



## CHECK BREAKDOWN: NFLX

TREND CHECKS



### SUB TRENDS: POSITIVE | BETTER

Awareness of Netflix is high and is ahead of Hulu but lags behind Amazon Prime Video. The percentage of respondents who said they have a Netflix subscription increased sequentially.



### DEMAND TRENDS: POSITIVE

Demand among respondents for Netflix is increasing sequentially, as is willingness to pay to get access to the service.



### SENTIMENT: POSITIVE | FLAT

The majority of subscribers express high levels of satisfaction with Netflix.



### SECTOR TRENDS: POSITIVE | IMPROVING

Streaming has been gaining as the preferred method to watch both movies and tv shows. An increasing percentage of respondents own smart TV's or streaming players.



### MACRO: IMPROVED

Consumers continue to be cautious on the macro picture overall but there has been a slight improvement as it relates to household incomes and consumer confidence relative to 3-4 months ago.

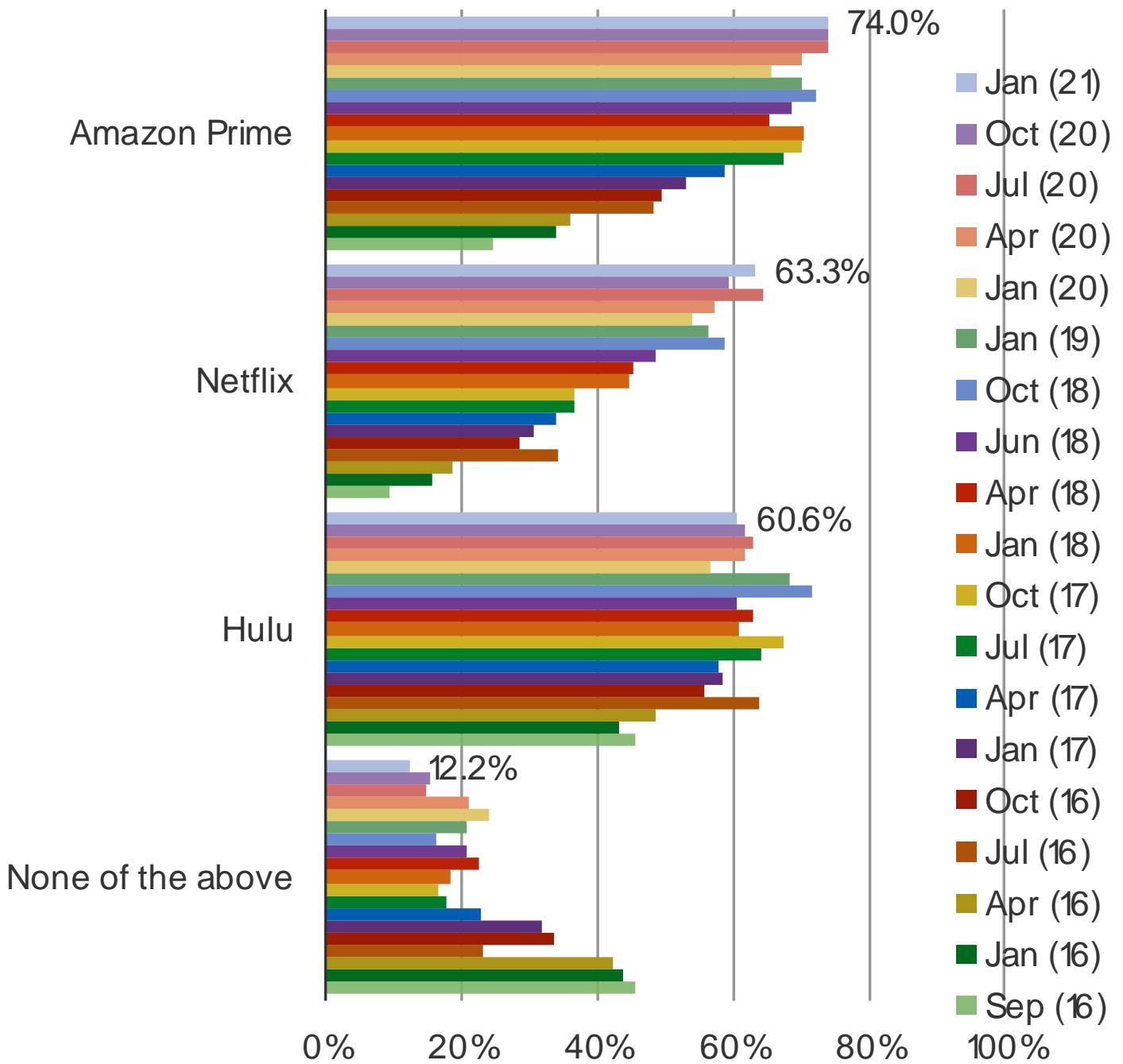
Streaming Media Usage and Consumer  
Attitudes/Engagement in Japan.

## STREAMING VIDEO AWARENESS AND ACCOUNT HOLDERS

Streaming Media Usage and Consumer Attitude/Engagement in the Japan.

WHICH OF THE FOLLOWING STREAMING VIDEO SERVICES HAVE YOU HEARD OF? (SELECT ALL THAT APPLY)

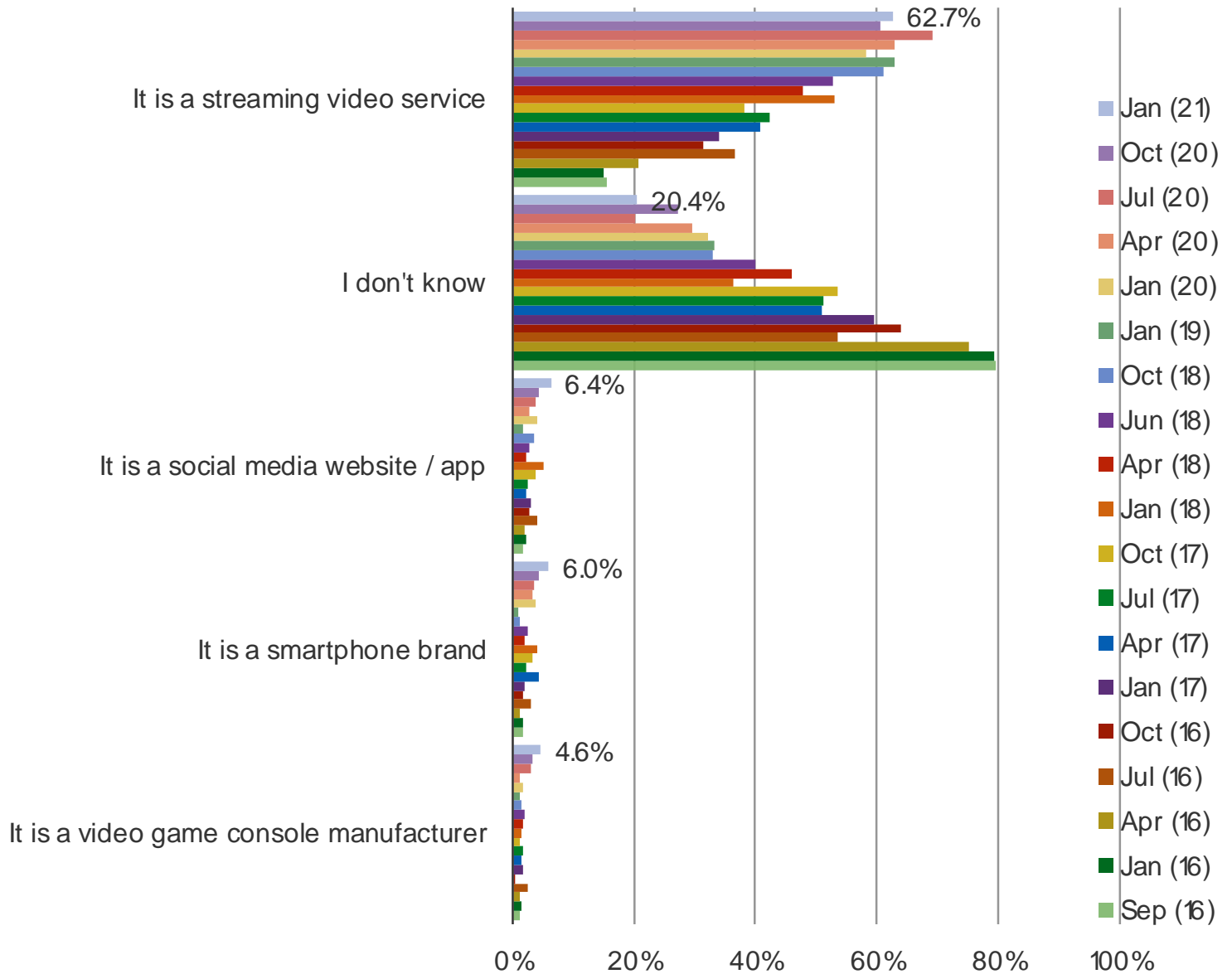
Posed to all respondents



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DO YOU KNOW WHAT NETFLIX IS?

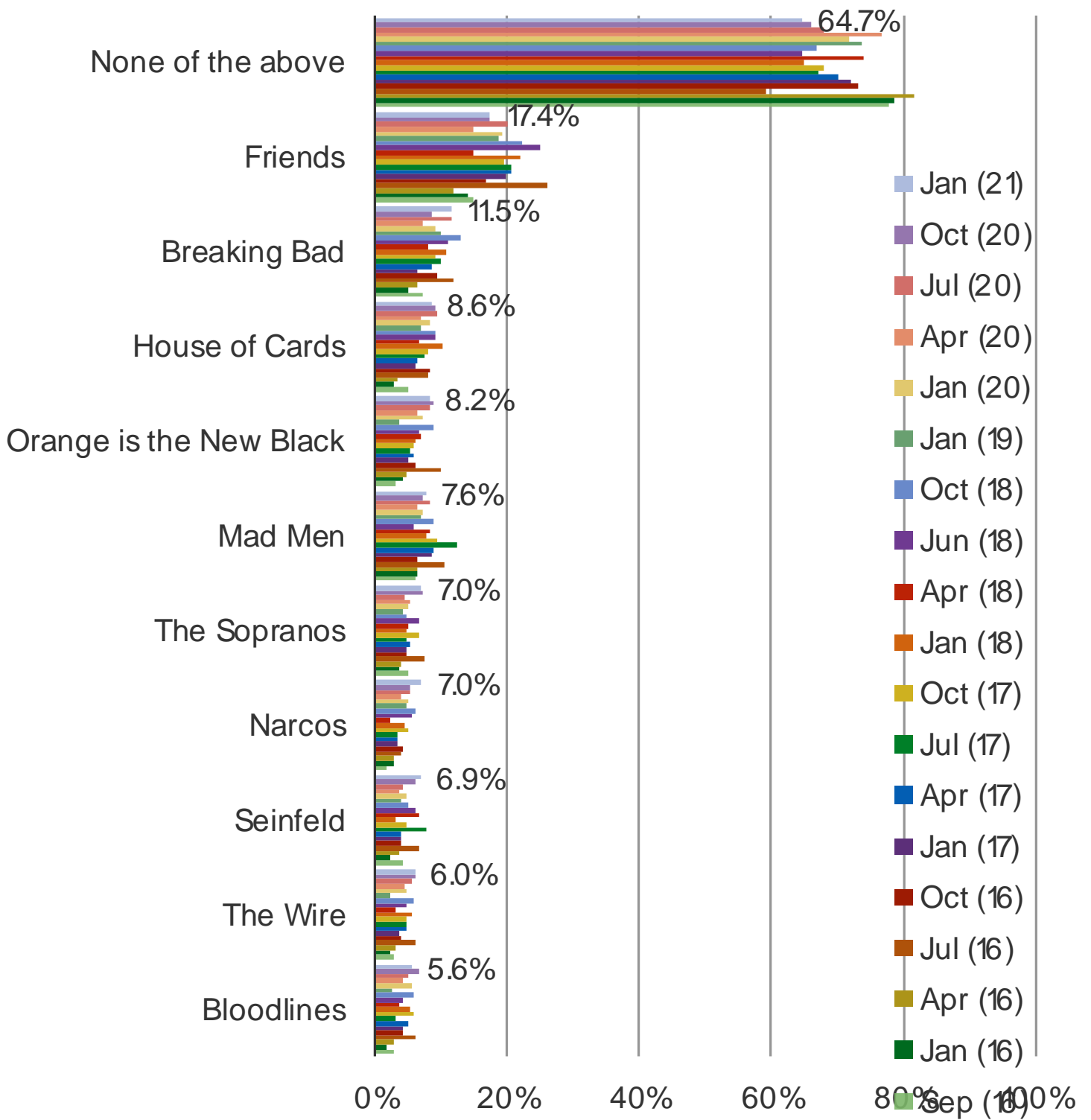
Posed to all respondents



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HAVE YOU HEARD OF ANY OF THE FOLLOWING TV SHOWS? (SELECT ALL THAT APPLY)

Posed to all respondents



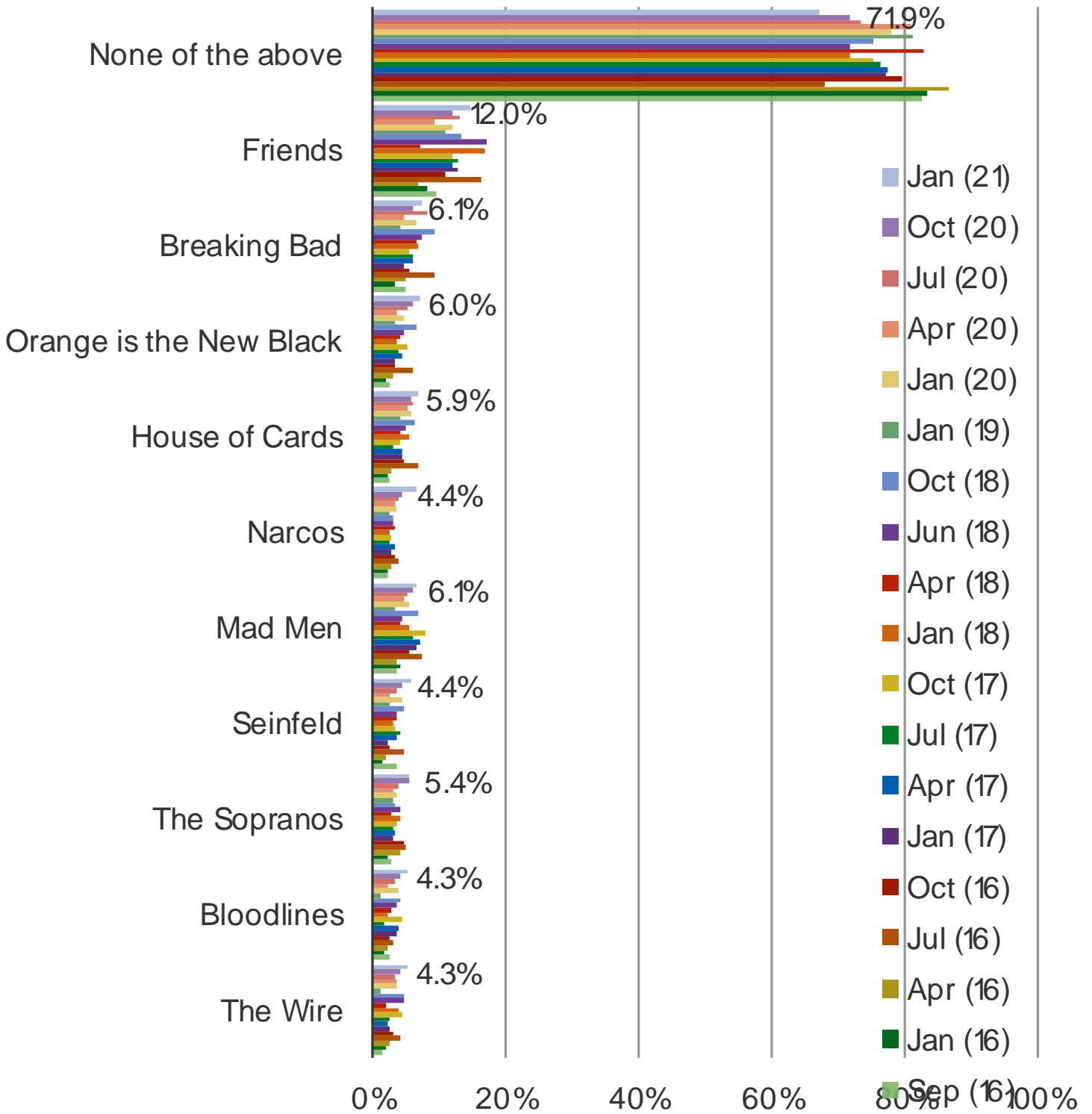
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## TV/MOVIE WATCHING

Streaming Media Usage and Consumer Attitude/Engagement in the Japan.

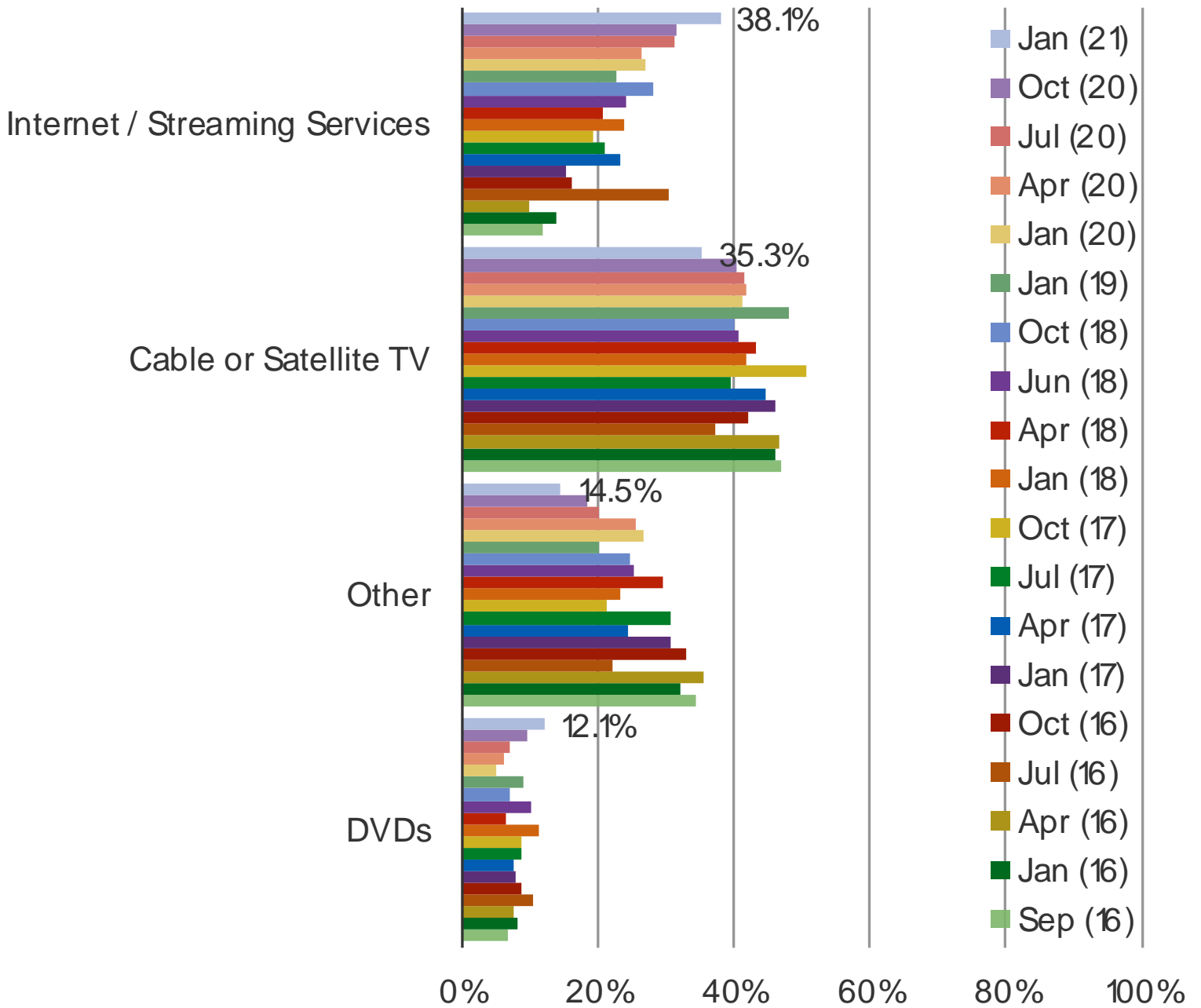
HAVE YOU EVER WATCHED ANY OF THE FOLLOWING TV SHOWS? (SELECT ALL THAT APPLY)

Posed to all respondents



WHAT IS YOUR PREFERRED METHOD FOR WATCHING TELEVISION?

Posed to all respondents

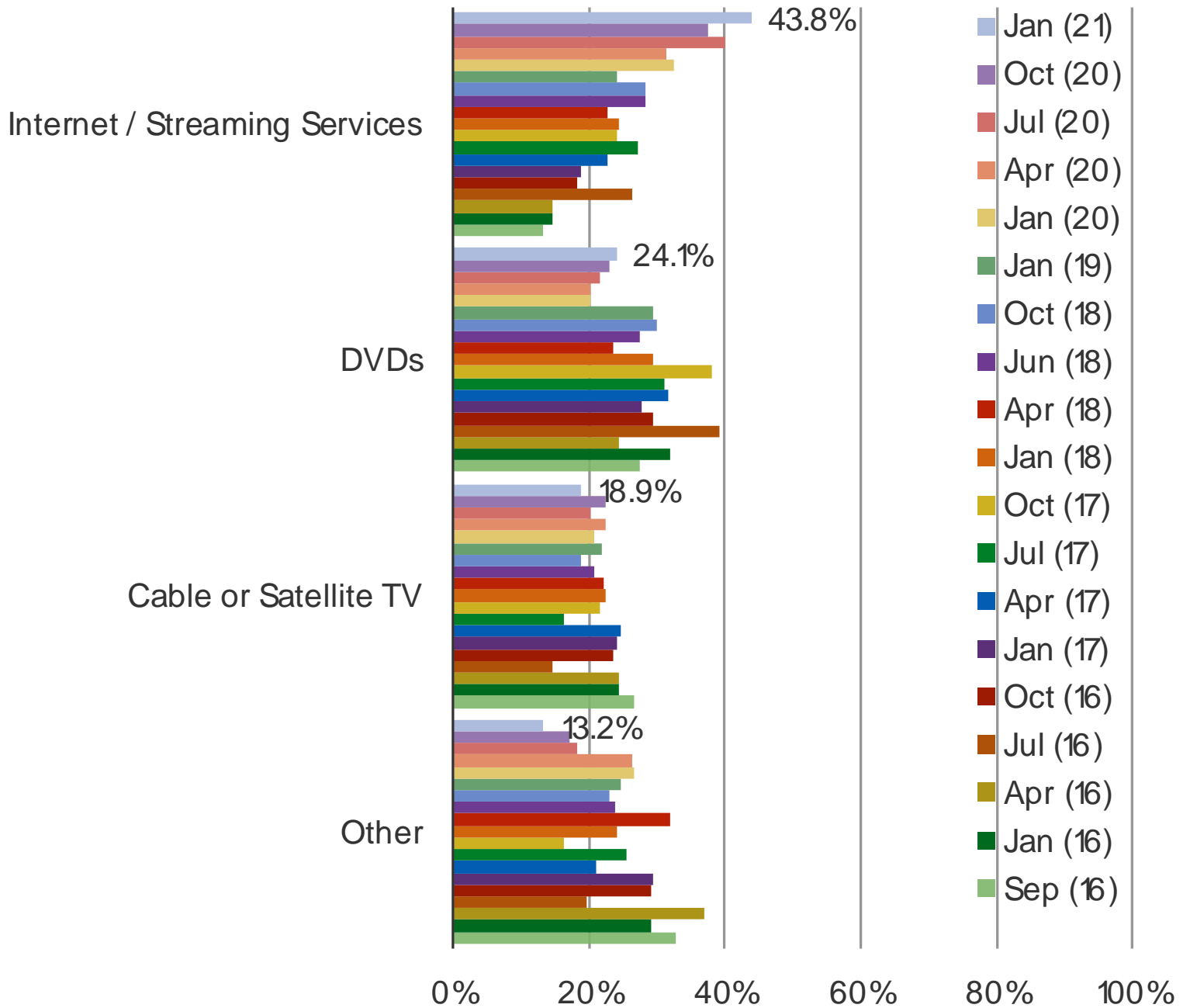




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WHAT IS YOUR PREFERRED METHOD FOR WATCHING MOVIES?

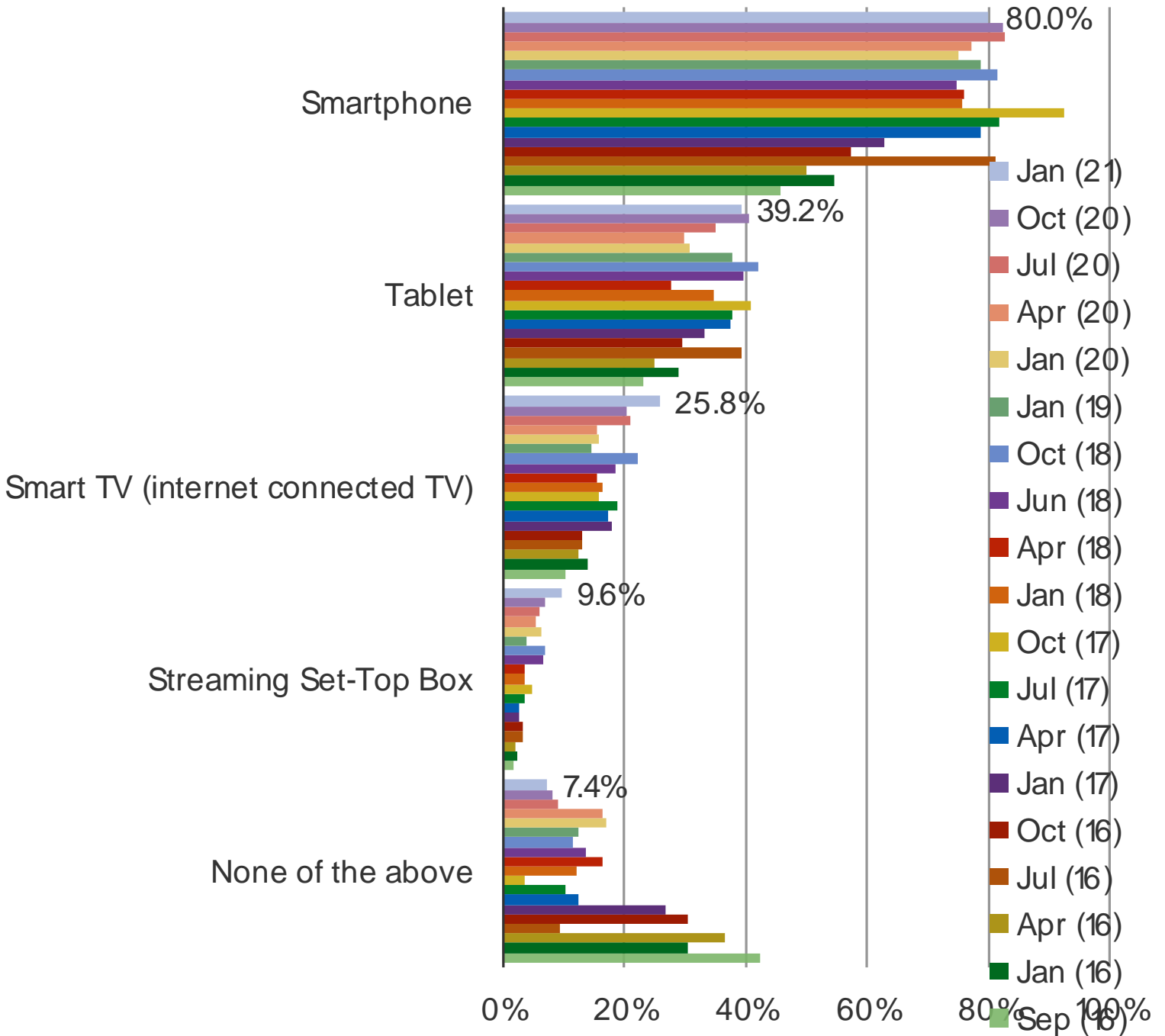
Posed to all respondents



Streaming Media Usage and Consumer Attitude/Engagement in the Japan.

PLEASE SELECT THE DEVICES IN THE LIST BELOW THAT YOU OWN. (SELECT ALL THAT APPLY)

Posed to all respondents



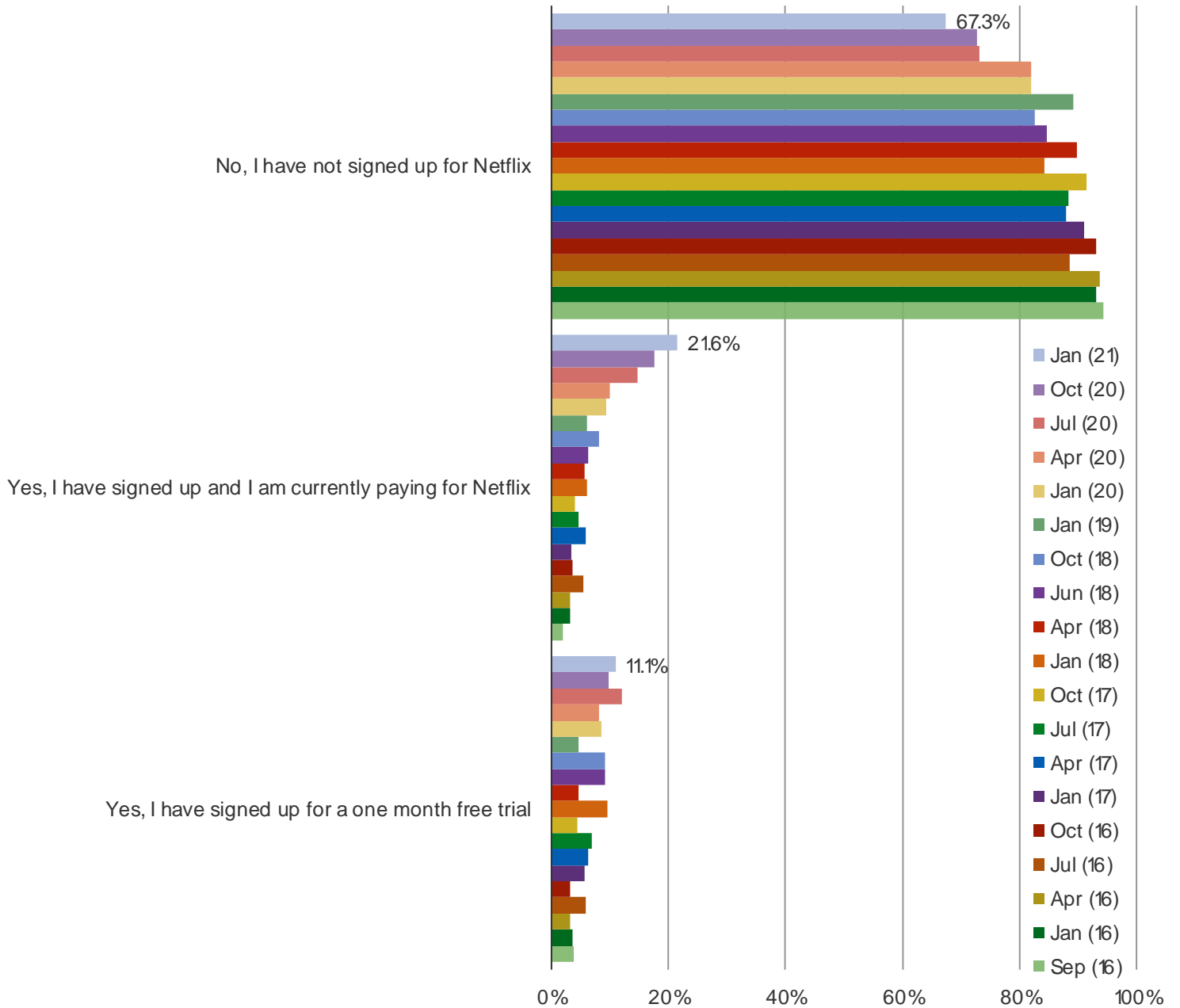
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## NETFLIX SUBSCRIBERS

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HAVE YOU SIGNED UP FOR NETFLIX?

Posed to all respondents



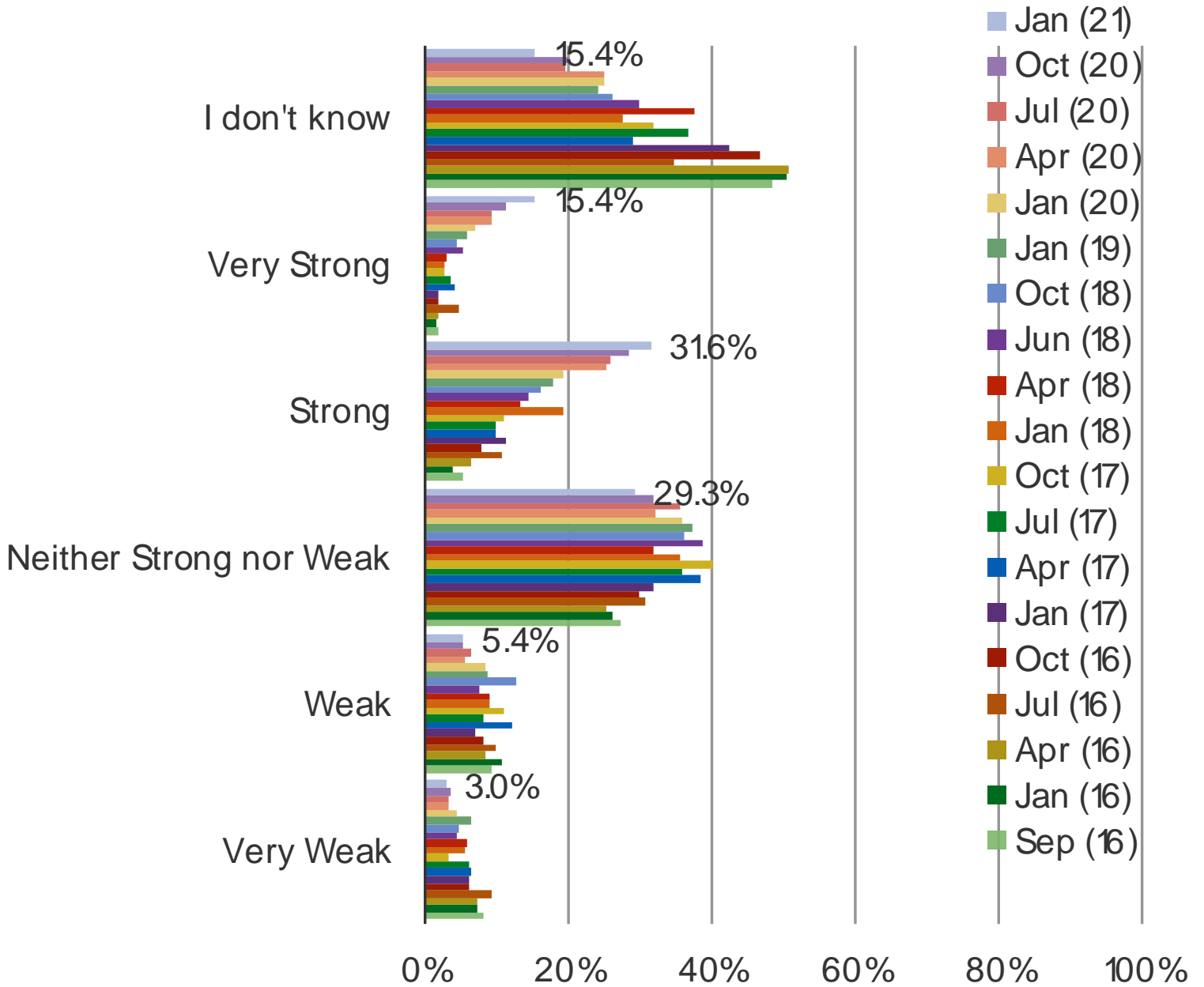
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## SENTIMENT AND POPULARITY

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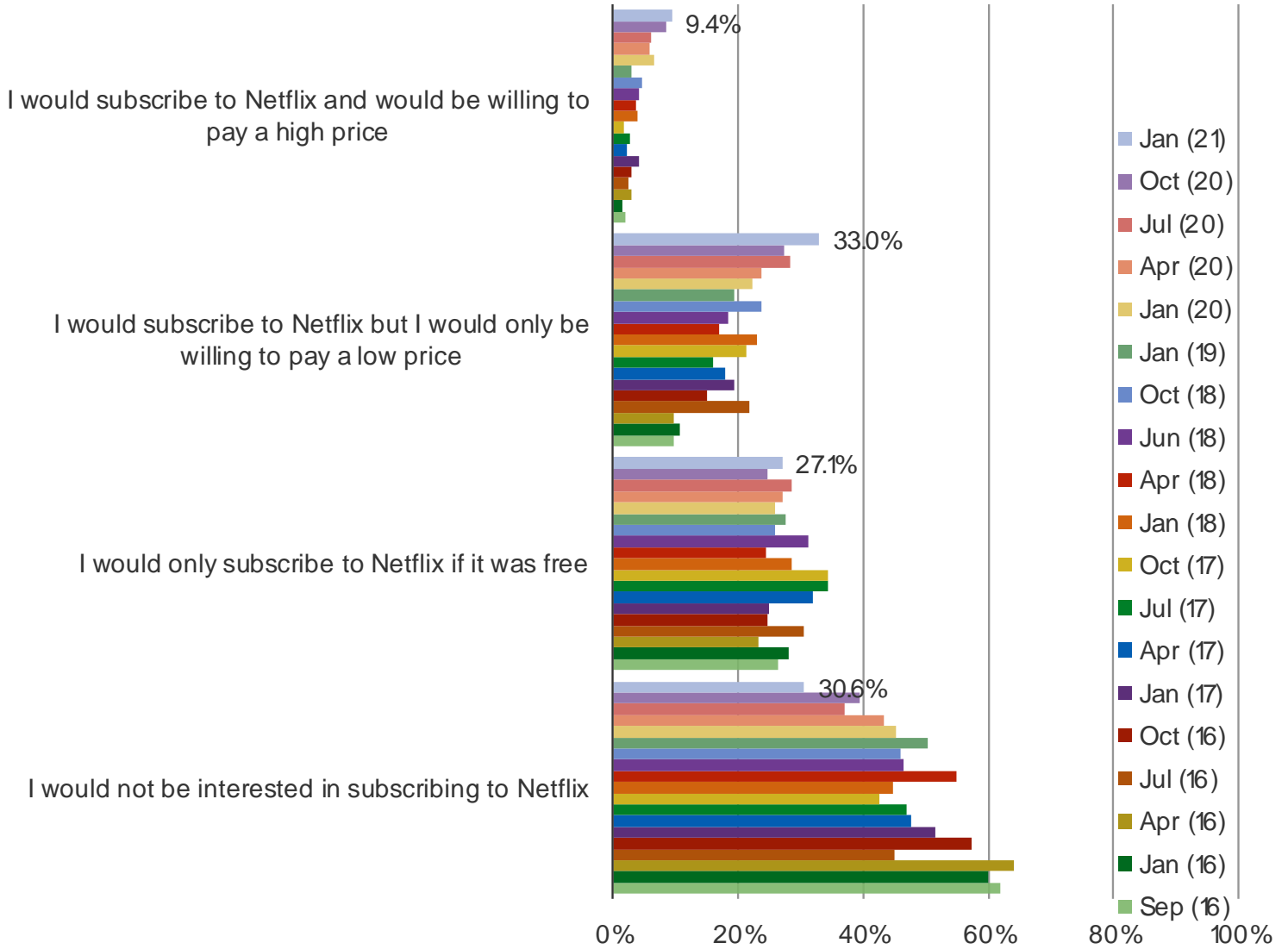
HOW POPULAR DO YOU THINK NETFLIX WILL BE IN YOUR COUNTRY?

Posed to all respondents



HOW MUCH WOULD YOU BE WILLING TO PAY TO SUBSCRIBE TO NETFLIX?

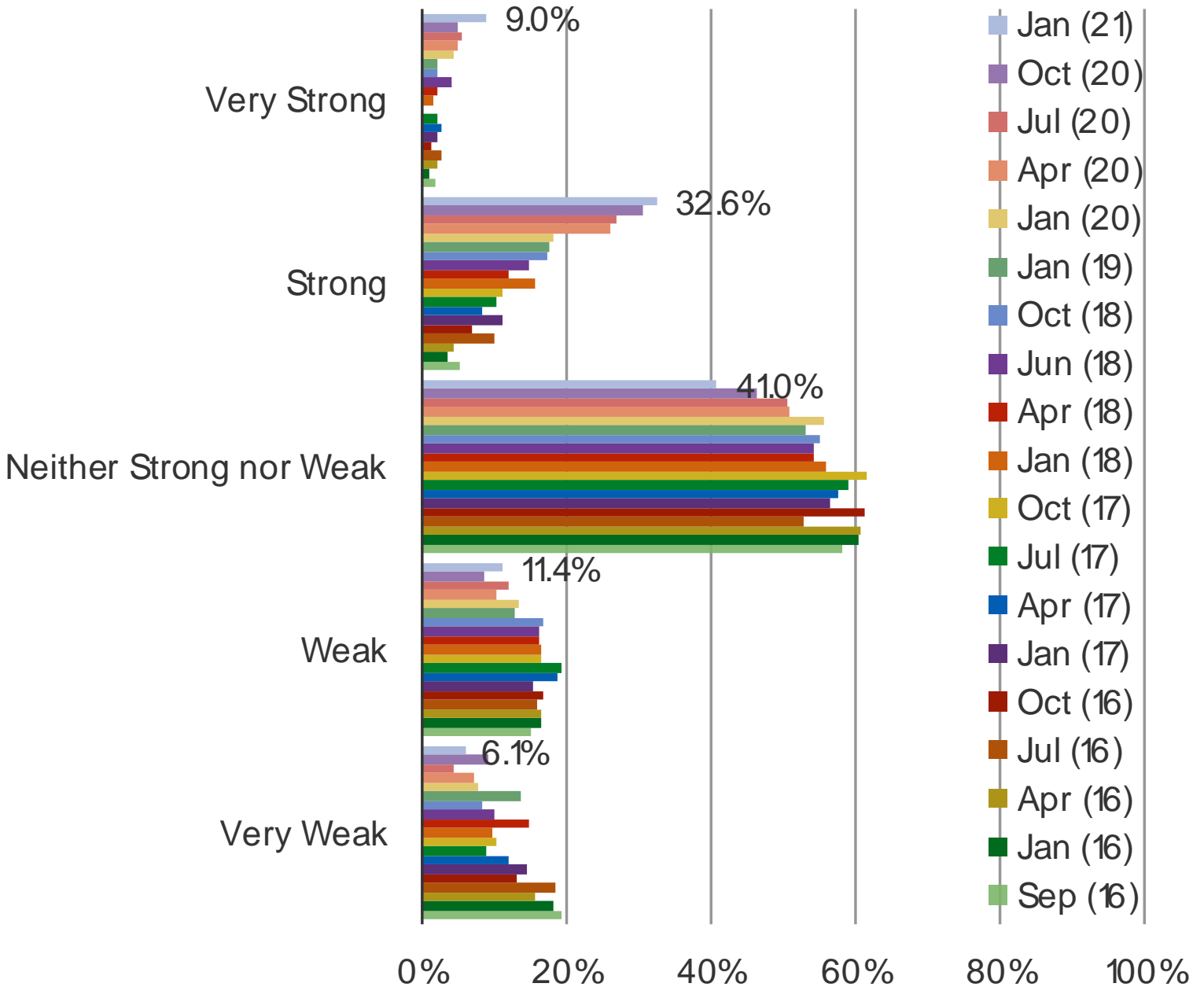
Posed to all respondents



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

Posed to all respondents

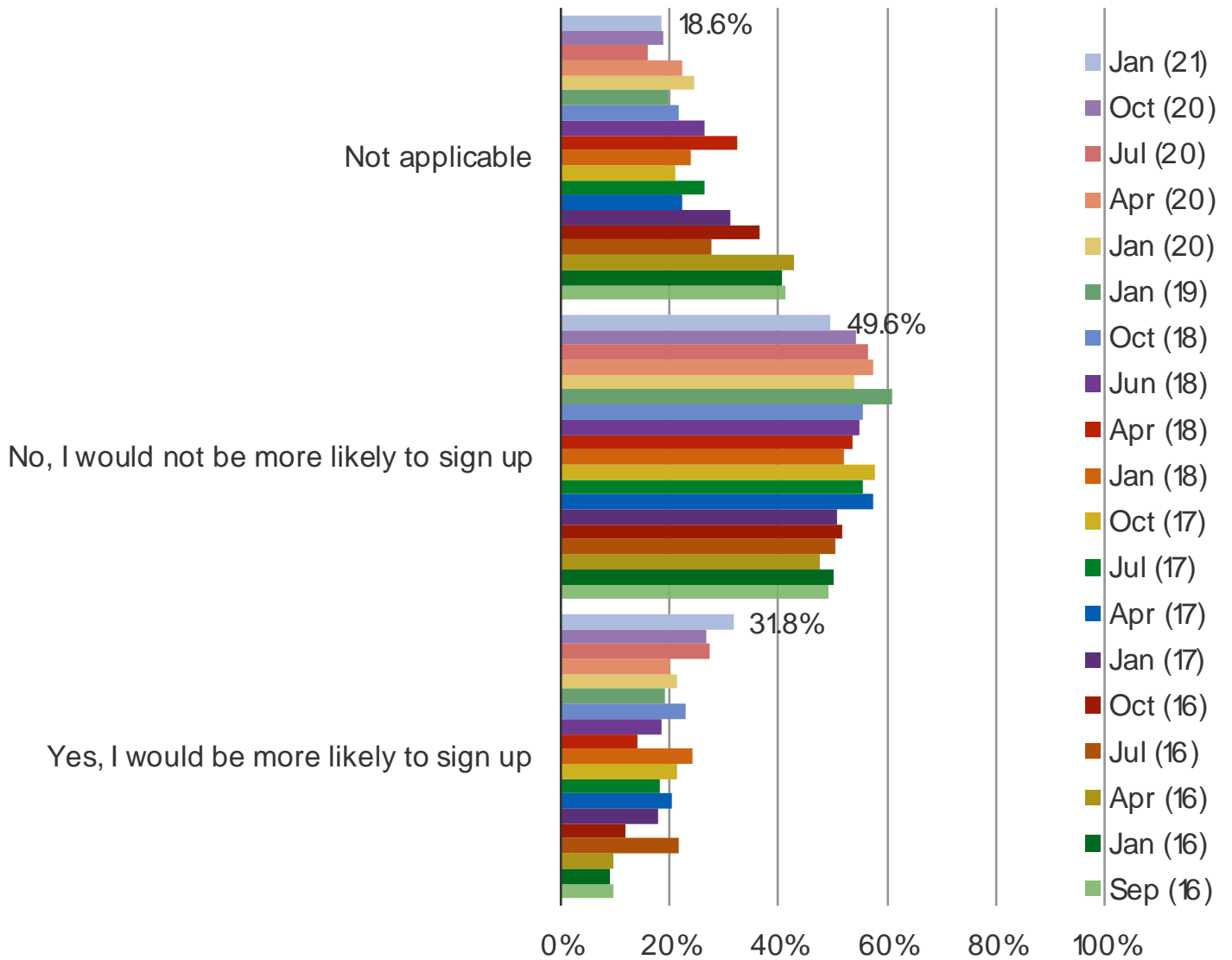




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WOULD YOU BE MORE LIKELY TO SIGN UP FOR NETFLIX IF IT WAS PRE-INSTALLED ON YOUR SMARTPHONE AND YOU COULD ADD THE PRICE OF THE SUBSCRIPTION TO YOUR MONTHLY PHONE BILL?

Posed to all respondents

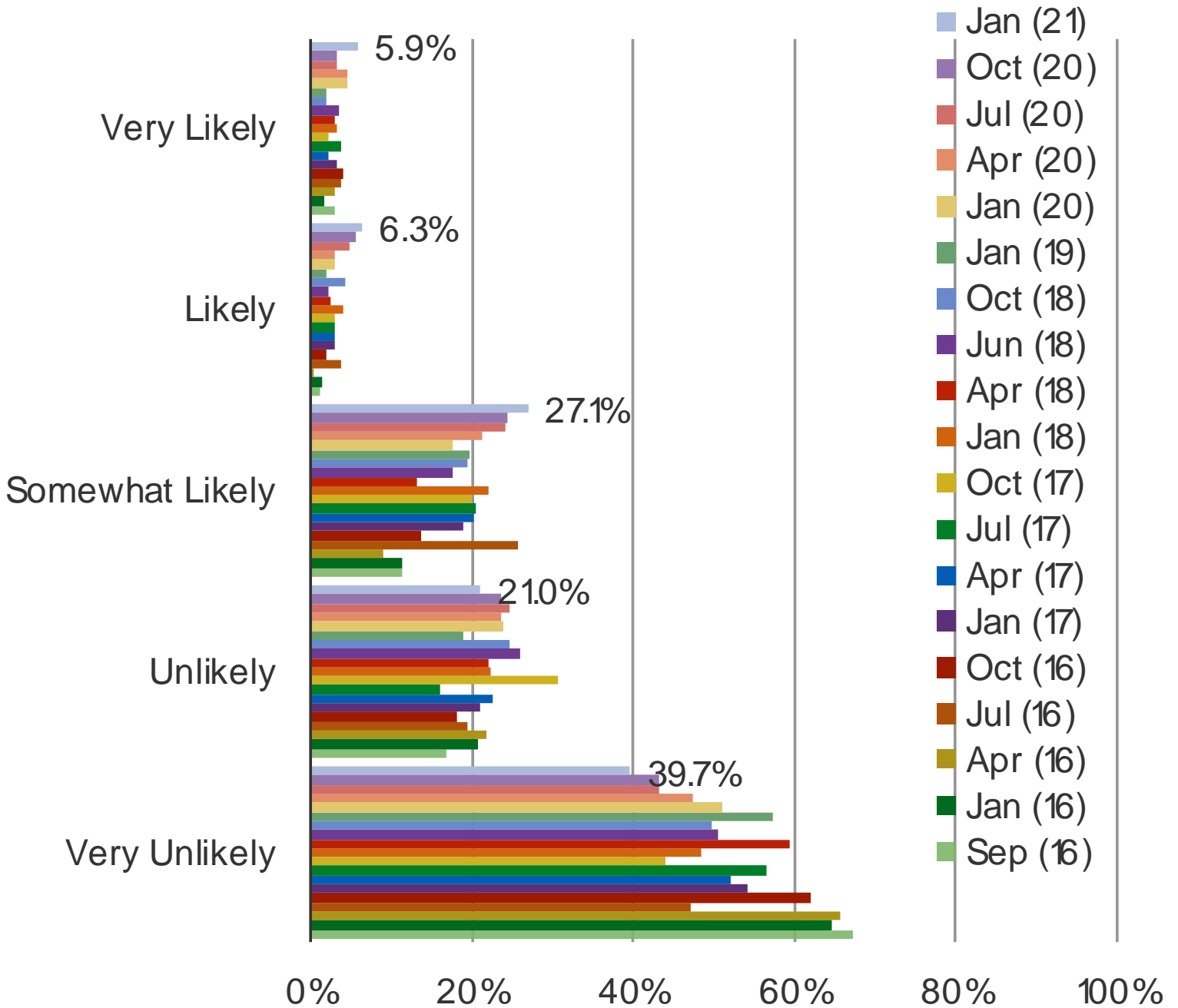


Streaming Media Usage and Consumer Attitudes/Engagement in Japan.

## NON-NETFLIX SUBSCRIBERS AND FREE TRIALS

HOW LIKELY ARE YOU TO SIGN UP FOR NETFLIX?

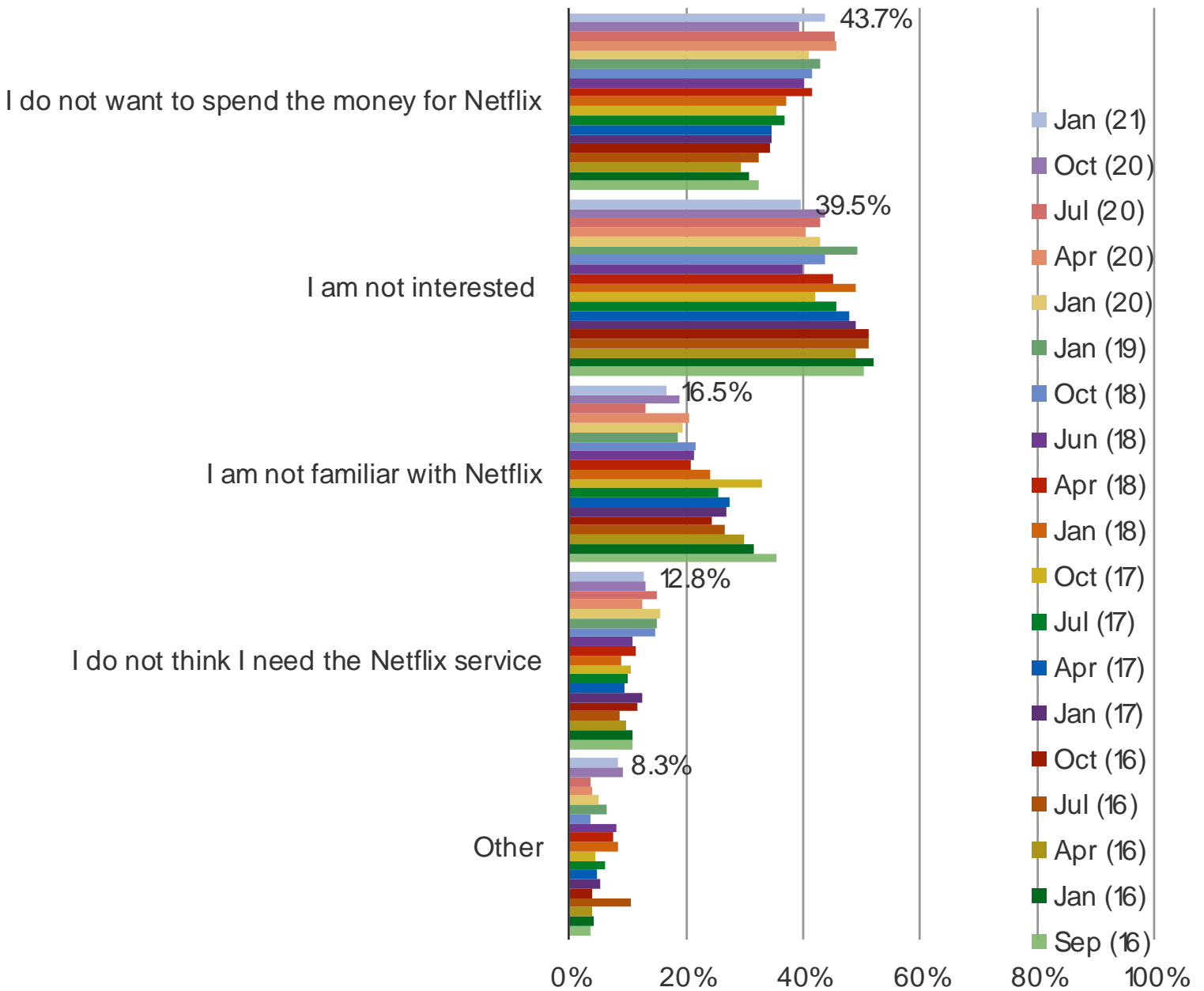
Posed to non-Netflix subscribers.



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WHY ARE YOU NOT LIKELY TO SIGN UP FOR NETFLIX? (SELECT ALL THAT APPLY)

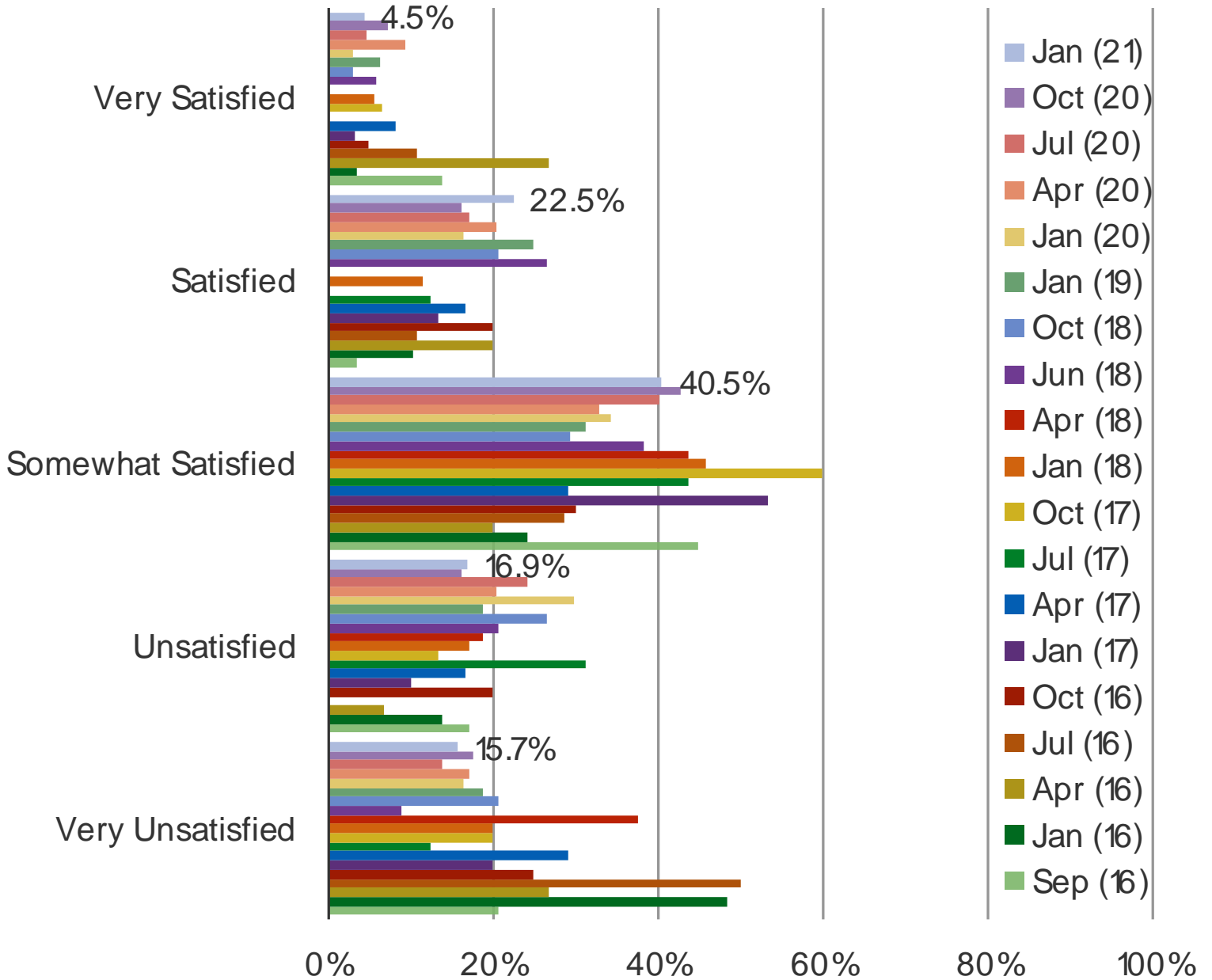
Posed to non-Netflix subscribers who are unlikely or very unlikely to sign up for Netflix.



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PLEASE RATE YOUR SATISFACTION WITH THE NETFLIX SERVICE:

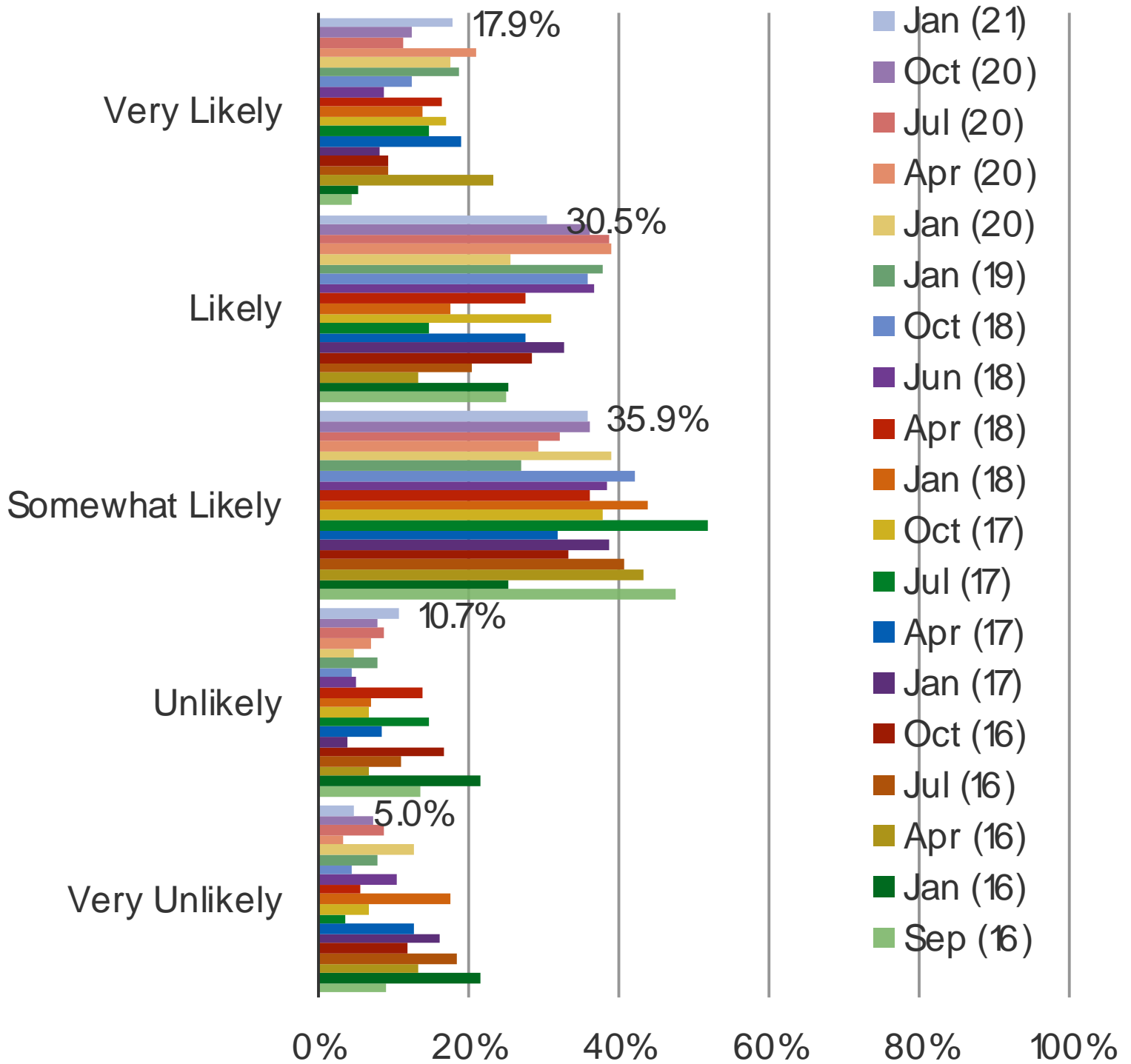
Posed to Netflix subscribers who are on a free trial.



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HOW LIKELY ARE YOU TO CONTINUE PAYING FOR NETFLIX ONCE YOUR FREE TRIAL IS COMPLETE?

Posed to Netflix subscribers who are on a free trial.

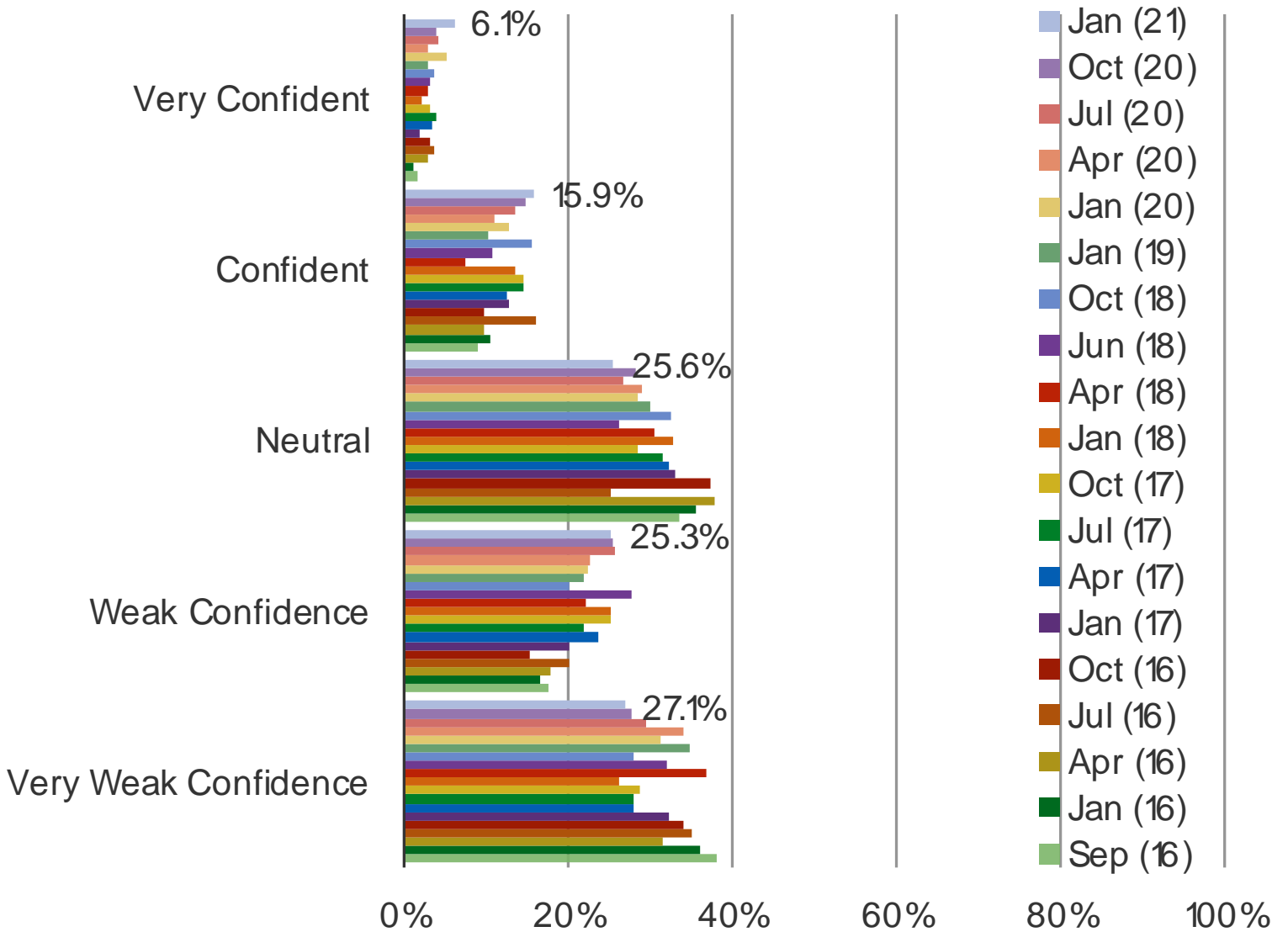


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## MACRO FACTORS

HOW CONFIDENT DO YOU CURRENTLY FEEL ABOUT SPENDING MONEY?

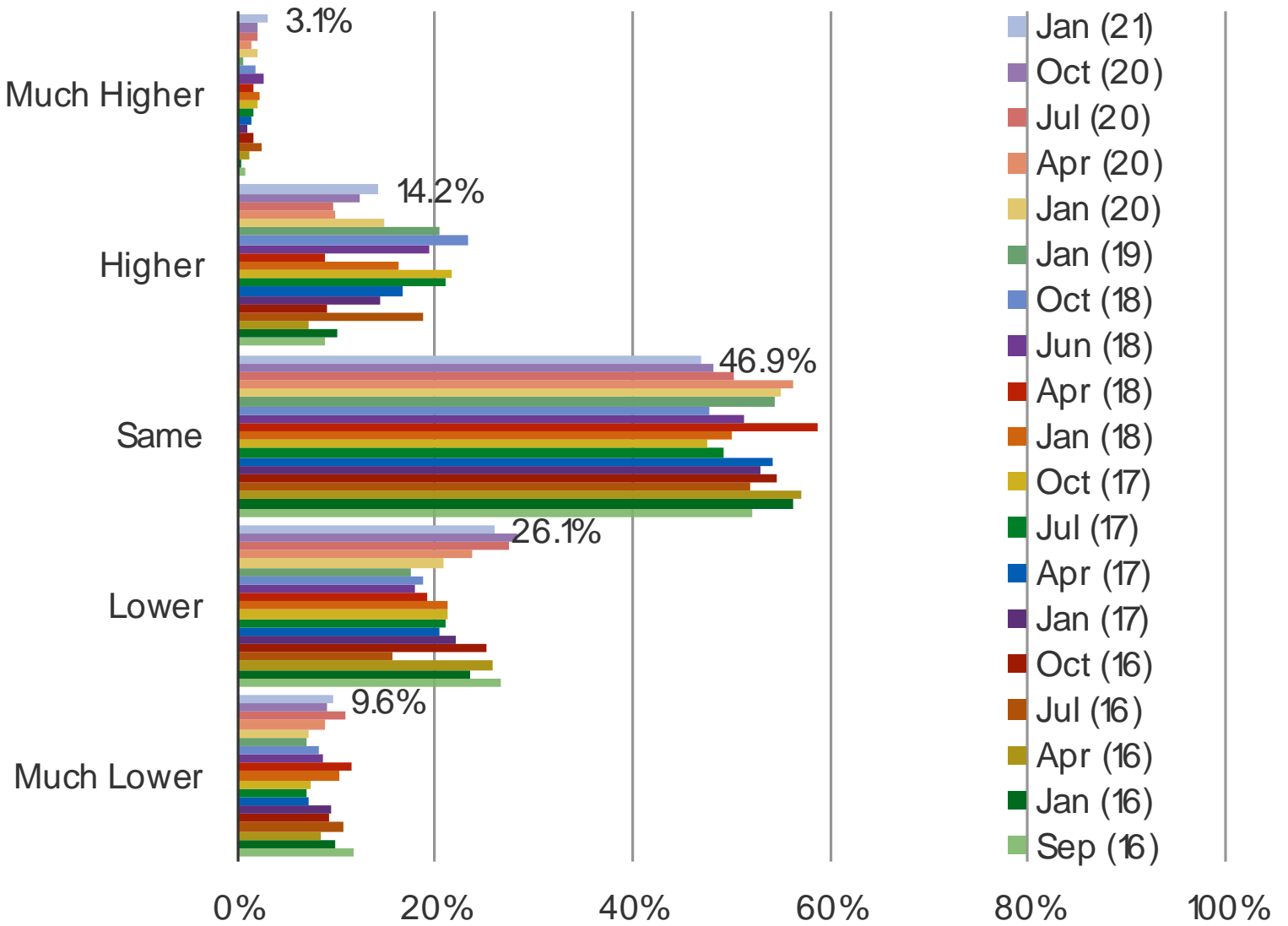
Posed to all respondents





HOW DOES YOUR HOUSEHOLD INCOME COMPARE TO ONE YEAR AGO?

Posed to all respondents



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HOW OFTEN DO YOU ACCESS THE INTERNET?

Posed to all respondents

