

**Bespoke Intel**

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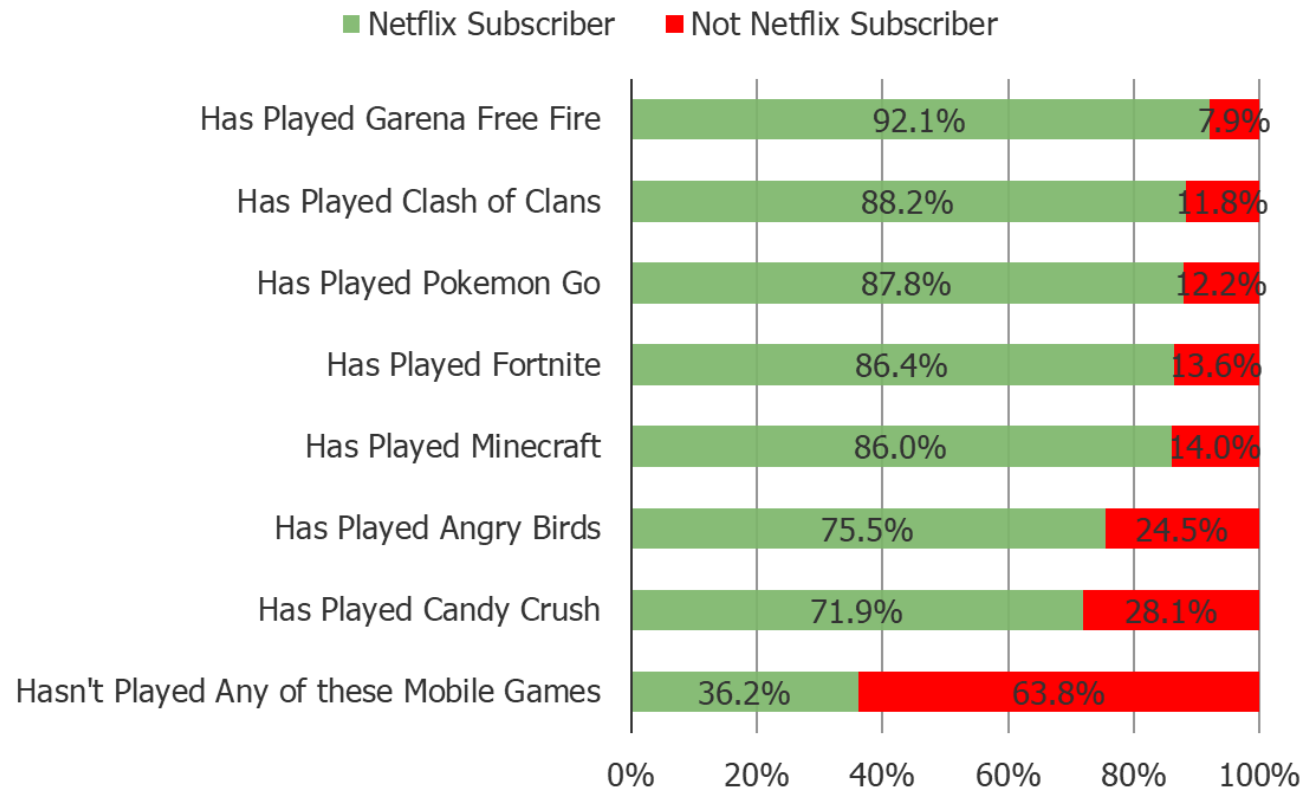
# **Netflix and Mobile Games Cross-Tabs**

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**August 5, 2021**

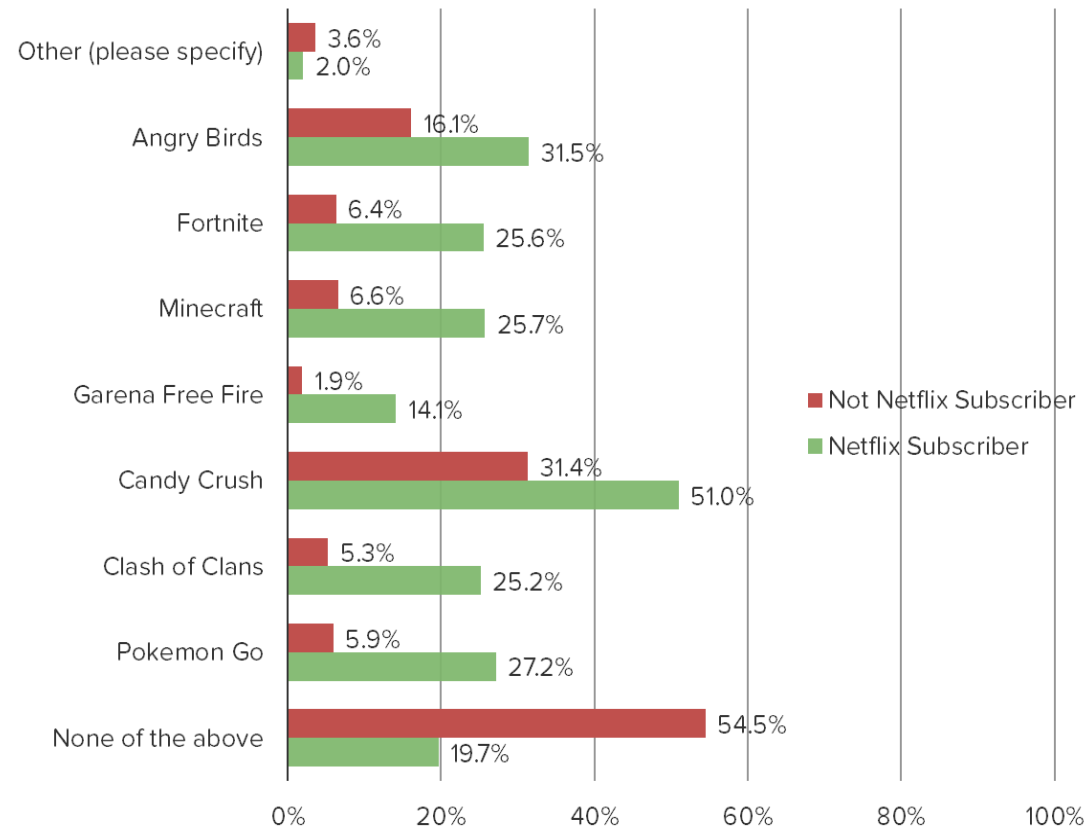
**Cross-tab: if those who have played each of the following mobile games are Netflix subscribers or not.**

Takeaway: Players of popular mobile games are highly likely to be Netflix subscribers.



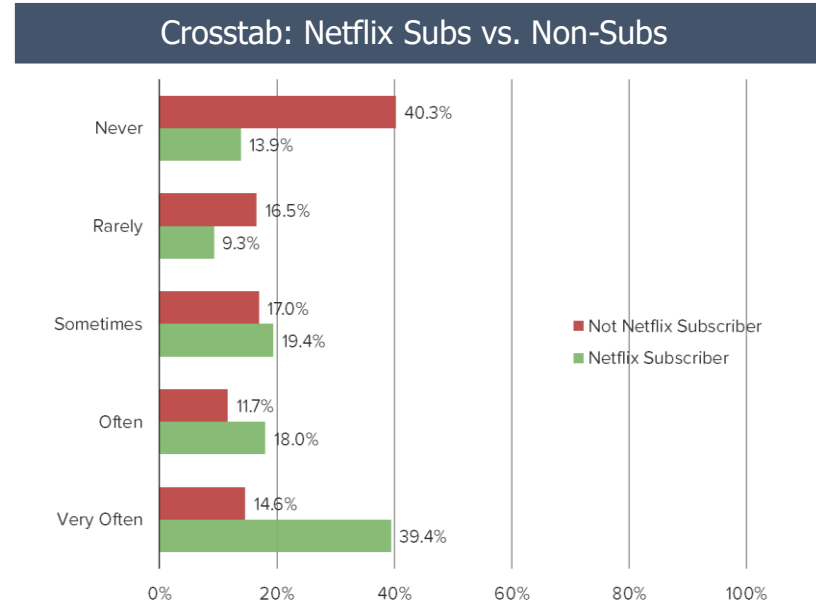
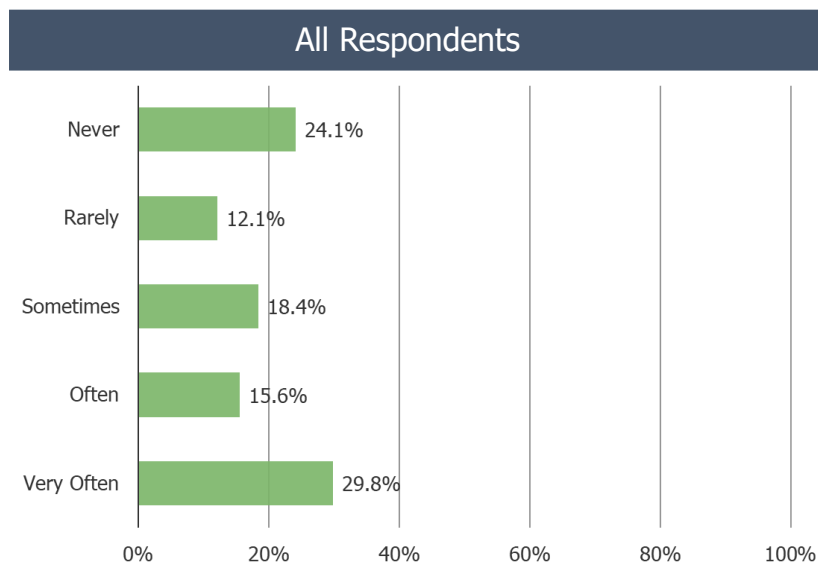
## Cross Tab: How likely Netflix subscribers and non-Netflix subscribers are to have played each of the following mobile games

Takeaway: Netflix subscribers are more likely to have played these popular mobile games than non-Netflix subscribers.



## How often do you play mobile games on your smartphone or tablet?

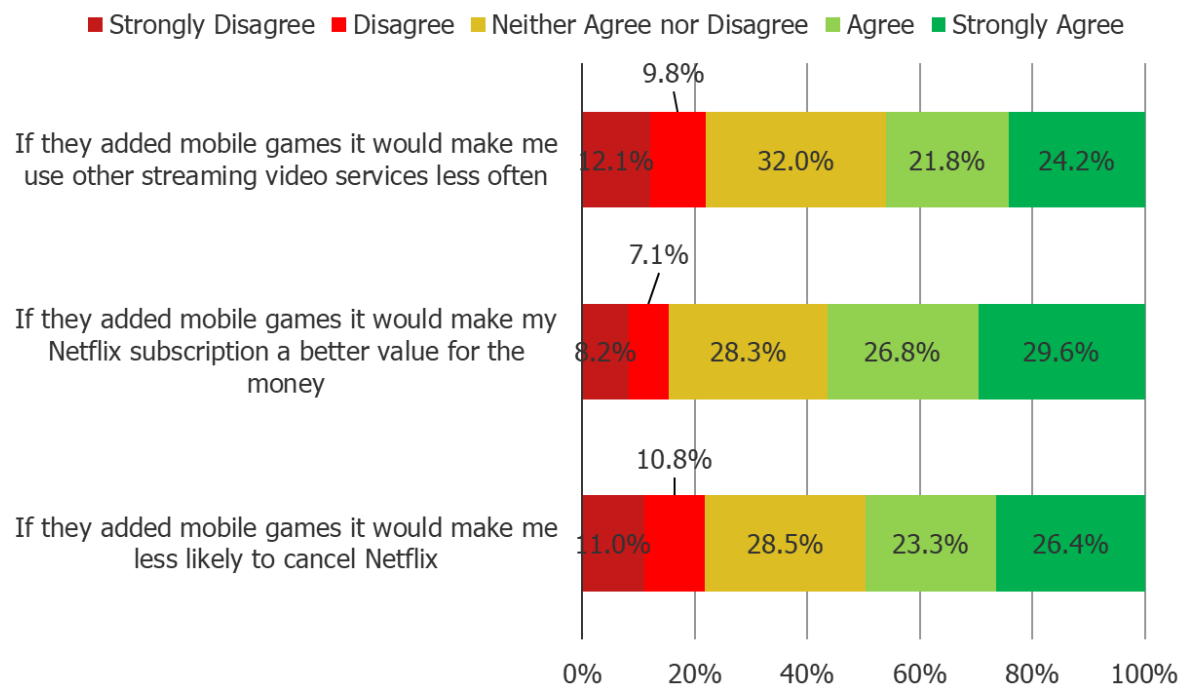
Posed to all respondents.



Takeaway: Netflix subscribers play mobile games more often than non-Netflix subscribers.

## If Netflix added mobile video games to your subscription at no additional cost to you, how much would you agree with the following statements:

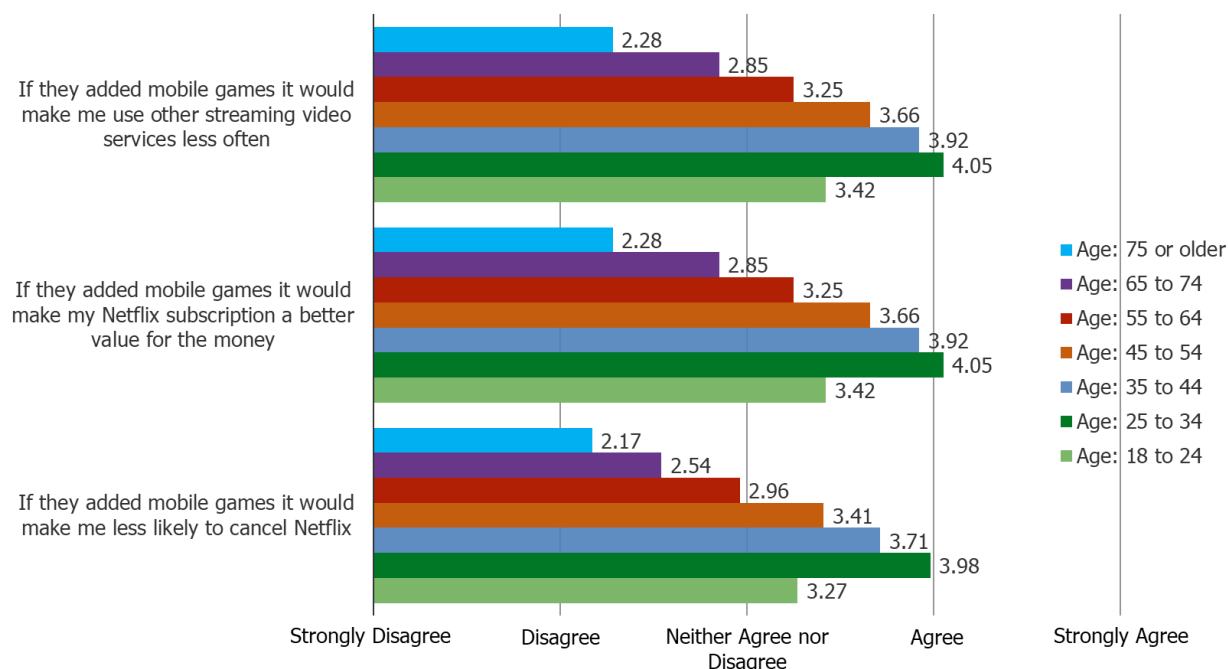
Posed to all respondents who are current Netflix subscribers.



Takeaway: Over half of Netflix subs feel the addition of mobile games would make their Netflix subscription a better value for the money.

## If Netflix added mobile video games to your subscription at no additional cost to you, how much would you agree with the following statements:

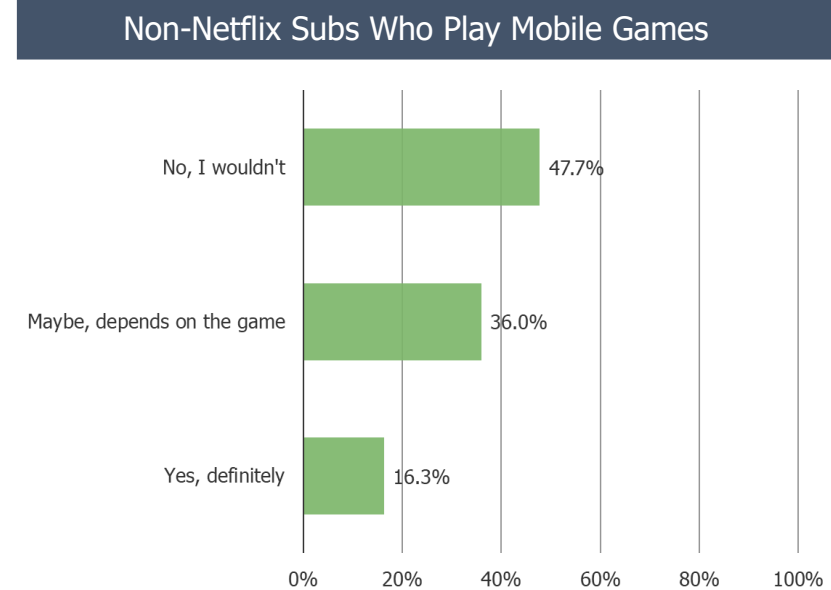
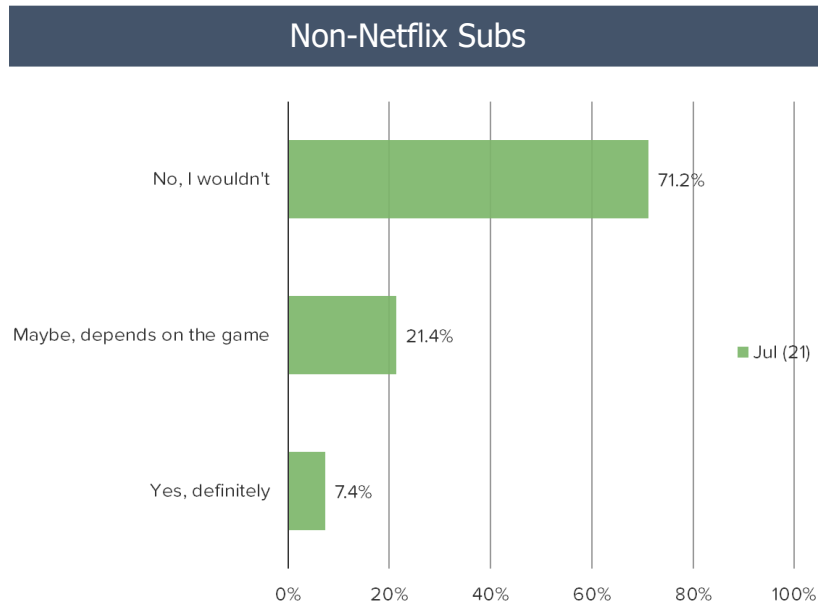
Posed to all respondents who are current Netflix subscribers, cross-tabbed by age.



**Takeaway:** Younger cohorts of Netflix subscribers, who are also more likely to be engaged with competitive platforms, are relatively more likely to agree that the addition of mobile games will have a positive impact on their relationship with Netflix.

## If Netflix added a mobile game to its platform, could you see yourself paying for a Netflix subscription in order to play it?

Posed to all respondents who are current Netflix subscribers.



\*Respondents who are not Netflix subs, who said they play mobile games at least sometimes or more often, who also said they have played at least one of the popular mobile games that we showed them.

**Takeaway:** The ability of mobile games to attract new subs to the platform will be heavily influenced (unsurprisingly) by how consumers perceive the actual game.