

A MODEL TO UNDERSTAND THE LEVEL OF USE OF SUBSCRIPTION VIDEO-ON-DEMAND PLATFORMS AND ILLEGAL STREAMING SITES

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Abstract:

In recent years, the creation of new subscription video-on-demand platforms has increased rivalry in the market. In turn, this rivalry has significantly increased the offer of available content and divided it into multiple services, forcing users who want to watch different types of content to access more than one platform. To view more content, consumers use unauthorized practices, such as using account sharing or streaming piracy. These practices seriously harm service providers, causing them a massive loss of revenue. With this in mind, we create a structural model that measures the influence of variety seeking, social norm, ethical disapproval, and household financial situation on (a) the number of proprietary subscriptions, (b) the number of non-proprietary subscriptions, and (c) the number of illegal streaming sites used by users. The findings may help platforms implement some actions to monetize a large number of these services' users.

Keywords:

Video-on-demand subscription, digital piracy, shared accounts, consumer behavior

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