

CORD EVOLUTION STUDY

Decode the shifting landscape of TV and streaming video

As the boundaries between linear TV, streaming, and digital video continue to blur, understanding how consumers navigate the video landscape is more critical than ever.

The MRI-Simmons **Cord Evolution Study** delivers a comprehensive view of how Americans engage with video across platforms, devices, and subscription models, empowering marketers to make smarter, data-driven decisions on how to reach them.



Harness insights from the Cord Evolution Study to reach consumers more efficiently



UNDERSTAND

Understand how consumers adopt and use emerging TV and video technologies - from FAST channels and streaming apps to over-the-air and co-viewing behaviors.



DEVELOP

Develop smarter media strategies with deep insights into motivations and behaviors across the cord spectrum, including binge viewing and platform loyalty.



ENHANCE

Enhance your analysis with 60,000+ consumer variables that link viewing habits to psychographics, beliefs, cultural influences, and lifestyle traits.

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What the Study Reveals

The **Cord Evolution Study** explores how U.S. consumers access and engage with TV and video content, what drives their subscription and viewing decisions, and how technology is reshaping the entertainment experience.

Report insights include:



Cord Spectrum Segmentation

Ten predefined segments from traditional cable subscribers to digital-first streamers, enabling accurate market sizing and trend tracking.



Streaming & FAST Channel Usage

Viewer behavior across 180+ streaming services and 100+ FAST channels, including content preferences and platform loyalty.



Binge Viewing & Co-Viewing

Insights into binge-watching habits, co-viewing dynamics, and their influence on platform and content choices.



Subscription Dynamics

Trends in cable and satellite pay-TV usage - past, present, and future - alongside growing adoption of streaming TV packages (vMVPDs)



Over-the-Air & Hybrid Viewing

Exploration of antenna use and how consumers blend traditional and digital viewing methods.



Psychographic & Brand Linkages

Integration with MRI-Simmons USA variables to connect viewing behaviors with lifestyle, attitudes, and brand affinities.



Ad-Related Viewer Actions (NEW)

Self-reported actions viewers tend to take after seeing ads on streaming, and the devices they typically use to follow through on those actions.