



**Audience:** 1,000+ Consumers In India

Note: Audience skews more urban/toward those connected to the internet.

**KEY TAKEAWAYS:**

**STREAMING VIDEO IS THE TOP METHOD THAT RESPONDENTS USE FOR WATCHING BOTH TV SHOWS AND MOVIES.**

**SENTIMENT TOWARD FINANCES AND DISCRETIONARY SPENDING ABILITY IS GENERALLY STRONG.**

**NETFLIX DOMINATES UNAIDED AWARENESS FOR STREAMING VIDEO, RANKS SECOND BEHIND HOTSTAR IN ACCOUNT HOLDERS IN OUR SURVEY.**

**NETFLIX SUBSCRIBERS IN INDIA ARE ENGAGED WITH THE SERVICE AND OFFER A STRONG DEGREE OF SATISFACTION.**

**THERE IS RELATIVELY STRONG INTEREST IN NFLX AMONG NON-SUBSCRIBERS. 40% WOULD BE INTERESTED IN PAYING FOR IT (RS 268 ON**

**THE MOBILE ONLY PLAN AT RS199 APPEARS TO BE WELL-RECEIVED AMONG CONSUMERS. IT IS THE MOST POPULAR WOULD-BE CHOICE OF NON-SUBS.**

(AVERAGE)

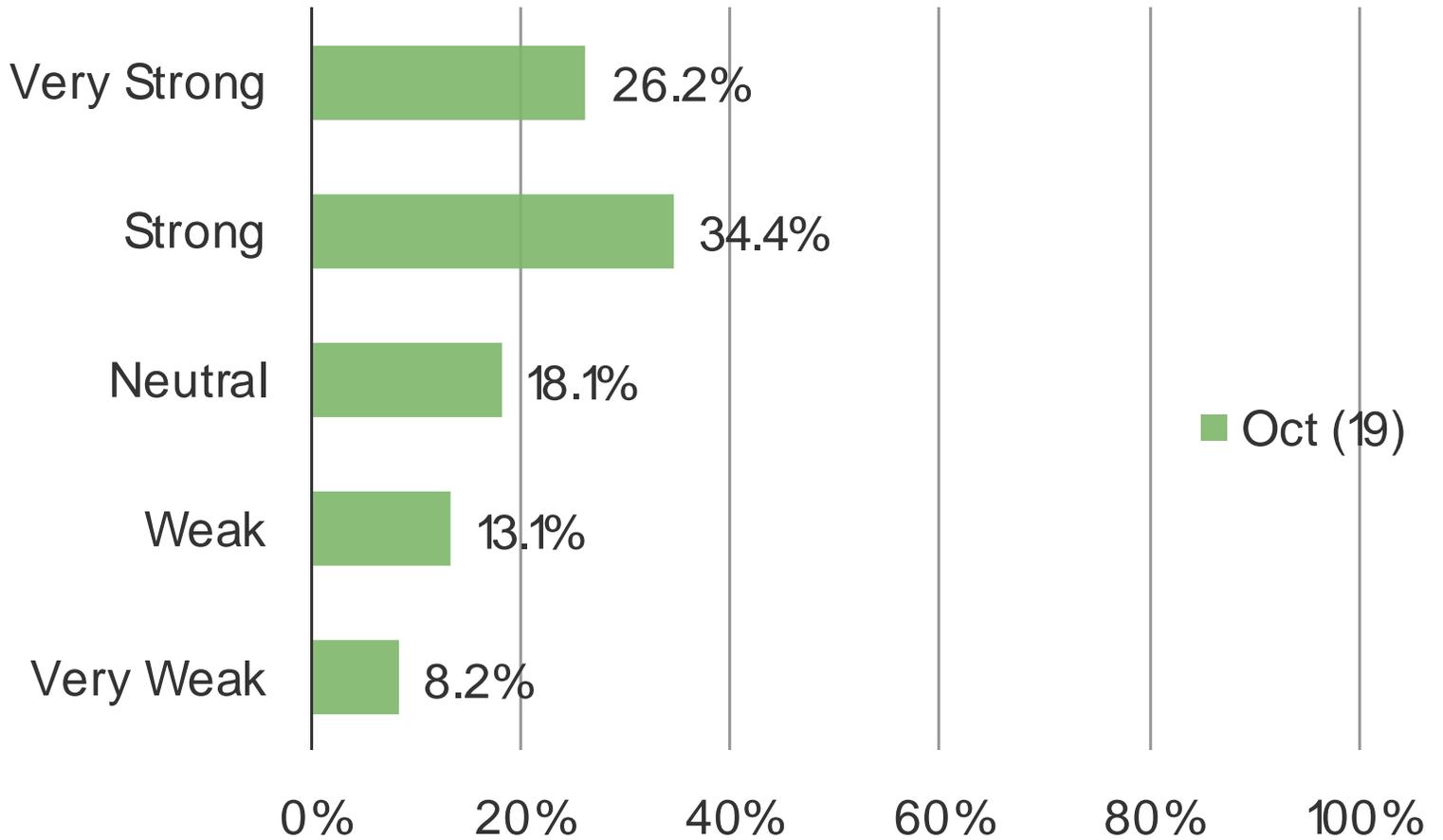
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## MACRO FACTORS

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OVERALL HOW CONFIDENT DO YOU FEEL IN THE ECONOMY?

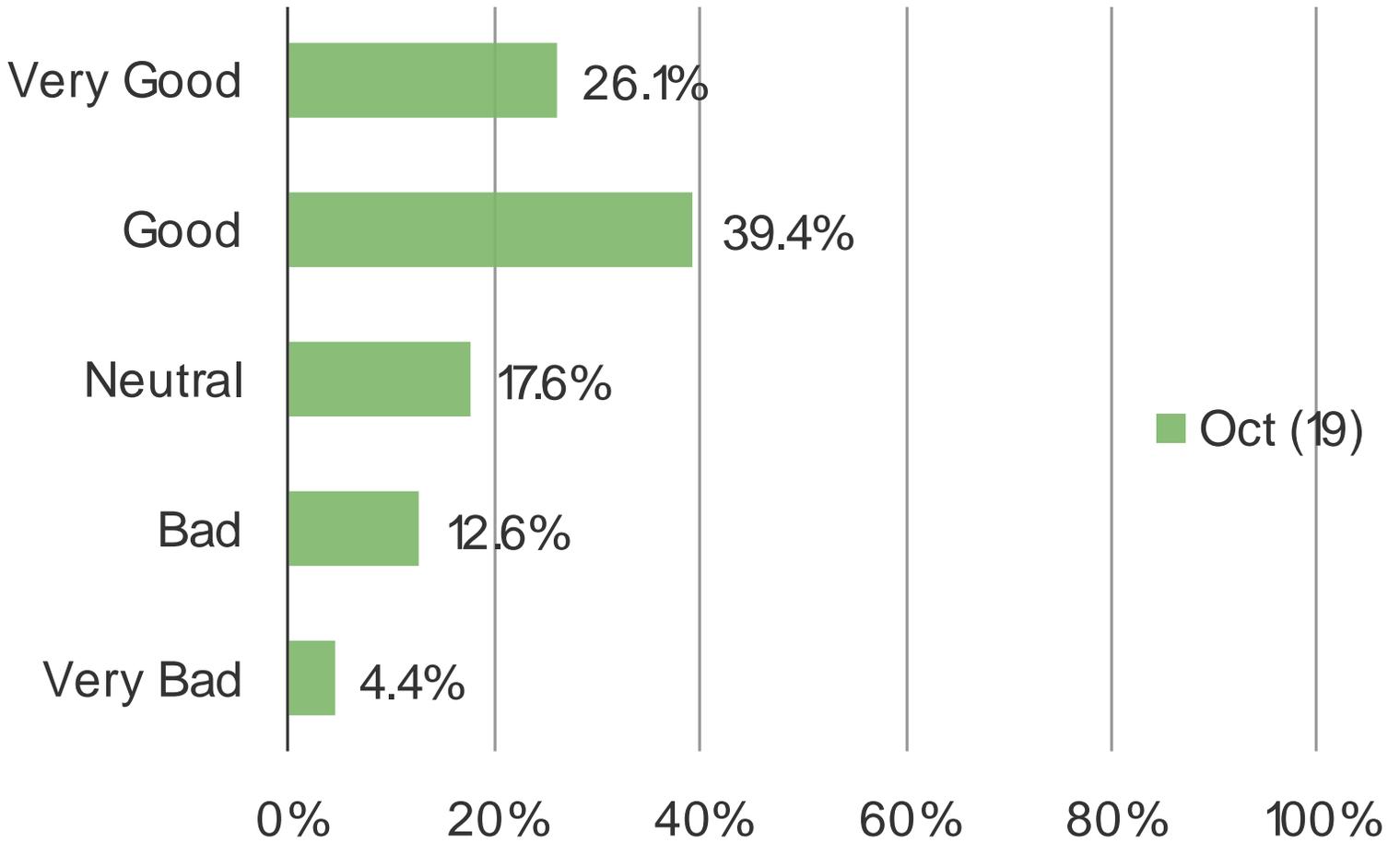
Posed to all respondents



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HOW DO YOU FEEL ABOUT YOUR PERSONAL FINANCES AT THIS TIME?

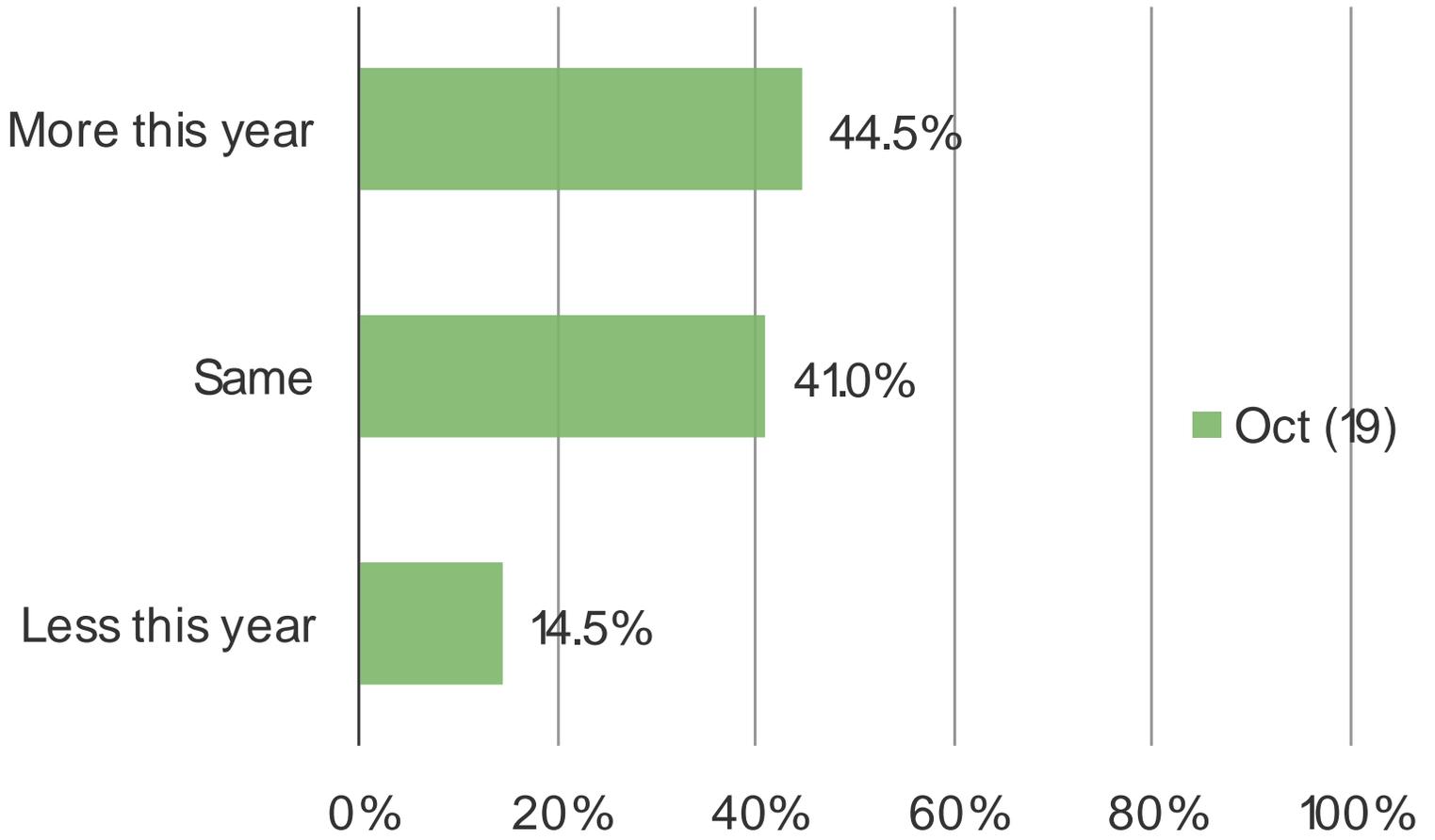
Posed to all respondents



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IS YOUR INCOME MORE OR LESS THIS YEAR THAN IN THE PREVIOUS YEAR?

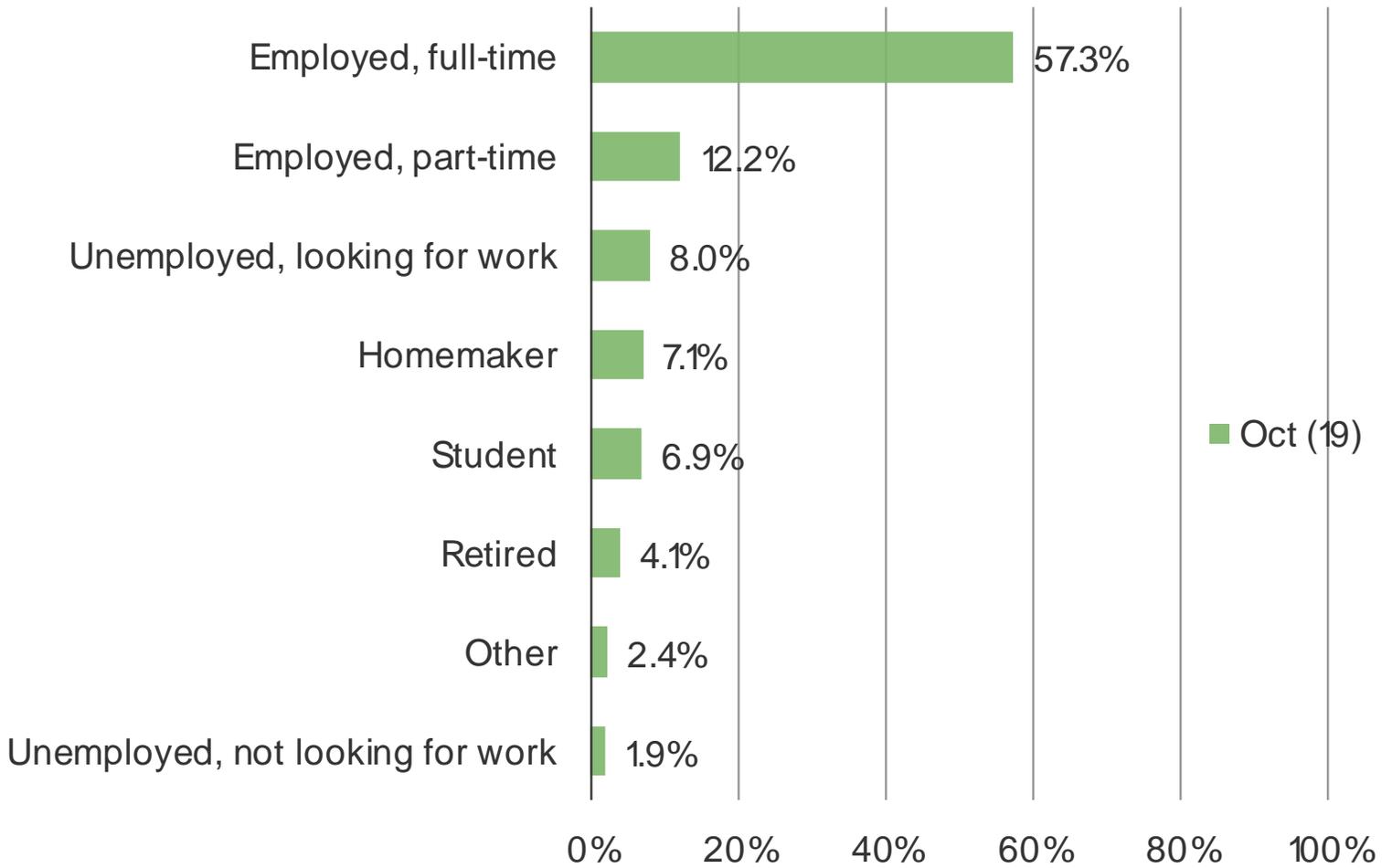
Posed to all respondents



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WHAT IS YOUR EMPLOYMENT STATUS?

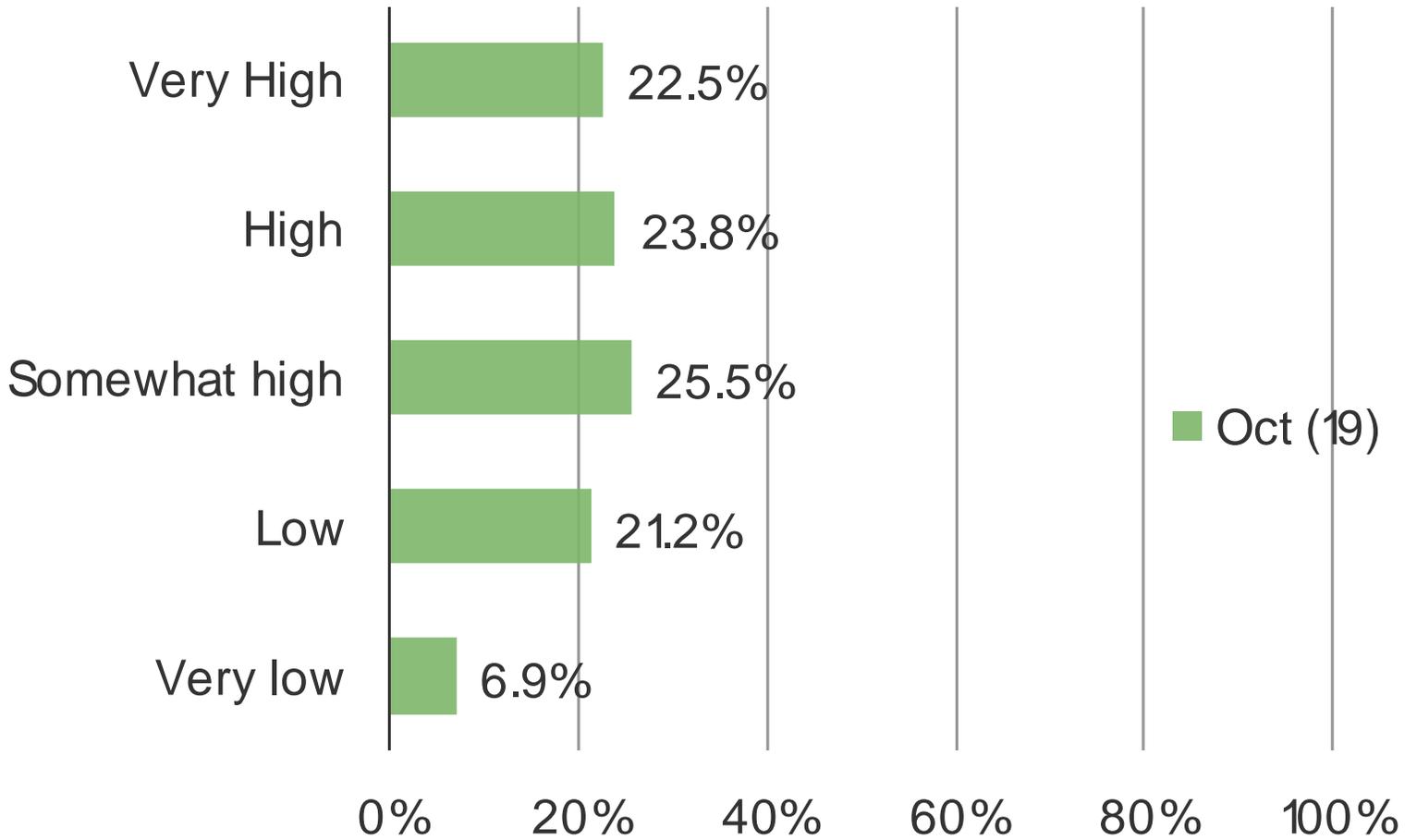
Posed to all respondents



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PLEASE EVALUATE YOUR CONFIDENCE ABOUT SPENDING MONEY AT THIS TIME

Posed to all respondents



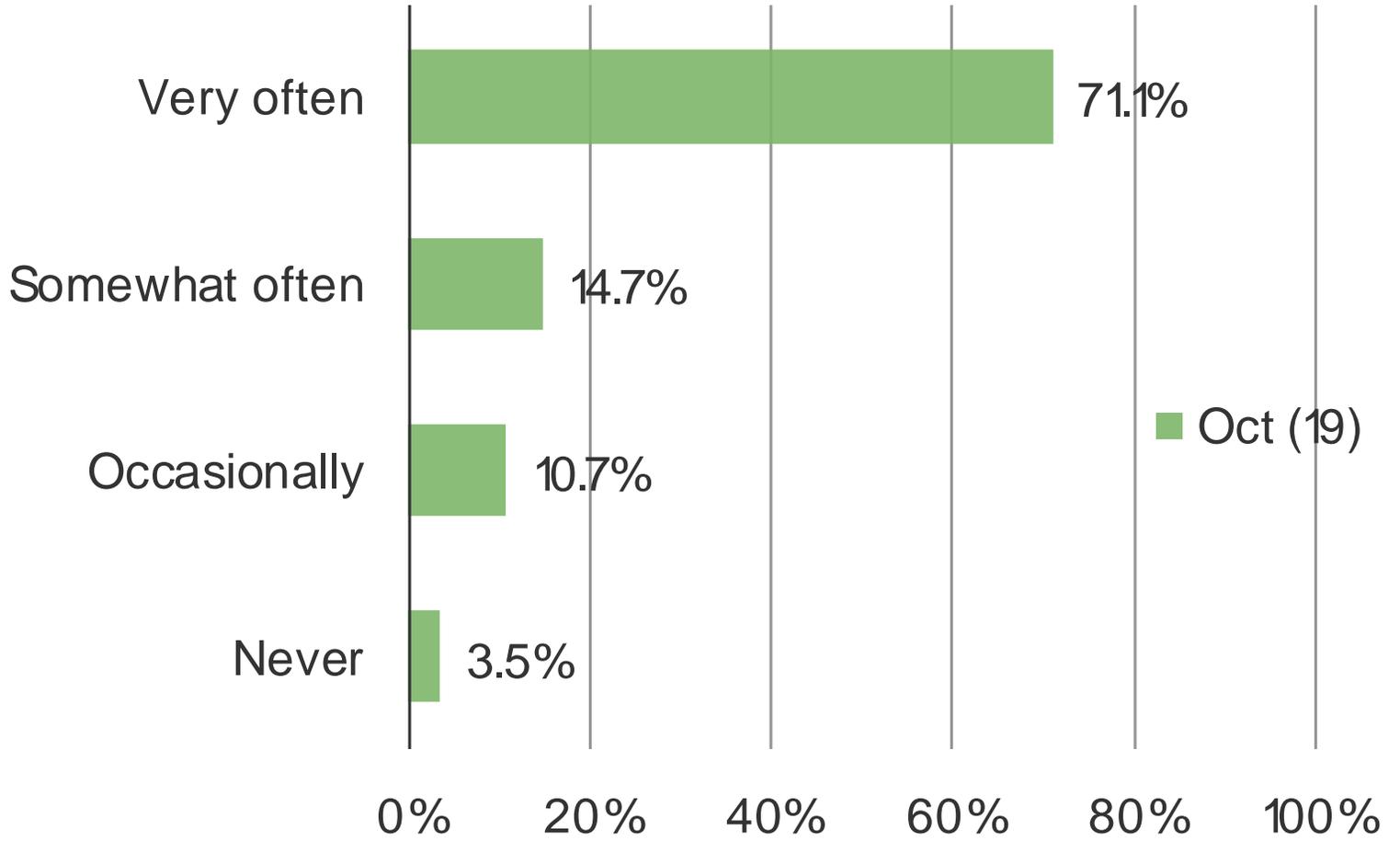
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## INTERNET USAGE

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HOW OFTEN DO YOU ACCESS THE INTERNET?

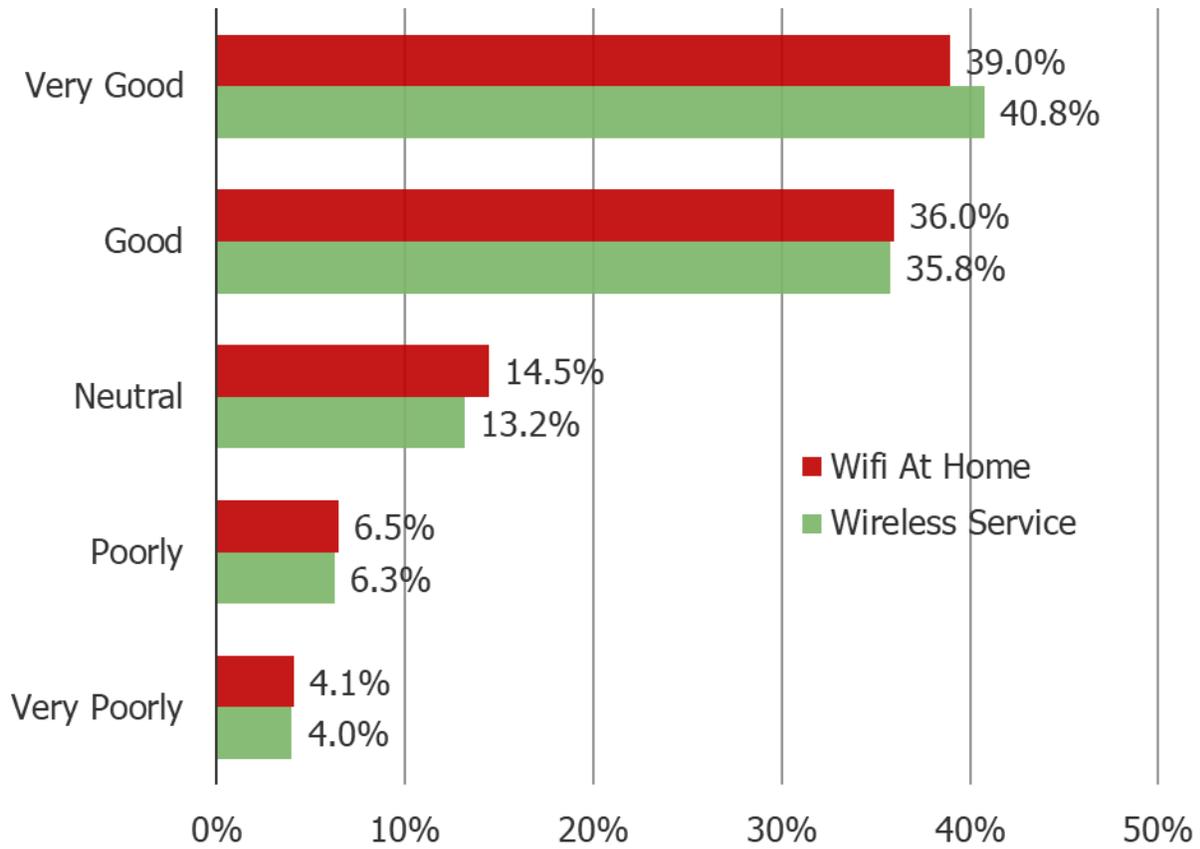
Posed to all respondents



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HOW WELL DOES THE INTERNET WORK ON YOUR DEVICE?

Posed to respondents who at least occasionally access the internet

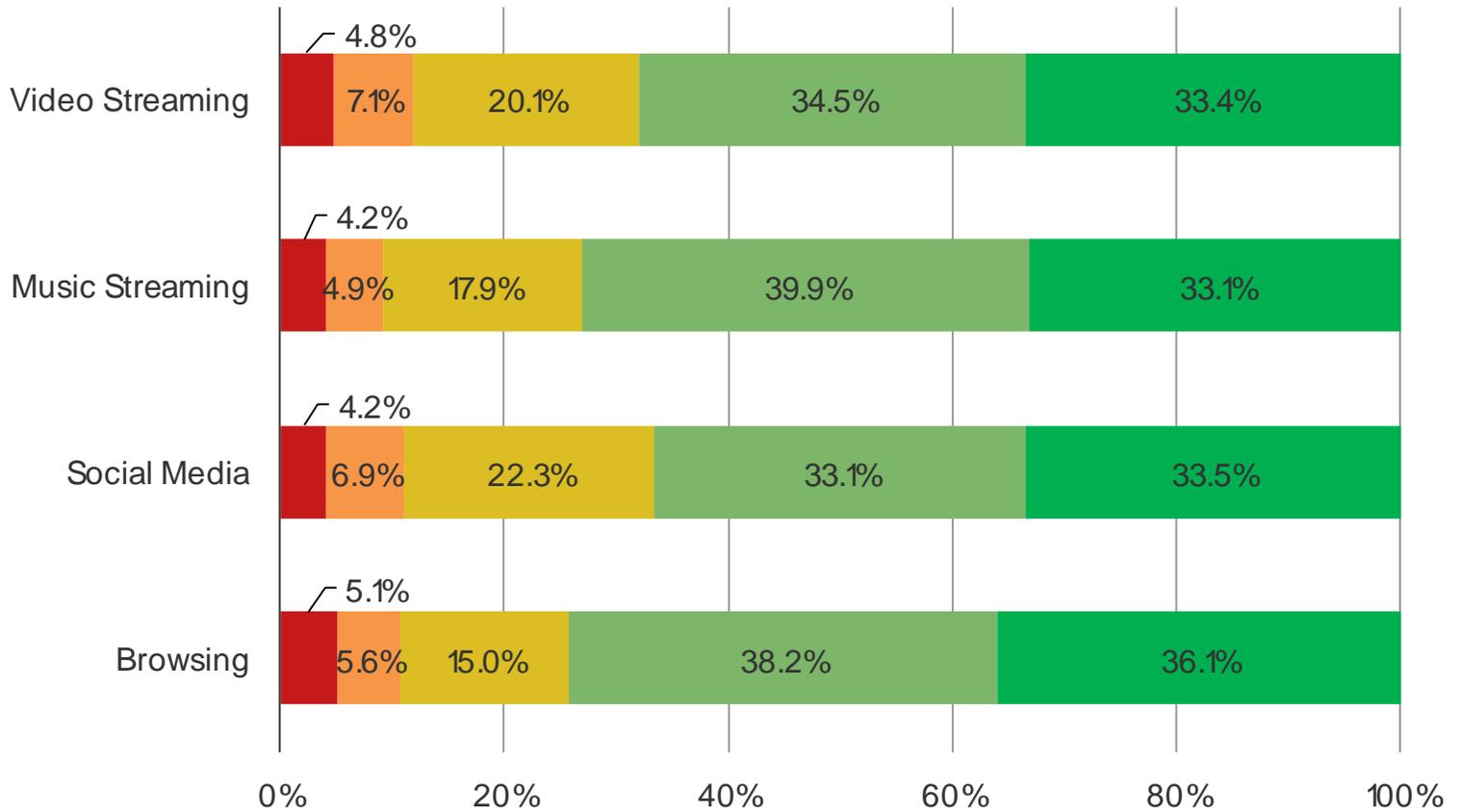


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HOW EFFECTIVE ARE THE SERVICES YOU USE TO CONNECT TO THE INTERNET?

Posed to respondents who at least occasionally access the internet

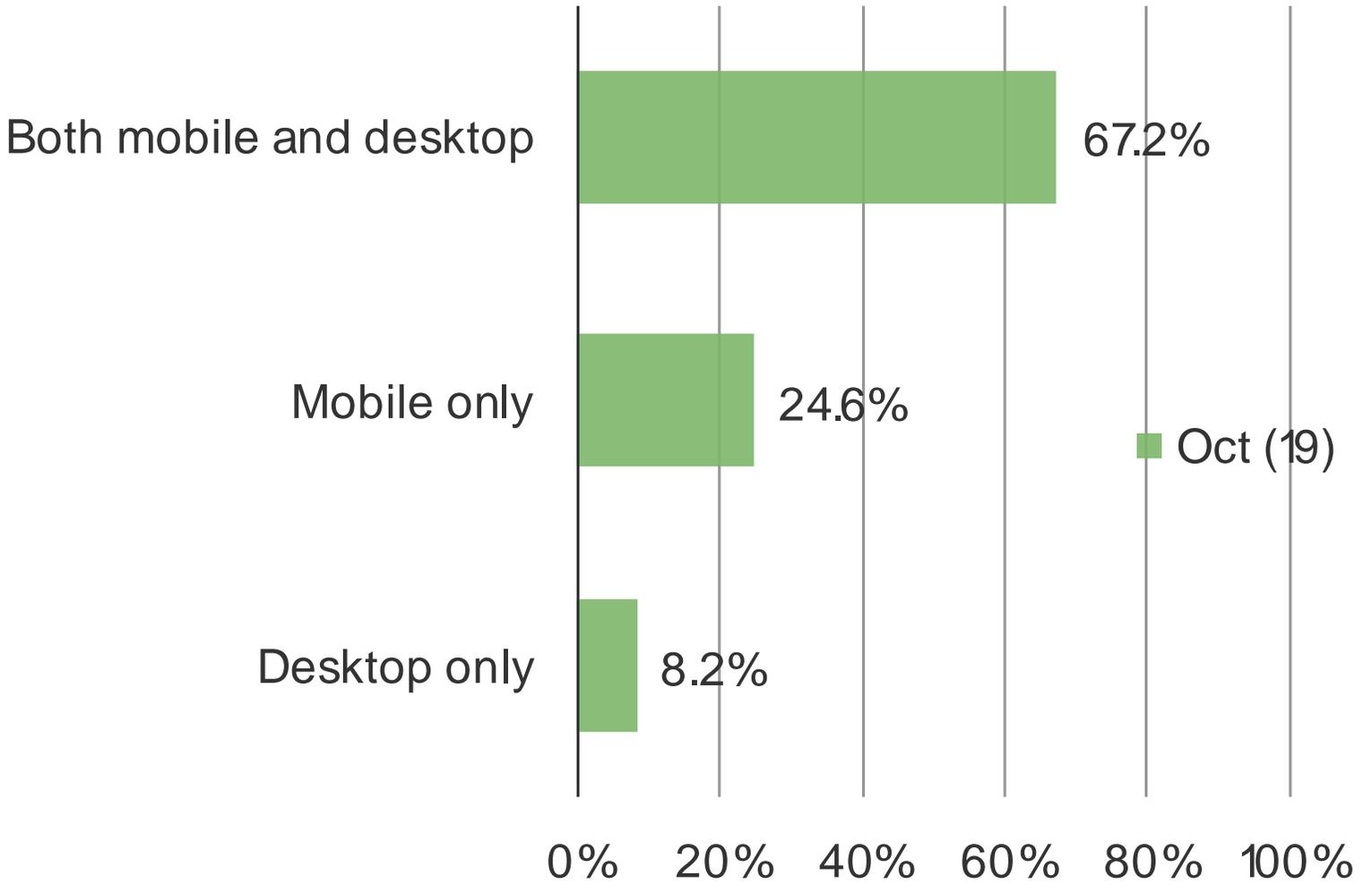
■ Very Unreliable  
 ■ Unreliable  
 ■ Somewhat Reliable  
 ■ Reliable  
 ■ Very Reliable



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HOW DO YOU LIKE ACCESSING THE INTERNET?

Posed to respondents who at least occasionally access the internet



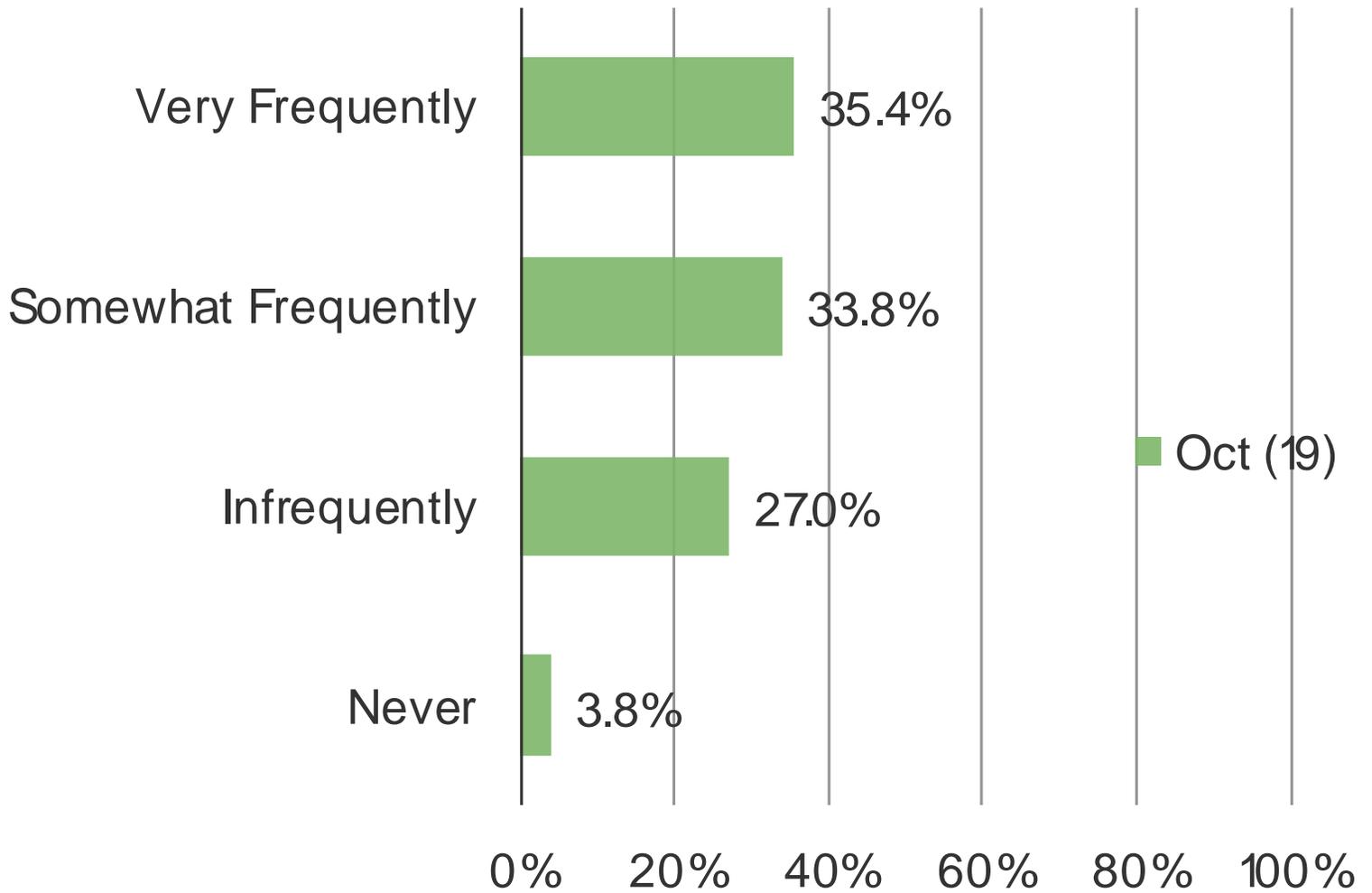
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## TV/MOVIE WATCHING

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HOW OFTEN DO YOU WATCH TELEVISION OR MOVIES?

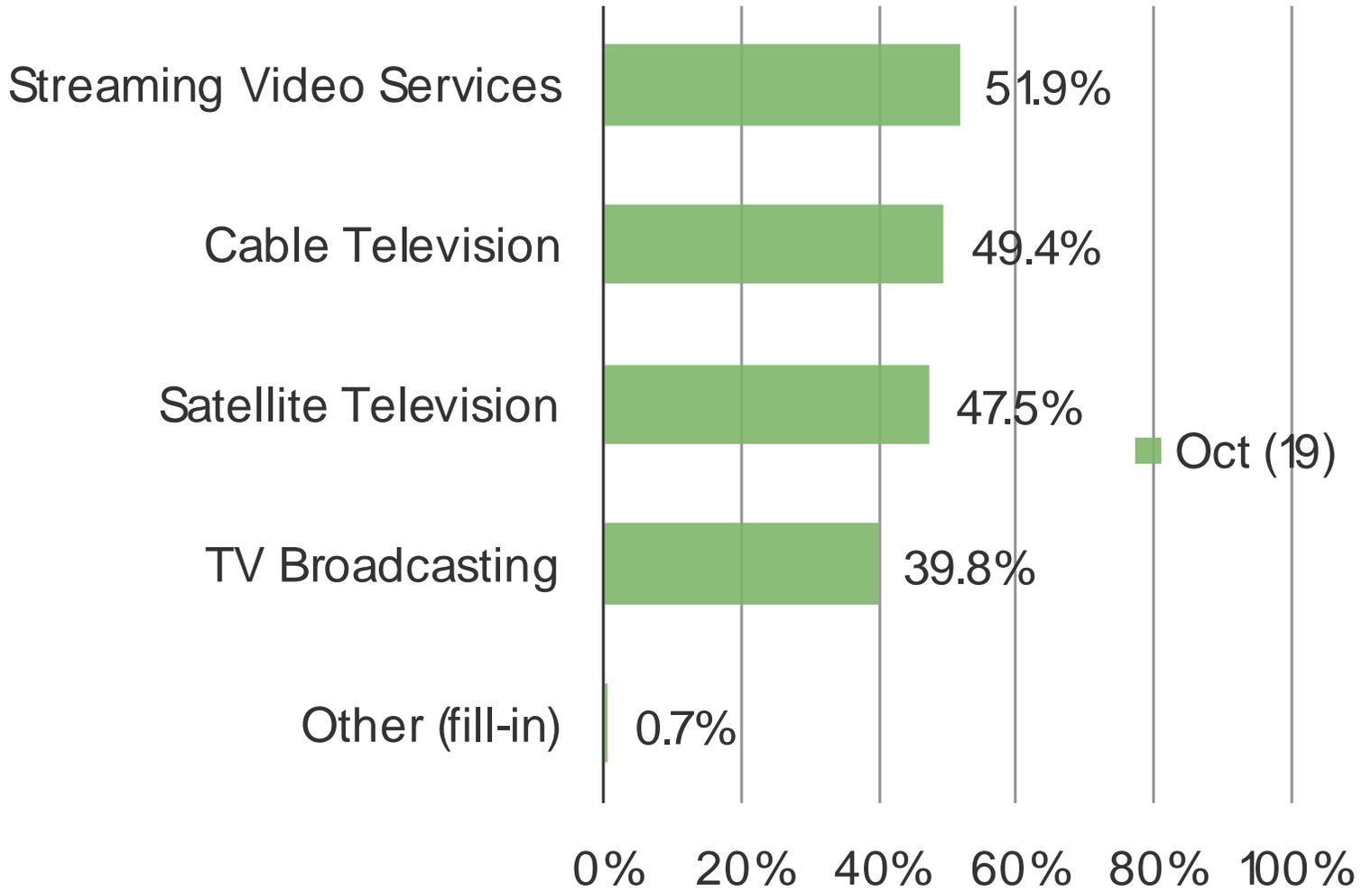
Posed to all respondents



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HOW DO YOU USUALLY WATCH TELEVISION SHOWS? (SELECT ALL THAT APPLY)

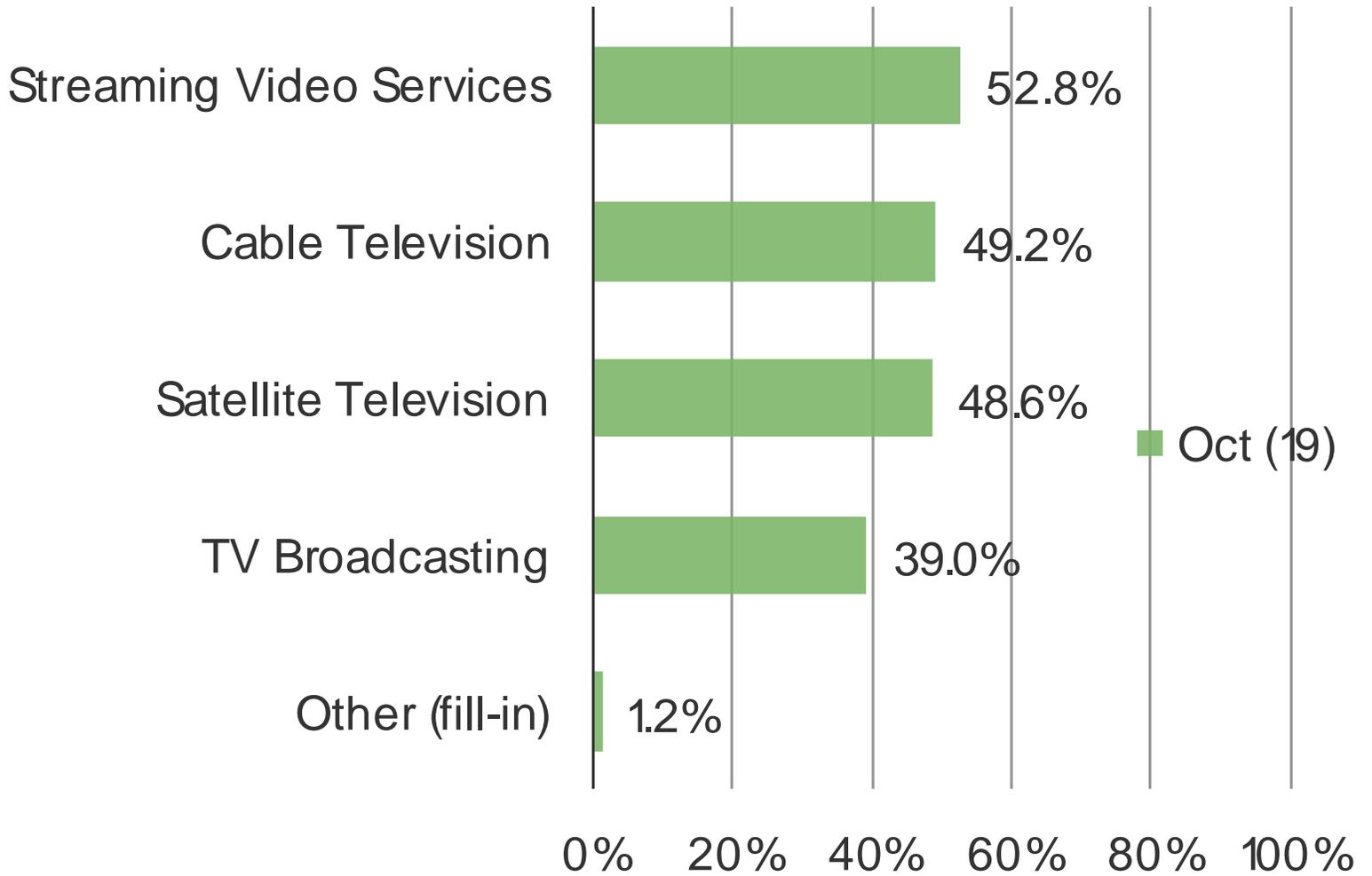
Posed to respondents who watch TV or movies



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HOW DO YOU USUALLY WATCH TELEVISION MOVIES? (SELECT ALL THAT APPLY)

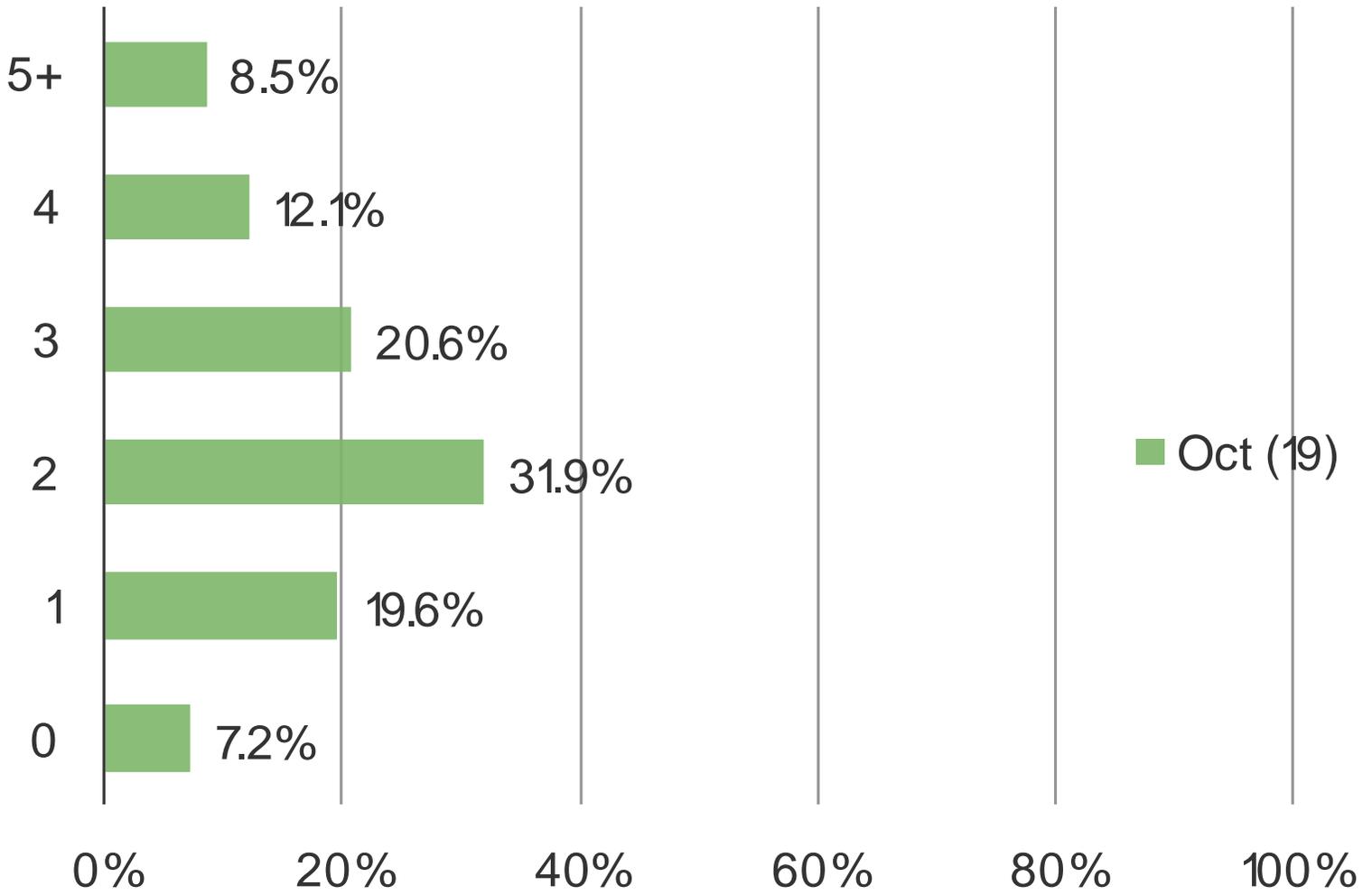
Posed to respondents who watch TV or movies



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HOW MANY STREAMING VIDEO SERVICES DO YOU CURRENTLY USE?

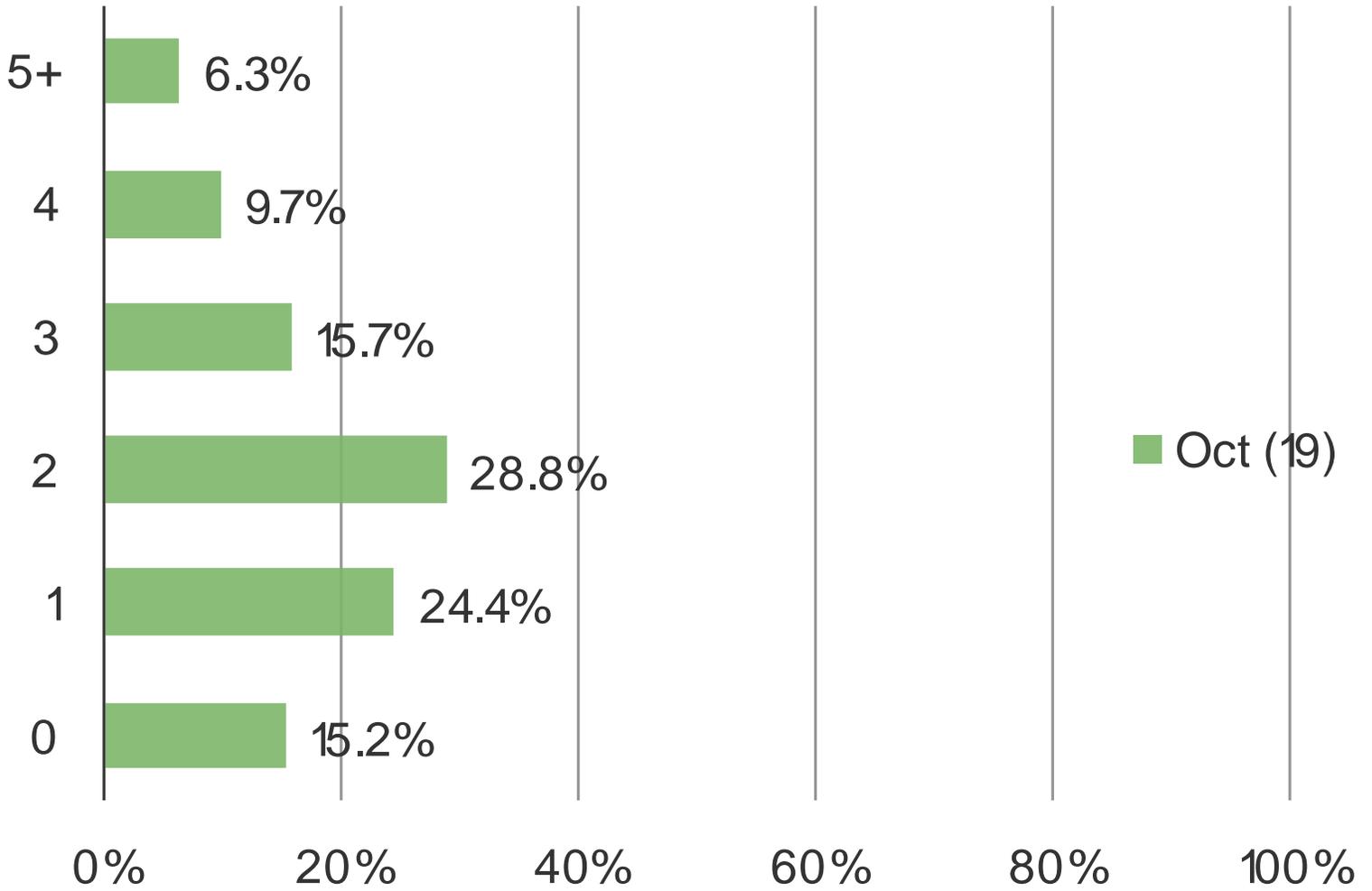
Posed to all respondents



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HOW MANY STREAMING VIDEO SERVICES DO YOU CURRENTLY PAY FOR?

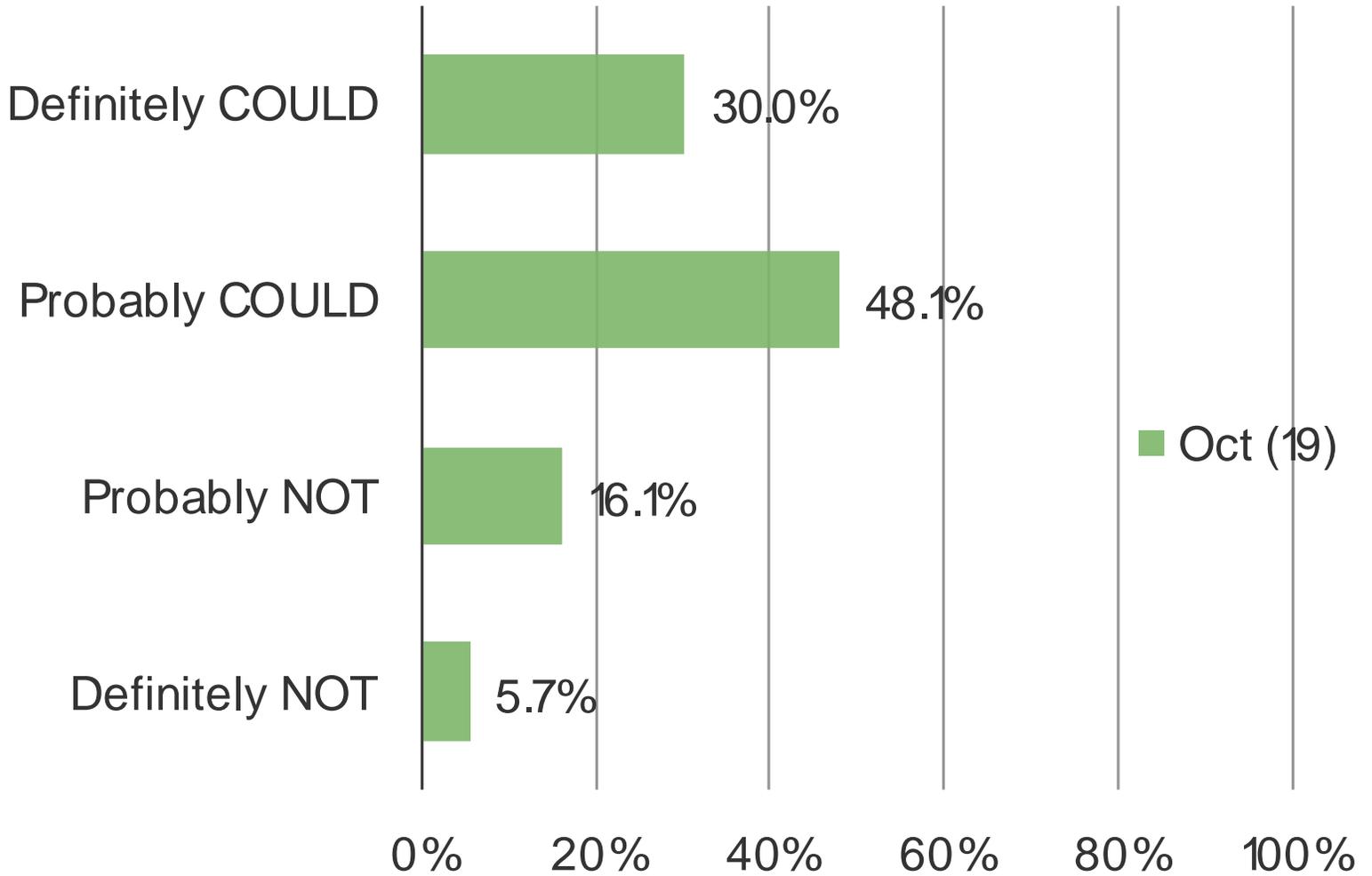
Posed to all respondents



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CAN YOU AFFORD TO ADD ANOTHER PAID VIDEO SERVICE RIGHT NOW?

Posed to respondents who pay for video streaming services themselves



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WHEN YOU THINK OF STREAMING VIDEO SERVICES, WHICH IS THE FIRST THAT COMES TO MIND?

Posed to all respondents



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WHAT IS YOUR FAVORITE VIDEO CONTENT (TV OR MOVIE) TO WATCH RIGHT NOW?

Posed to all respondents



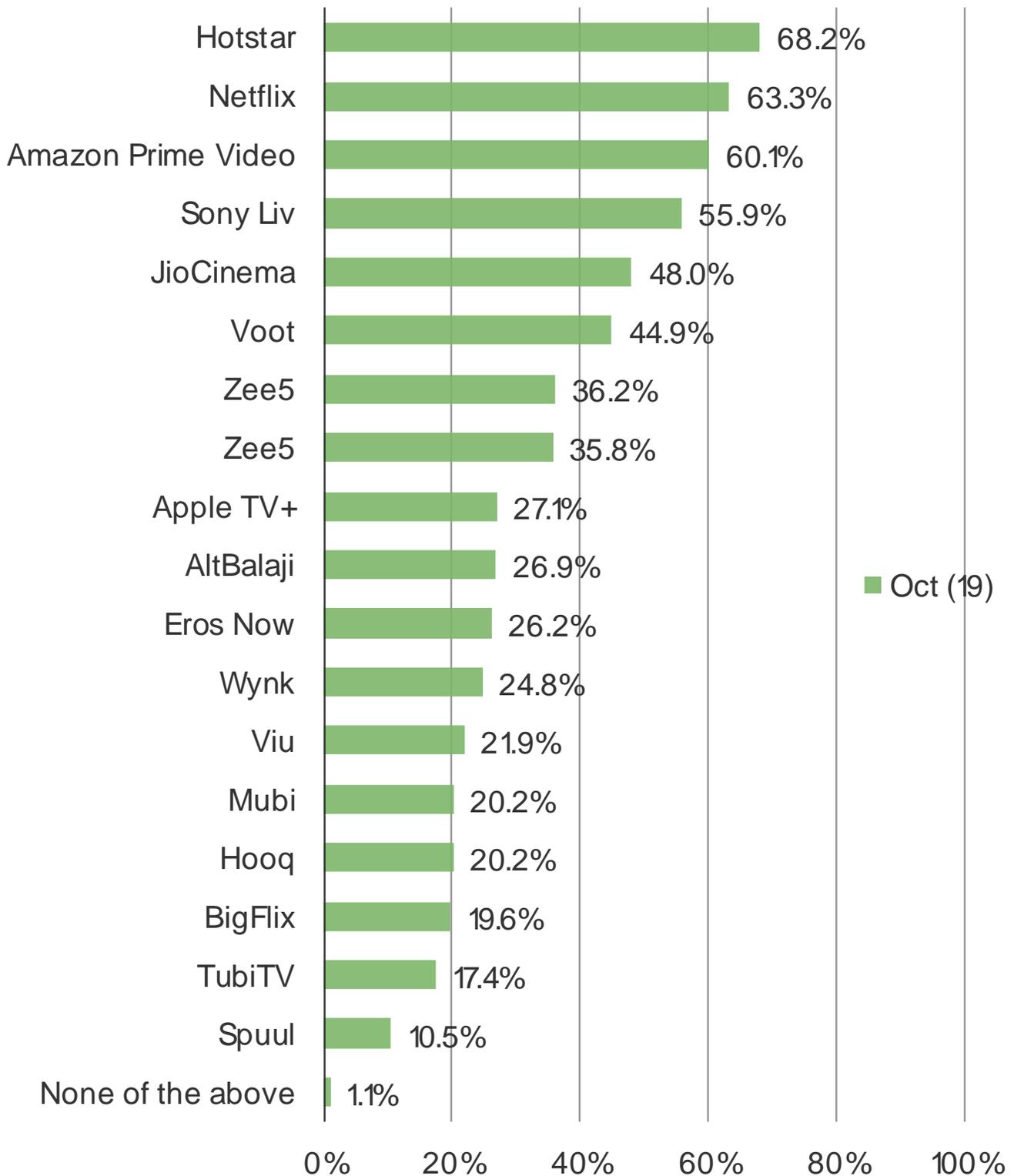
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# STREAMING VIDEO AWARENESS AND ACCOUNT HOLDERS

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WHICH OF THE FOLLOWING STREAMING VIDEO SERVICES HAVE YOU HEARD OF?

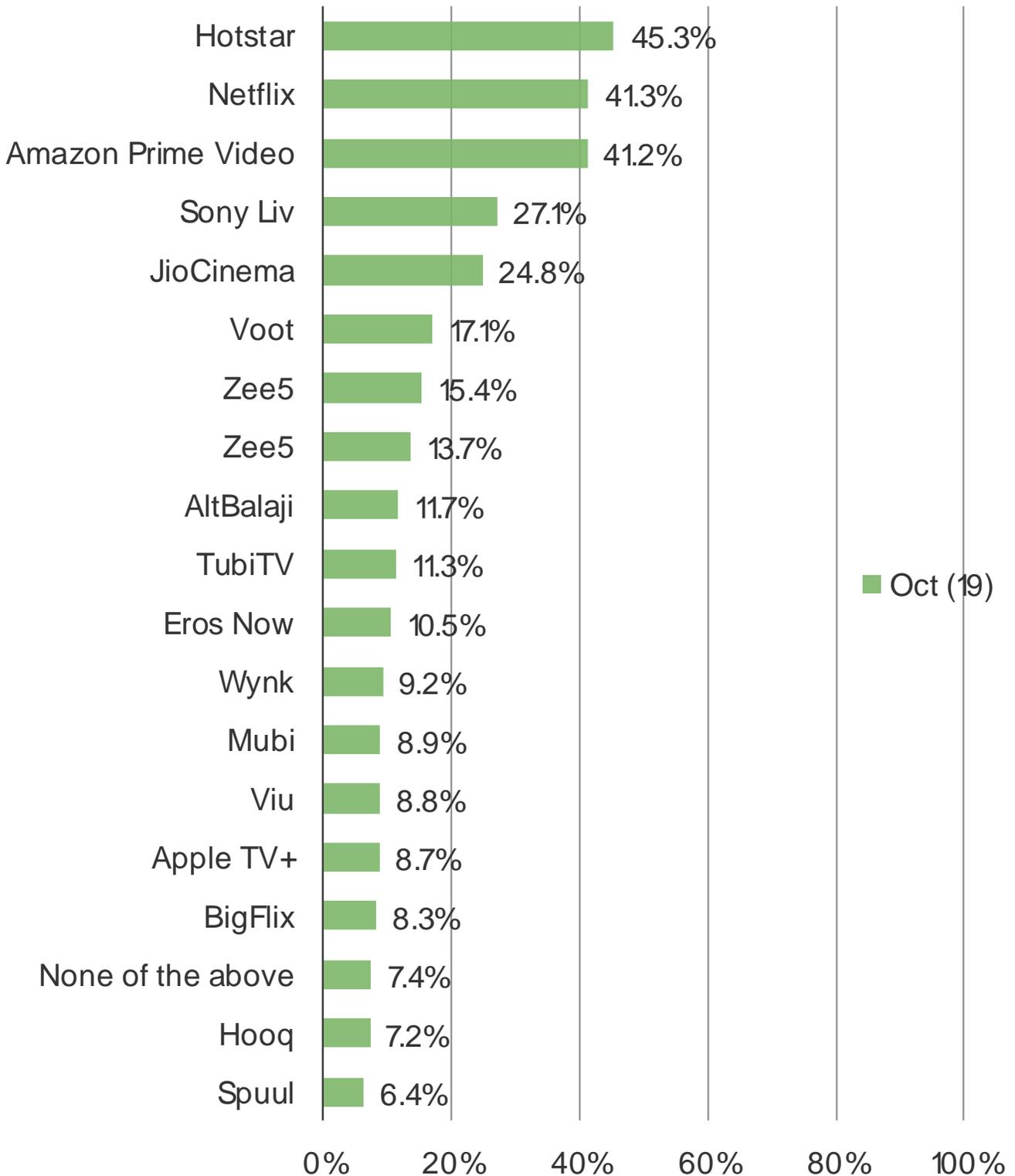
Posed to all respondents



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DO YOU CURRENTLY HAVE AN ACCOUNT WITH ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents



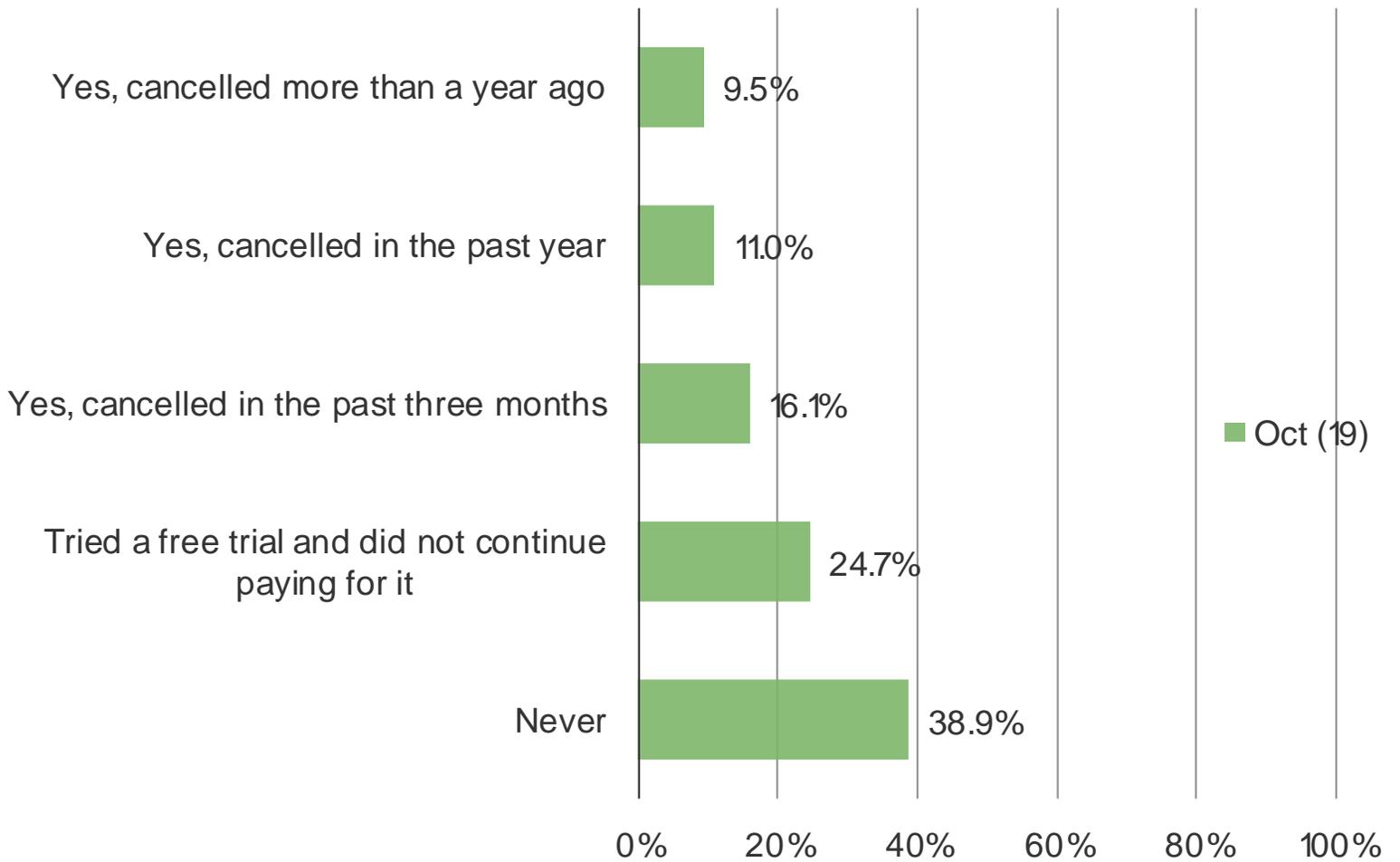
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## NON-NETFLIX SUBSCRIBERS

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HAVE YOU EVER PAID TO SUBSCRIBE TO NETFLIX IN THE PAST?

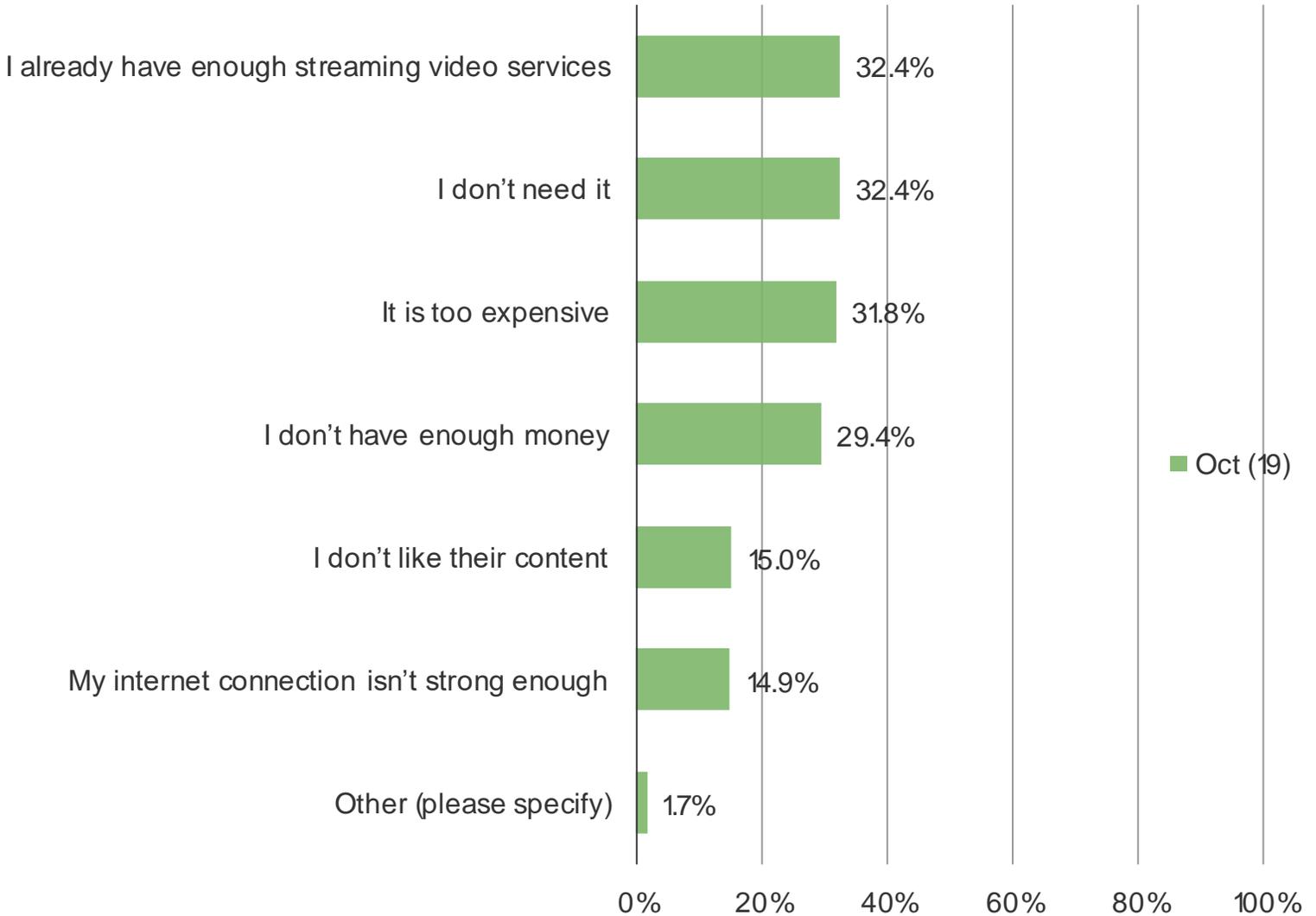
Posed to non-Netflix subscribers



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WHY ARE YOU CURRENTLY NOT A NETFLIX SUBSCRIBER? (SELECT ALL THAT APPLY)

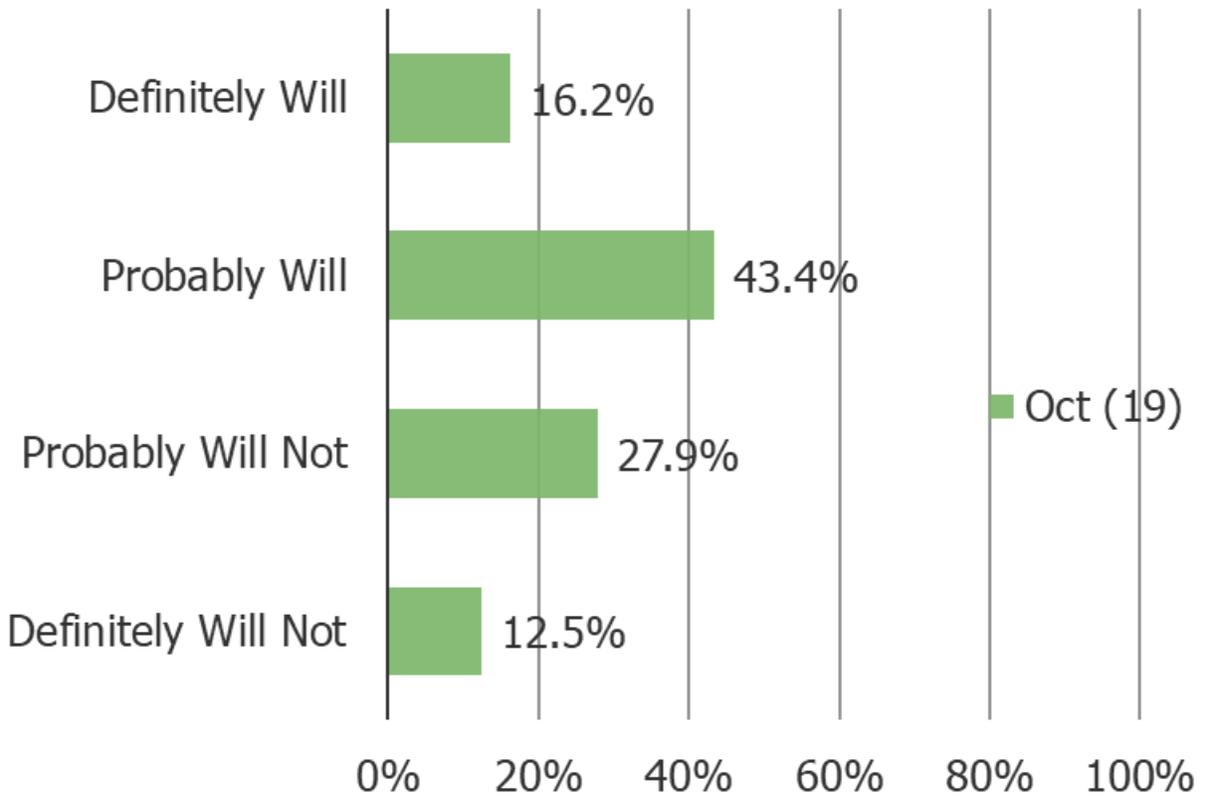
Posed to non-Netflix subscribers



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HOW LIKELY ARE YOU TO START AN ACCOUNT WITH NETFLIX IN THE NEXT THREE MONTHS?

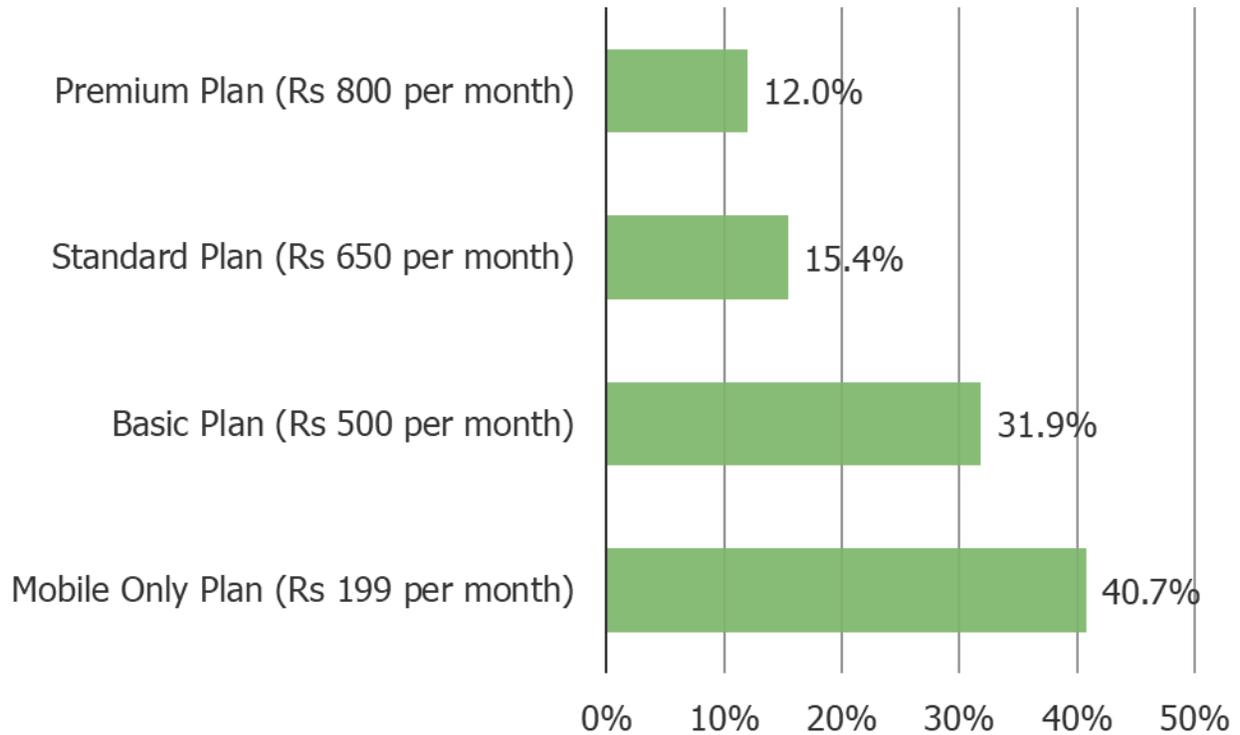
Posed to non-Netflix subscribers



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WHICH OF THE FOLLOWING PLANS WOULD YOU BE MOST LIKELY TO SIGN UP FOR?

Posed to non-Netflix subscribers who probably will or definitely will sign up

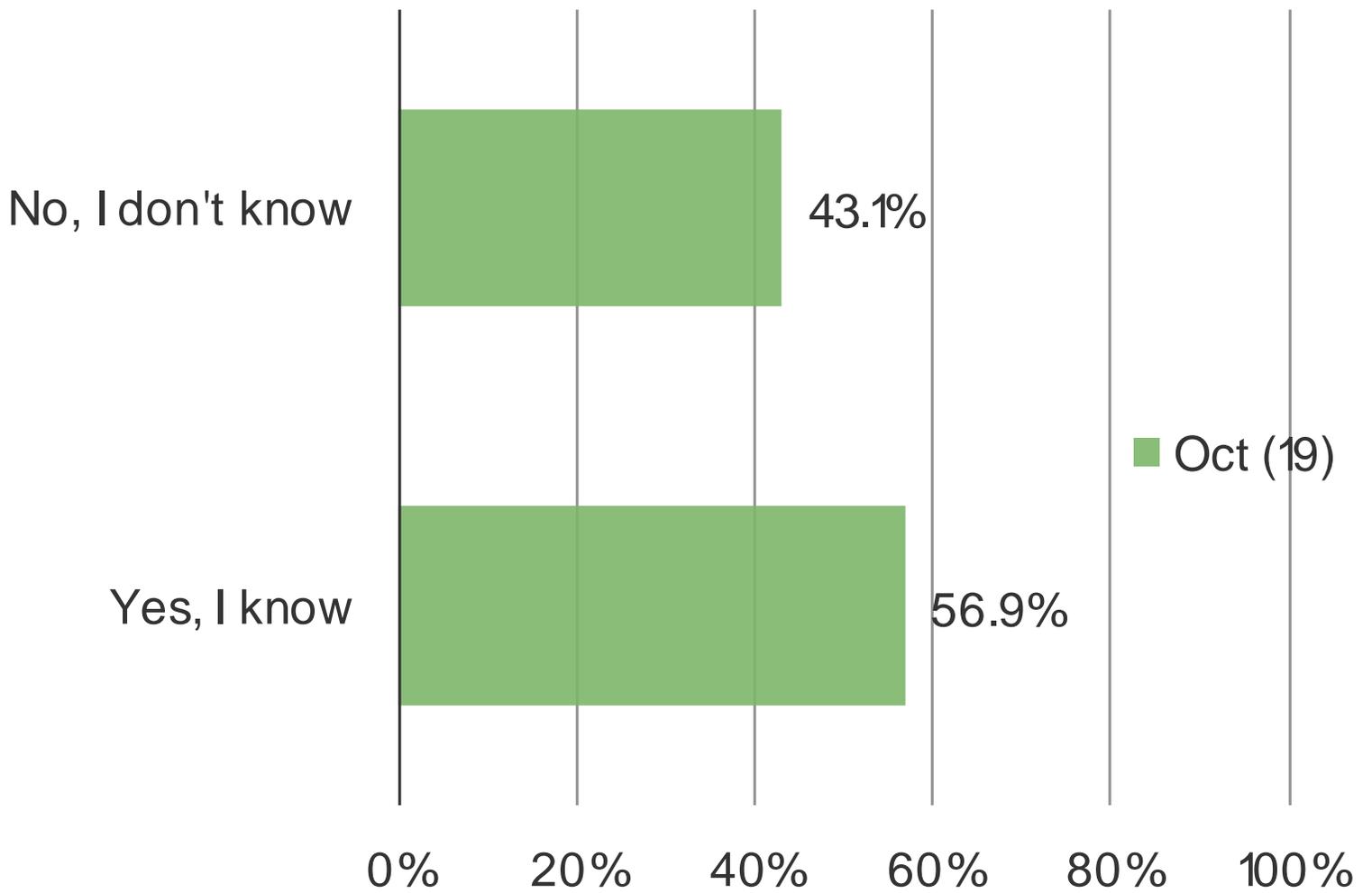




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DID YOU KNOW THAT NETFLIX HAS STARTED TO OFFER FREE ACCESS TO A LIMITED NUMBER OF ORIGINAL SHOWS FOR CONSUMERS IN INDIA?

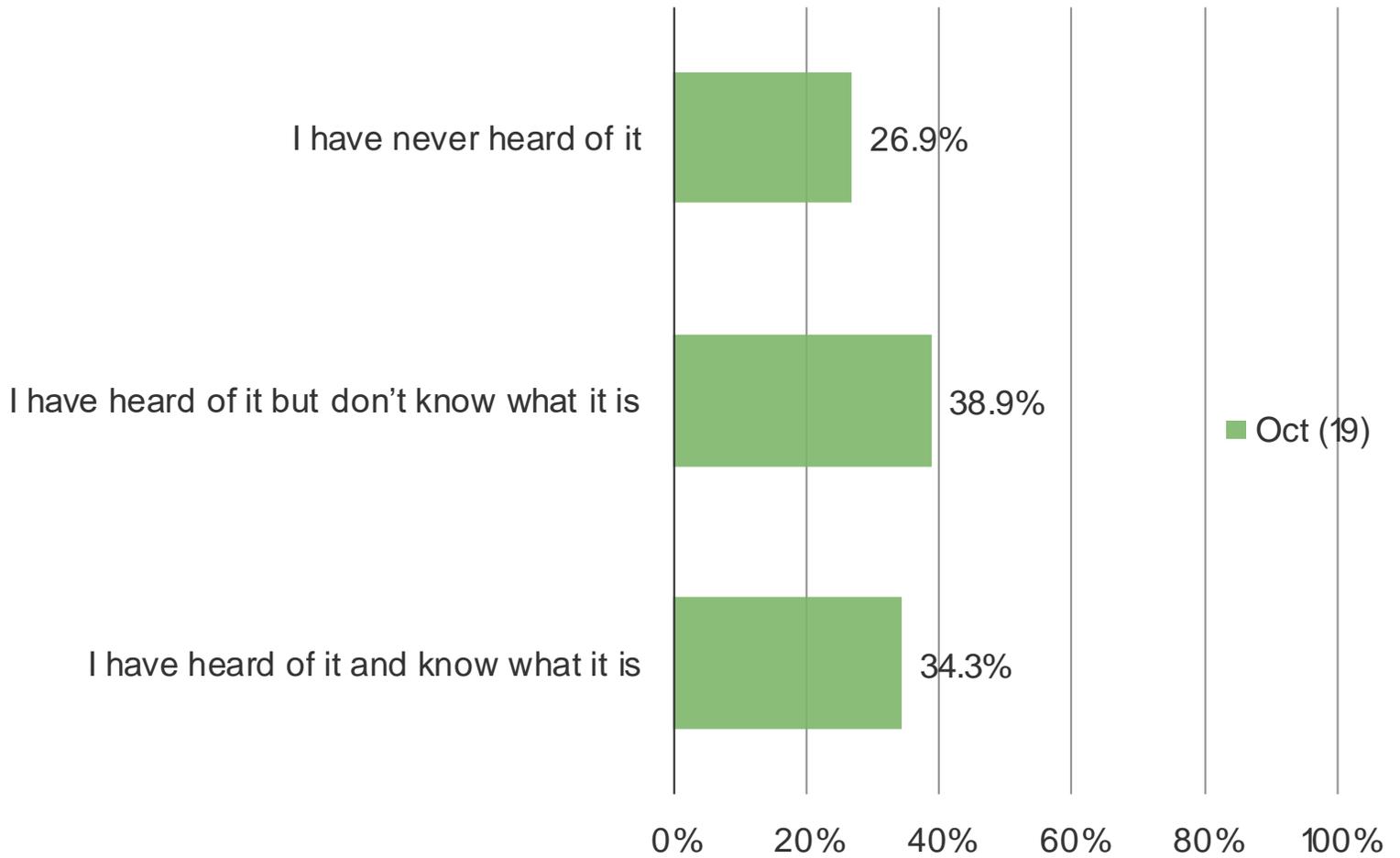
Posed to non-Netflix subscribers



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HAVE YOU HEARD OF THE NETFLIX SHOW “BARD OF BLOOD”?

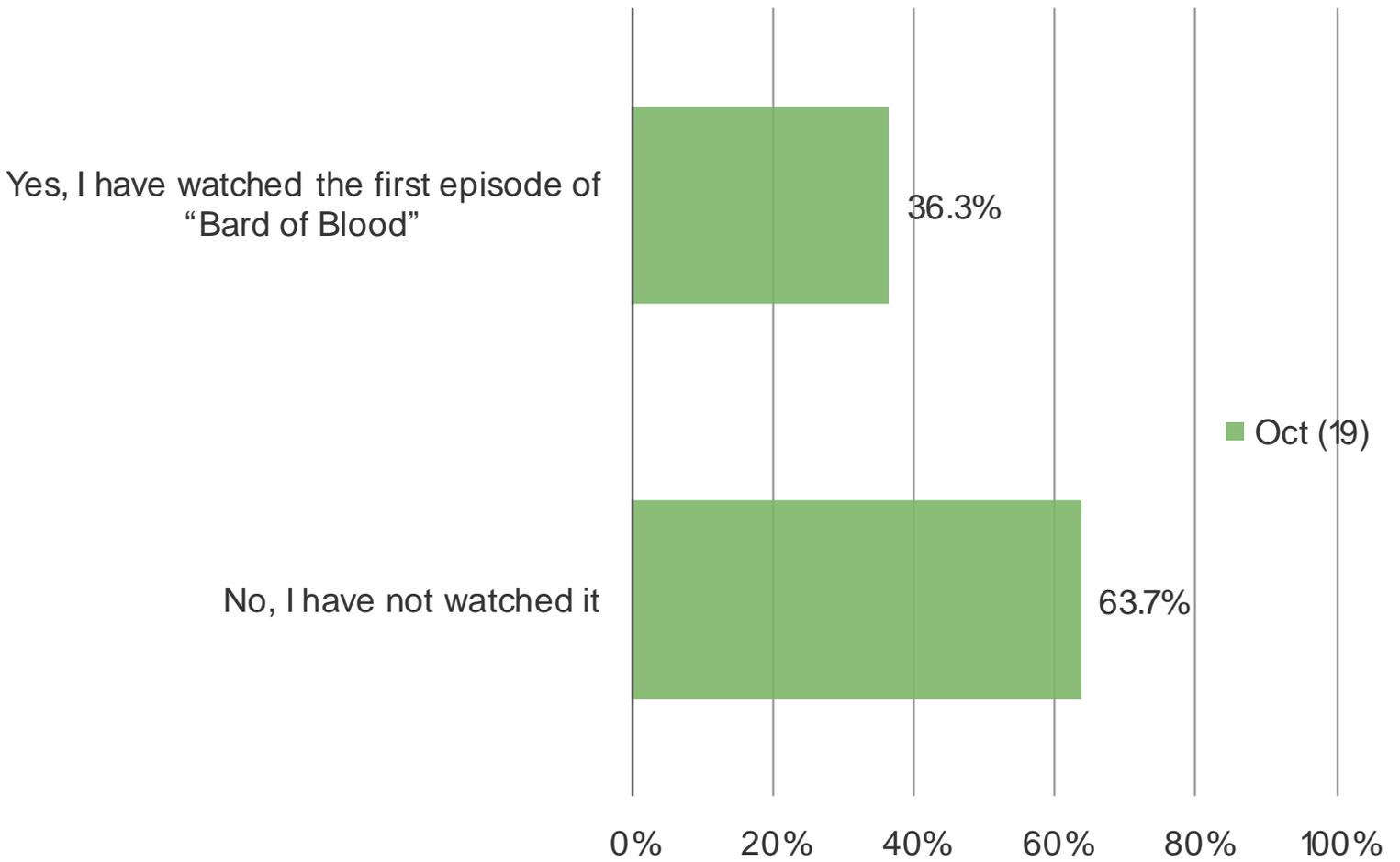
Posed to non-Netflix subscribers



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HAVE YOU WATCHED THE FIRST EPISODE OF THE NETFLIX SERIES "BARD OF BLOOD"?

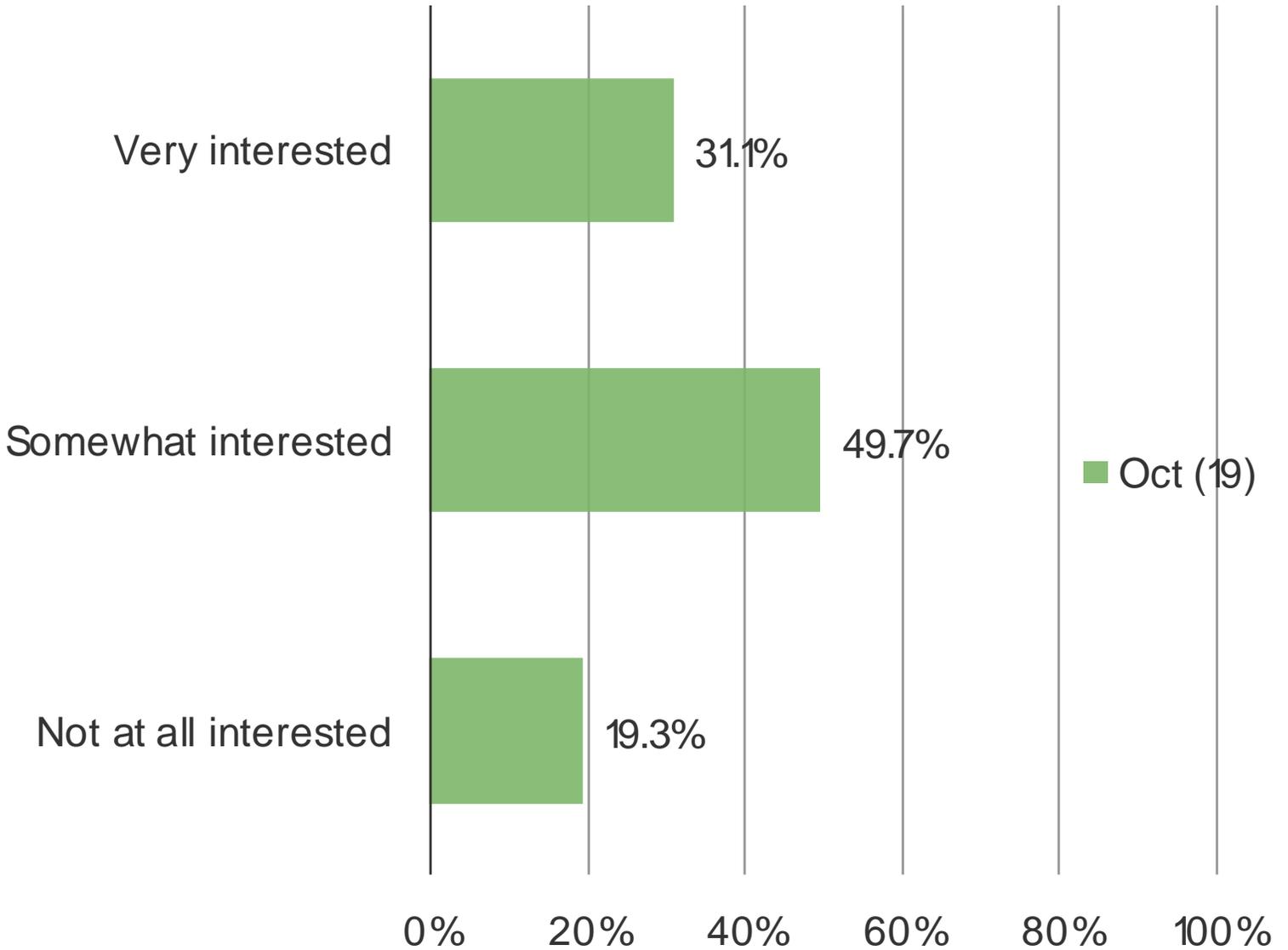
Posed to non-Netflix subscribers



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HOW INTERESTED ARE YOU IN CHECKING OUT FREE CONTENT FROM NETFLIX ON A LIMITED BASIS FOR THEIR SHOWS?

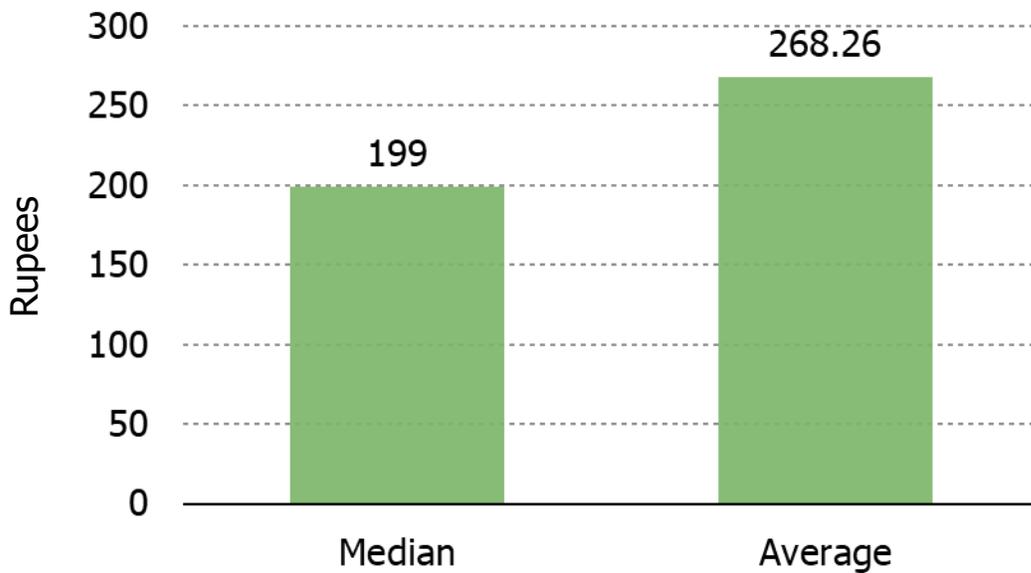
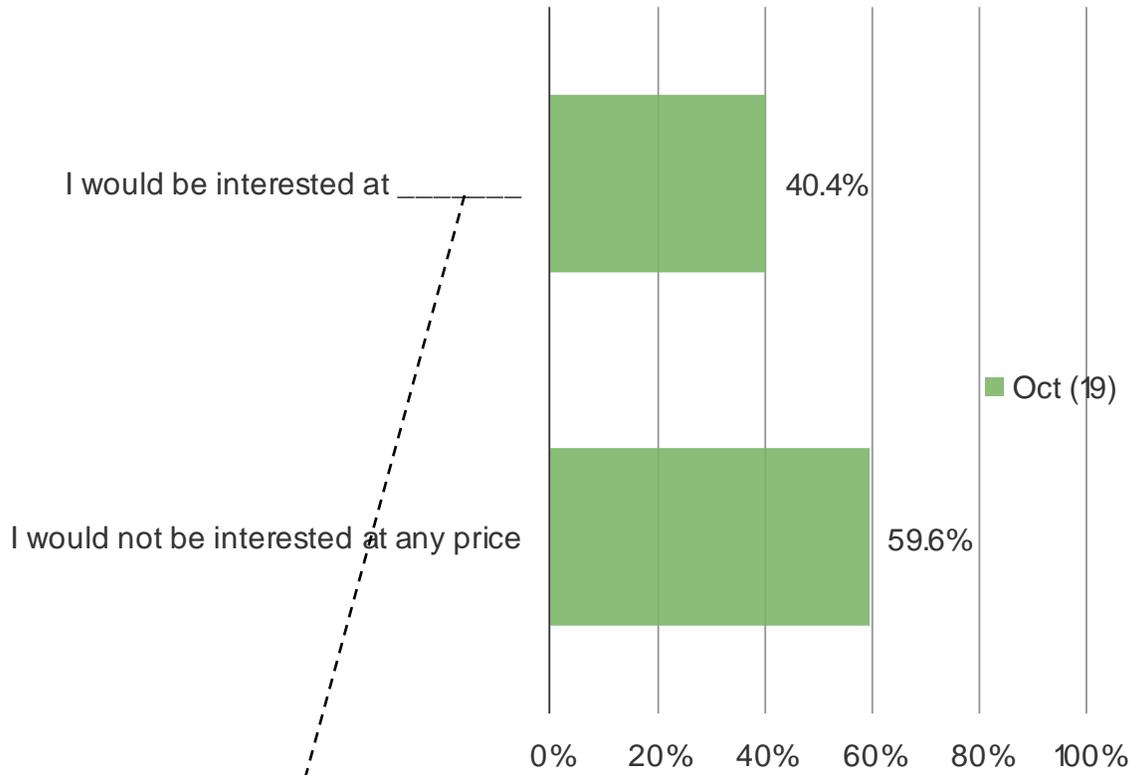
Posed to non-Netflix subscribers



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AT WHAT PRICE PER MONTH WOULD IT MAKE SENSE FOR YOU TO PAY FOR NETFLIX?

Posed to non-Netflix subscribers

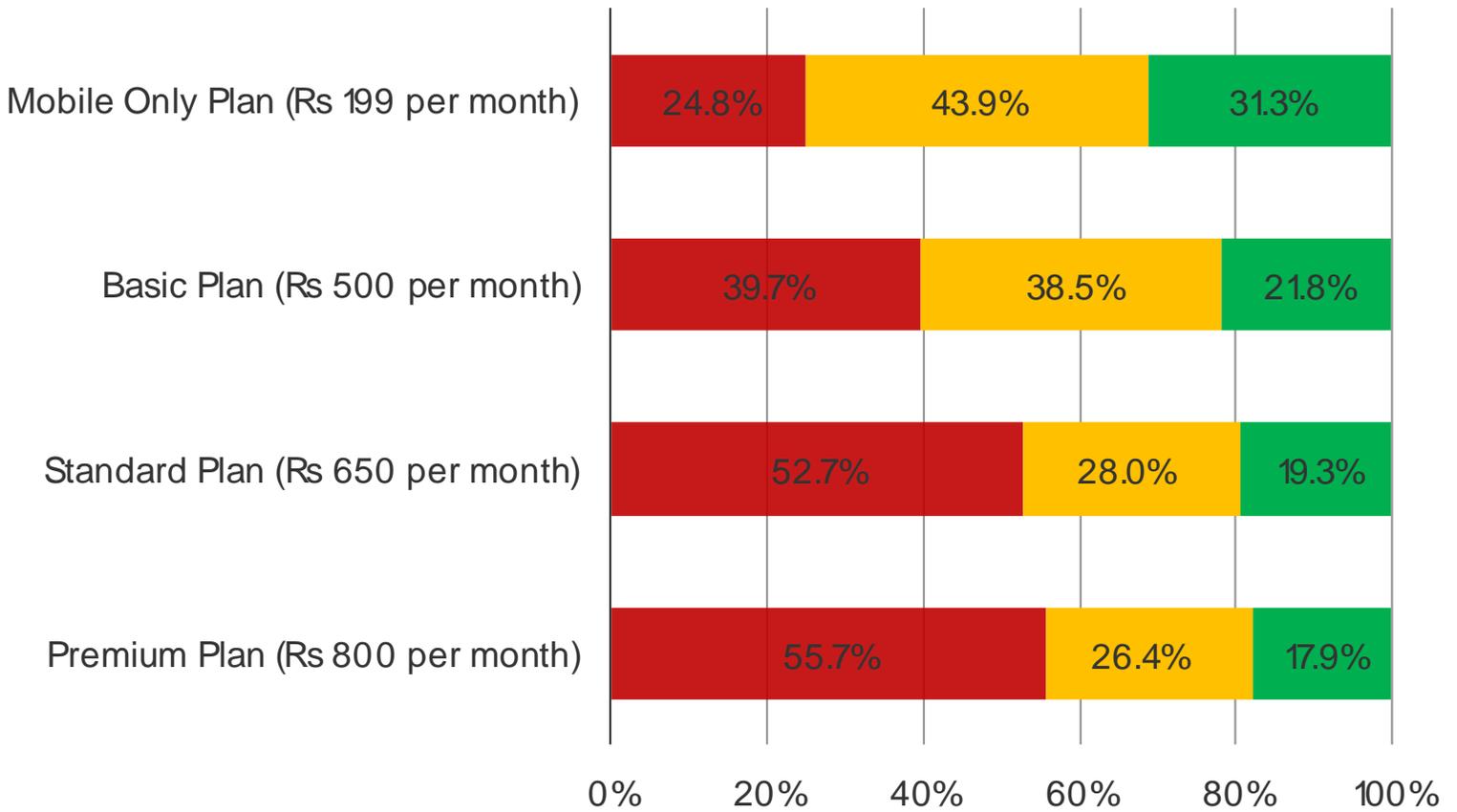


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HOW INTERESTED WOULD YOU BE IN SIGNING UP FOR NETFLIX AT THE FOLLOWING PRICE POINTS?

Posed to non-Netflix subscribers

■ Not Interested      ■ Somewhat Interested      ■ Very Interested



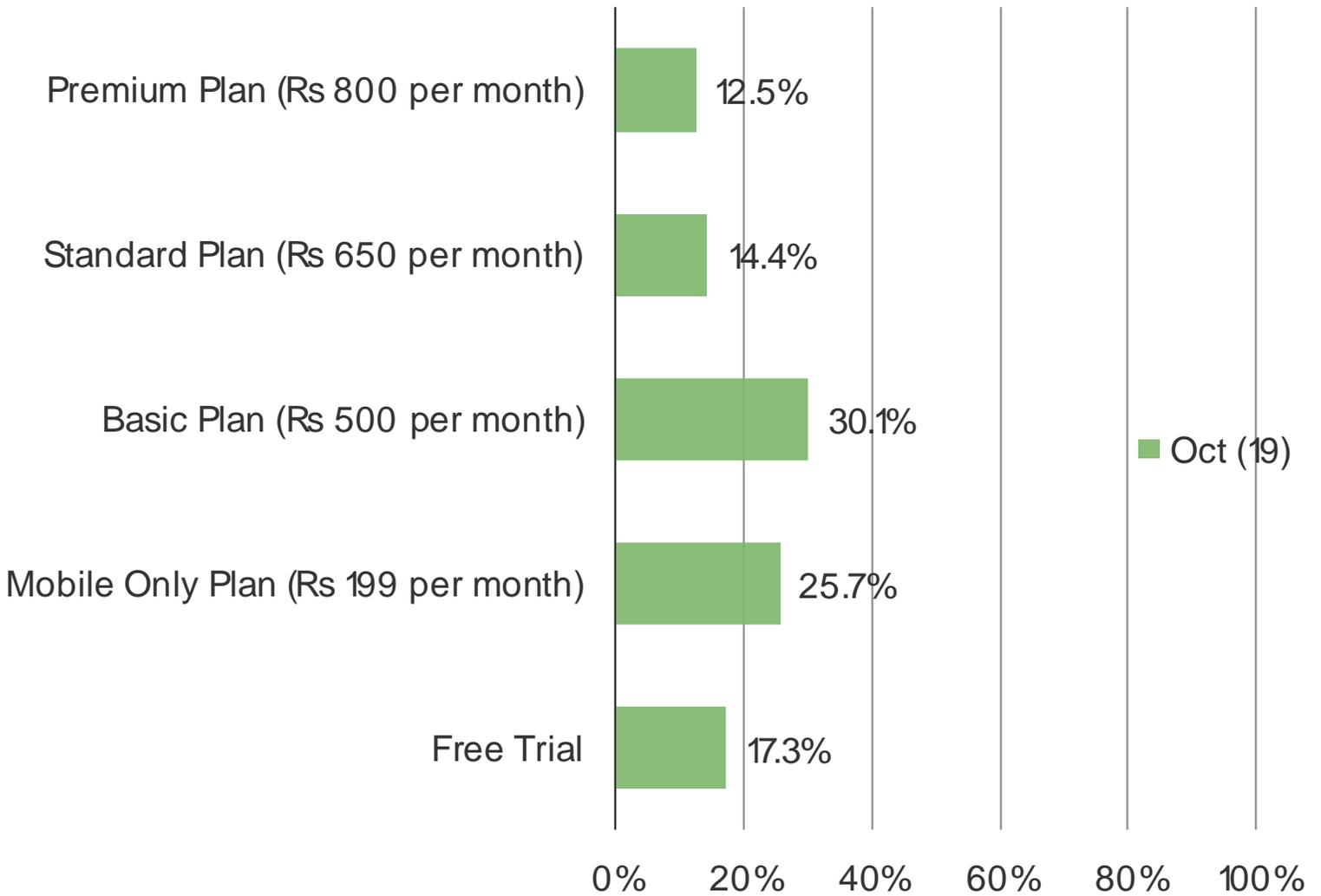
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## NETFLIX SUBSCRIBERS

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WHICH NETFLIX PLAN ARE YOU SUBSCRIBED TO?

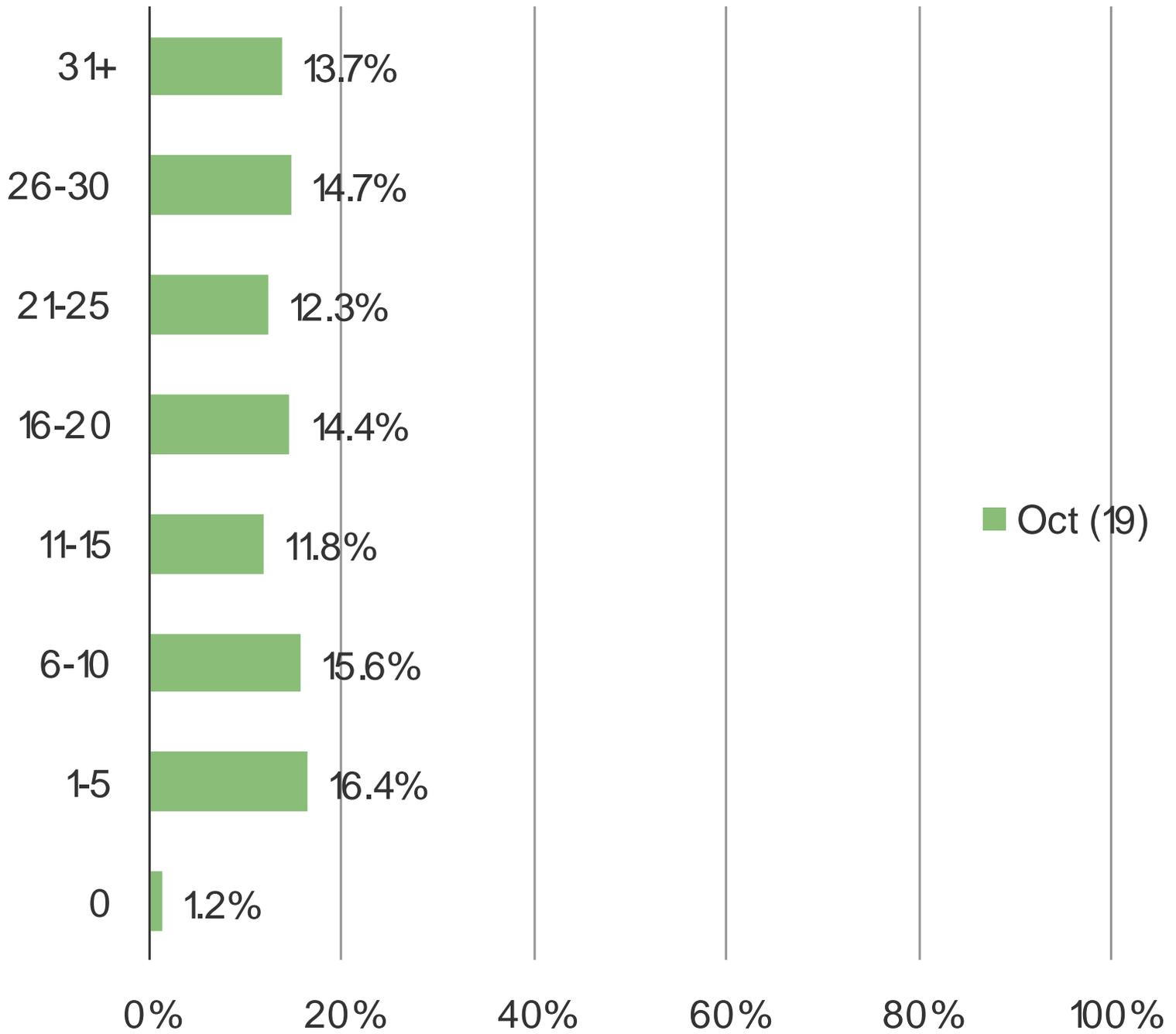
Posed to Netflix subscribers



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IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

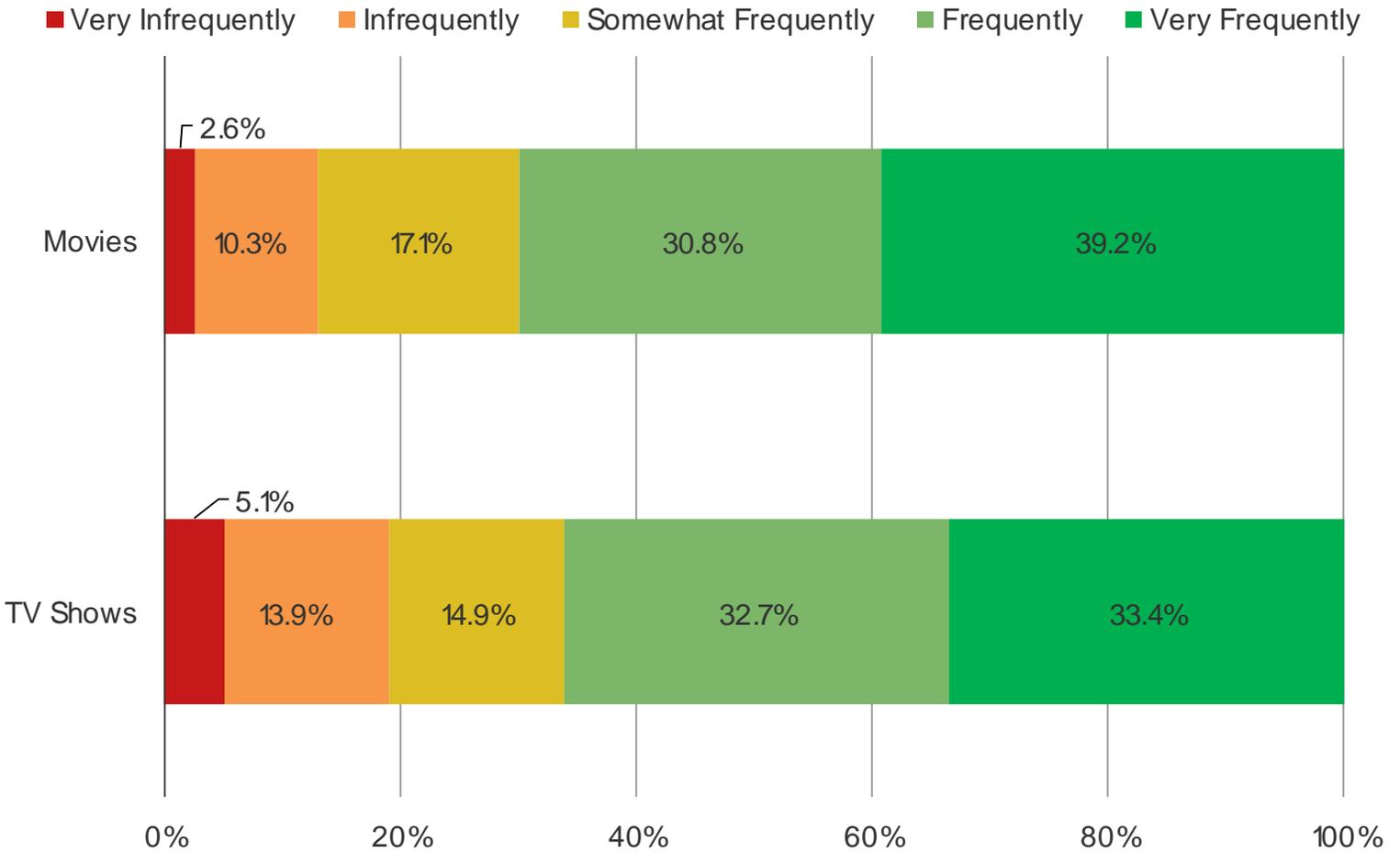
Posed to Netflix subscribers



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ON AVERAGE, HOW FREQUENTLY DO YOU USE NETFLIX TO WATCH TV SHOWS AND MOVIES?

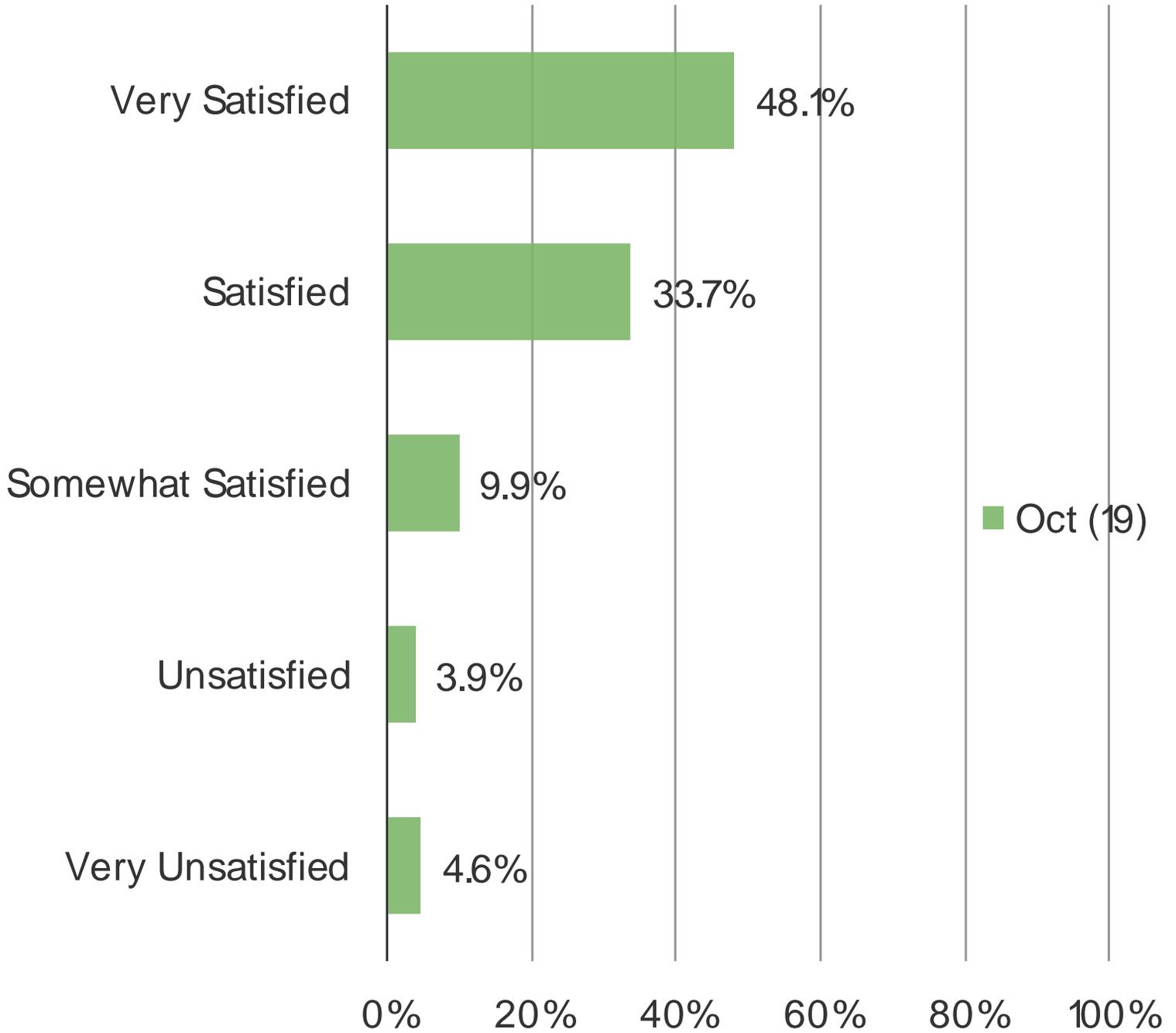
Posed to Netflix subscribers



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HOW SATISFIED ARE YOU WITH YOUR NETFLIX SUBSCRIPTION?

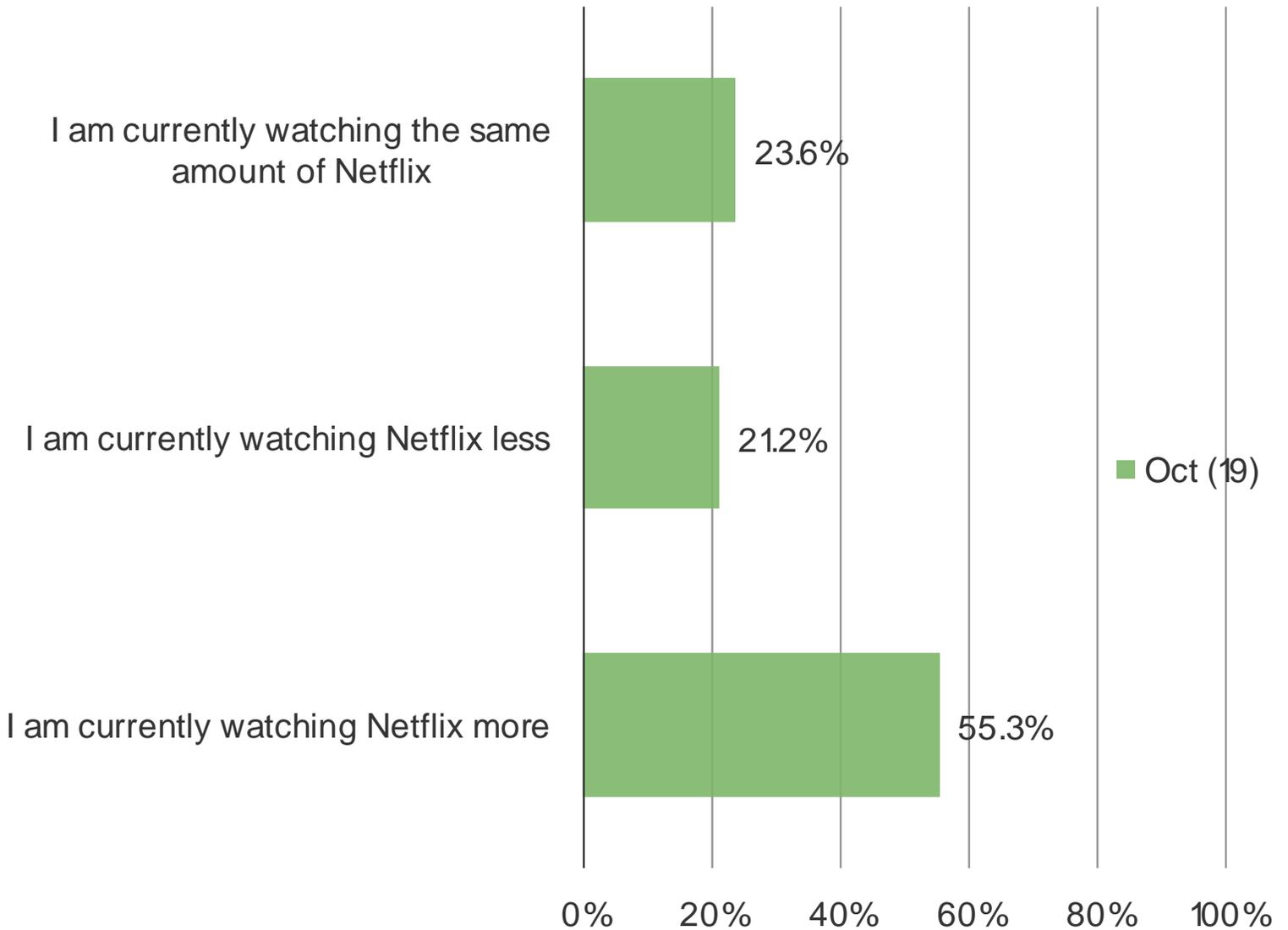
Posed to Netflix subscribers



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PLEASE COMPARE YOUR CURRENT USAGE OF NETFLIX WITH OUR USAGE 3-6 MONTHS AGO.

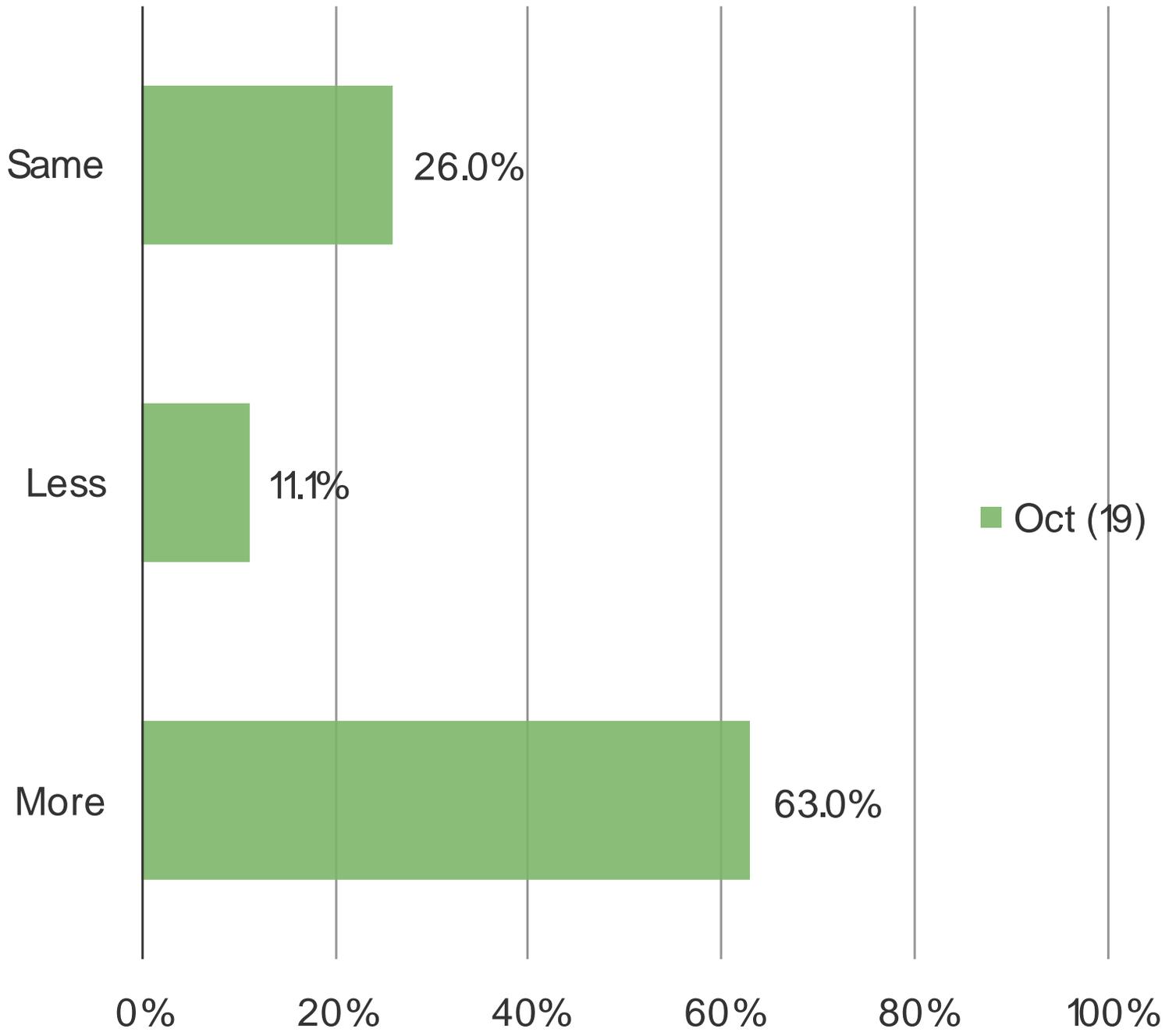
Posed to Netflix subscribers



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DO YOU EXPECT TO USE NETFLIX MORE OR LESS OVER THE NEXT FEW MONTHS?

Posed to Netflix subscribers





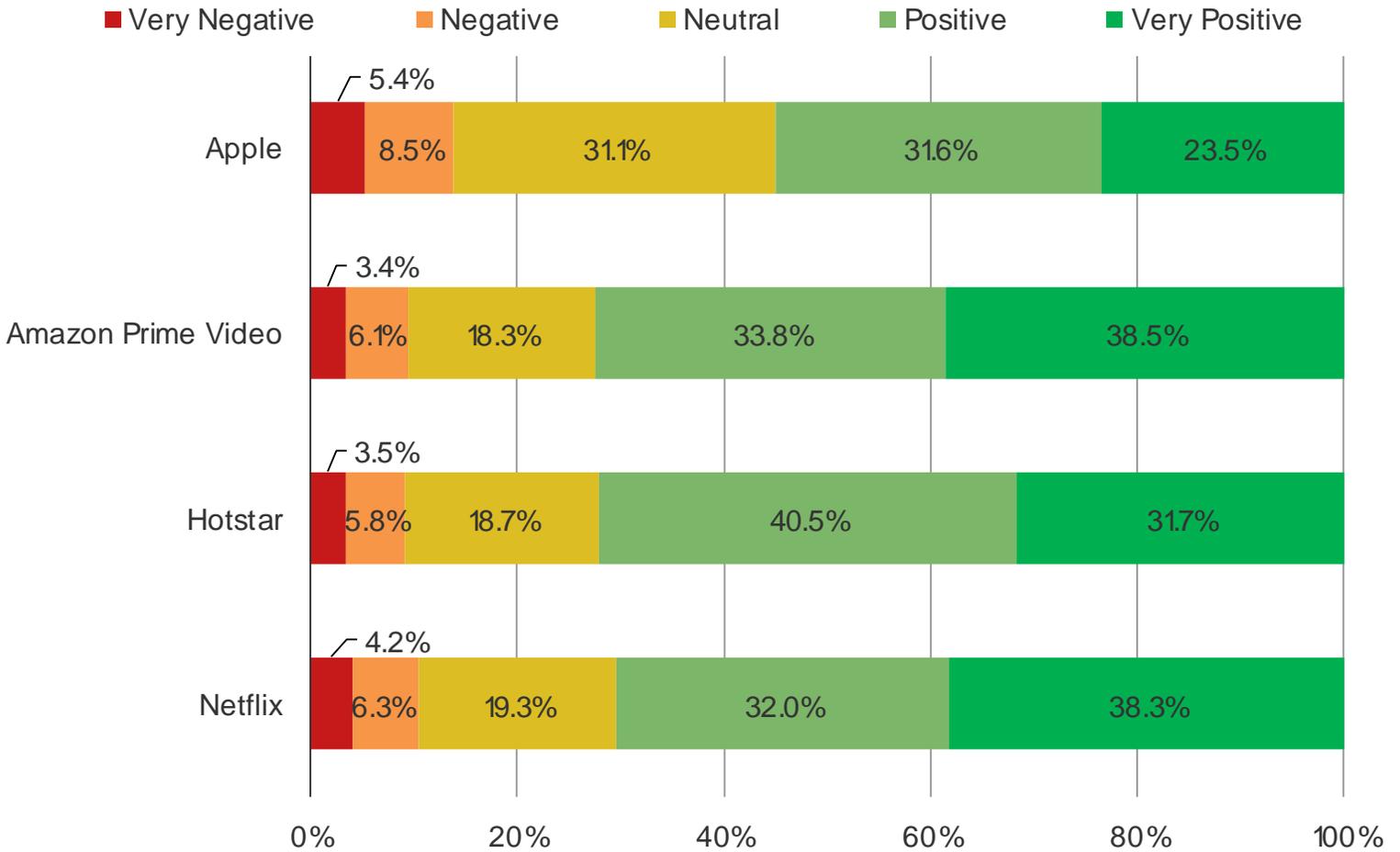
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## SENTIMENT AND POPULARITY

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WHAT IS YOUR OPINION OF THE FOLLOWING BRANDS OVERALL?

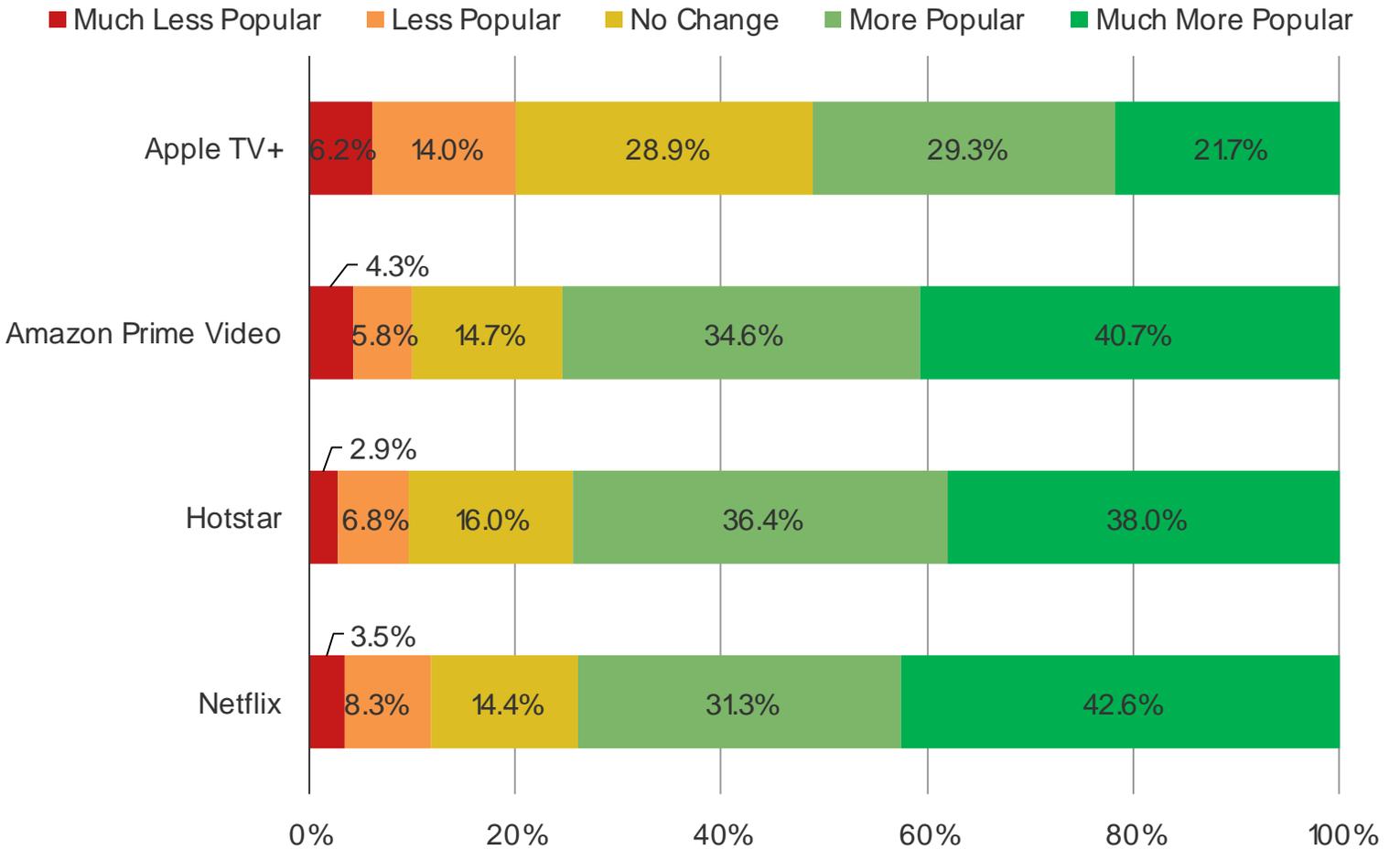
Posed to all respondents



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ARE THE FOLLOWING GETTING MORE OR LESS POPULAR IN INDIA?

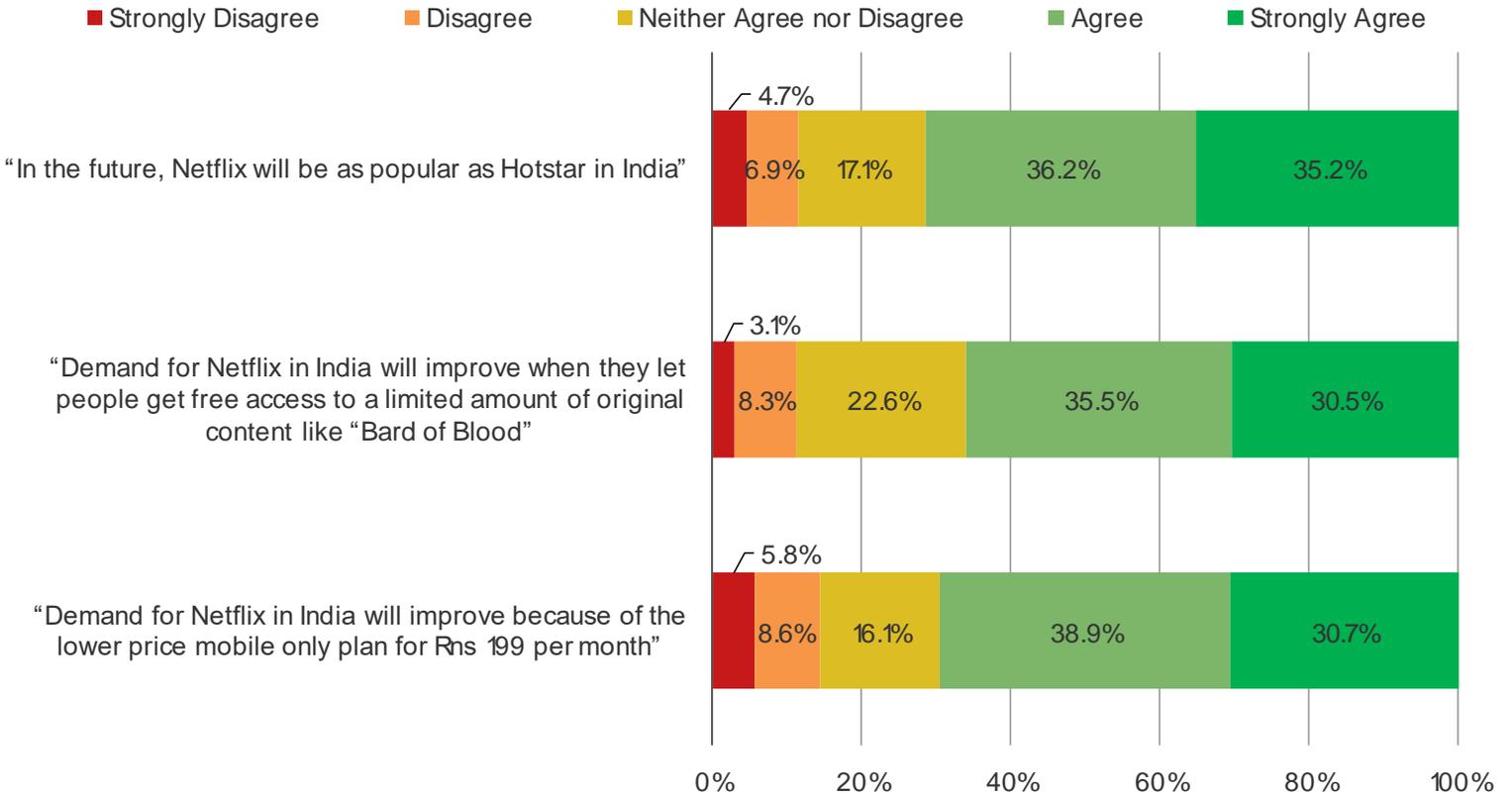
Posed to all respondents



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TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENT:

Posed to all respondents





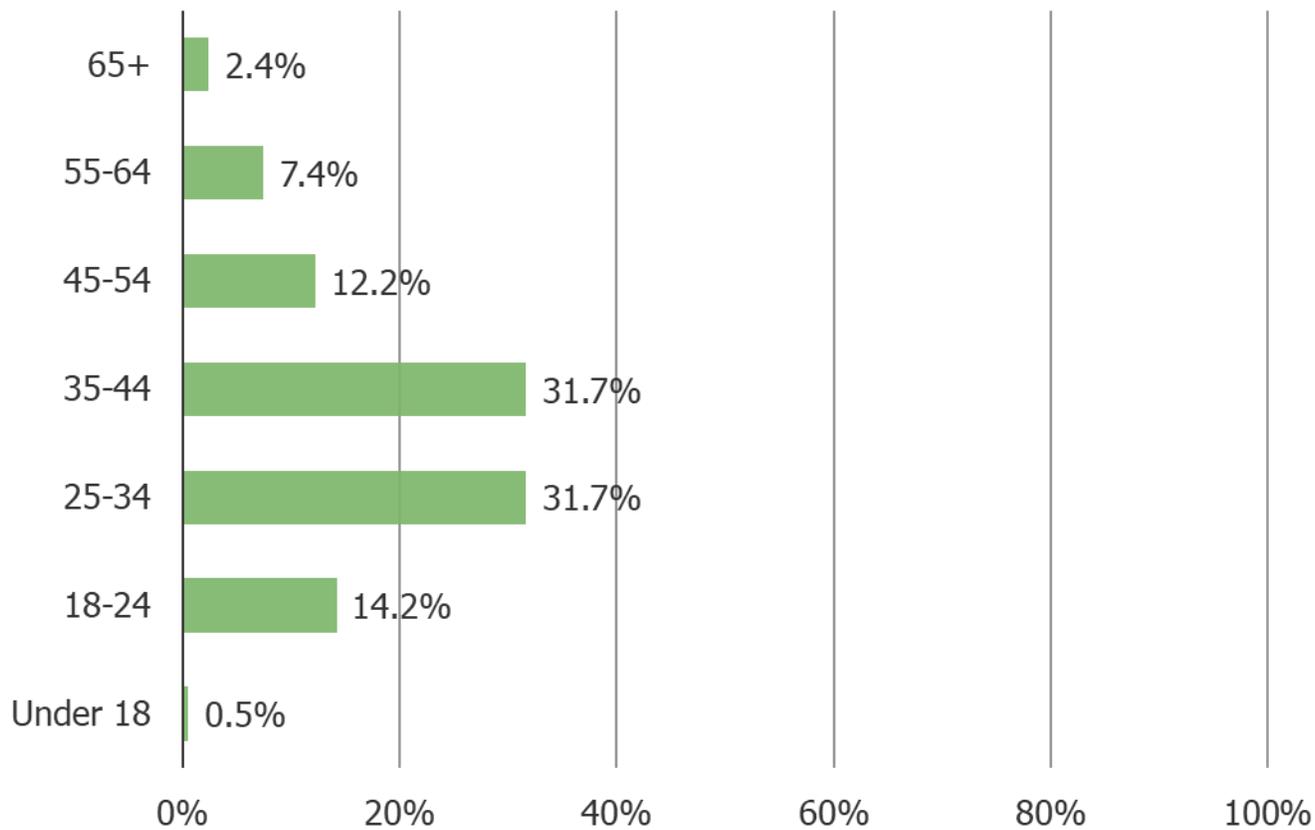
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# DEMOGRAPHICS

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AGE

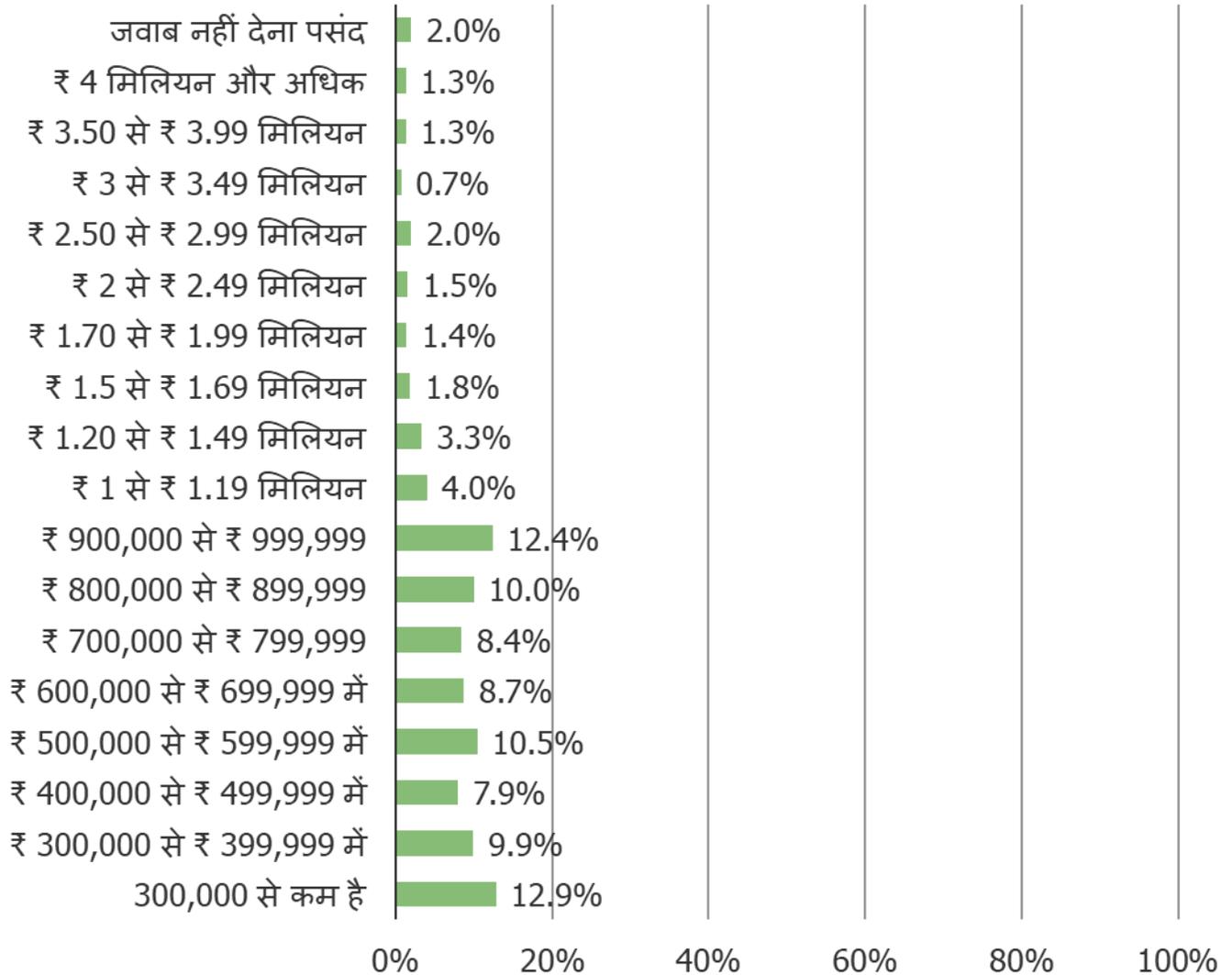
Posed to all respondents



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INCOME

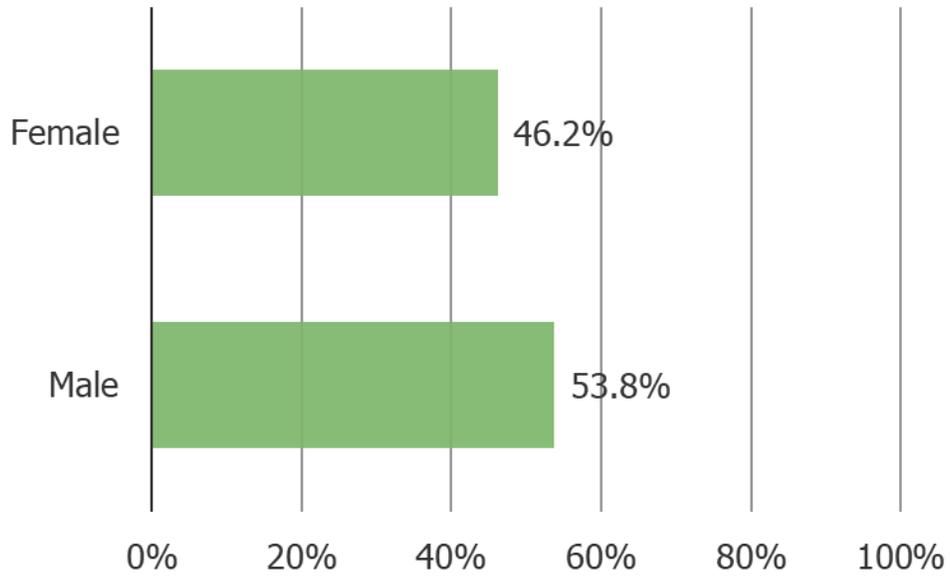
Posed to all respondents



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GENDER

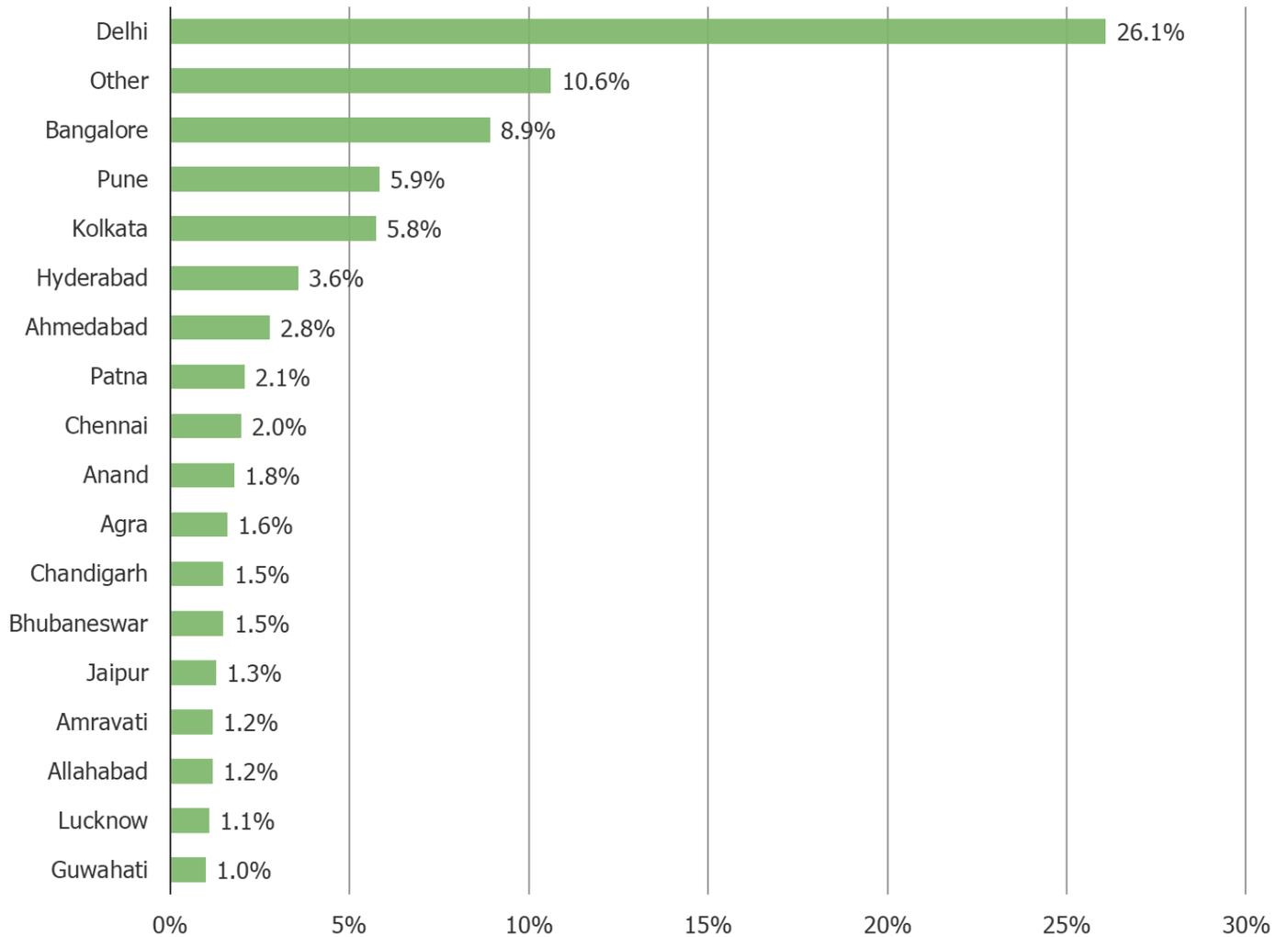
Posed to all respondents



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LOCATION

Posed to all respondents



Readings over 1% shown in chart above.