

## **Abstract WMEMC2020**

### **Content and experience: factors behind the choice between free-to-air and pay-tv in the Ecuadorian market.**

Pay-tv in Ecuador, either by cable or satellite, is a luxury good, with just around 1.3 million subscribers. Despite the lowering of costs in the last years, the 21% annual growth that had marked the market for ten years has now stilled. Also, the advance of digital technologies and great penetration of the Internet in the last few years has allowed a successful launch and steady growth of SVOD services. Meanwhile, national free-to-air television fiction production is also looking to grow, however facing an identity challenge as many of its most sought-after content is still international "canned" programming.

Questions arise surrounding the future of free-to-air national production of fiction and entertainment and its ability to engage the audiences now drawn mainly to SVOD and pay-tv content. Where is free-to-air television headed in entertainment and fiction production? How important are mobility and the digital experience for the Ecuadorian consumer? Does the future of free-to-air national production lie on innovating or on simply following international production trends? The objective of this research is to confront the satisfaction of Ecuadorian television viewers regarding pay-tv and free-to-air content, their quality standards and the needs these different productions fulfill. This study aims to understand the viewers' expectations surrounding national content production and the role of entertainment and fiction in it.