

BACKGROUND

- ❑ We surveyed 1,500 US consumers balanced to census to collect some feedback on the streaming video sector (most recent reading collected during the last two weeks of May)

WHAT JUMPS OUT:

- ❑ **Streaming Wars:**
 - ❑ Netflix's competition is increasingly being viewed as additive.
 - ❑ The amount of money people feel is appropriate to spend across all streaming video services continues to rise.
 - ❑ Netflix content remains important to subscribers.
- ❑ **Disney+**
 - ❑ Sentiment toward Disney+ is strong, but it has sequentially worsened over the past two months (could be a function of the earliest adopters being more enthusiastic with their feedback).
 - ❑ An increasing percentage of users are on trials (as opposed to currently paying). A declining percentage of those on trials intend to pay to continue using it when the trial is up.
- ❑ **New Release Movies: At Home vs. The Theater**
 - ❑ An increasing percentage of consumers prefer to watch new release movies at home instead of at the theater (and the amount these folks are willing to pay to watch new release movies at home has increased).
- ❑ **Anticipating Churn (NFLX)**
 - ❑ There are some interesting dynamics when it comes to those considering cancelling Netflix. The group of subscribers most likely to be considering cancelling are respondents who separately said in a separate question that they are currently concerned that they will lose their job. But on the other hand, those who are unemployed are actually less likely to say they are considering cancelling than those who are employed, and those who say income is up are more likely to say they are considering cancelling than those who say income is the same or lower.



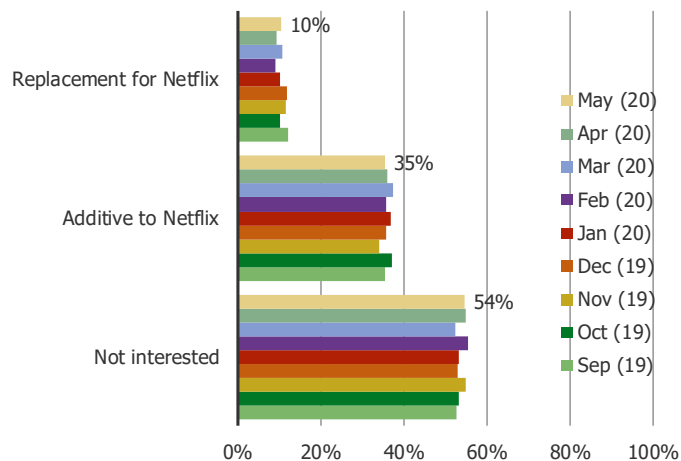
Streaming Wars



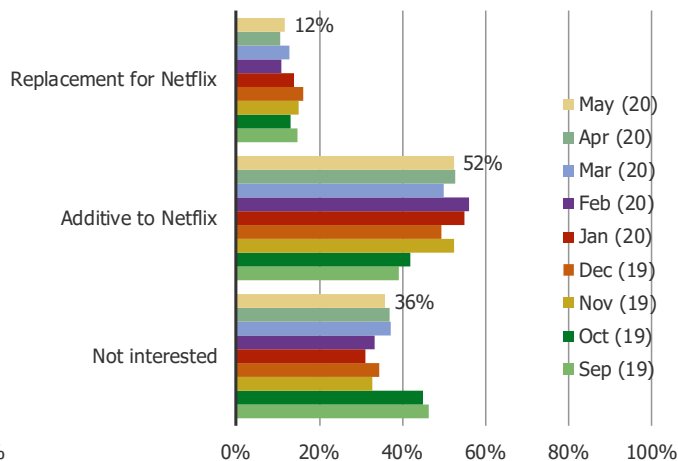
Would you view the following to be additive or a replacement of Netflix?

Posed to Netflix subscribers.

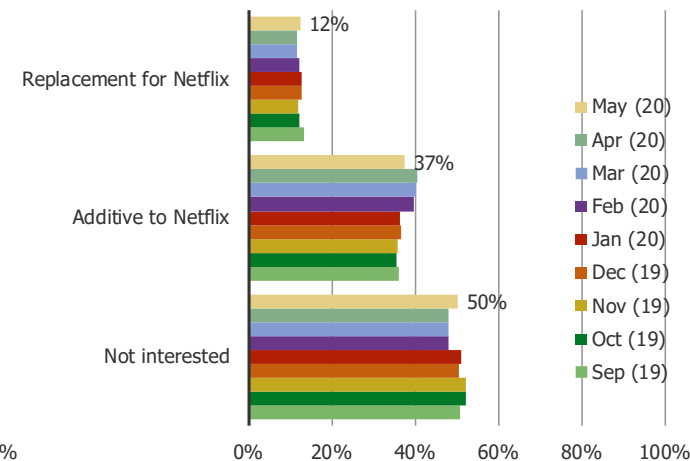
Apple TV+



Disney+



HBO Max



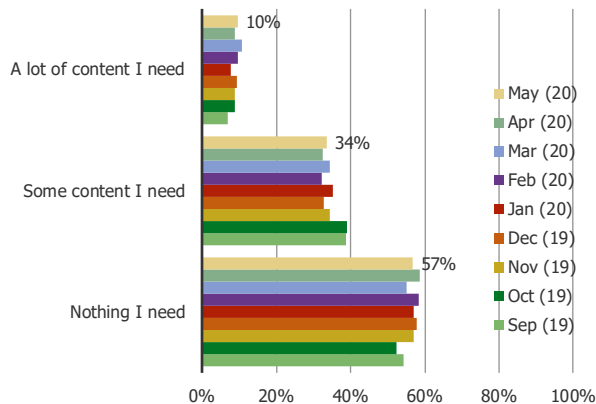
N=755



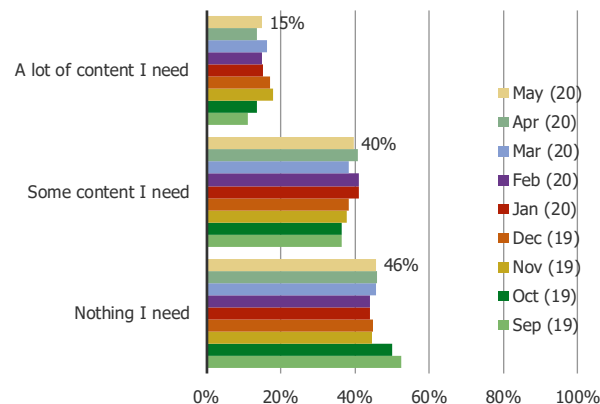
What are your expectations for the content that will be on each of these platforms going forward?

Posed to all respondents.

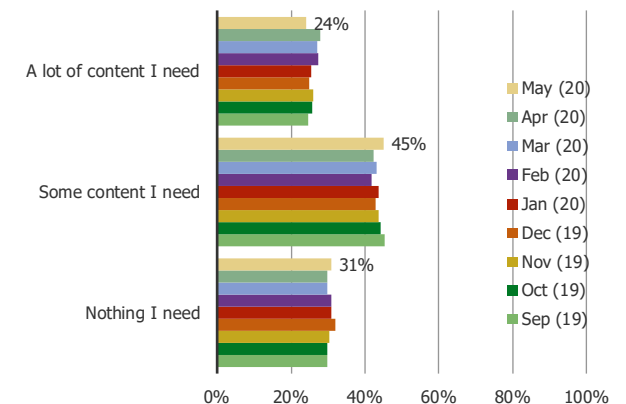
Apple TV+



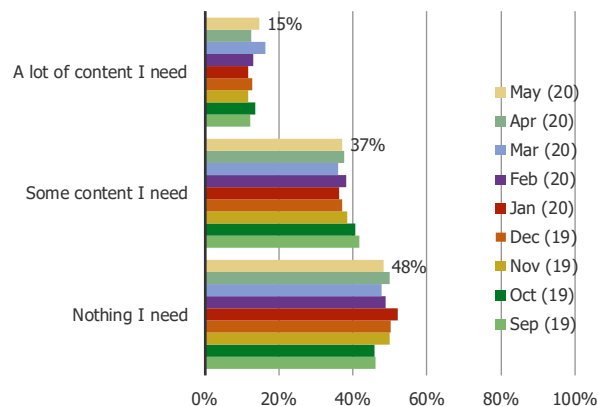
Disney+



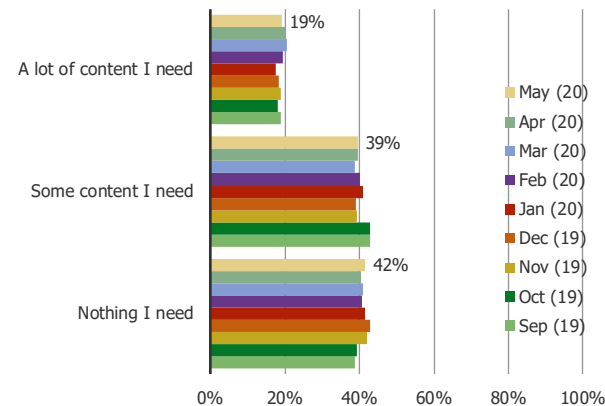
Netflix



HBO Max

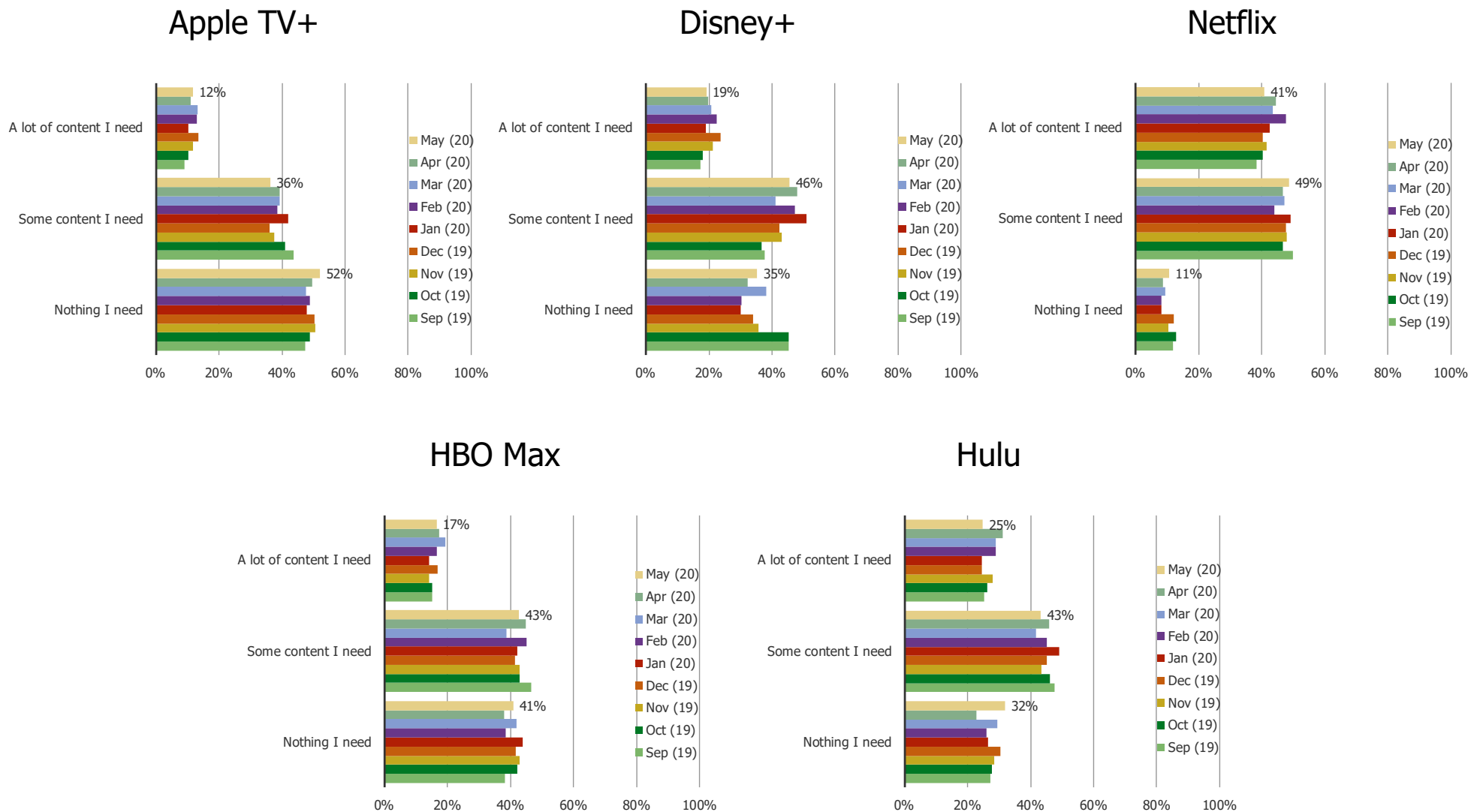


Hulu



What are your expectations for the content that will be on each of these platforms going forward?

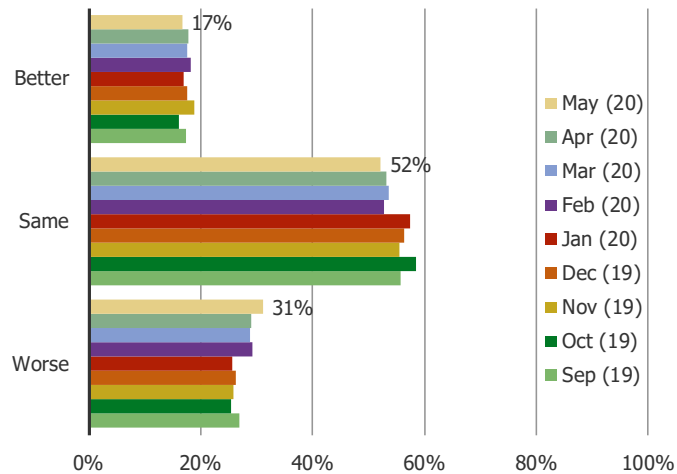
Cross Tab: Posed to paying Netflix subscribers (N=527)



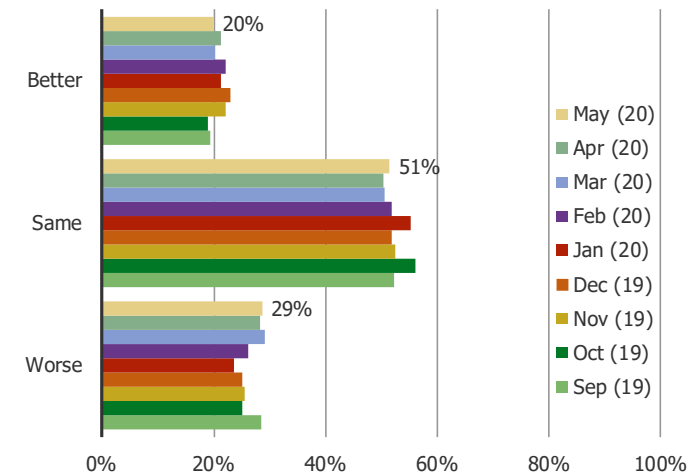
Do you think these platforms will be a better or worse value (content for the money you pay) than Netflix?

Posed to all respondents.

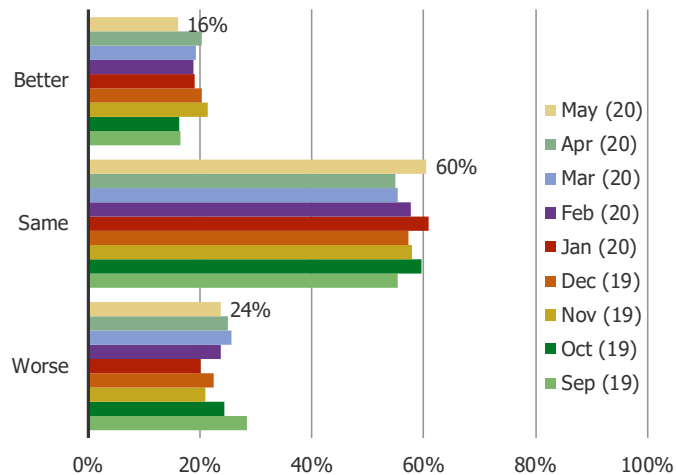
Apple TV+ for \$4.99 per Month



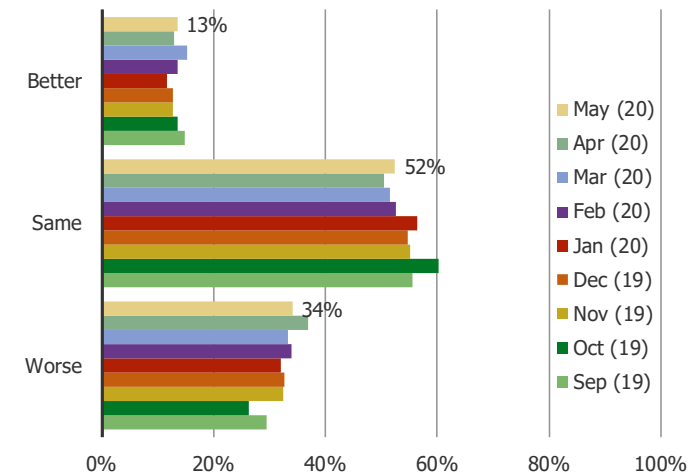
Disney+ Bundle for \$12.99 per Month



Disney+ for \$6.99 per Month / \$69.99 per Year



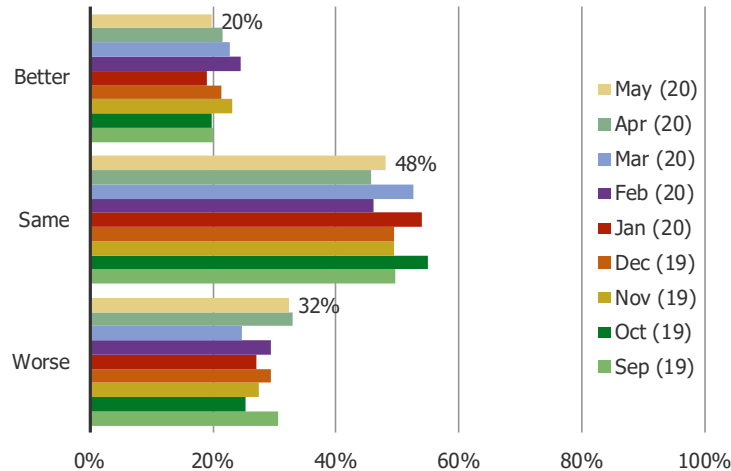
HBO Max for \$16-\$17 per Month



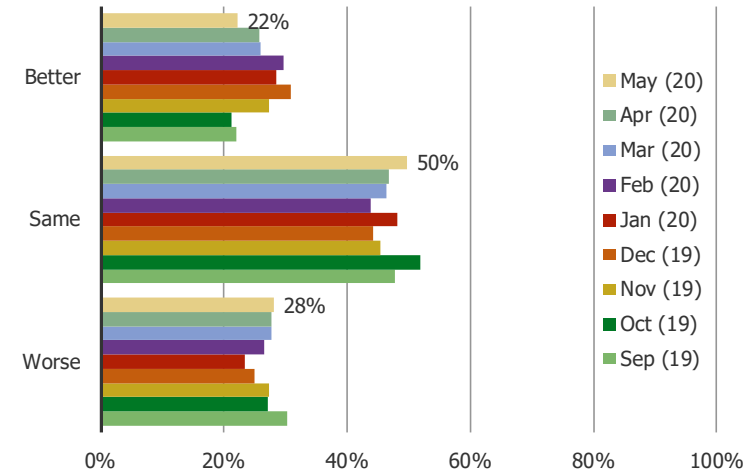
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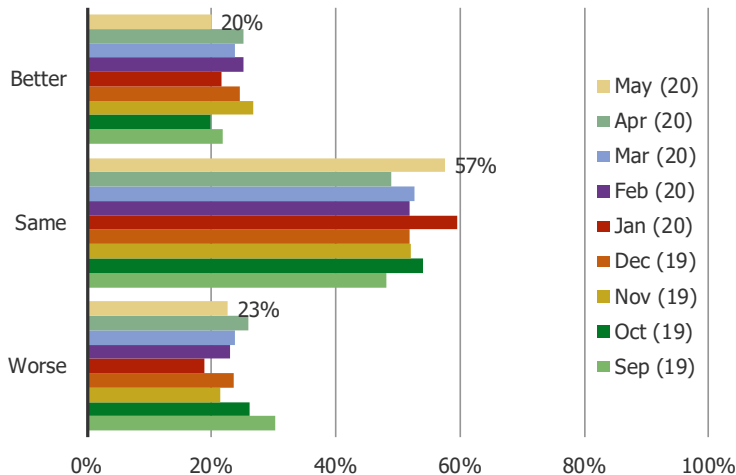
Apple TV+ for \$4.99 per Month



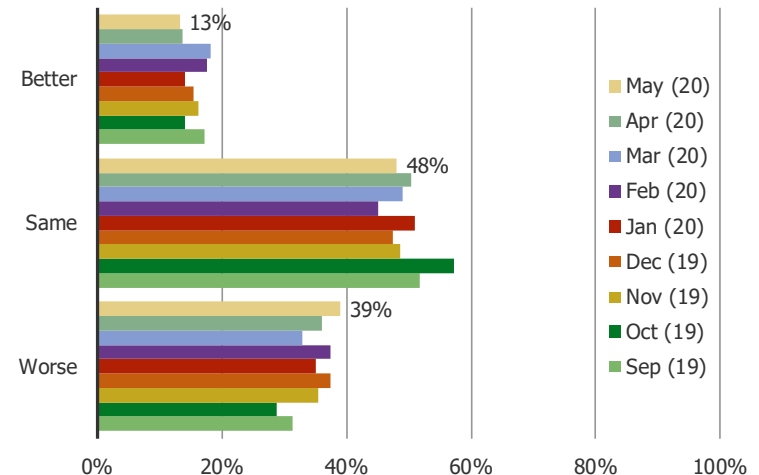
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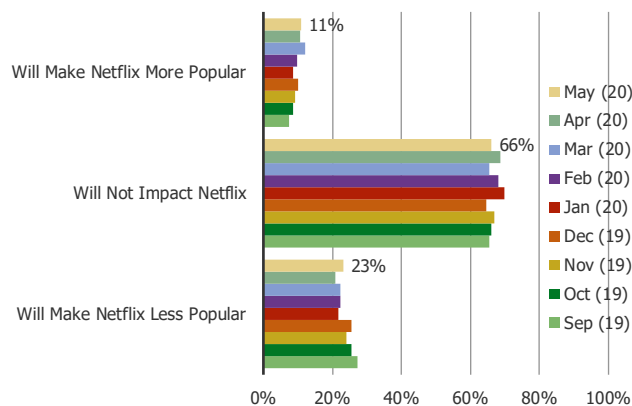
HBO Max for \$16-\$17 per Month



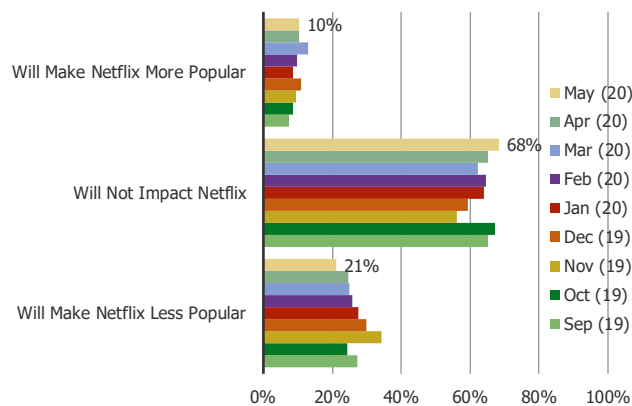
Do you think any of the following will have an impact on Netflix's popularity?

Posed to all respondents.

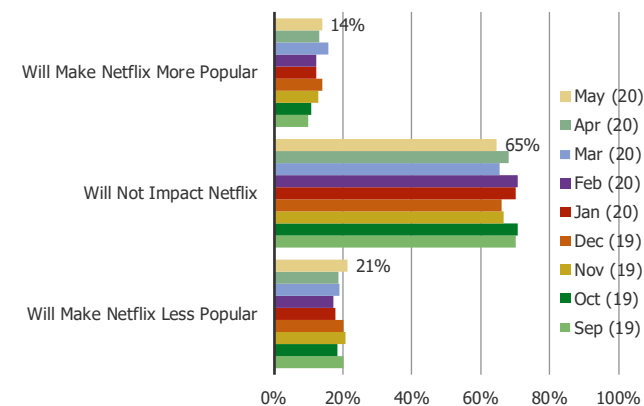
Apple TV+



Disney+



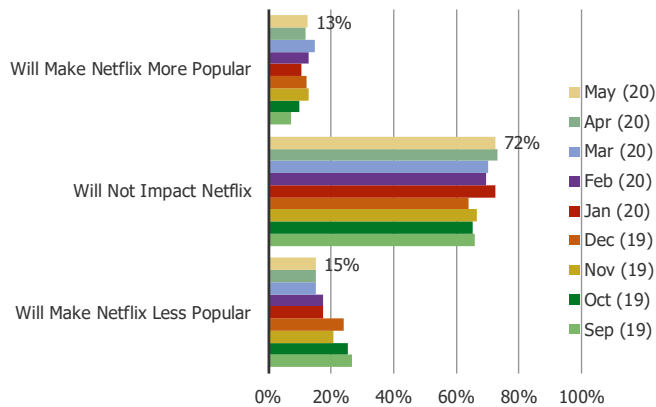
HBO Max



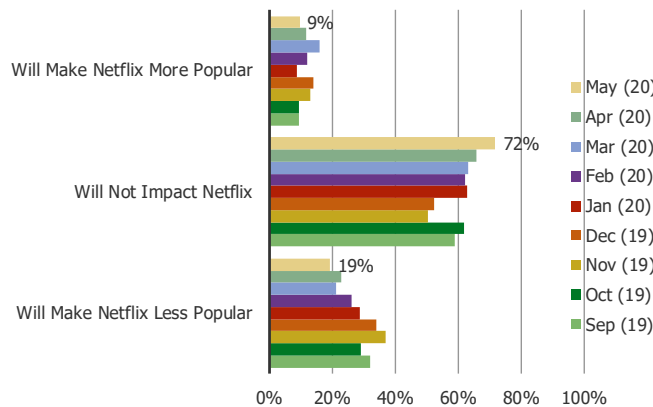
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Cross Tab: Posed to paying Netflix subscribers (N=527)

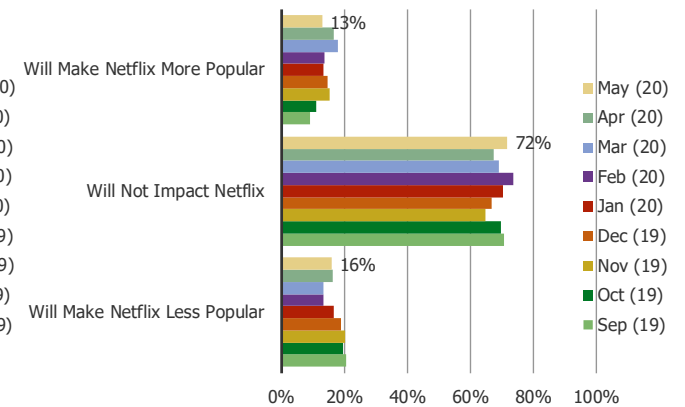
Apple TV+



Disney+

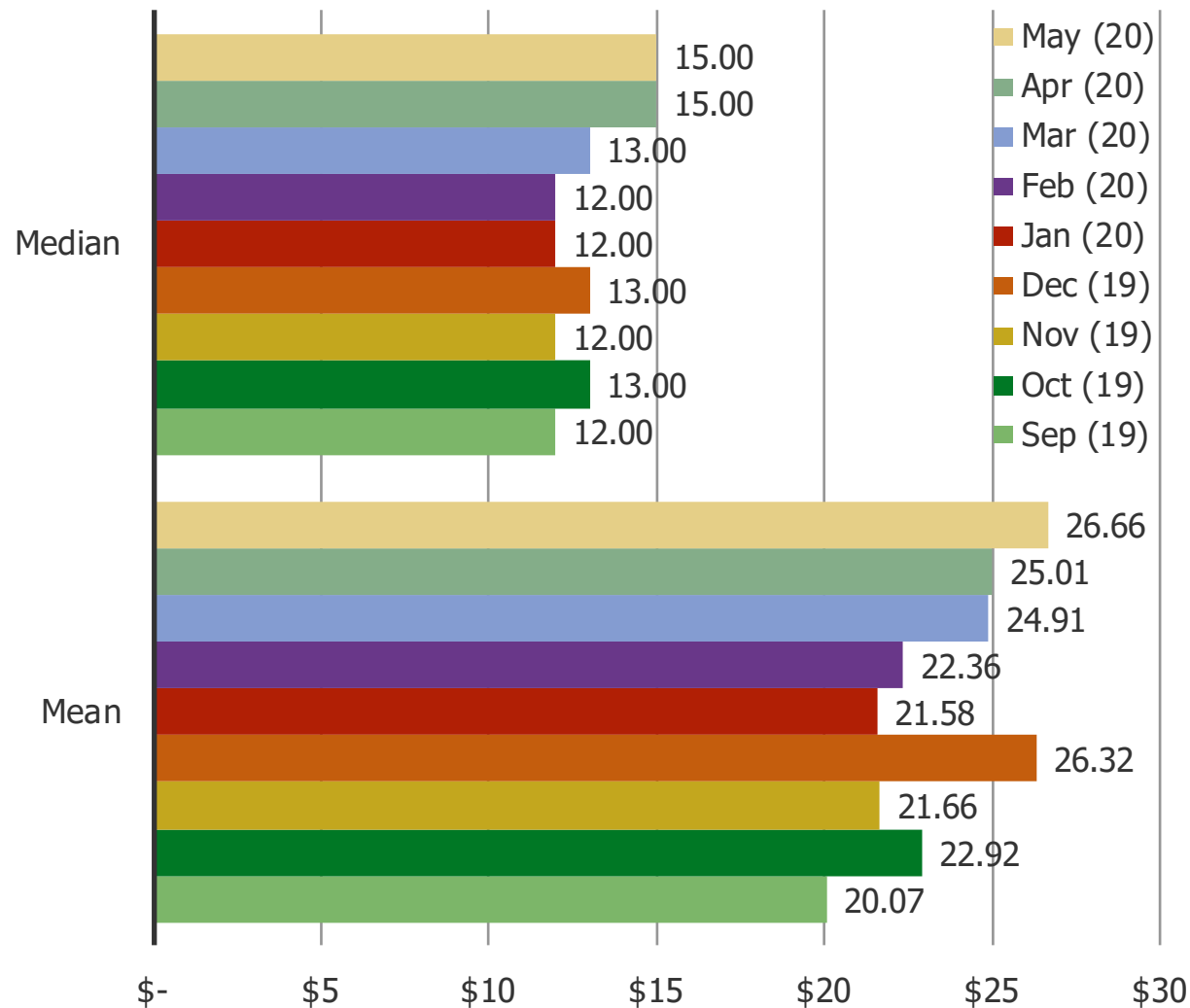


HBO Max



How much do you think is appropriate to spend on streaming video services, in total, per month?

Posed to all respondents.

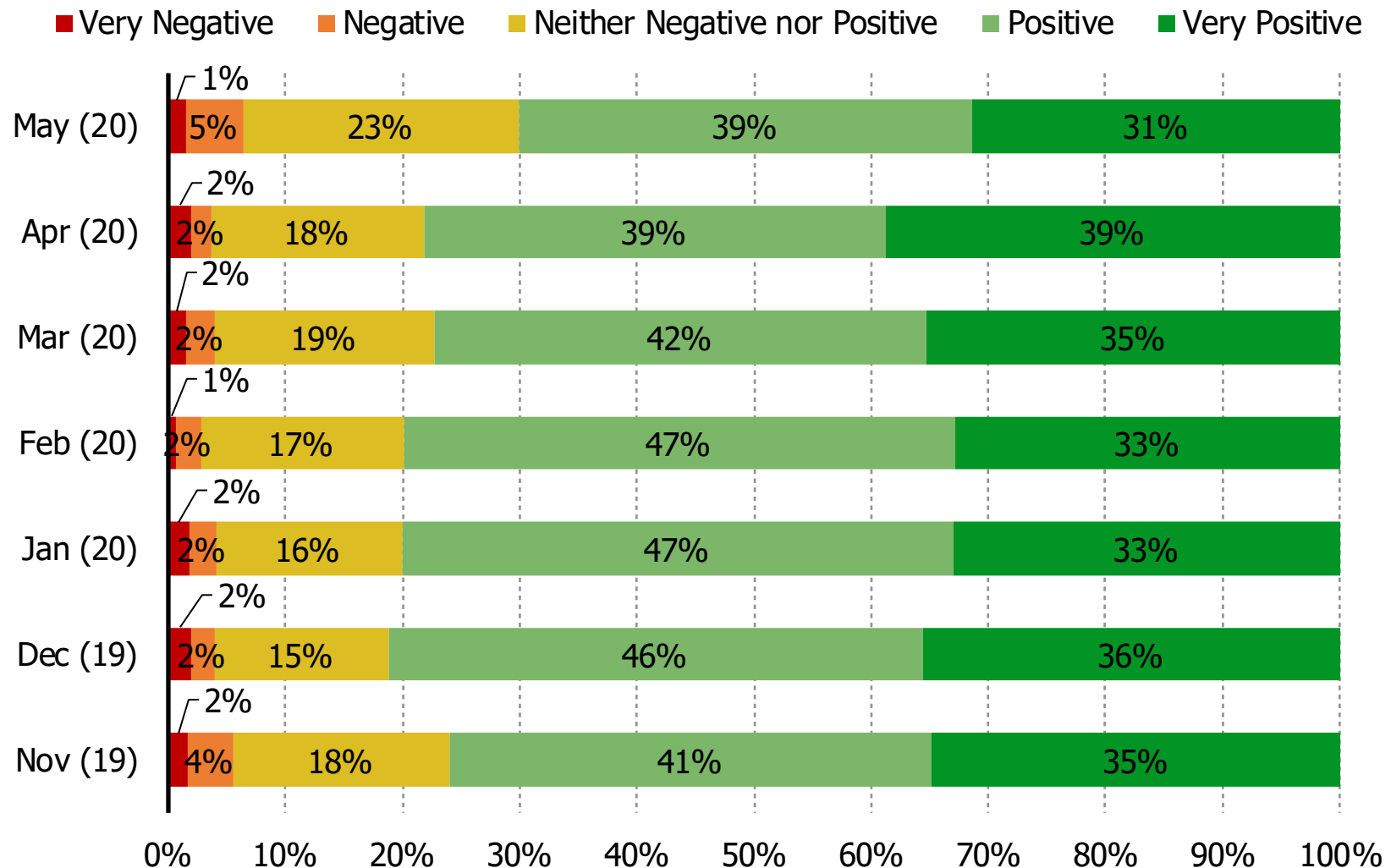


Disney+ Feedback



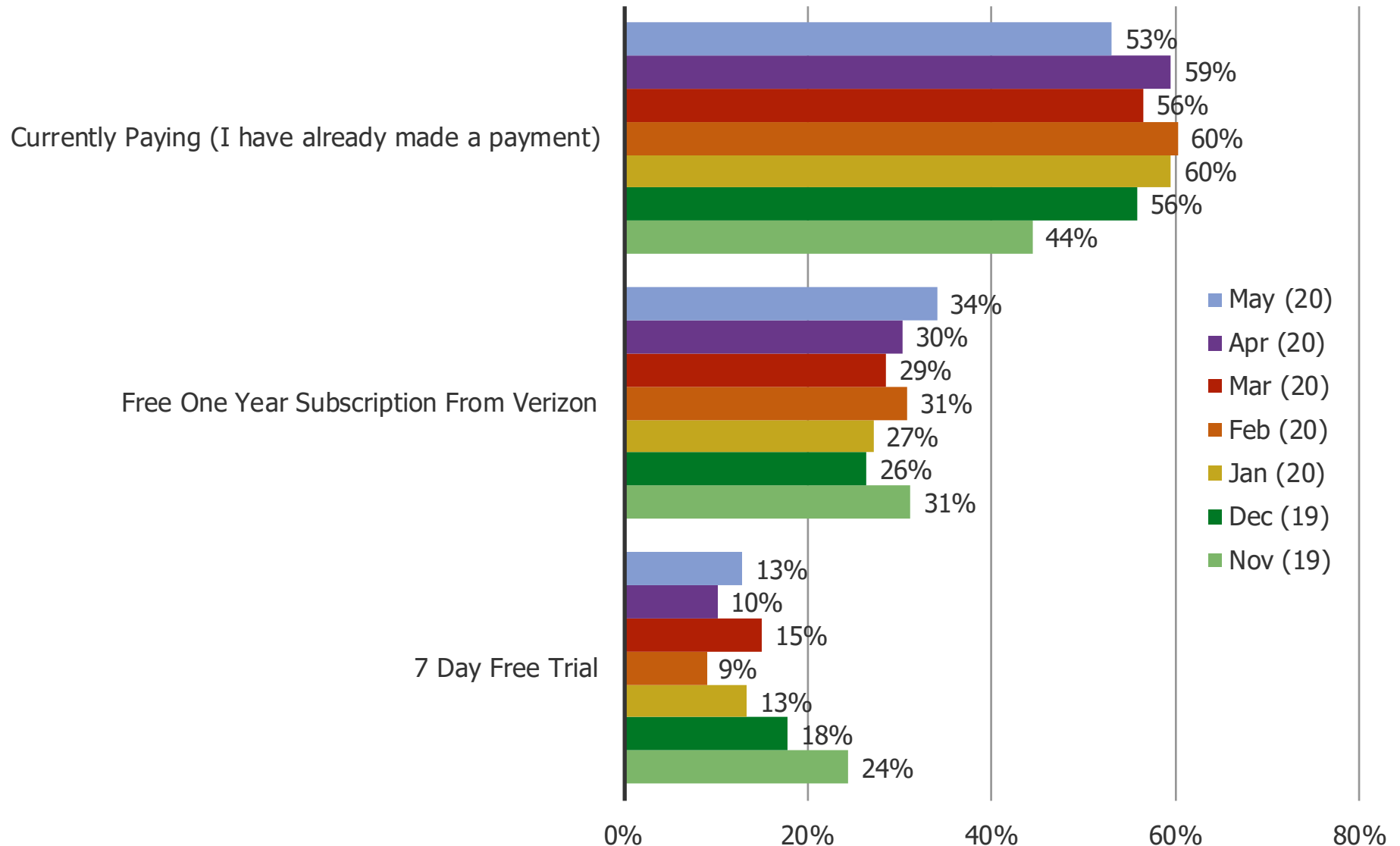
How would you rate your opinion of the service?

Posed to Disney+ subscribers.



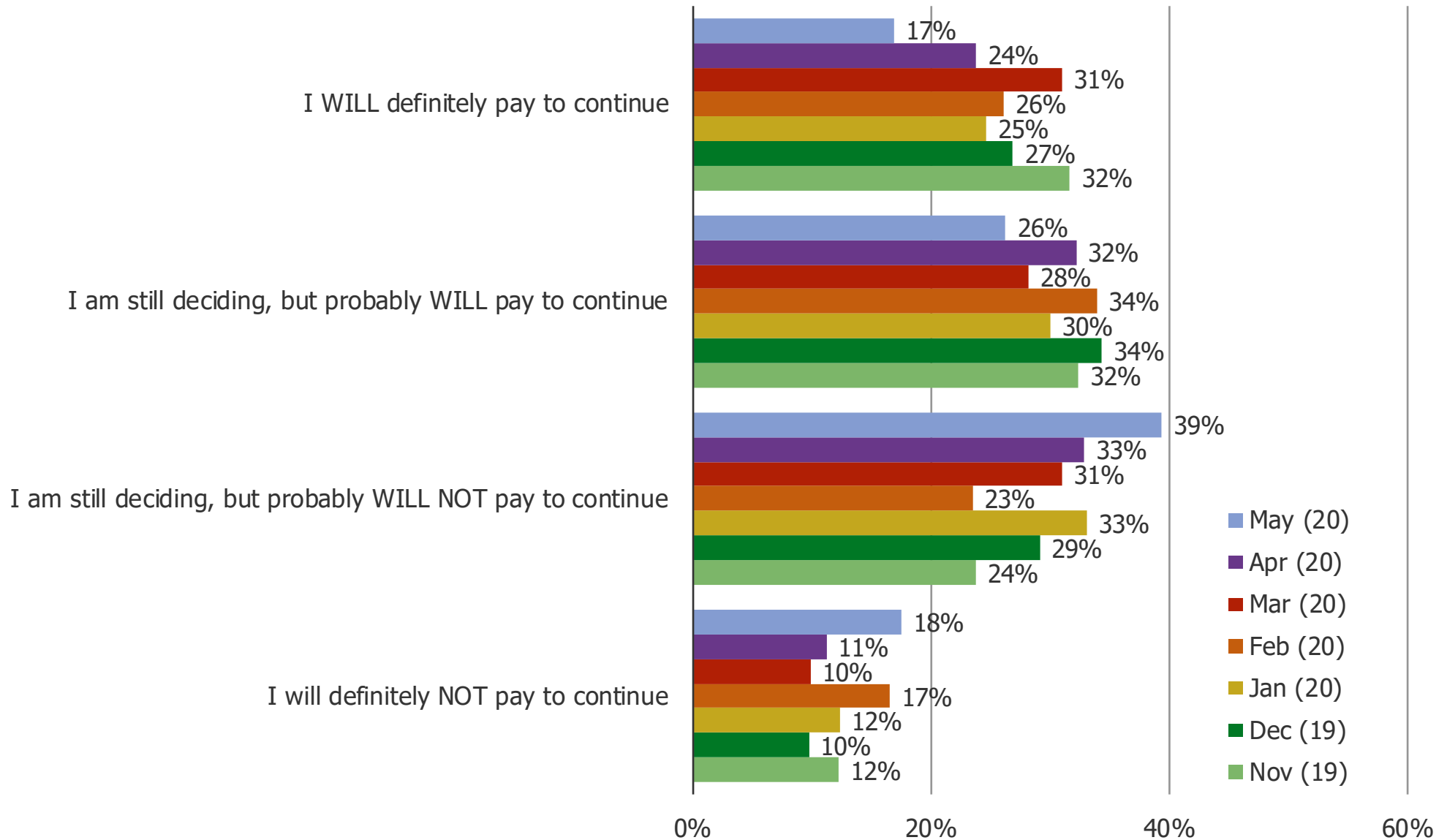
Which of the following best describes your subscription with Disney+?

Posed to Disney+ subscribers.



How likely are you to continue paying when your free trial period is finished?

Posed to Disney+ subscribers who are on a free trial.



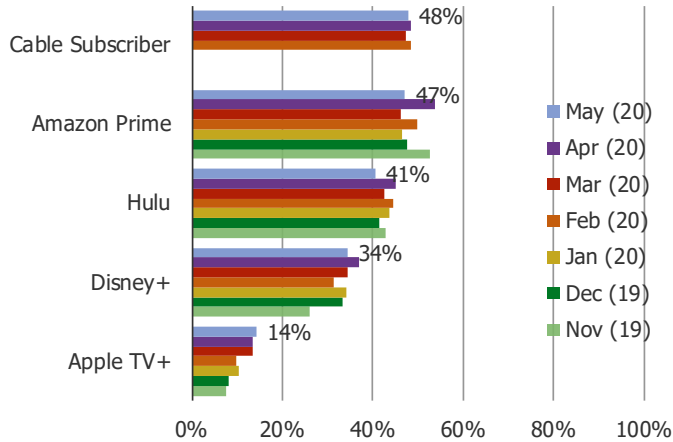
Platform Crossover and Sign-Up Intentions



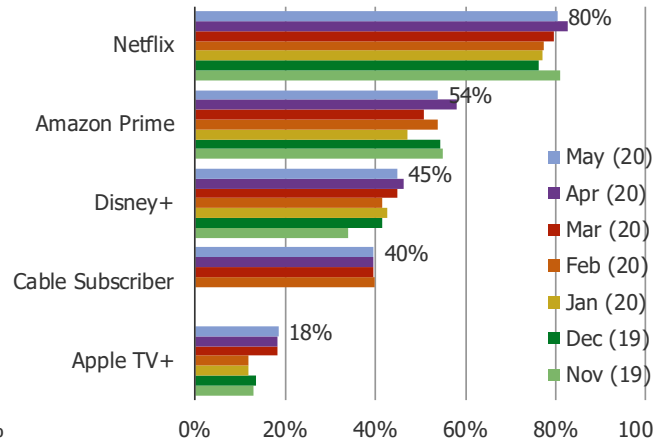
Do you currently have an account with any of the following streaming services?

Cross-tabbed by services they have an account with:

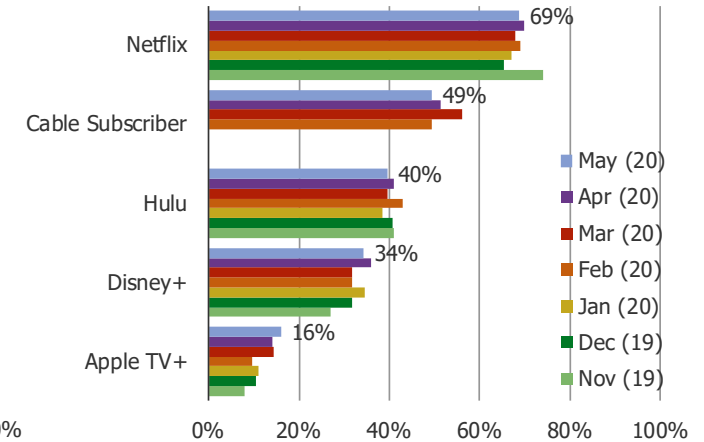
Netflix



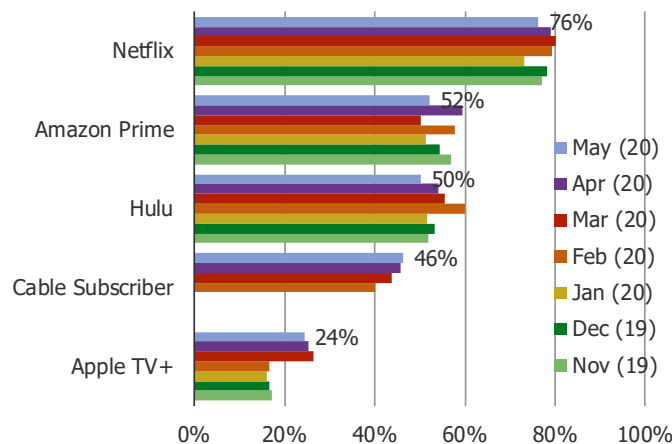
Hulu



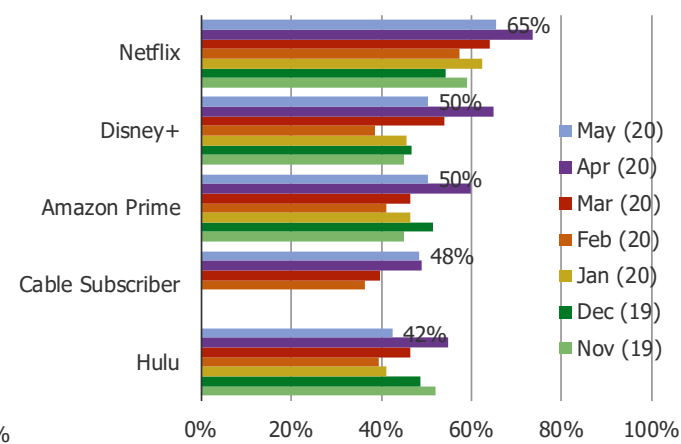
Amazon Prime



Disney+



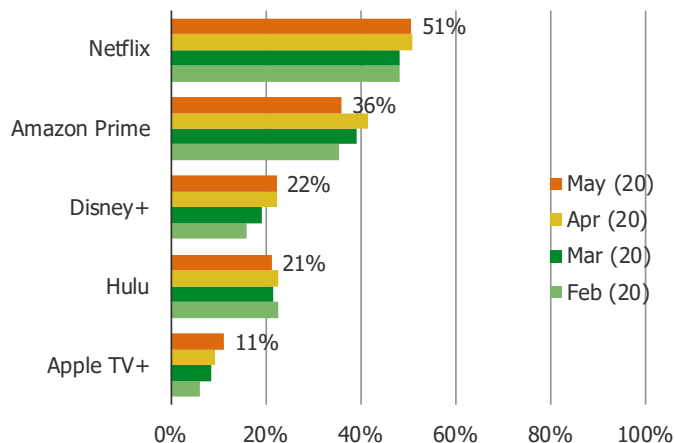
AppleTV+



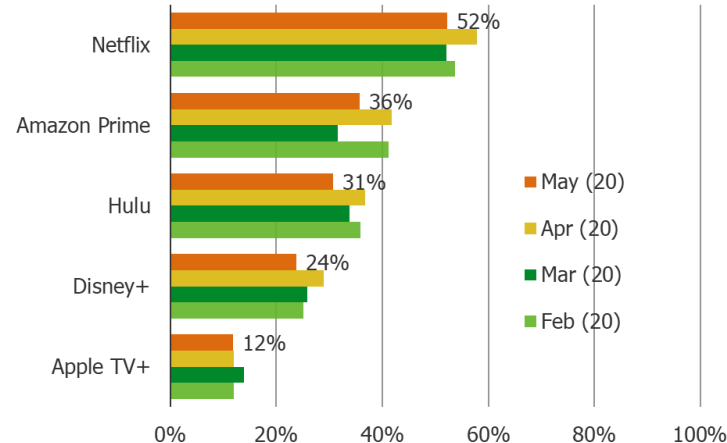
Do you currently have an account with any of the following streaming services?

Cross-tabbed by their experience with cable TV.

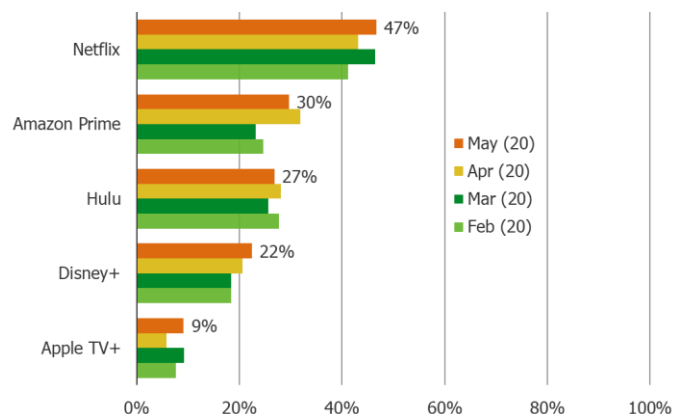
Current Cable Subscriber



Used to Have Cable



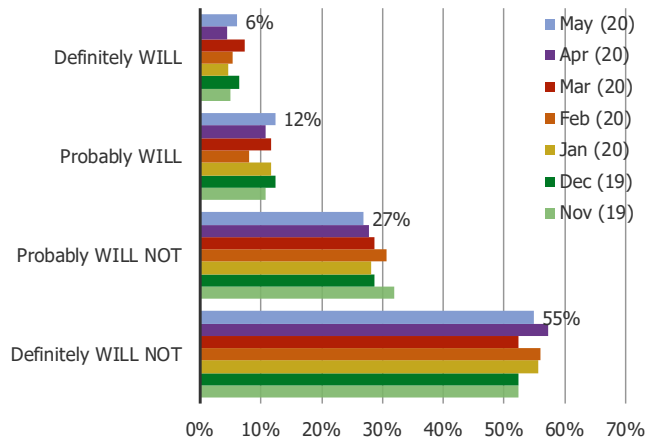
Has Never Subscribed to Cable



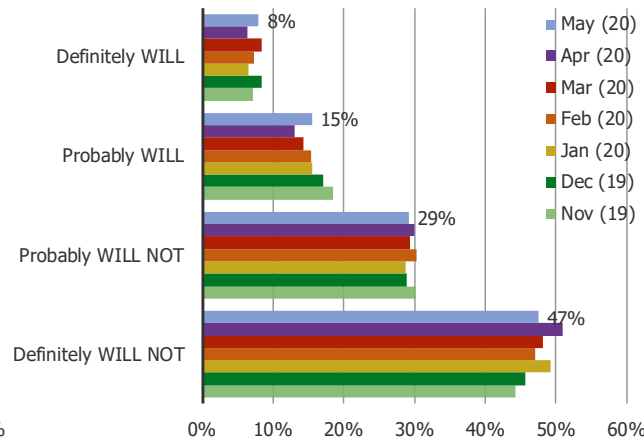
How likely are you to sign up for this service in the next month?

Posed to respondents who are currently NOT subscribers of each of the follow.

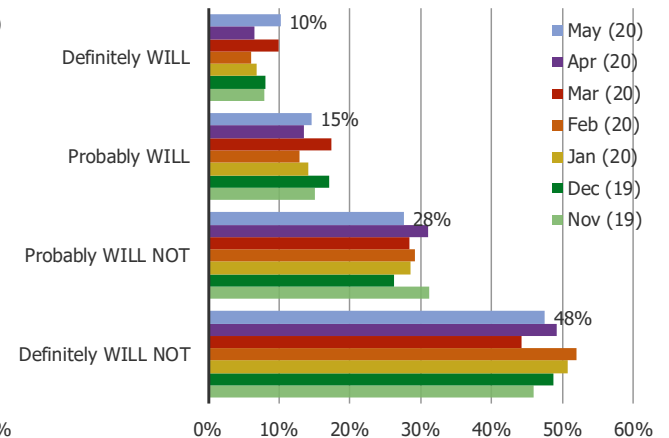
Apple TV+



Disney+



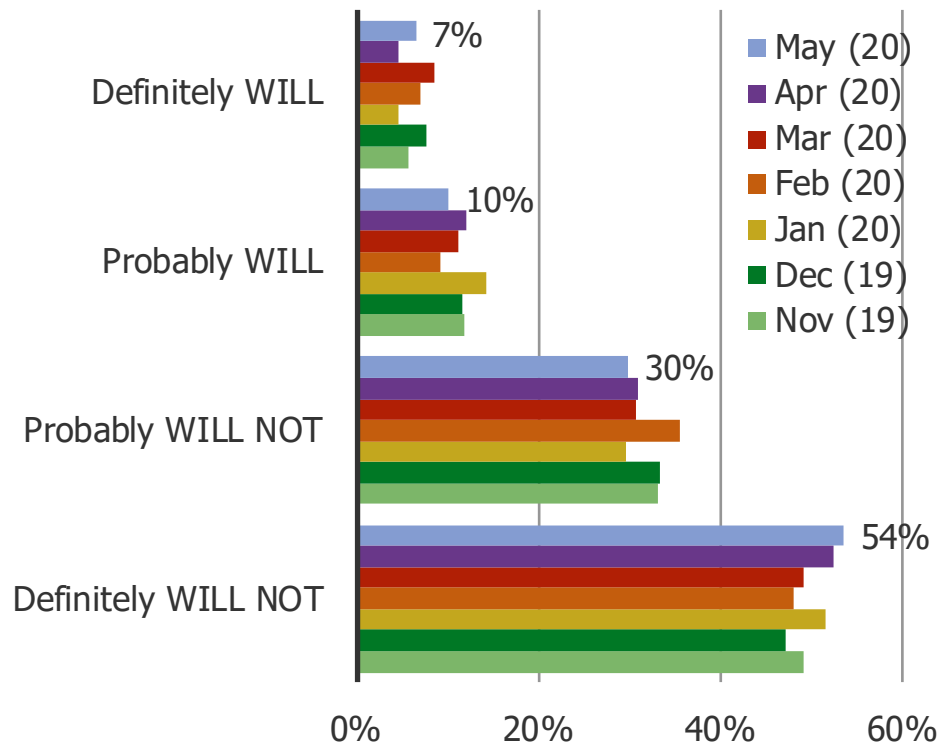
Netflix



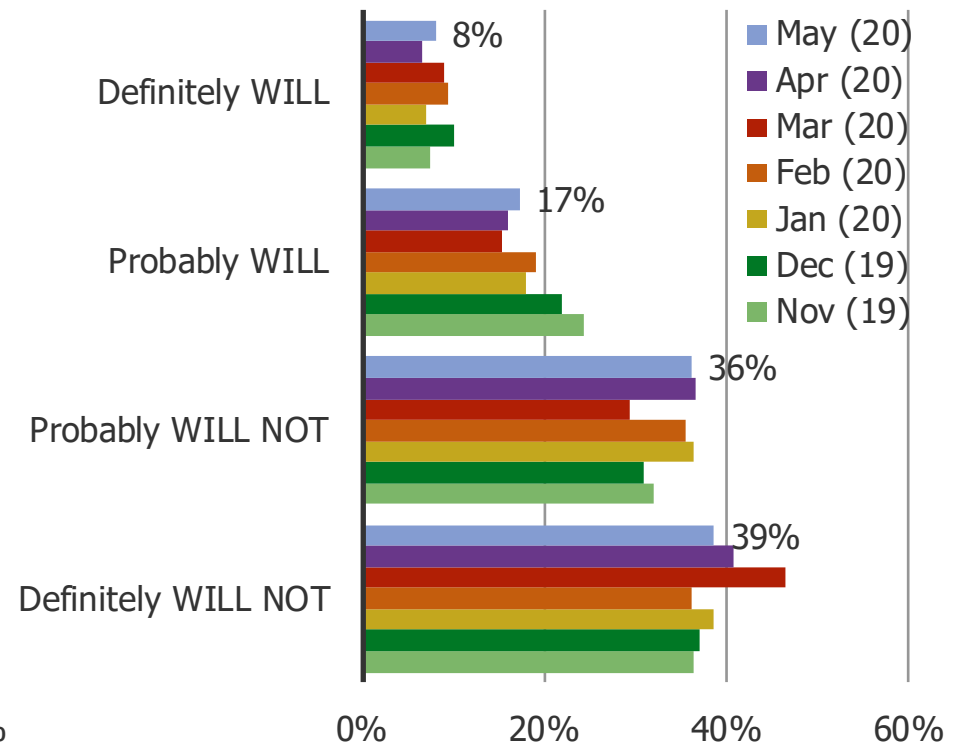
How likely are you to sign up for this service in the next month?

Cross-tab: Posed to paying Netflix subscribers who are currently NOT subscribers of each of the following.

Apple TV+

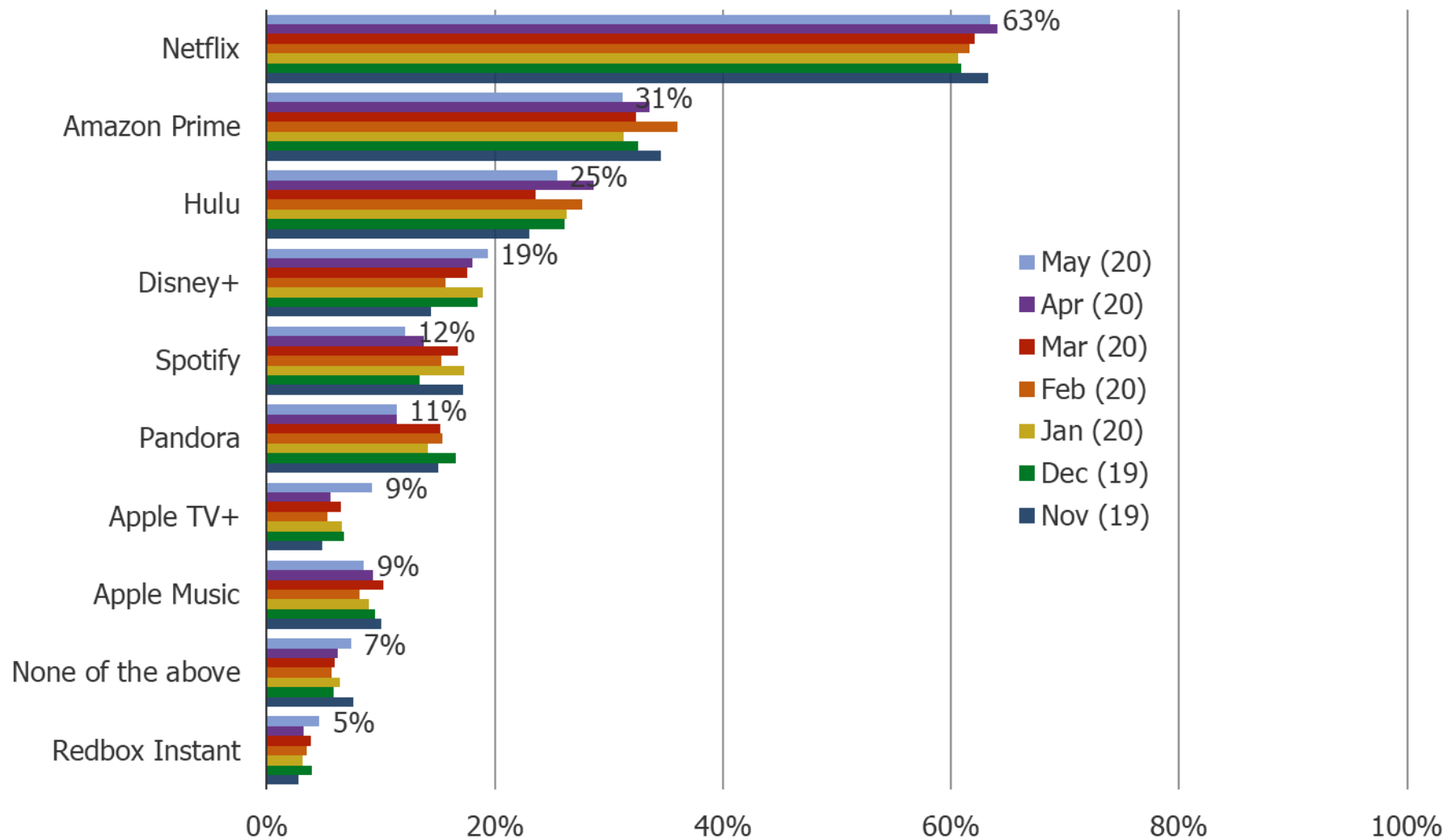


Disney+



Out of the following services, please select the two that you use most often.

Posed to respondents who use streaming video services.



Netflix and Disney+ Content Feedback



What is the last thing you watched on Netflix?

Posed to Netflix subscribers

May

April



March



What is your favorite thing that you have watched on Disney+ so far?

Posed to Netflix subscribers

May



April



March

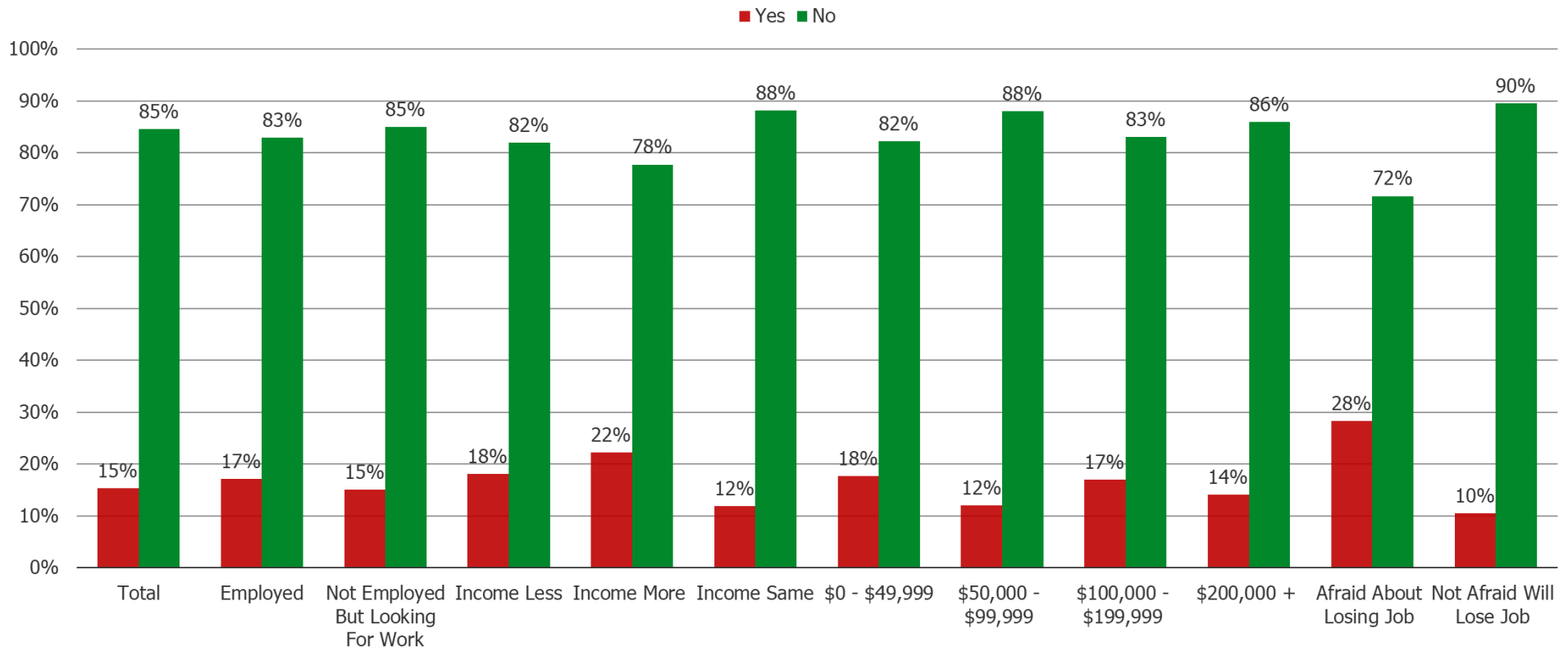


Considering Cancelling Cross-Tabs



Are you considering cancelling your Netflix subscription in the next month?

Posed to paying Netflix subscribers



**Data from April and May combined.*

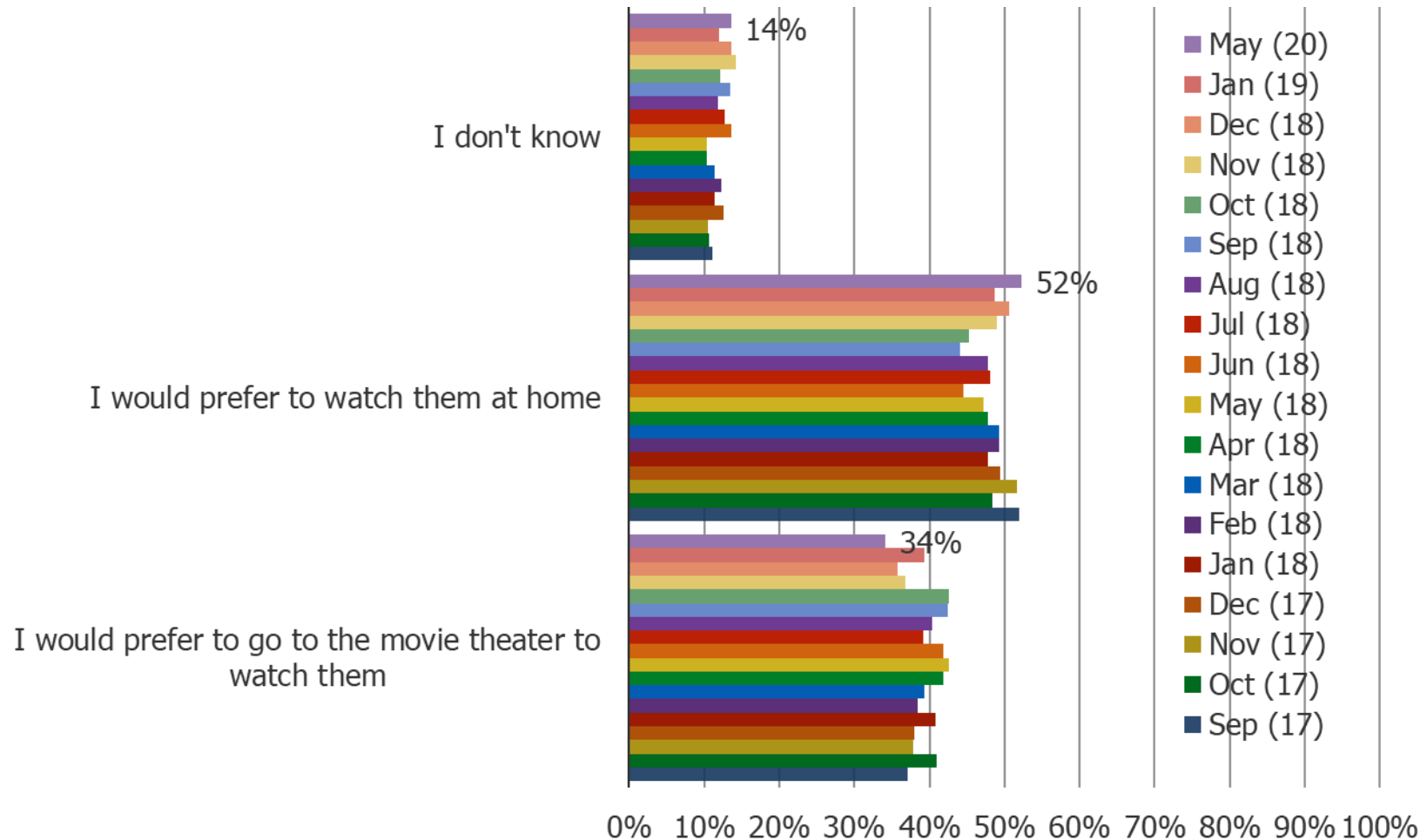


New Movie Release Watching Preferences



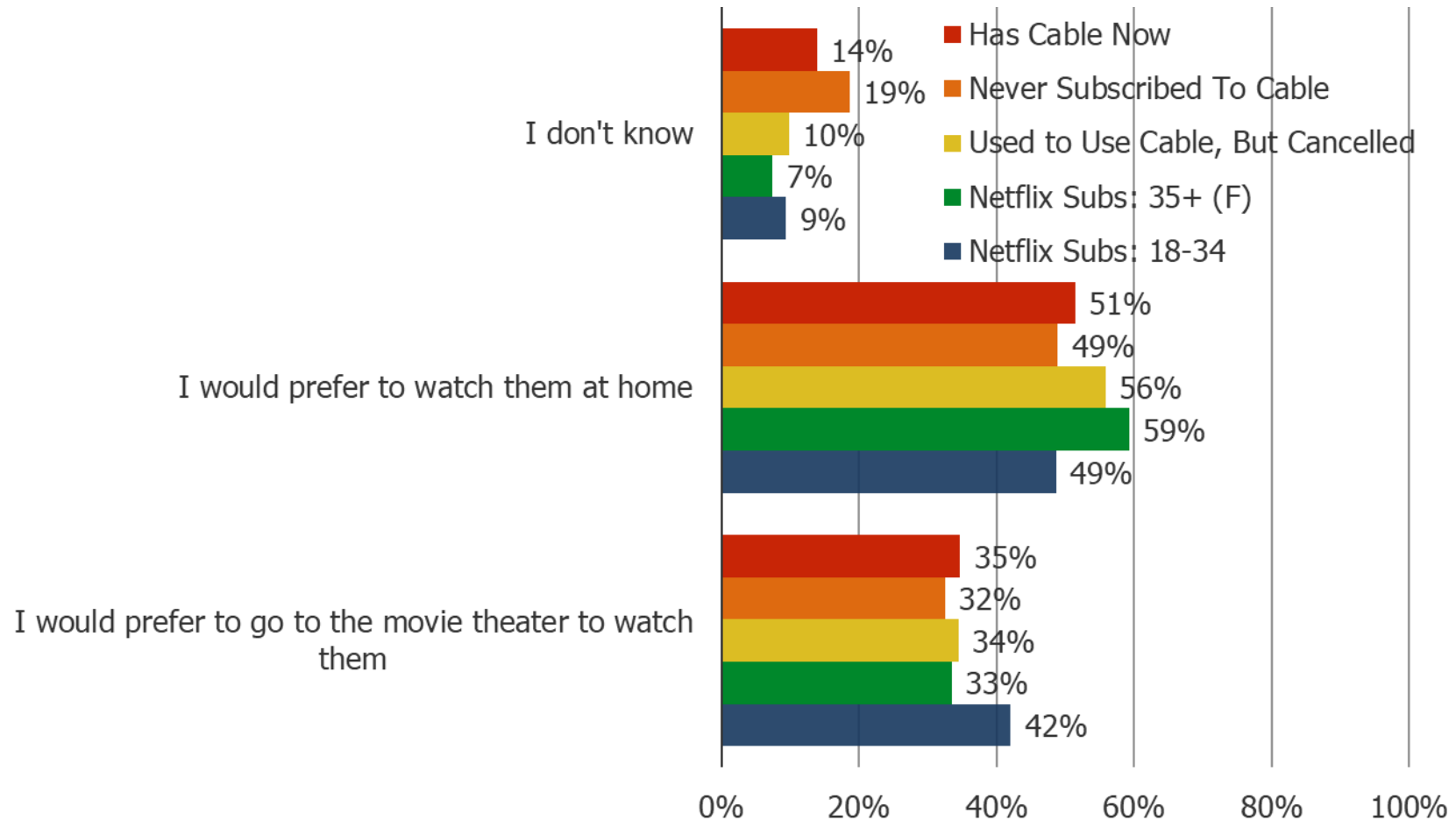
If you could choose where to watch newly released movies, where would you choose to watch them?

Posed to all respondents, cross-tabbed.



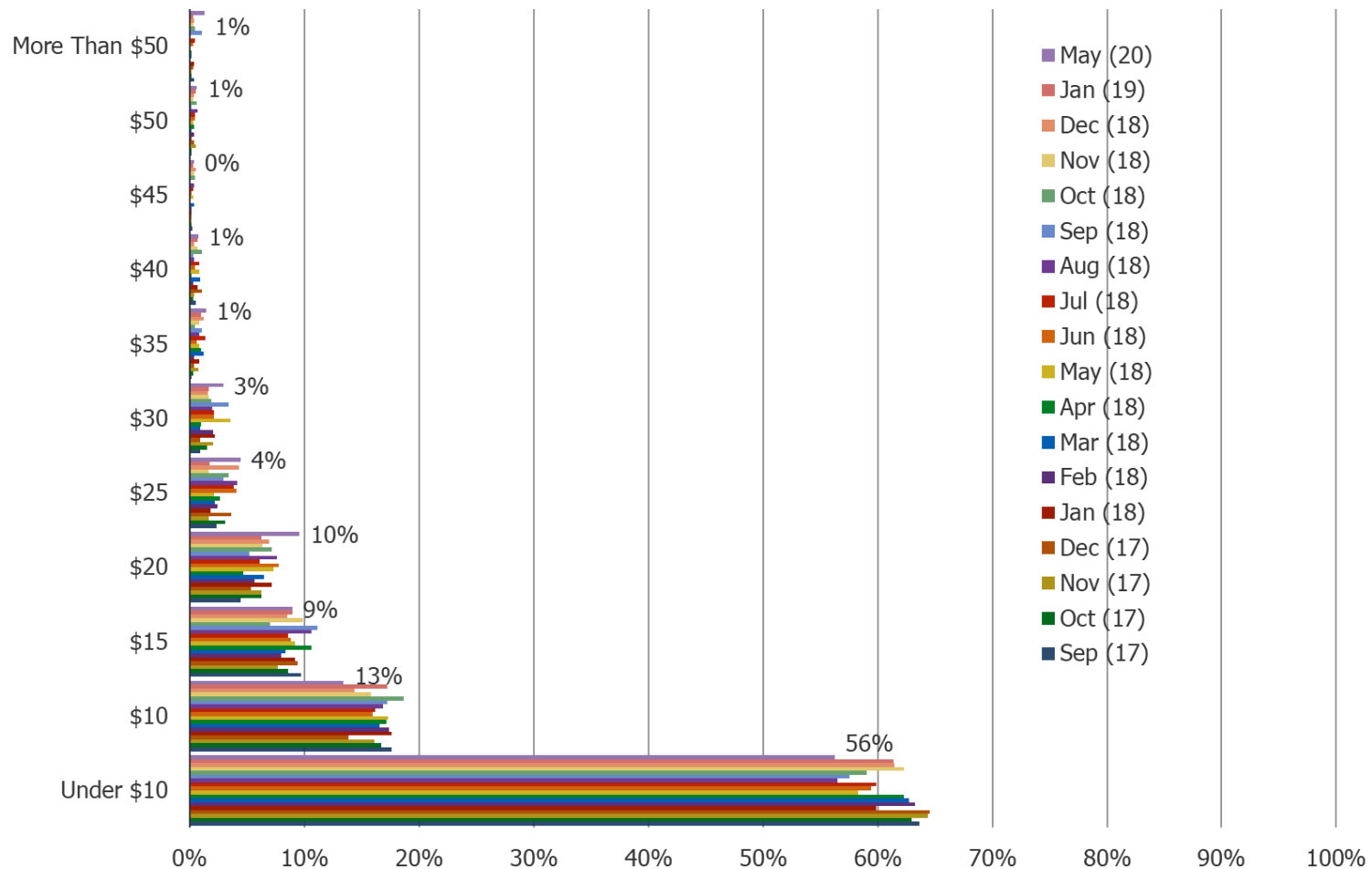
If you could choose where to watch newly released movies, where would you choose to watch them?

Posed to all respondents, cross-tabbed.



What is the most you would be willing to pay to watch new release movies at home?

Posed to respondents who said they would prefer to watch new release movies at home.

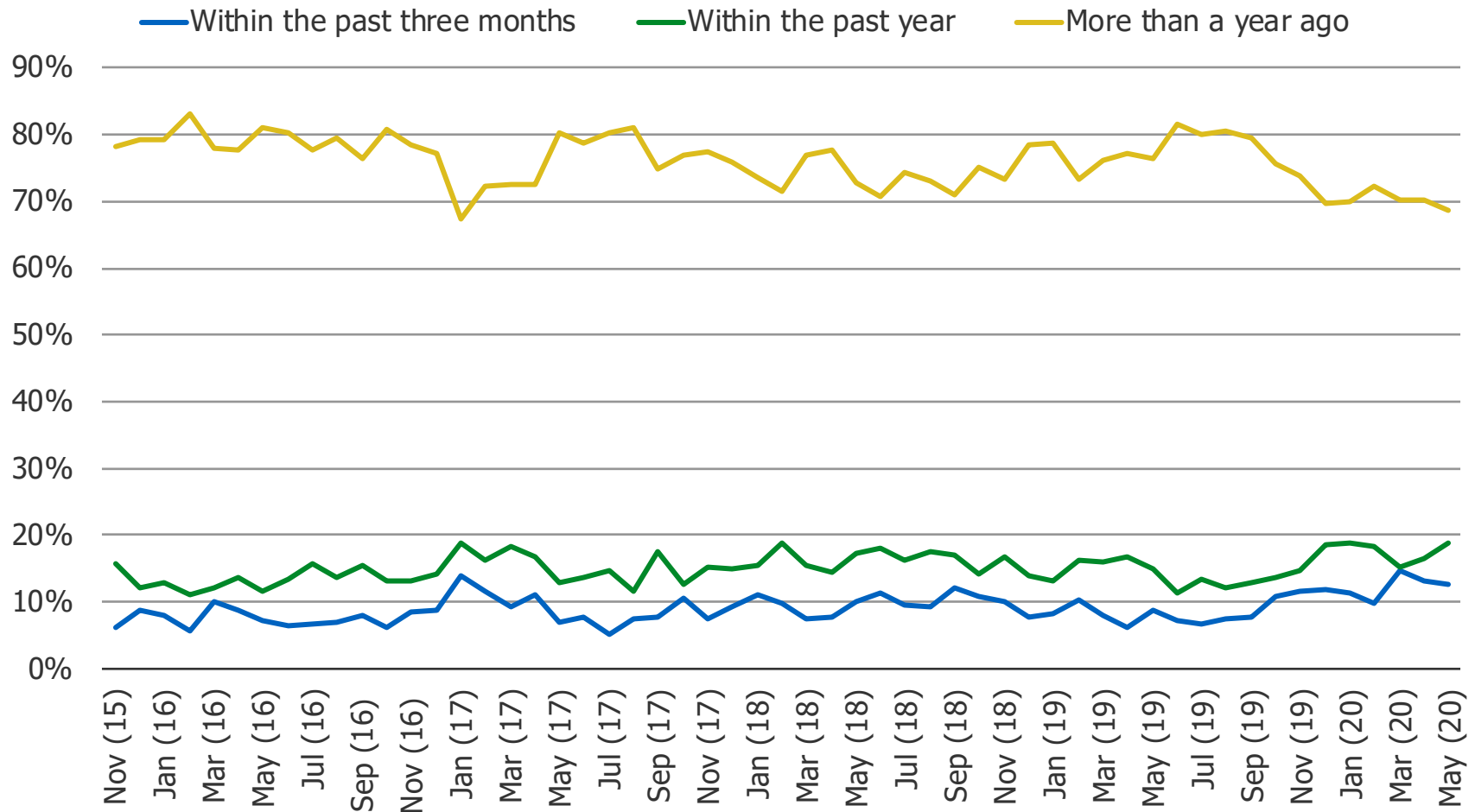


Netflix Subscriber Dynamics



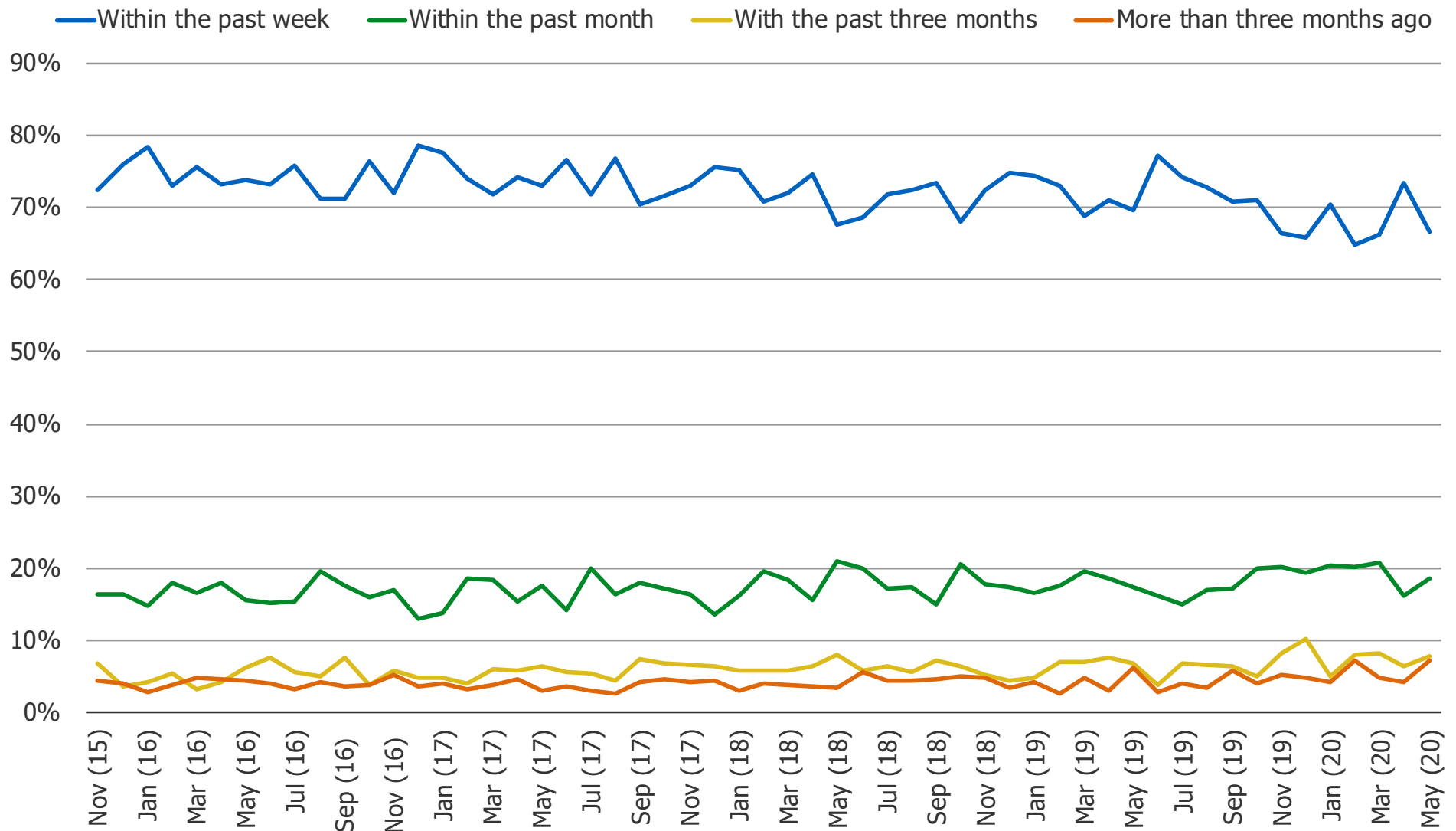
When did you sign up for Netflix?

Posed to Netflix subscribers.



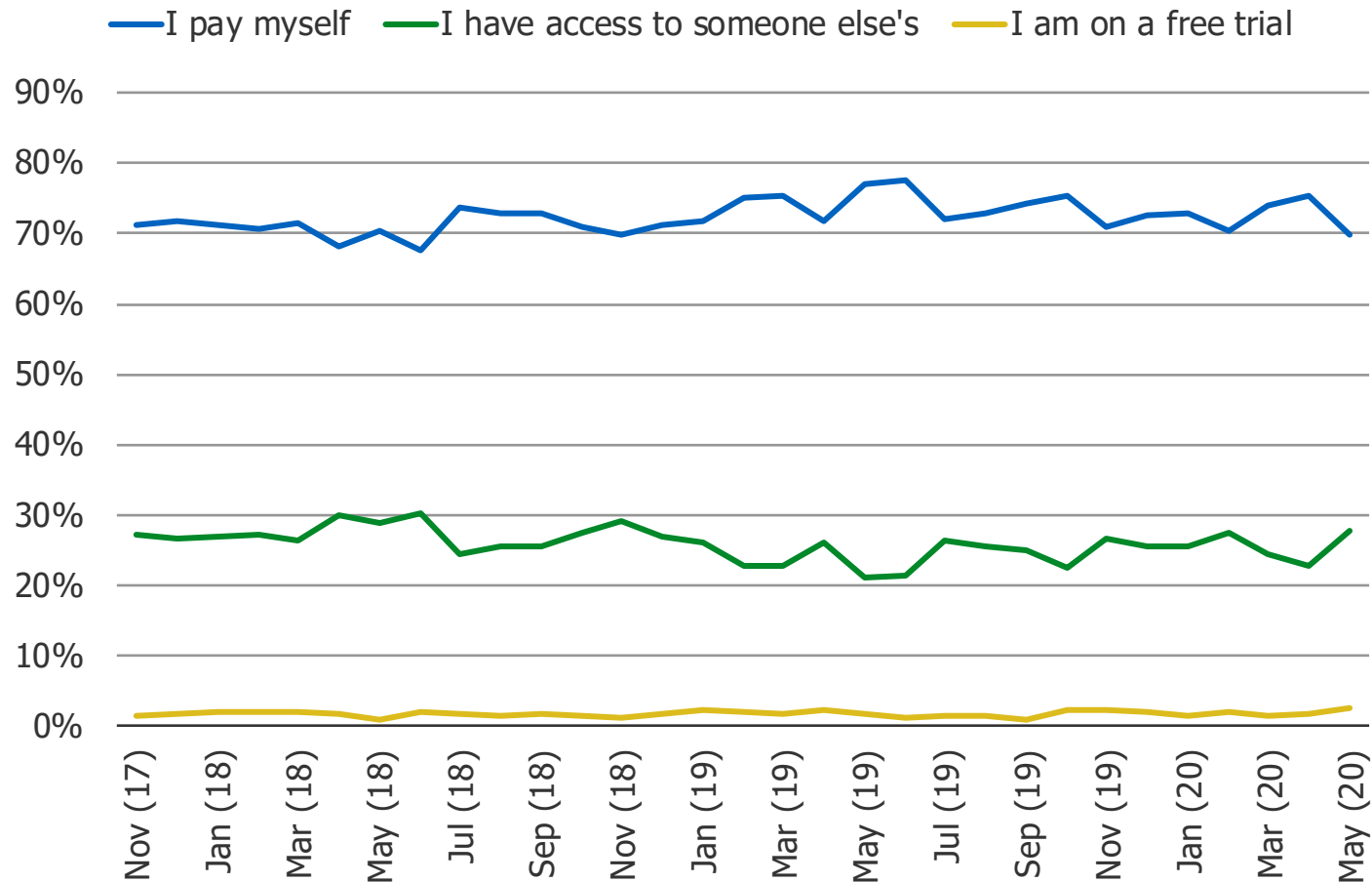
When is the last time that you watched something on Netflix?

Posed to Netflix subscribers.



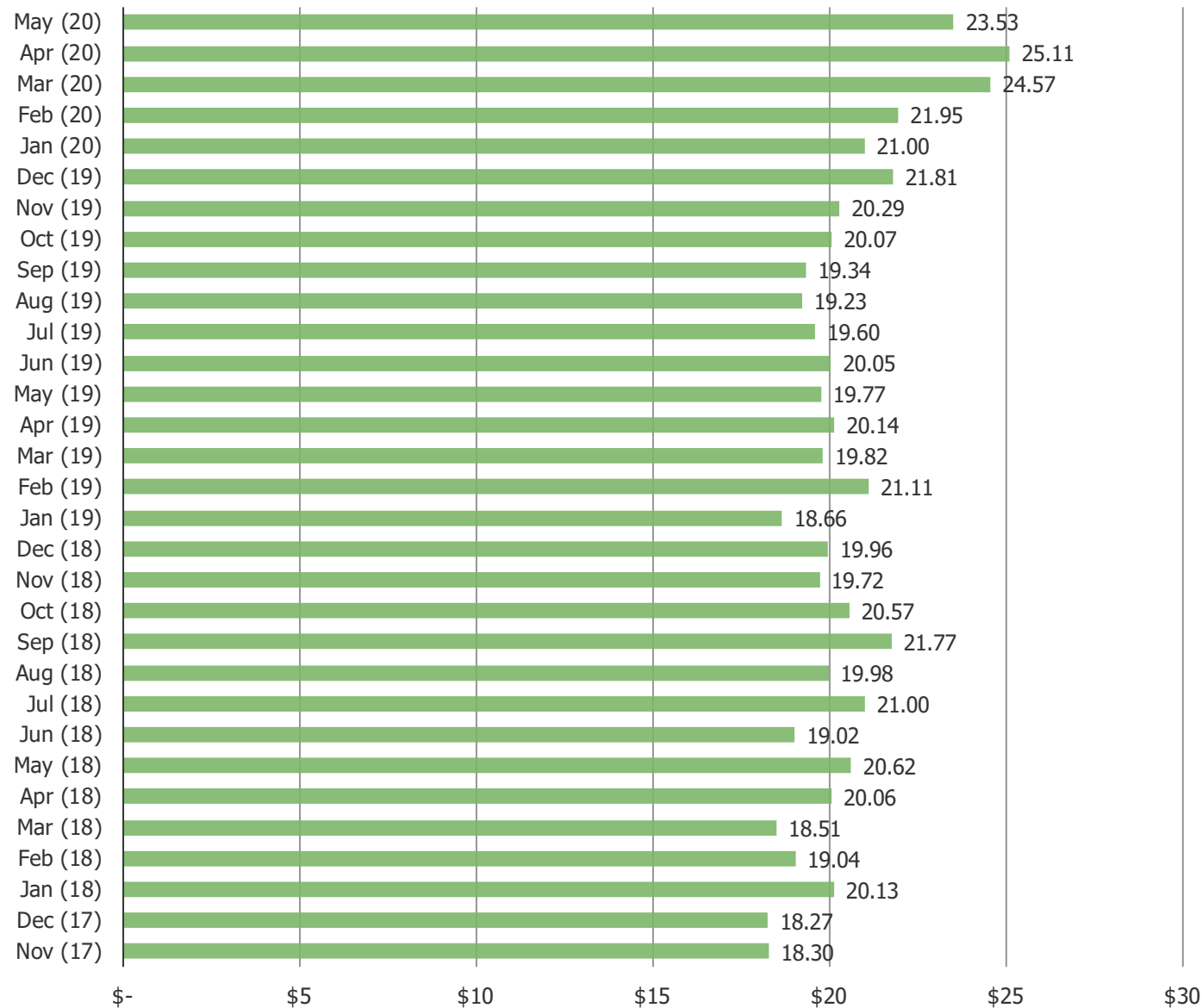
Do you pay for your Netflix subscription yourself, or do you have access to a friend or family member's account?

Posed to Netflix subscribers.



At what monthly price point would you decide to cancel your Netflix subscription? (ie. If Netflix continues to increase prices, what price per month would trigger your cancellation of Netflix?)

Posed to Netflix subscribers who pays for the Netflix account.

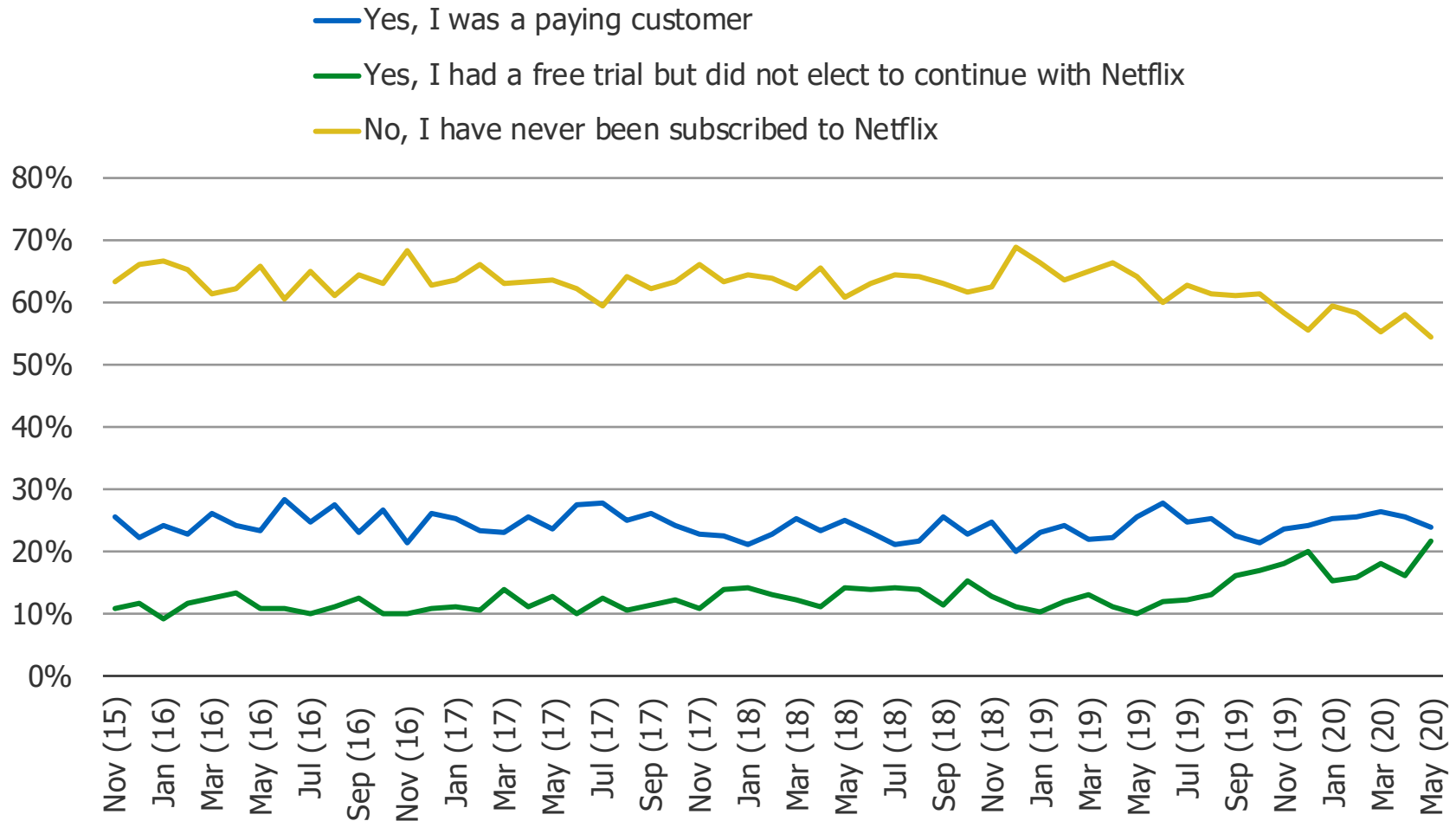


Non-Netflix Subscriber Dynamics



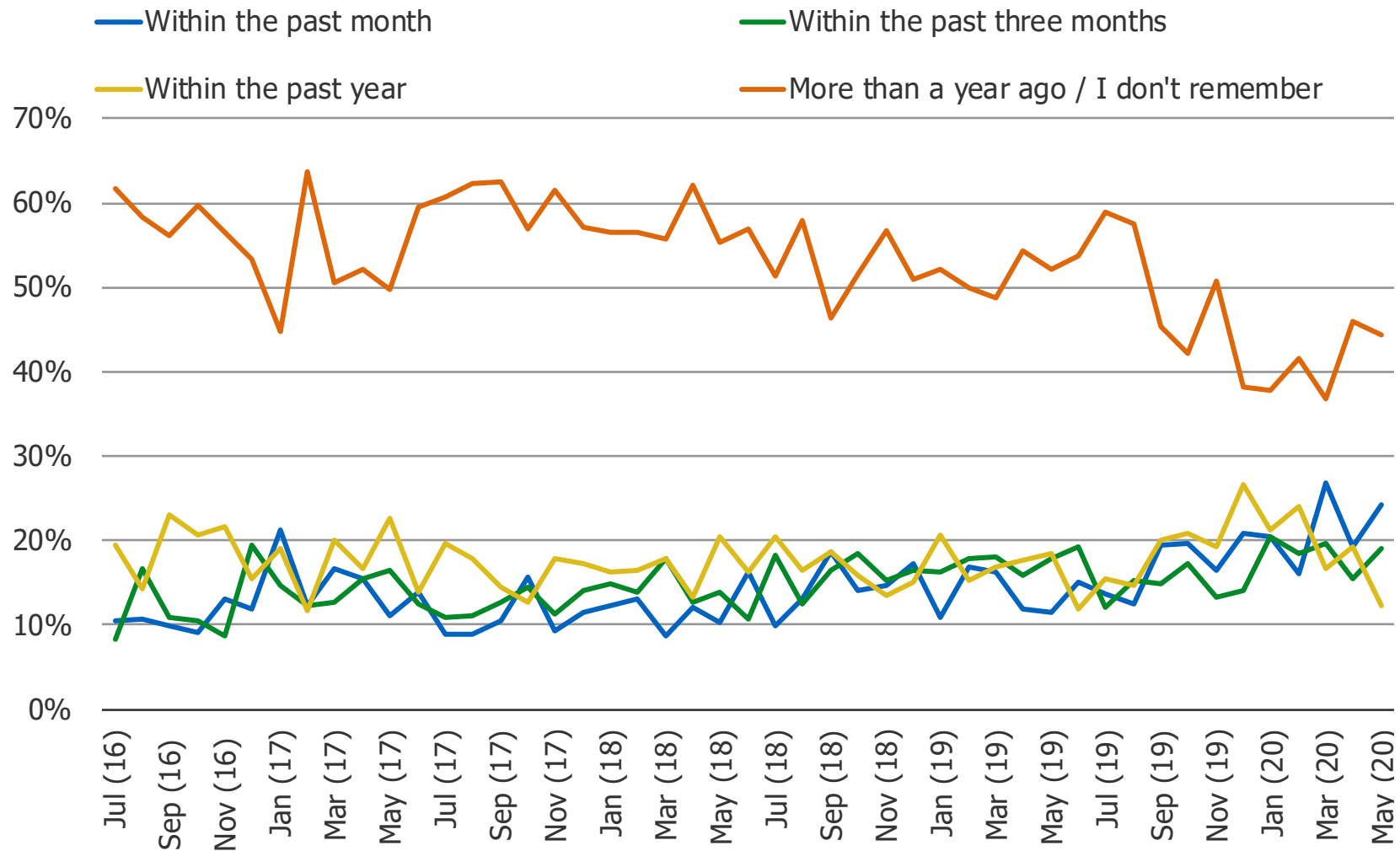
Were you at any time a Netflix subscriber in the past?

Posed to non-Netflix subscribers.



When did you cancel your Netflix subscription?

Posed to former Netflix subscribers.



Did the most recent price increases play a role in your decision to cancel Netflix?

Posed to former Netflix subscribers and former trialers.

