

KEY TAKEAWAYS:

ACCOUNT HOLDERS TREND HIGHER

The percentage of consumers who are subscribed to NFLX increased considerably over the past year and awareness among the broader population remains very high at ~90%. Awareness of top NFLX shows in the UK remains high, with awareness of Narcos showing a considerable increase over the past year.

STREAMING IS THE PRESENT AND THE FUTURE

Streaming device ownership continues to charge higher. Smart TV's in particular have shown significant increases over the history of our survey. Streaming continues to gain aggressively when it comes to how respondents in the UK prefer to consume TV shows and movies.

ENGAGEMENT AND SATISFACTION WITH NFLX STRONG AND IMPROVING

Subscriber engagement and satisfaction are strong; this has been consistent/improving over time.

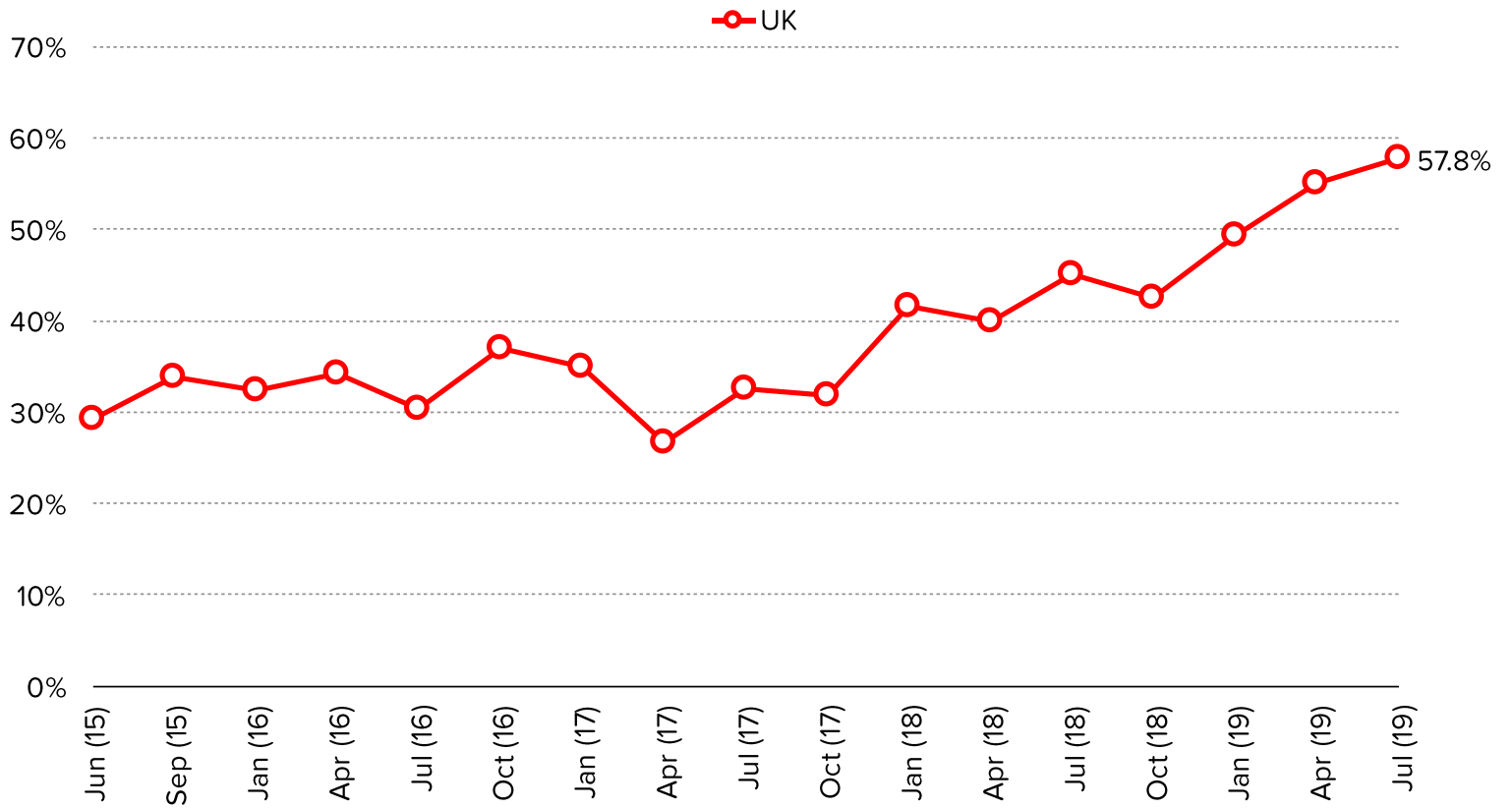
SPOTIFY AND AMAZON PRIME ARE ALSO GAINING TRACTION

We have seen an increase in the percentage of consumers in the UK who are subscribed to both Amazon Prime and Spotify.

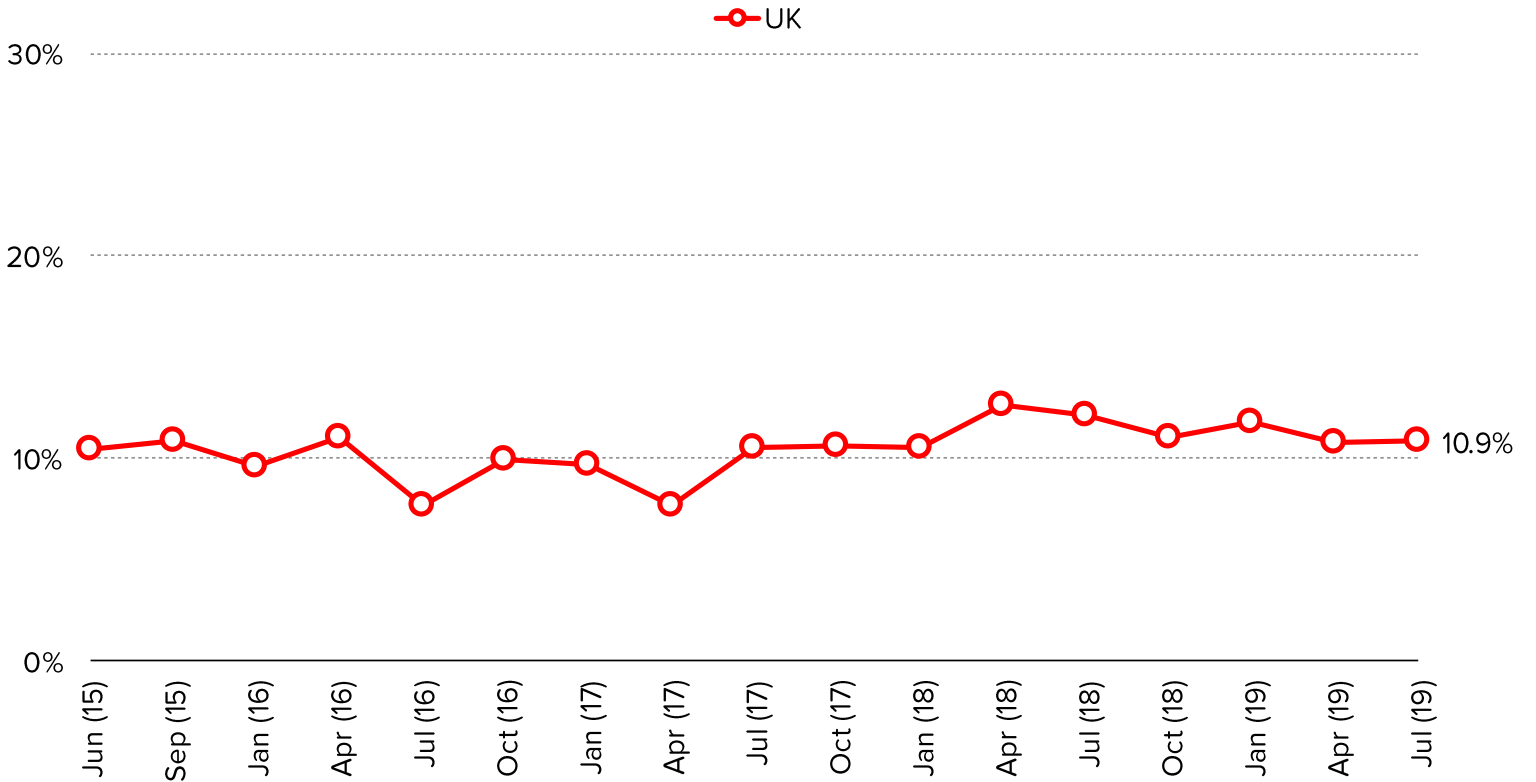
Streaming Media Usage and Consumer
Attitudes/Engagement in International Markets.

SUBSCRIBER TRACKERS AND AWARENESS

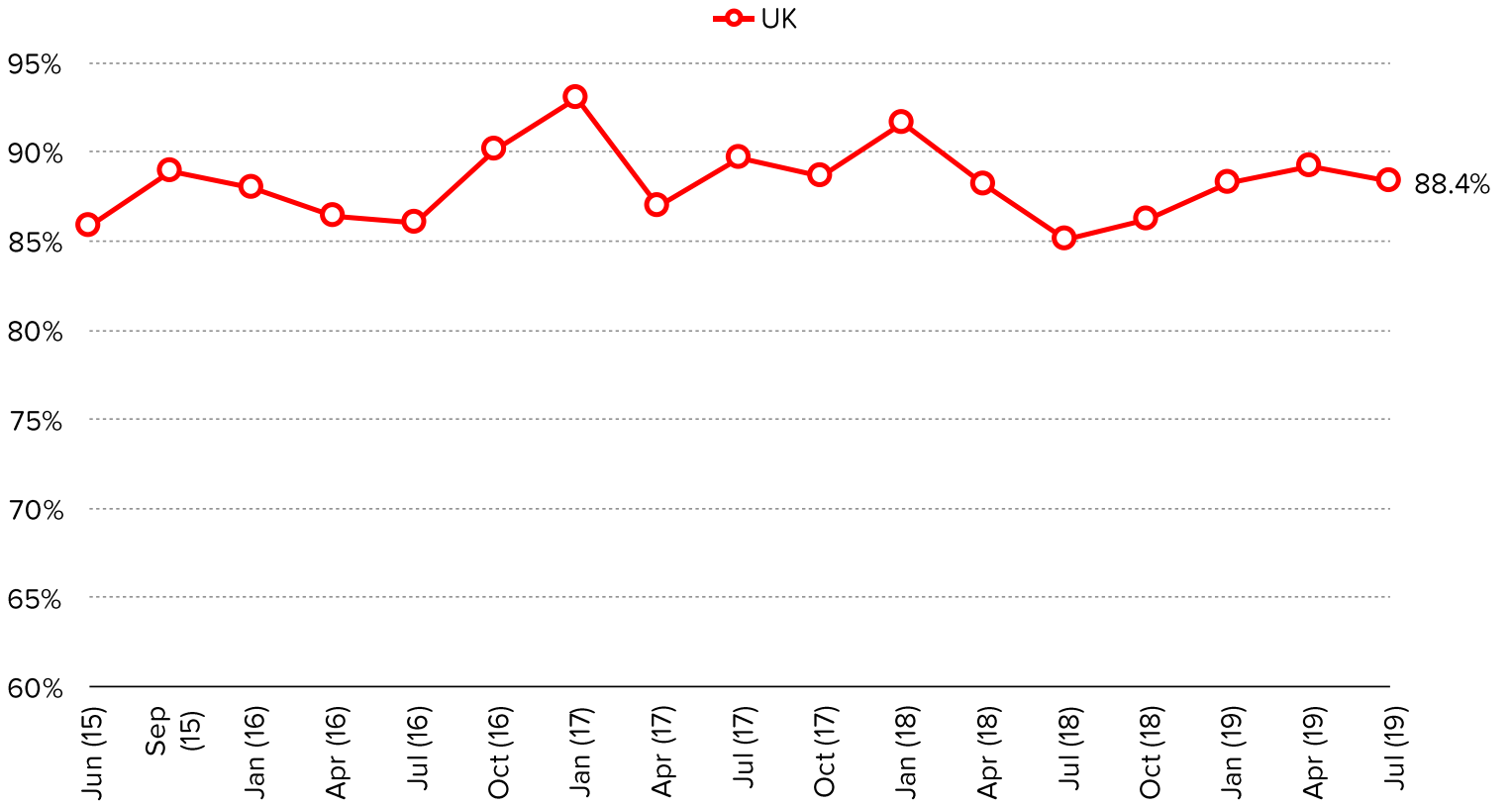
SUMMARY CHARTS - NETFLIX SUBSCRIBERS



SUMMARY CHARTS - PERCENTAGE OF ALL RESPONDENTS WHO SUBSCRIBED TO NETFLIX IN THE PAST THREE MONTHS



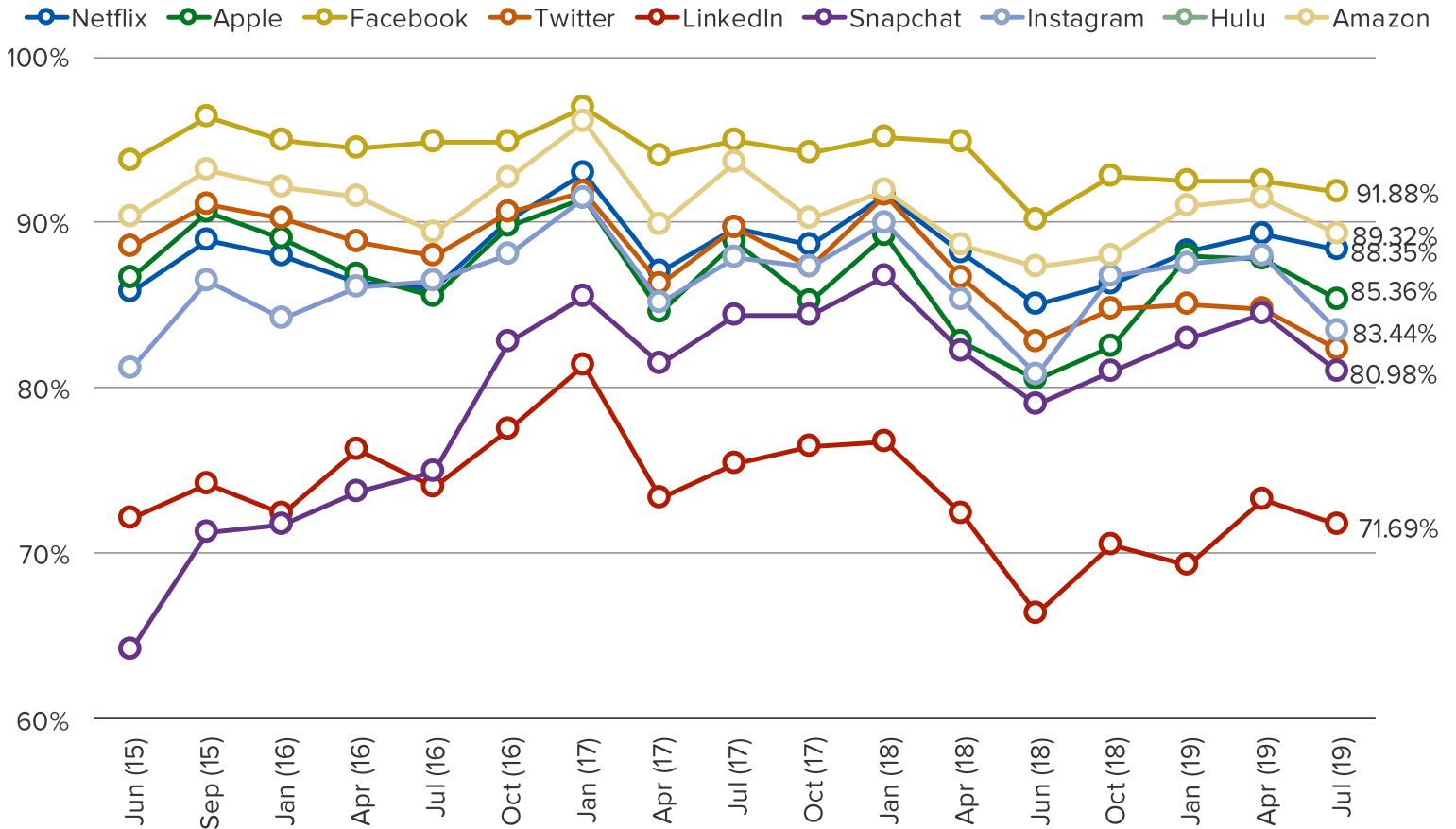
ALL RESPONDENTS - PERCENTAGE WHO ARE AWARE OF NETFLIX



AWARENESS

This question was posed to all respondents.

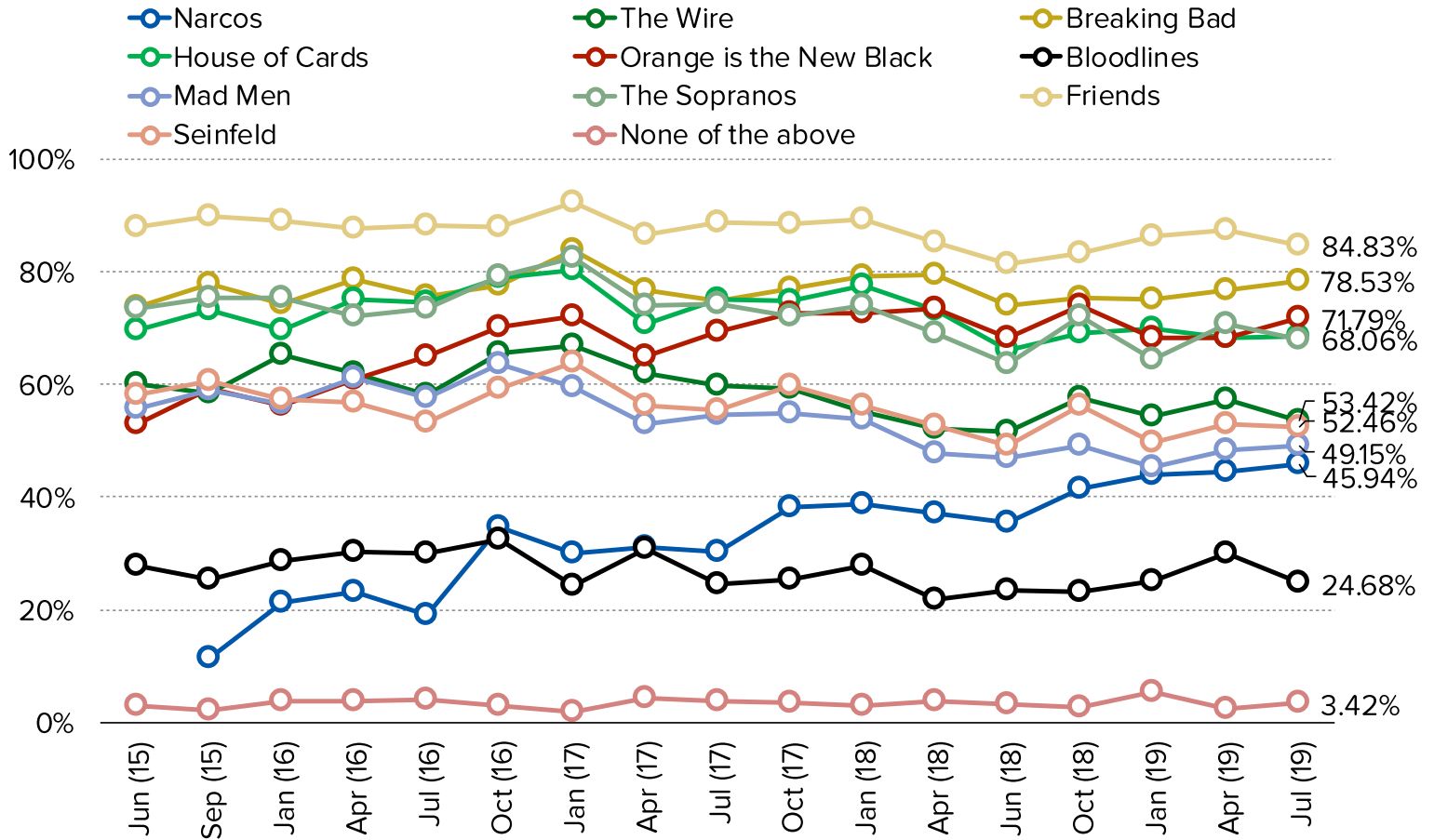
UK



TV SHOW AWARENESS

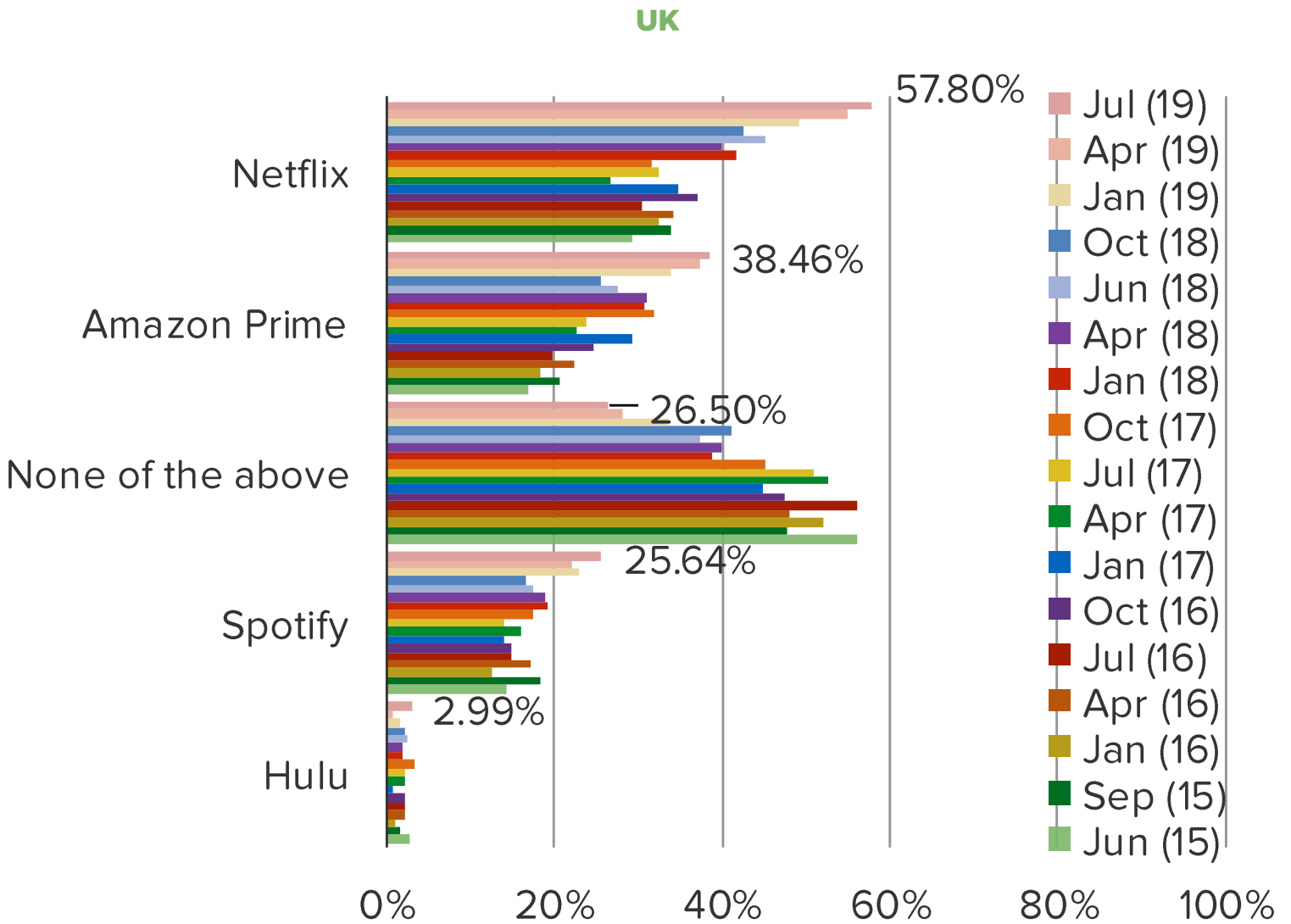
This question was posed to all respondents.

UK



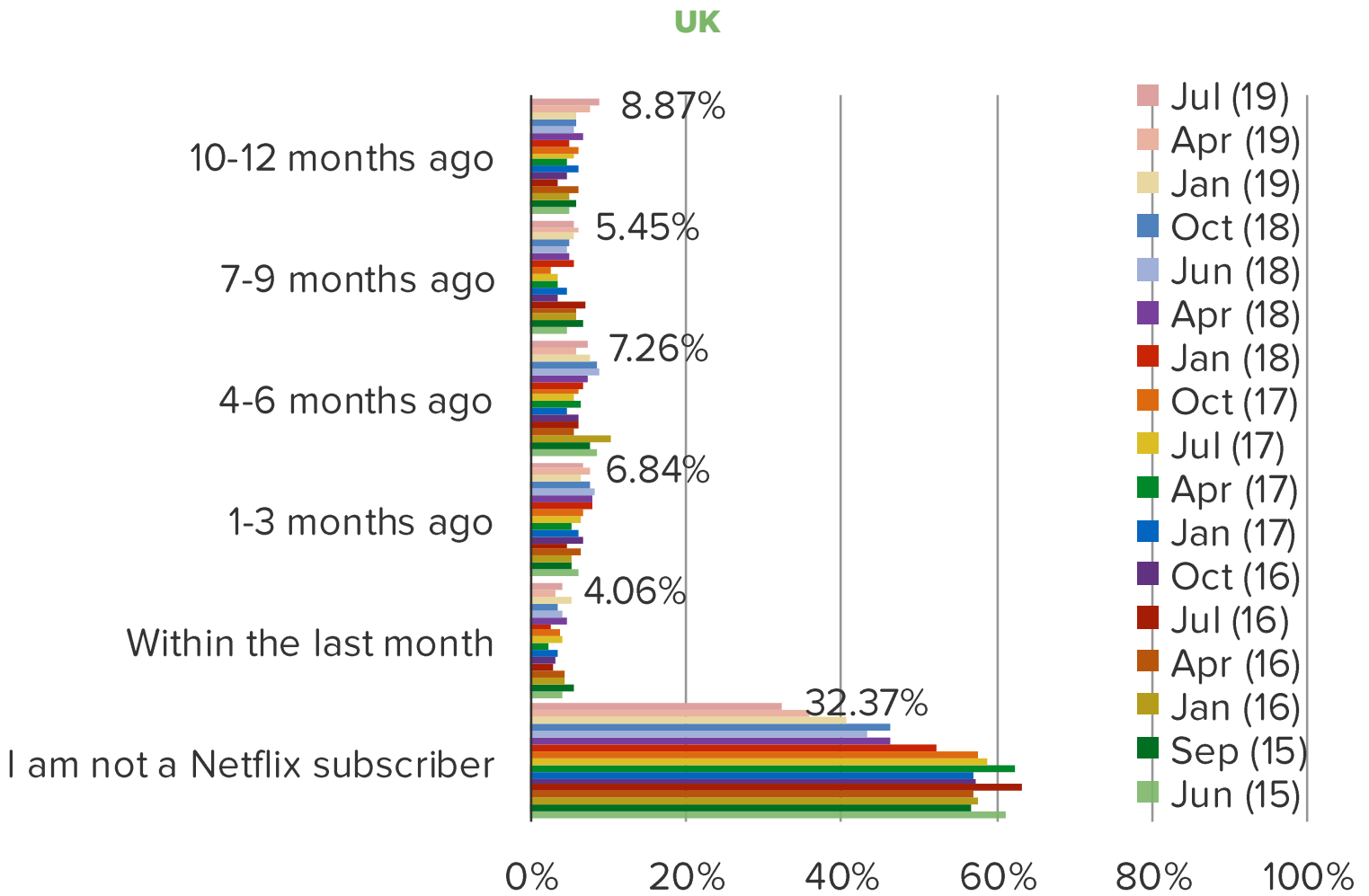
CURRENTLY SUBSCRIBERS TO ANY OF THE FOLLOWING SERVICES

This question was posed to all respondents.



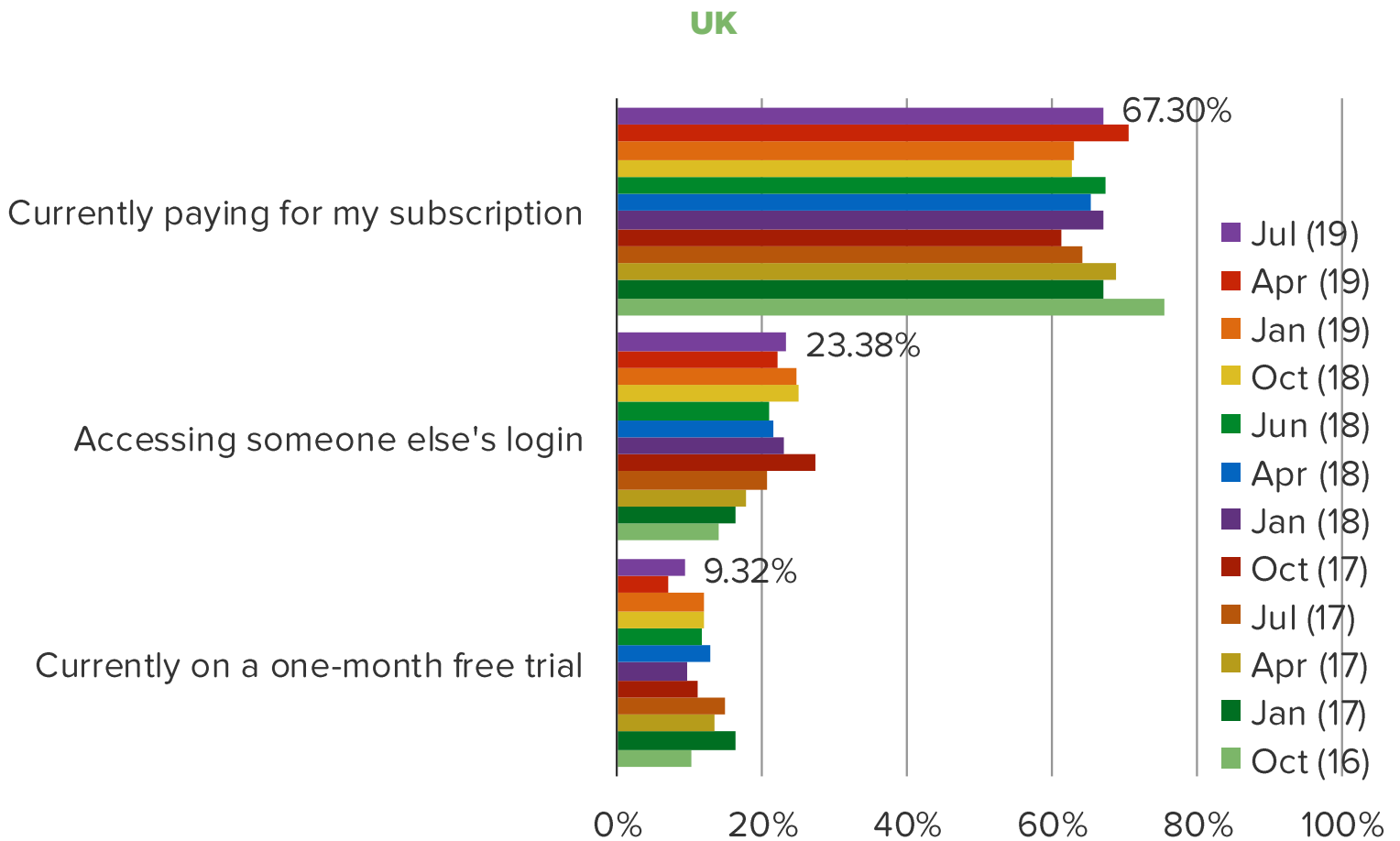
WHEN DID YOU START YOUR NETFLIX SUBSCRIPTION?

This question was posed to all respondents.



NETFLIX SUBSCRIBERS – ARE YOU PAYING FOR YOUR SUBSCRIPTION?

This question was posed to Netflix subscribers.



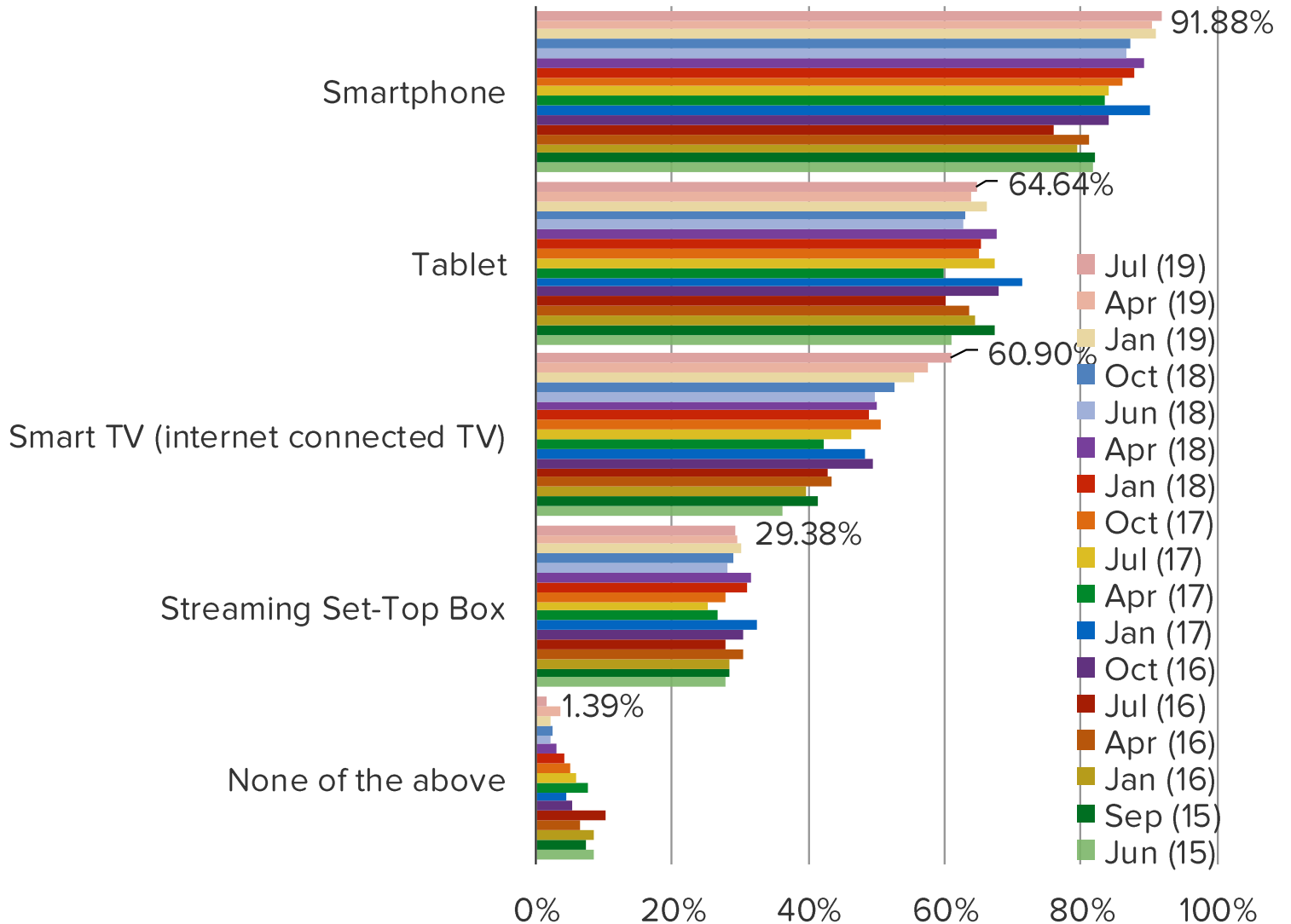
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STREAMING TRENDS

INTERNET CONNECTED DEVICES OWNED BY RESPONDENTS

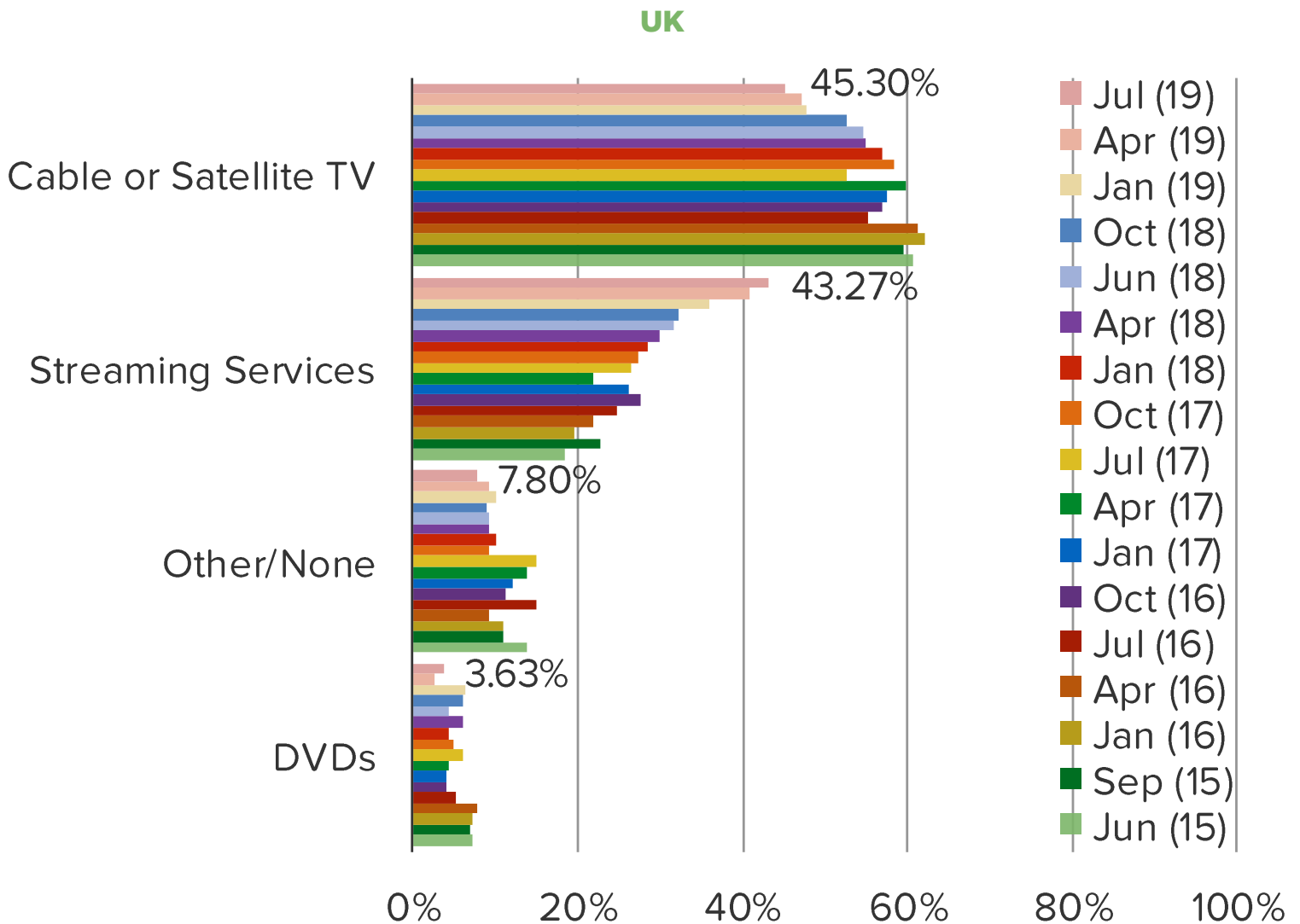
This question was posed to all respondents.

UK



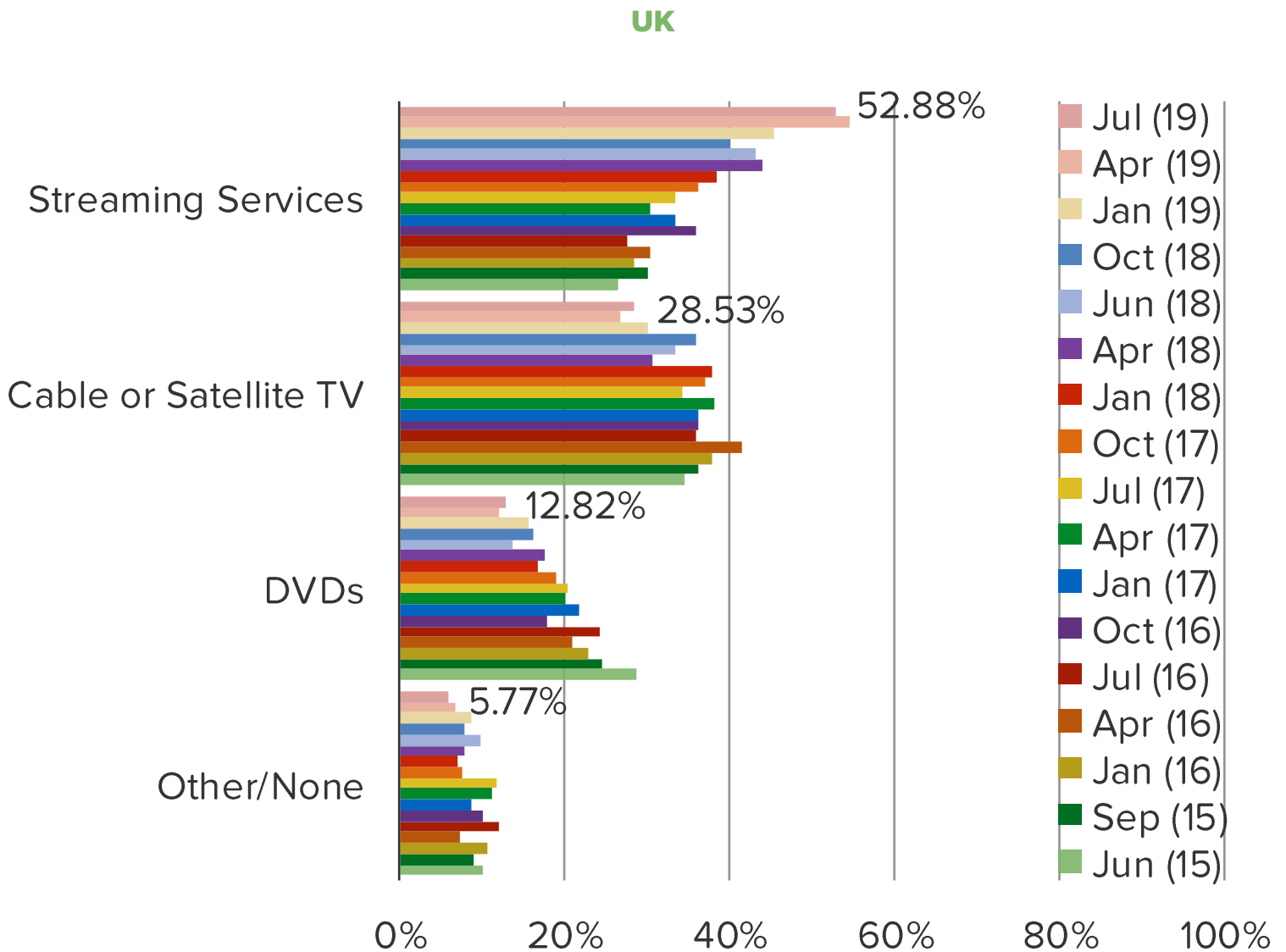
PREFERRED METHOD FOR WATCHING TV SHOWS

This question was posed to all respondents.



PREFERRED METHOD FOR WATCHING MOVIES

This question was posed to all respondents.

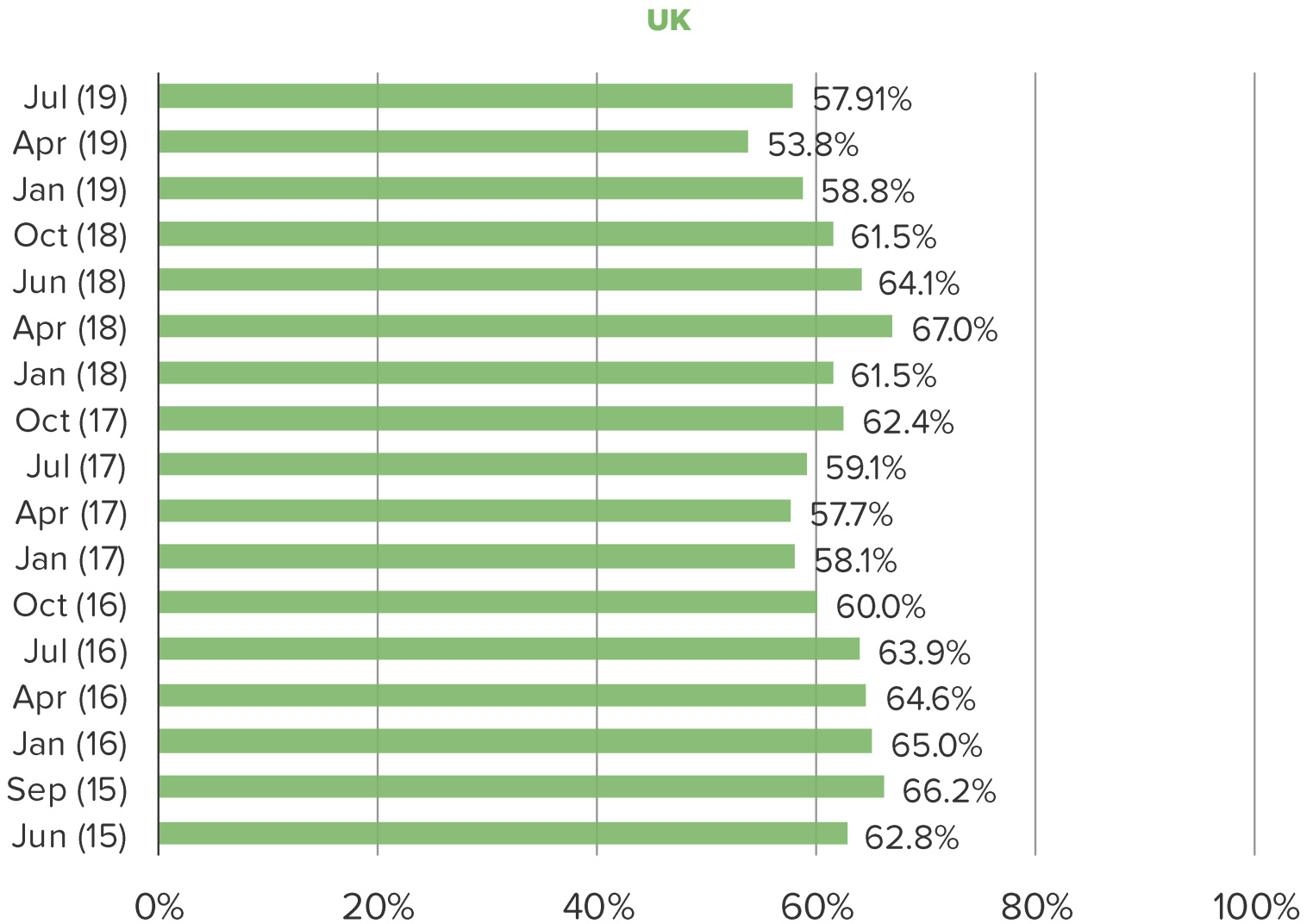


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PAY TV TRENDS

DO YOU SUBSCRIBE TO CABLE, SATELLITE, OR TELCO TV?

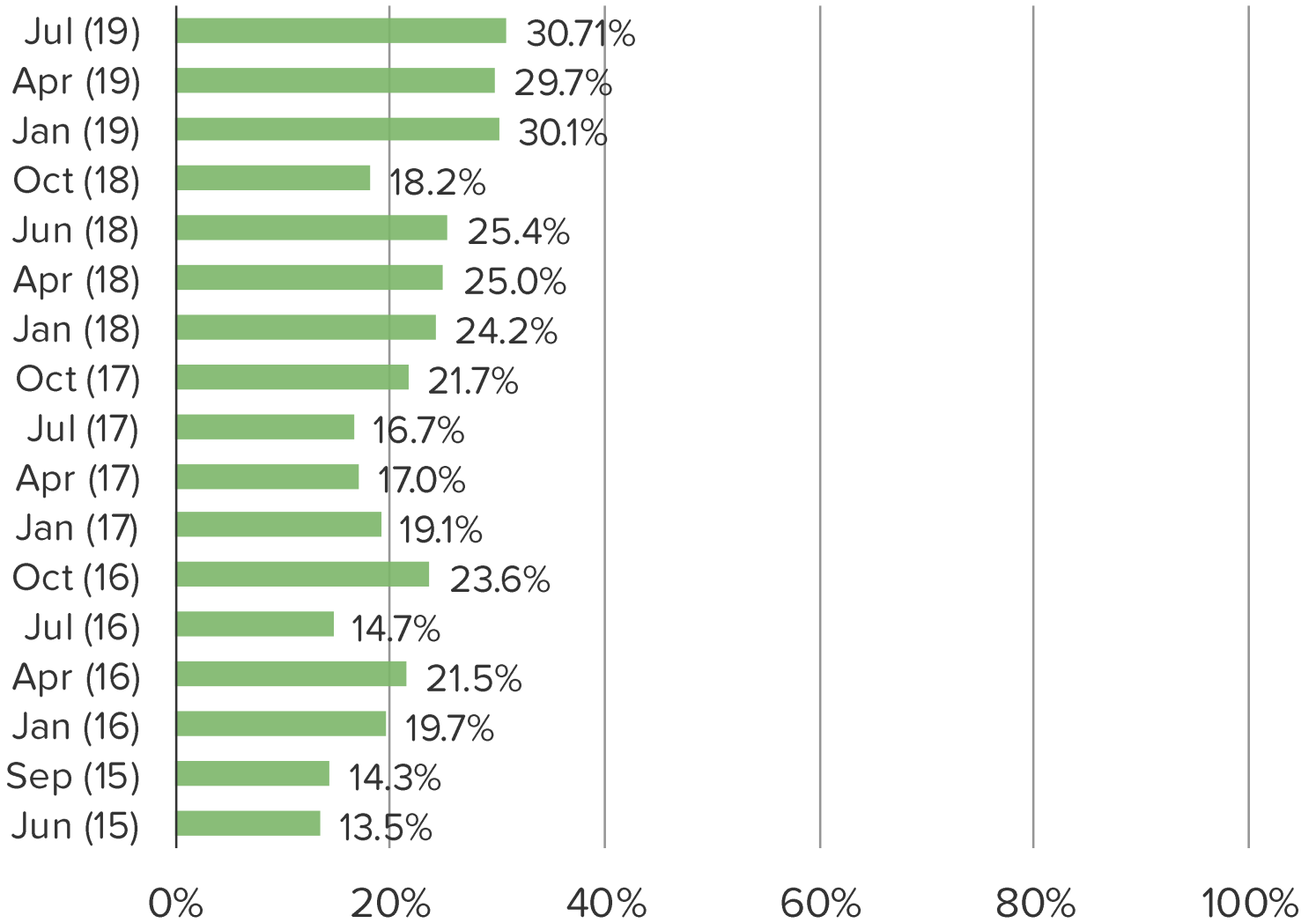
This question was posed to all respondents.



FOR THOSE WHO ARE NOT PAY TV SUBSCRIBERS, DID YOU CANCEL TO USE INTERNET STREAMING SERVICES INSTEAD?

This question was posed to all respondents who are NOT pay TV subscribers.

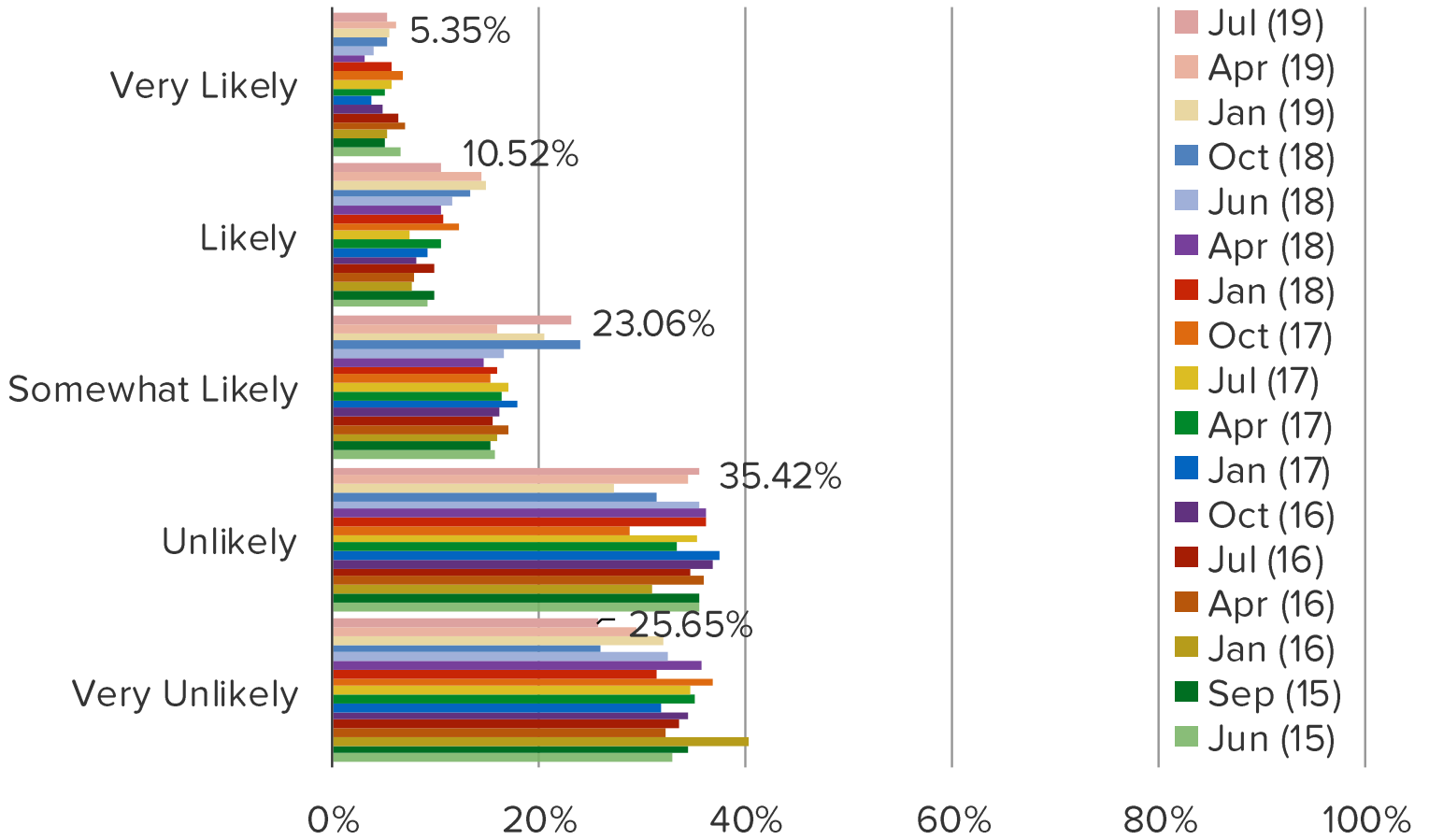
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PAY TV SUBSCRIBERS: HOW LIKELY ARE YOU TO CANCEL YOUR SUBSCRIPTION IN THE NEXT YEAR?

This question was posed to all respondents.

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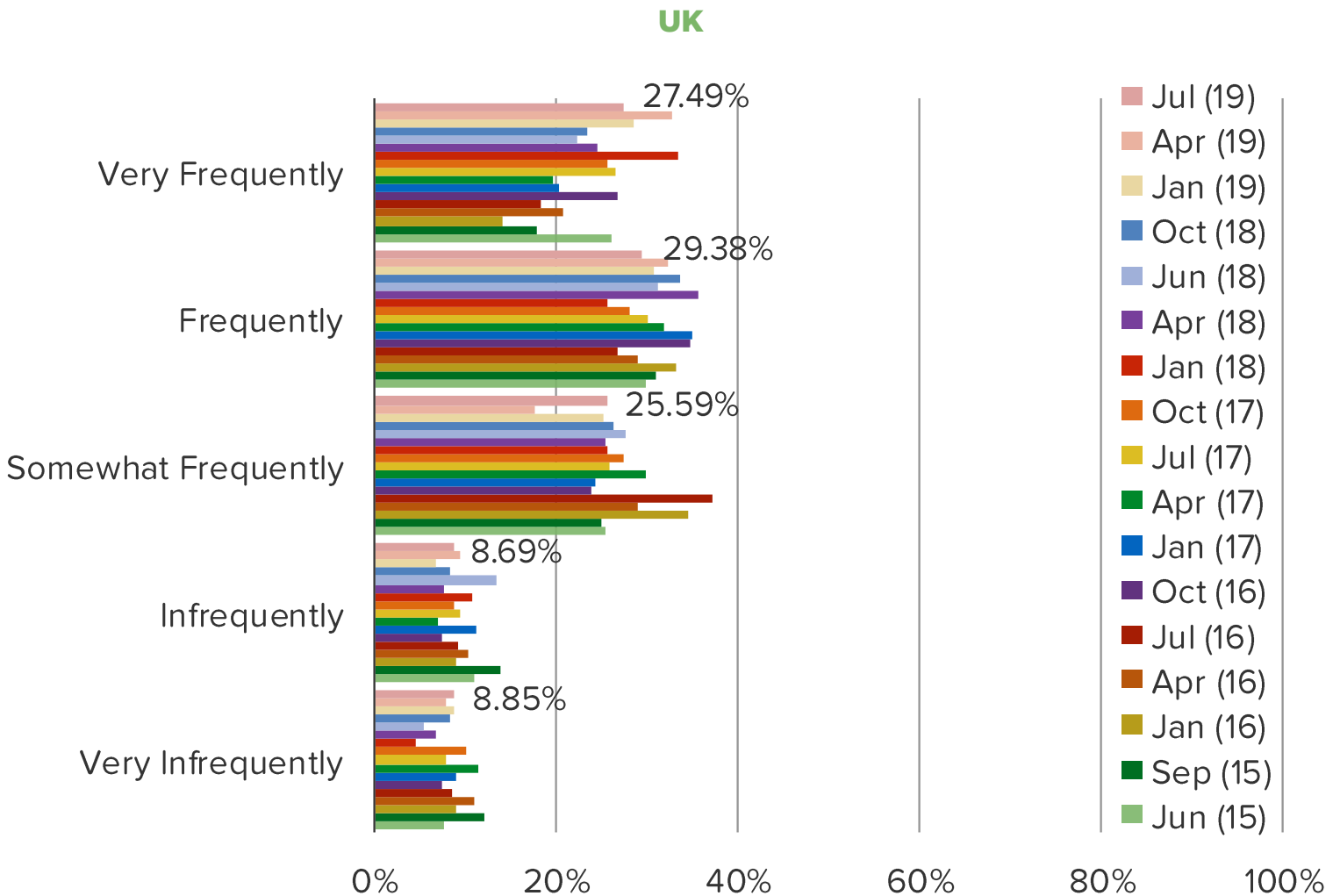


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NETFLIX ENGAGEMENT AND SENTIMENT

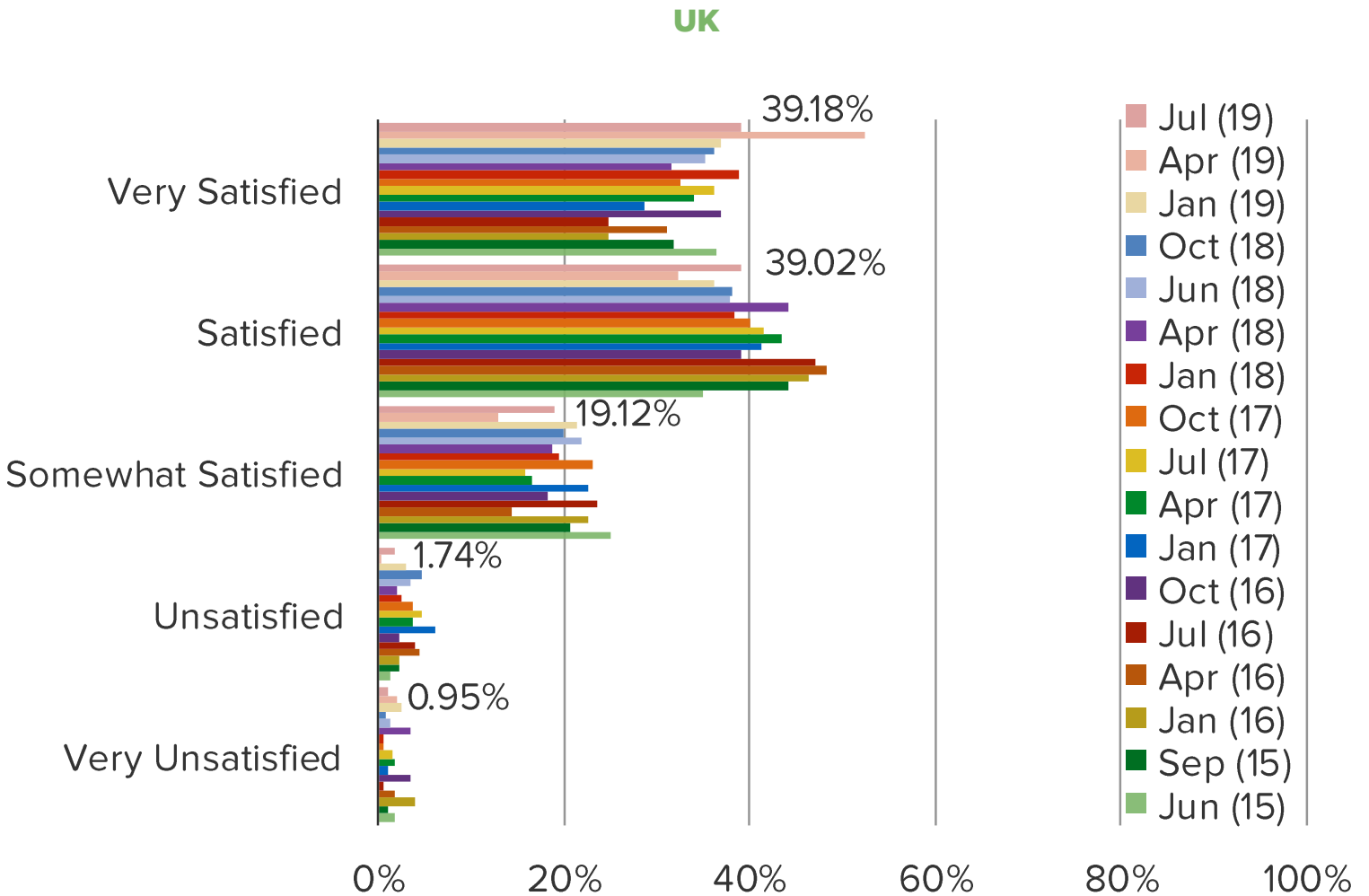
NETFLIX SUBSCRIBERS – HOW FREQUENTLY DO YOU WATCH NETFLIX?

This question was posed to Netflix subscribers.



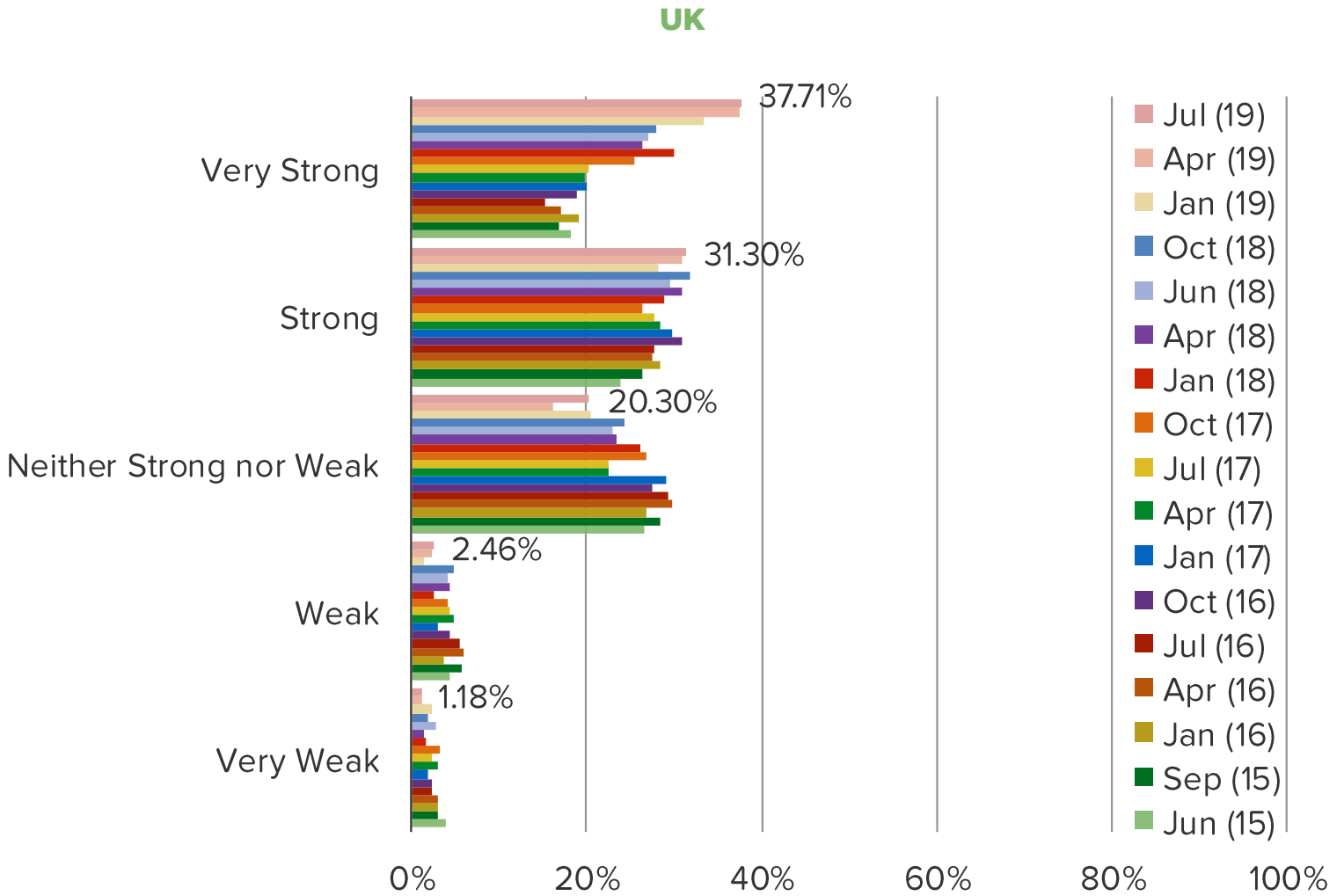
NETFLIX SUBSCRIBERS – SATISFACTION WITH NETFLIX

This question was posed to Netflix subscribers.



HOW STRONG WOULD YOU SAY DEMAND FOR NETFLIX IS IN YOUR COUNTRY?

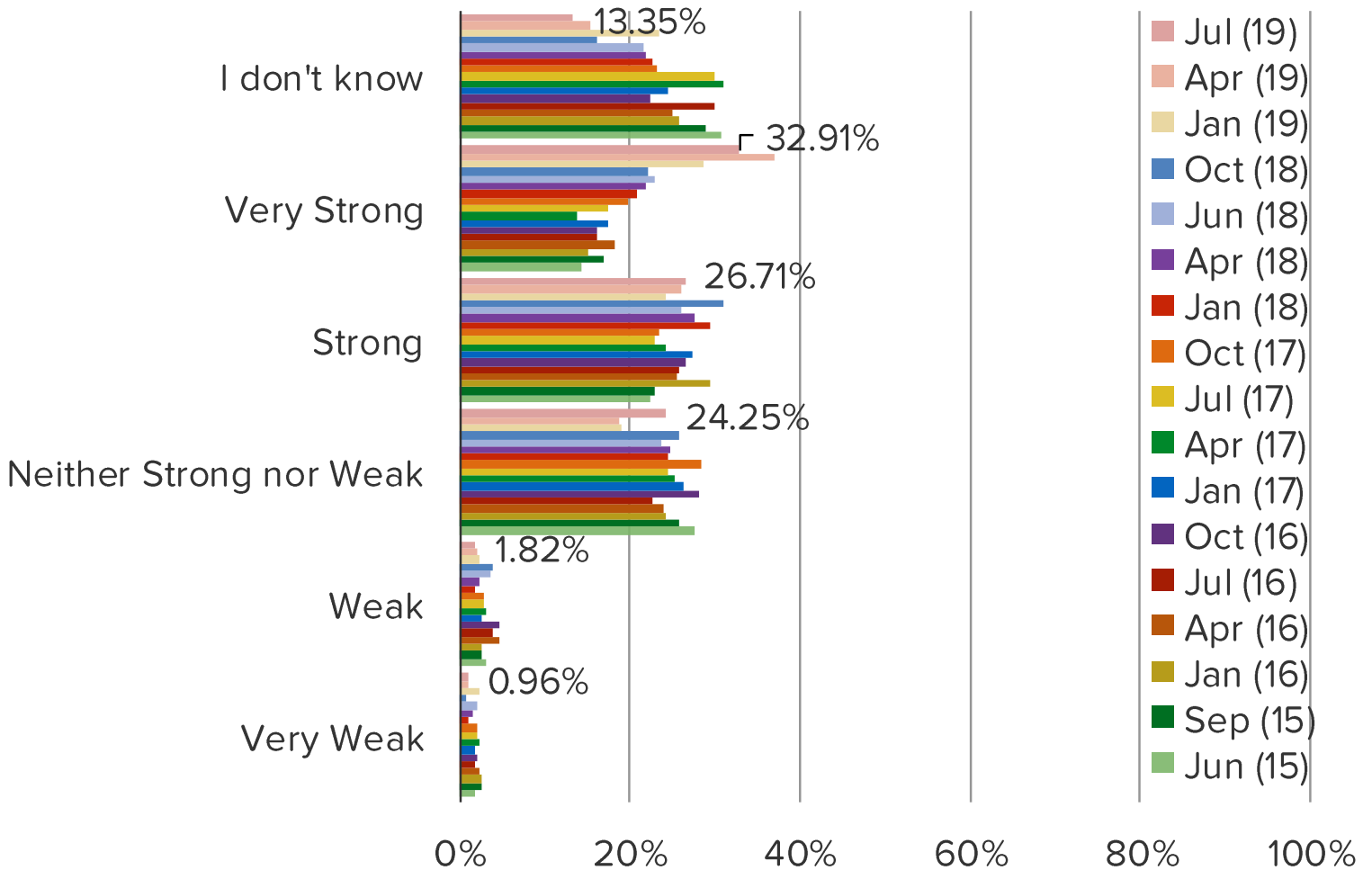
This question was posed to all respondents.



HOW POPULAR IS NETFLIX IN YOUR COUNTRY COMPARED TO THREE MONTHS AGO?

This question was posed to all respondents.

UK

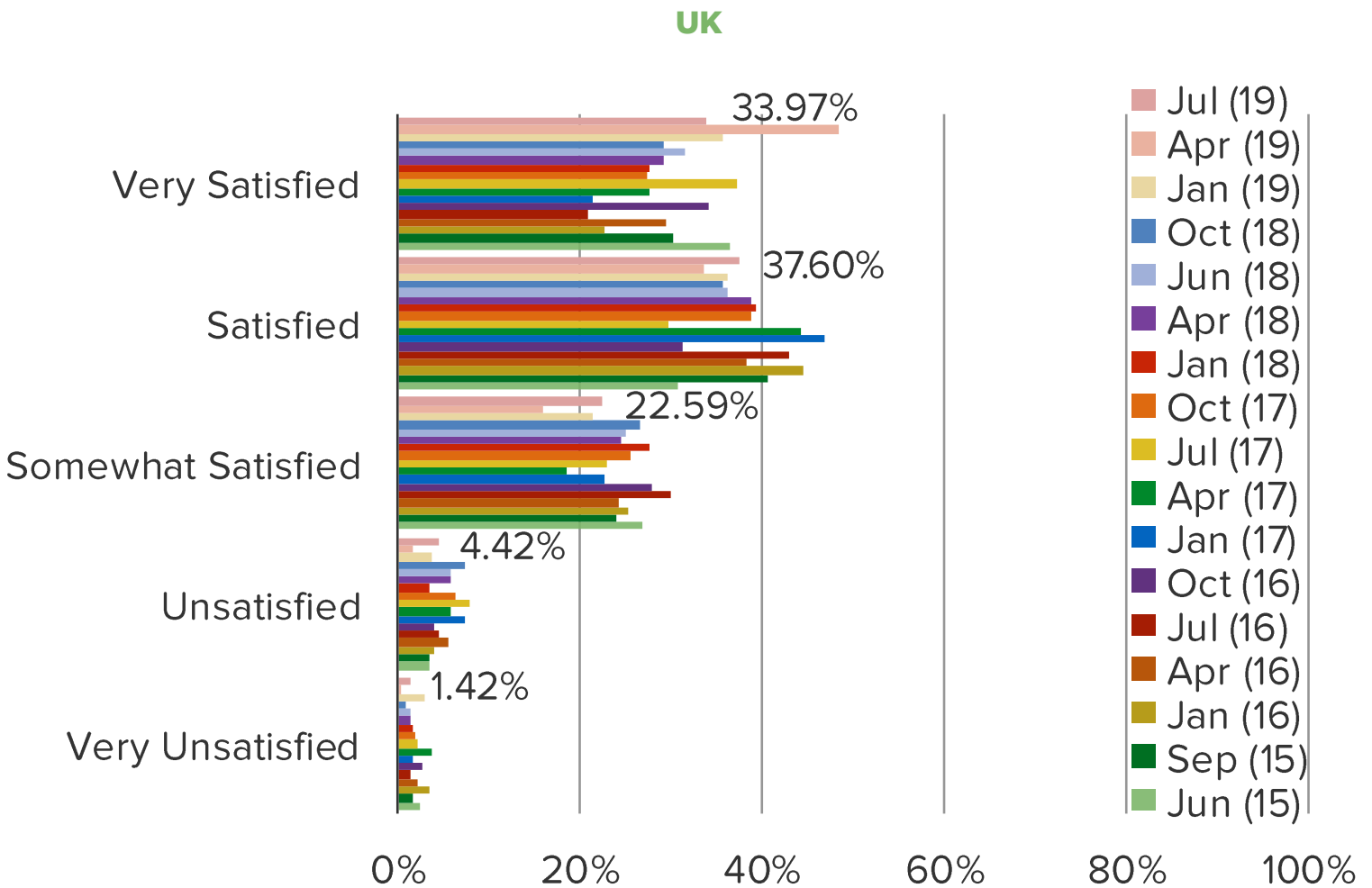


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PRICE SENSITIVITY AND CHURN

NETFLIX SUBSCRIBERS - SATISFACTION WITH THE VALUE THEY RECEIVE FOR THEIR MONEY

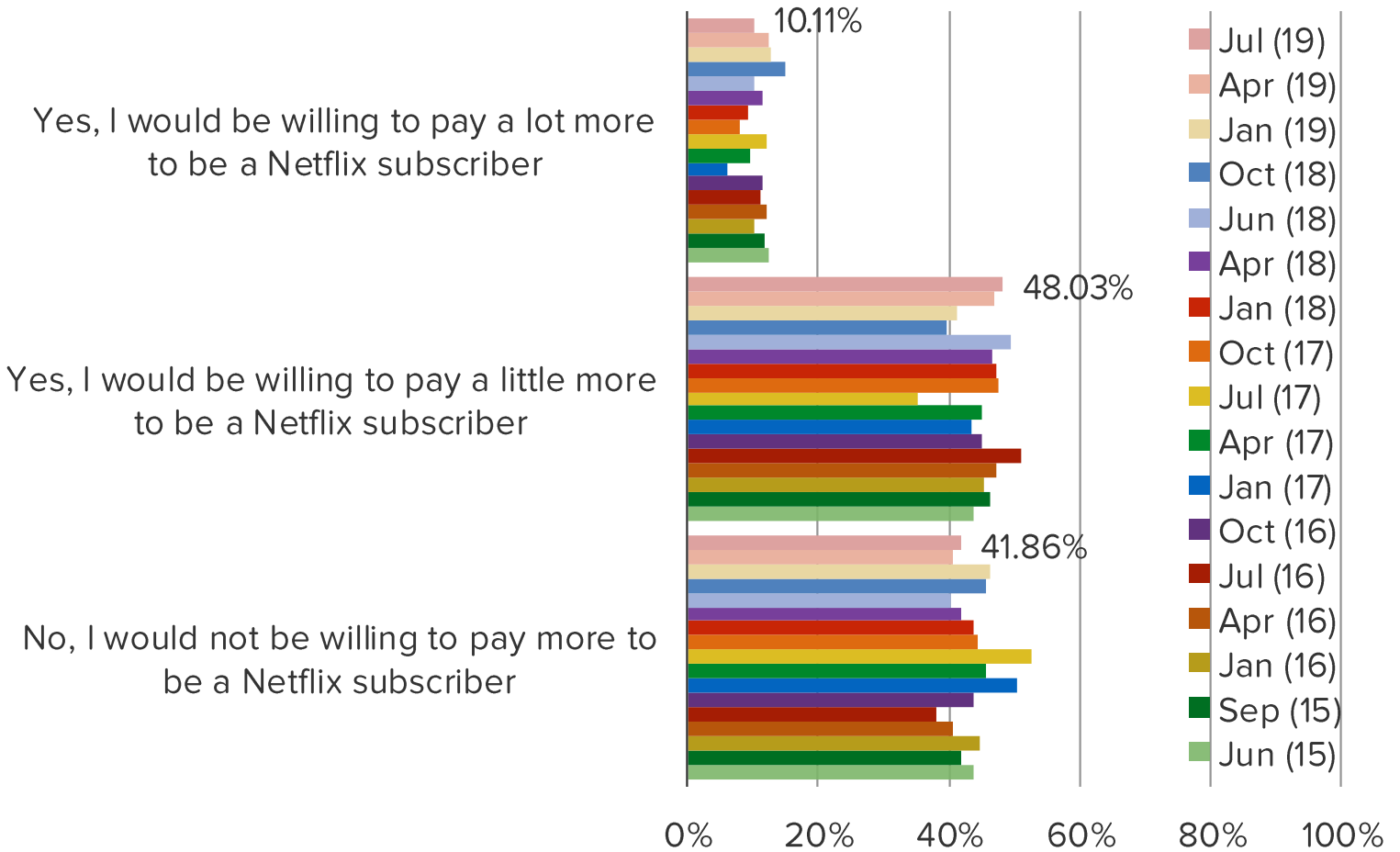
This question was posed to Netflix subscribers.



NETFLIX SUBSCRIBERS – WOULD YOU PAY MORE IF NETFLIX INCREASED PRICES?

This question was posed to Netflix subscribers

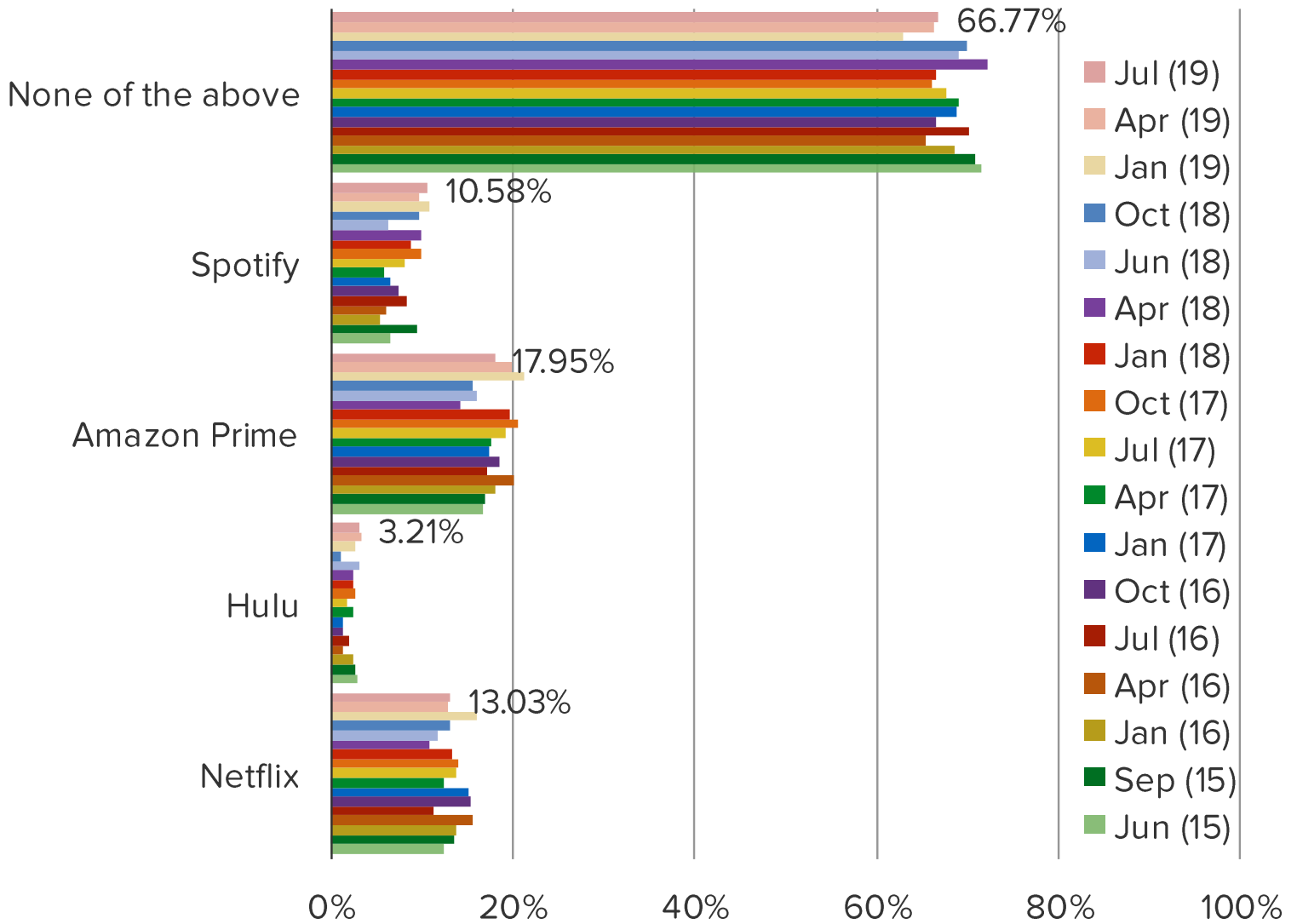
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HAVE YOU CANCELLED SUBSCRIPTIONS WITH ANY OF THE FOLLOWING IN THE PAST?

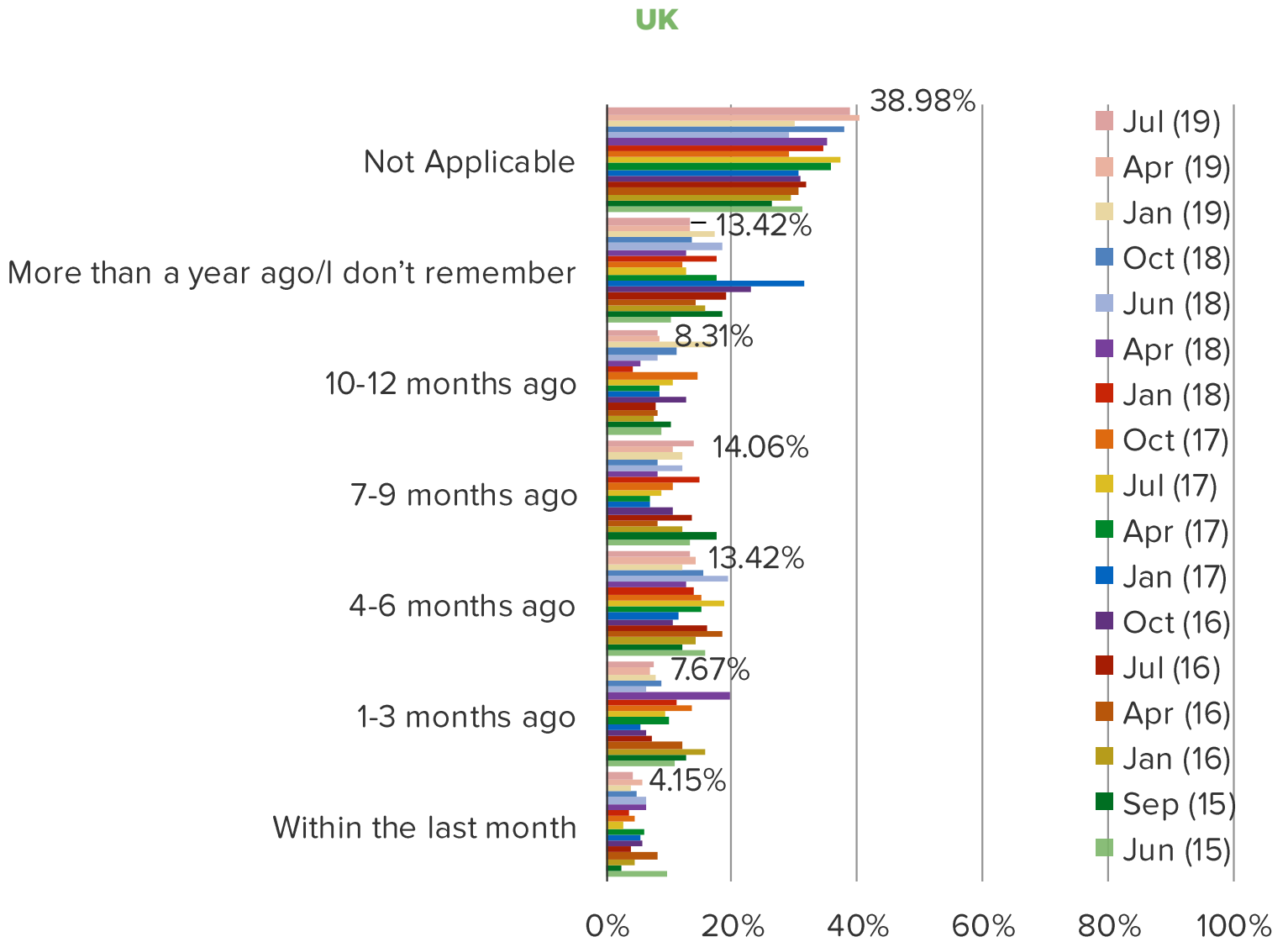
This question was posed to all respondents.

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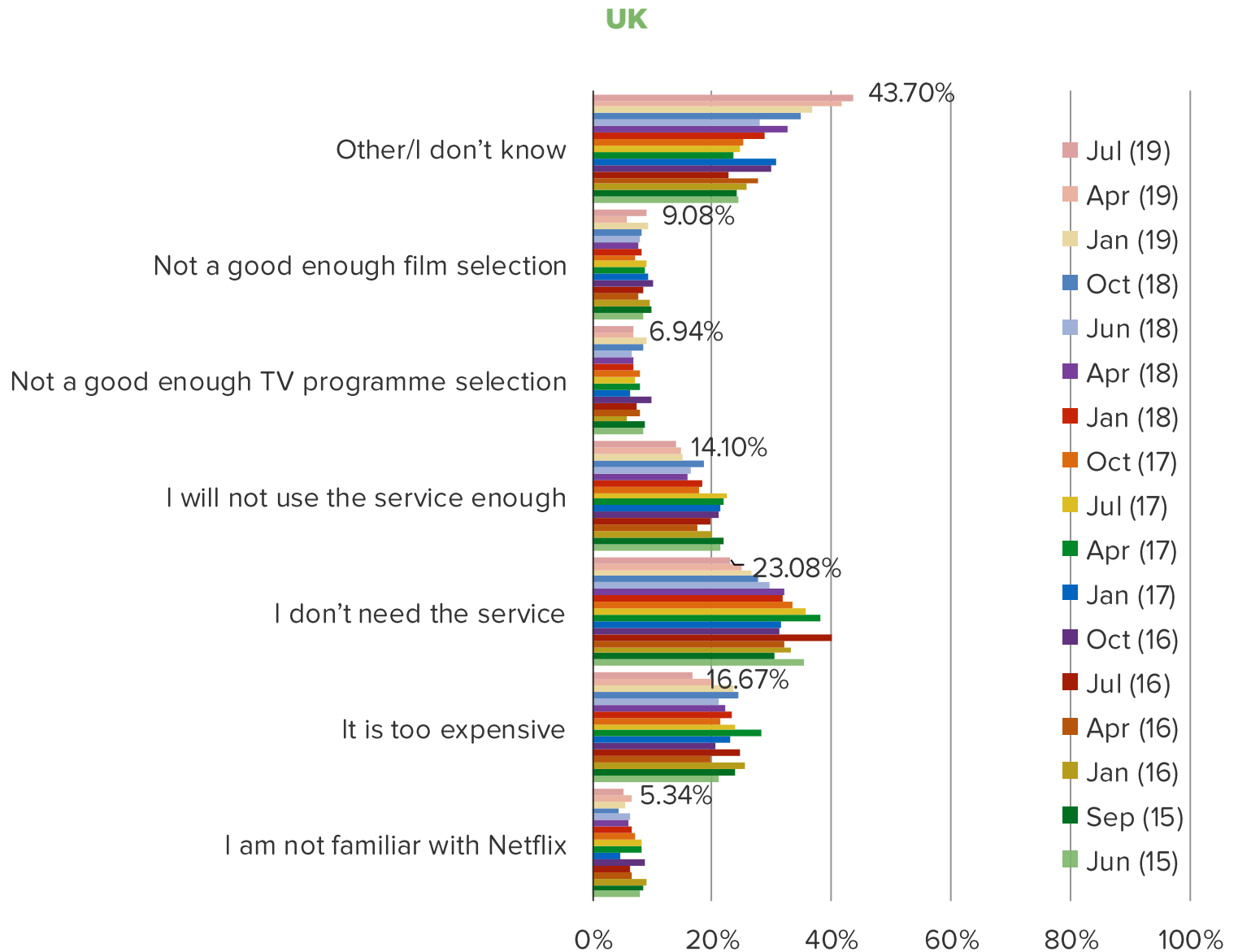
FORMER NETFLIX SUBSCRIBERS - WHEN DID YOU CANCEL?

This question was posed to former Netflix subscribers.



FORMER NETFLIX SUBSCRIBERS - WHY DID YOU CANCEL?

This question was posed to former Netflix subscribers.



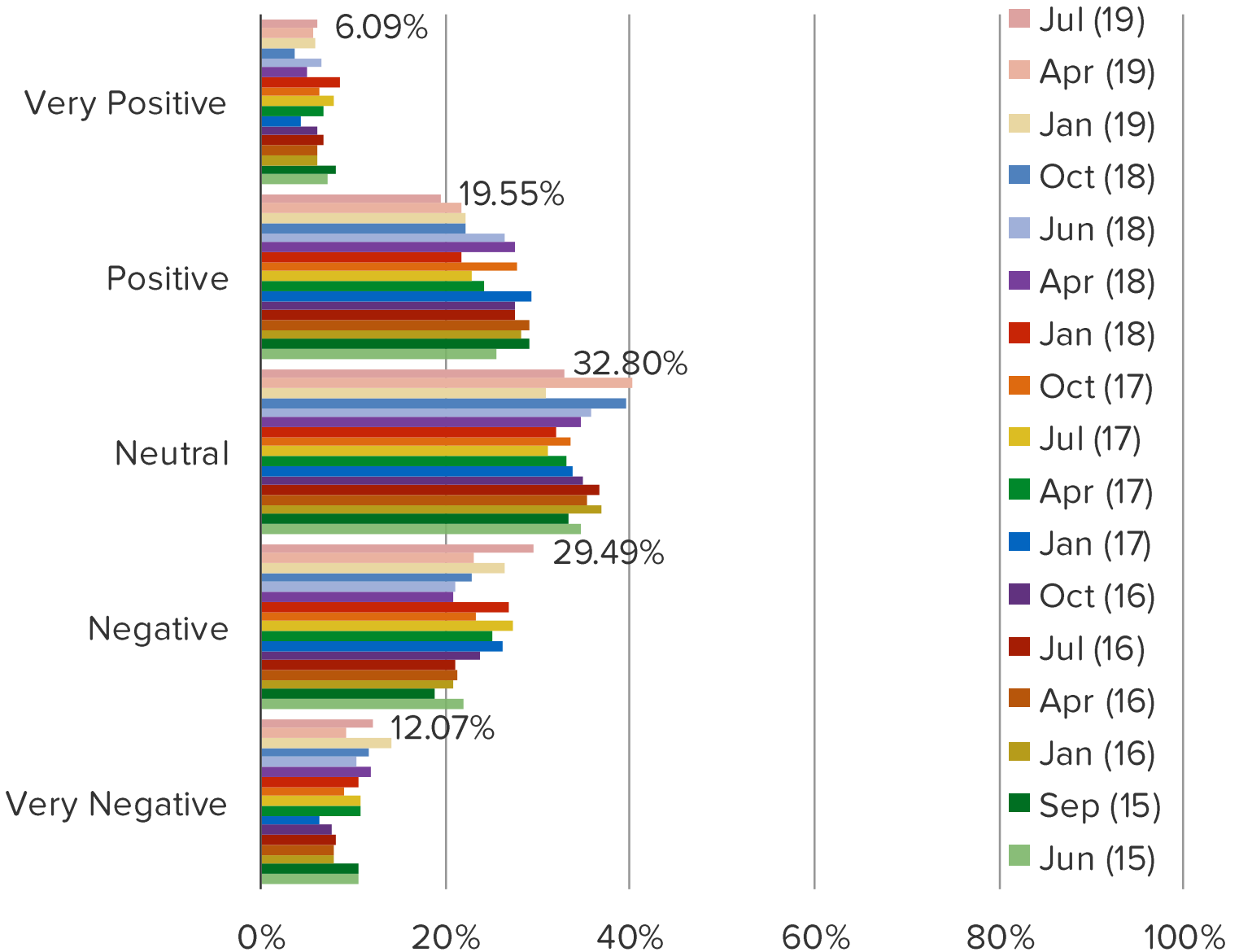
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HEALTH OF THE CONSUMER

SENTIMENT TOWARD PERSONAL FINANCES

This question was posed to all respondents.

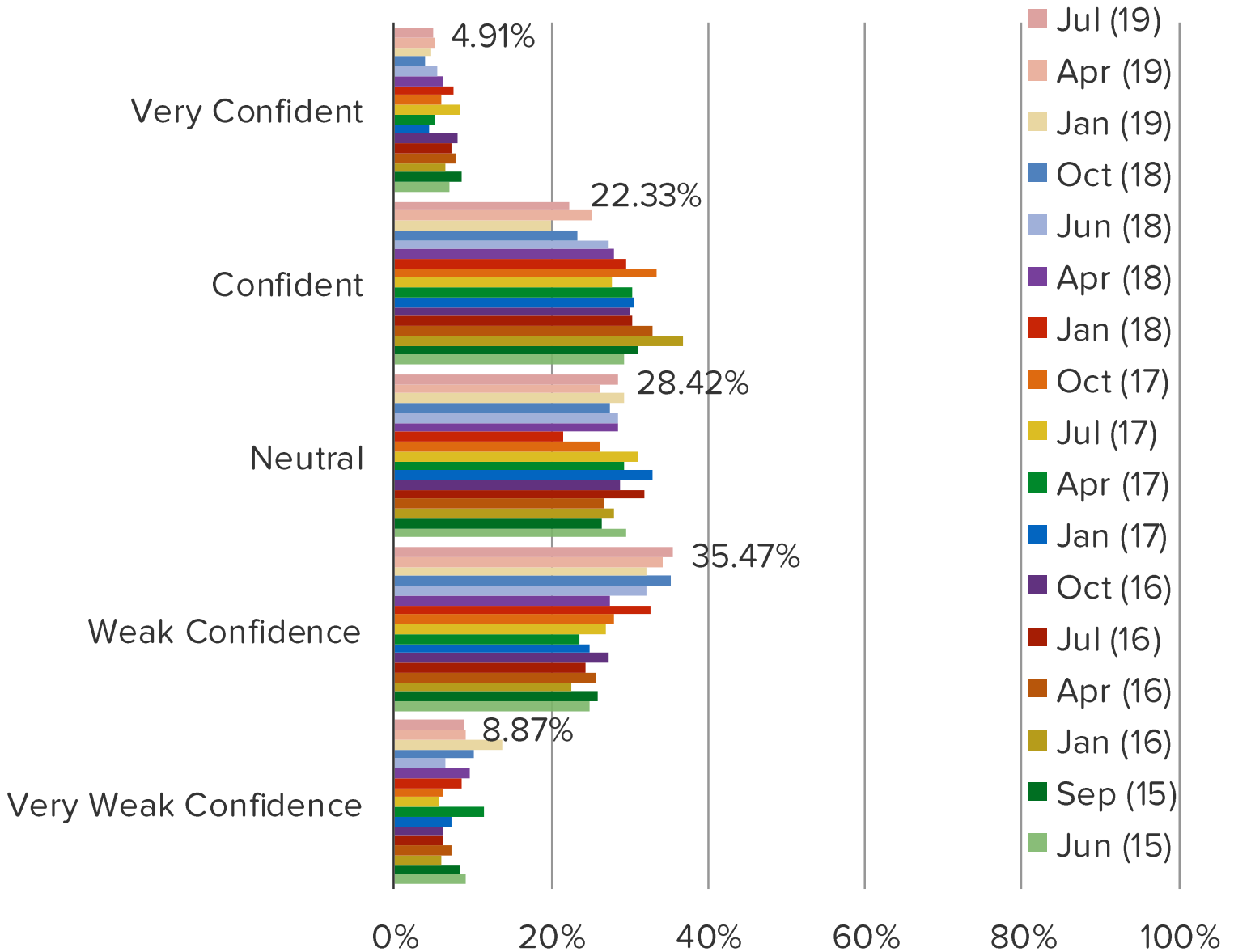
UK



CONFIDENCE TO SPEND MONEY

This question was posed to all respondents.

UK



EMPLOYMENT STATUS

This question was posed to all respondents.

UK

