + The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which included a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the survey unless otherwise noted.\*

\*Data in this report coming from the online portion of the of the survey will be identified with this symbol +.

