

Bespoke Intel

**Streaming Video Domestic
Account Sharing and Covid Unwind**

March 30, 2021

Background:

- ❑ Survey of 7,443 US consumers balanced to census with analysis of users of Netflix, Disney+, and competitive platforms.

Key Takeaways:

❑ **Account Sharing**

- ❑ Among all those who have ever watched Netflix, 10.4% said they access someone's account who they DO NOT live with (which is middle of the pack among competitive streaming platforms). Respondents generally think account sharing is easy to do across all platforms, Netflix included.
- ❑ Across all platforms tested, Netflix account sharers are the most likely to say they would pay to access the platform if account sharing was restricted. For qualitative context – most account sharers who wouldn't pay blame price/affordability and most who would pay say it is because they like the service and would want to continue using it.
- ❑ In our simulation in which we showed Netflix account sharers the screen Netflix is rumored to be testing, nearly half say they would select "verify later" if they encountered it. 24.6% said they would select email/text code and 28.2% said they would join free for 30 days. When we removed the ability for them to select "verify later" 41.9% said they would start a free trial and 58.1% said they would request the email or text code to be sent to the subscriber.
- ❑ 7.7% of paying Netflix subscribers say they are sharing their password with people that they DO NOT live with. 75% of them said that if the person they share with asked them to relay a code texted/emailed to them that they would do it. If doing so logged them out of their account, 66% said they would share the code when the person sharing their account needed it.

❑ **Pricing Power**

- ❑ Among those accessing someone's account OUTSIDE of their household, Netflix and Disney+ have the most pricing power (ie, those users are willing to pay a higher amount of money to convert to a paid subscriber than account sharers on competitive platforms).

❑ **Engagement**

- ❑ Netflix subscribers are the most actively engaged and have the most engaged users who access the account via someone's password who doesn't live with them (more engaged users are more likely to convert to paid if password sharing is restricted). Netflix account sharers are highly engaged with the platform: 65% of them access Netflix in the past month.

❑ **Impacts of Covid Concerns Unwinding**

- ❑ Paying Netflix subscribers are among the least likely to be impacted by Covid concerns unwinding. Collectively Amazon Prime Video, Netflix, Hulu, and Disney+ score better in this regard compared to HBO Max, Paramount Plus, Peacock, and Apple TV+.

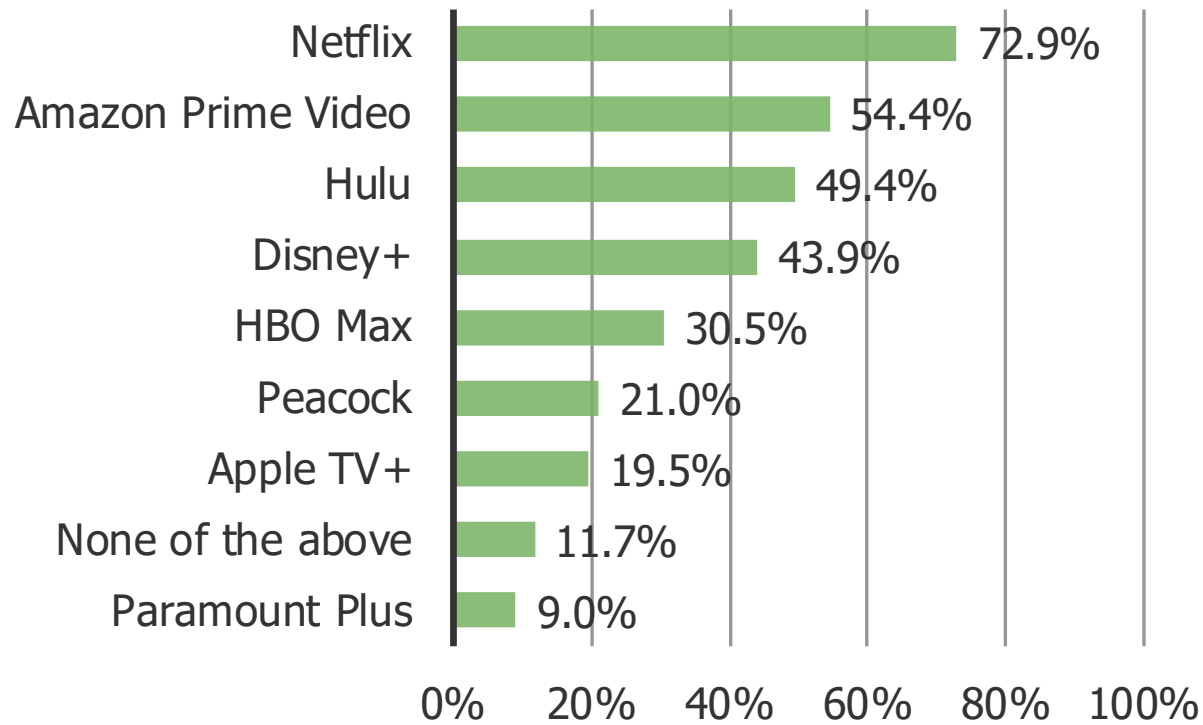


I

- % of Users Who Share Accounts**
- Analyzing Respondents Who Access Someone Else's Account OUTSIDE Their Household**
- Analyzing Respondents Who Pay For an Account Themselves and Share Their Password**
- Competitive Pricing Power Comparisons**
- Competitive Engagement Dynamics**
- Covid Concern Unwind and Competitive Impacts**
- Account Cross-Over Cross-Tabs, Netflix and Disney+**

Have you ever watched the following?

Posed to all respondents.

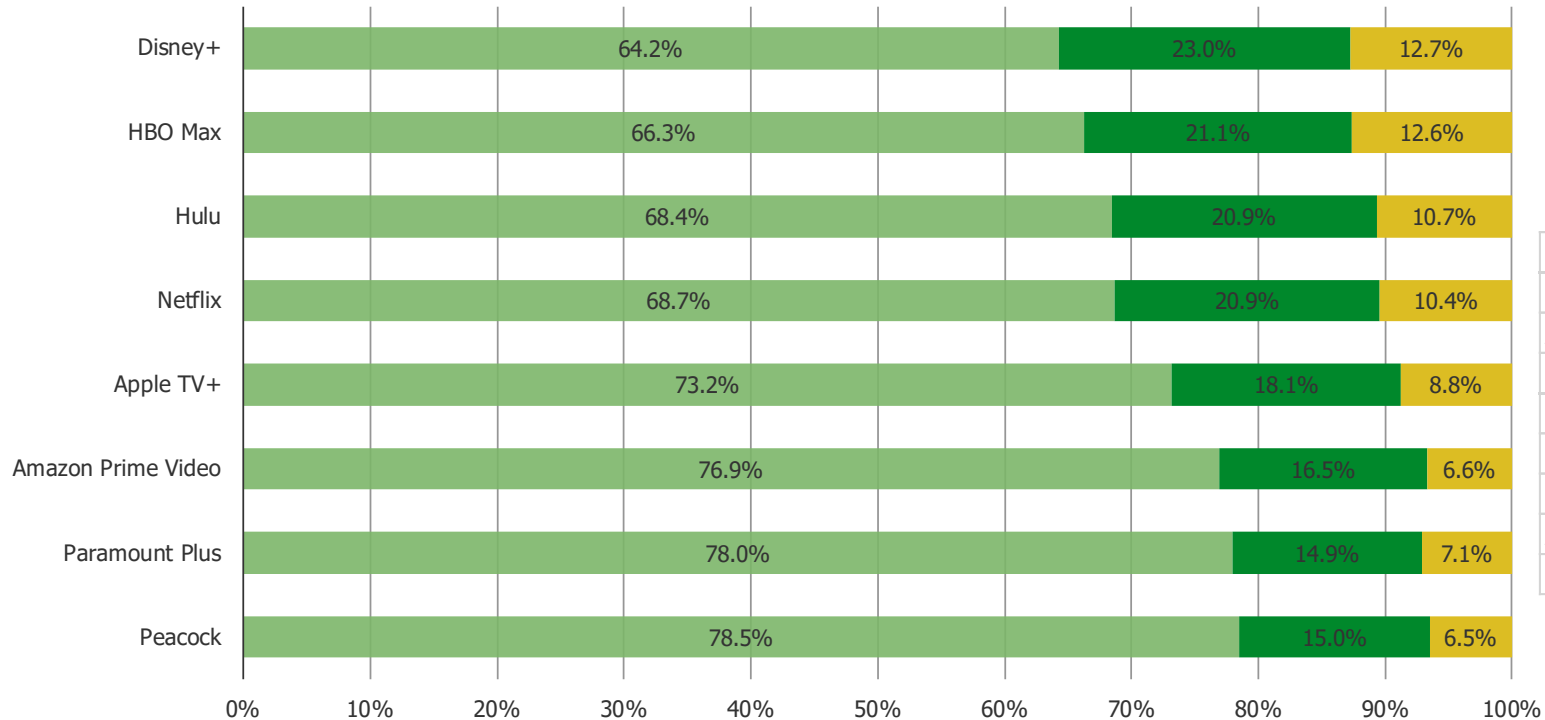


N = 7,461

Which of the following best describes how you access this service? Please read the options carefully and select the most accurate choice.

Posed to respondents who said they have watched each of the following.

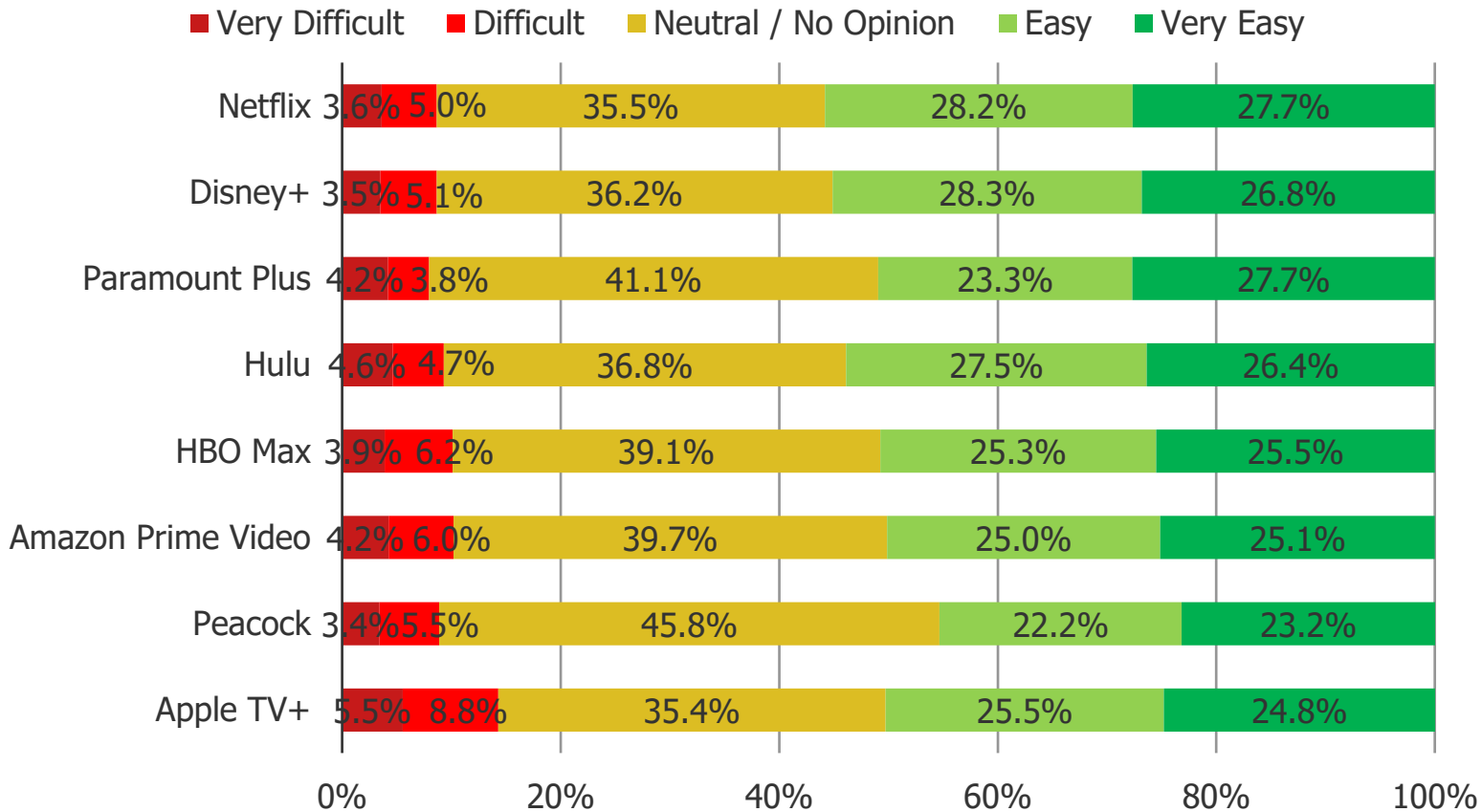
■ I pay for my own account or have my own trial ■ I access someone's account who I live with ■ I access someone's account who I DO NOT live with



	N =
Netflix	3733
Amazon Prime Video	2806
Hulu	2518
Disney+	2200
HBO Max	1515
Peacock	1086
Apple TV+	905
Paramount Plus	477

In your estimation, how easy or difficult is it to share log-ins for the following...

Posed to respondents who said they have watched each of the following.



	N =
Netflix	3733
Amazon Prime Video	2806
Hulu	2518
Disney+	2200
HBO Max	1515
Peacock	1086
Apple TV+	905
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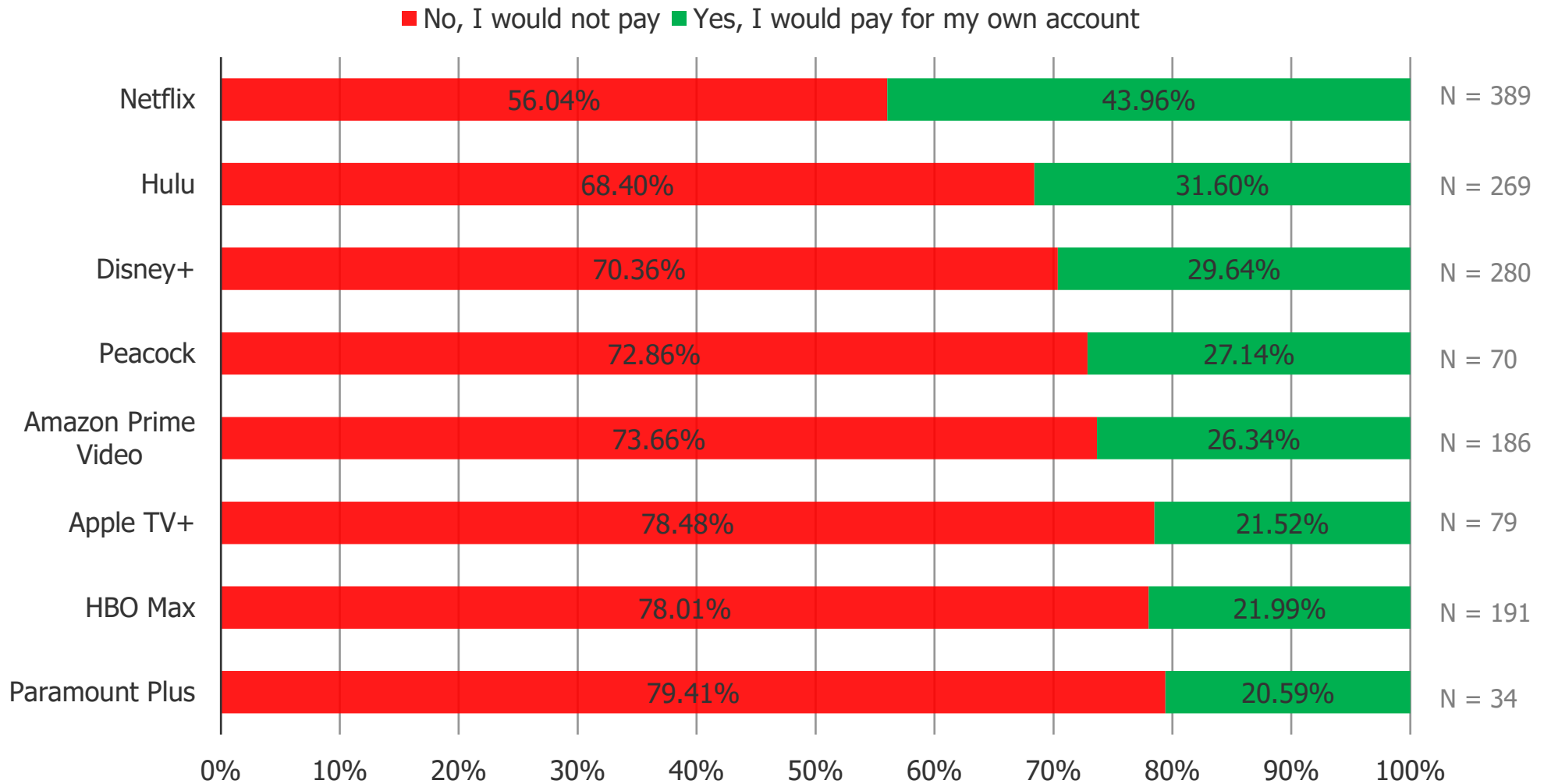
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If this platform cracked down on account sharing, would you pay yourself to have access to it with your own account?

Posed to respondents who said they currently access someone else’s account who DOES NOT live in their household.



(Selection of Quotes) Why would you decide to....

Posed to respondents who access Netflix via someone's account who lives outside of their household.

Pay for Netflix

"Because I could not access it otherwise"

"Because I don't have cable"

"Because there are enough good shows on there to watch that it's well worth the cost"

"Great shows and movies as long as the price stays the same"

"I have too much time invested in TV shows to stop now"

"I like it. Would want to have access to it"

"I like the selection and the ability to choose random videos I might not have seen or have access to"

"I love the apps service and it's not much to get an account yourself if you wanted to"

"It would be nice to have just in case I wanted to watch a show that Amazon Prime did not have"

"It's where I watch the most of my programming these days"

"Netflix is too valuable for me to lose. My aunt uses my HBO Max account and I use her Netflix account so we share together"

"They have dramas I'd like to watch"

"To continue to use the services"

"To finish the series that I am watching"

"Lots of options to watch"

"Love the movies"

"Like the programming"

"Like the choices"

(Selection of Quotes) Why would you decide to....

Posed to respondents who access Netflix via someone's account who lives outside of their household.

Stop Accessing Netflix

"They provide less value than they cost"

"Because I cannot afford any other expenses"

"Because I don't watch enough TV to pay \$15 to watch a show or movie here and there"

"Cost isn't within my budget"

"Don't access it very much"

"Don't have the money now"

"Don't need another bill"

"I didn't like the selection"

"I don't need the extra expense but I will use it for a while if it is free from someone else"

"I don't think Netflix is worth \$13.99 per month"

"I don't want to pay for it myself"

"I don't have internet in my house"

"I don't have much extra money for things I don't need"

"I have Hulu and Amazon I would miss a lot of Netflix or I would find another account to pay toward"

"I have other streaming services"

"In these times, I'm unable to afford it"

"I supports trash and exploits children"

"Netflix allowed sharing of access. We are not using a log in improperly. We share the costs. If we had to pay on our own we might choose a different streaming service"

"Not enough good content"

"Original content has dropped in quality, but I also simply couldn't afford it on top of other things"

"There are plenty of movies on other channels"

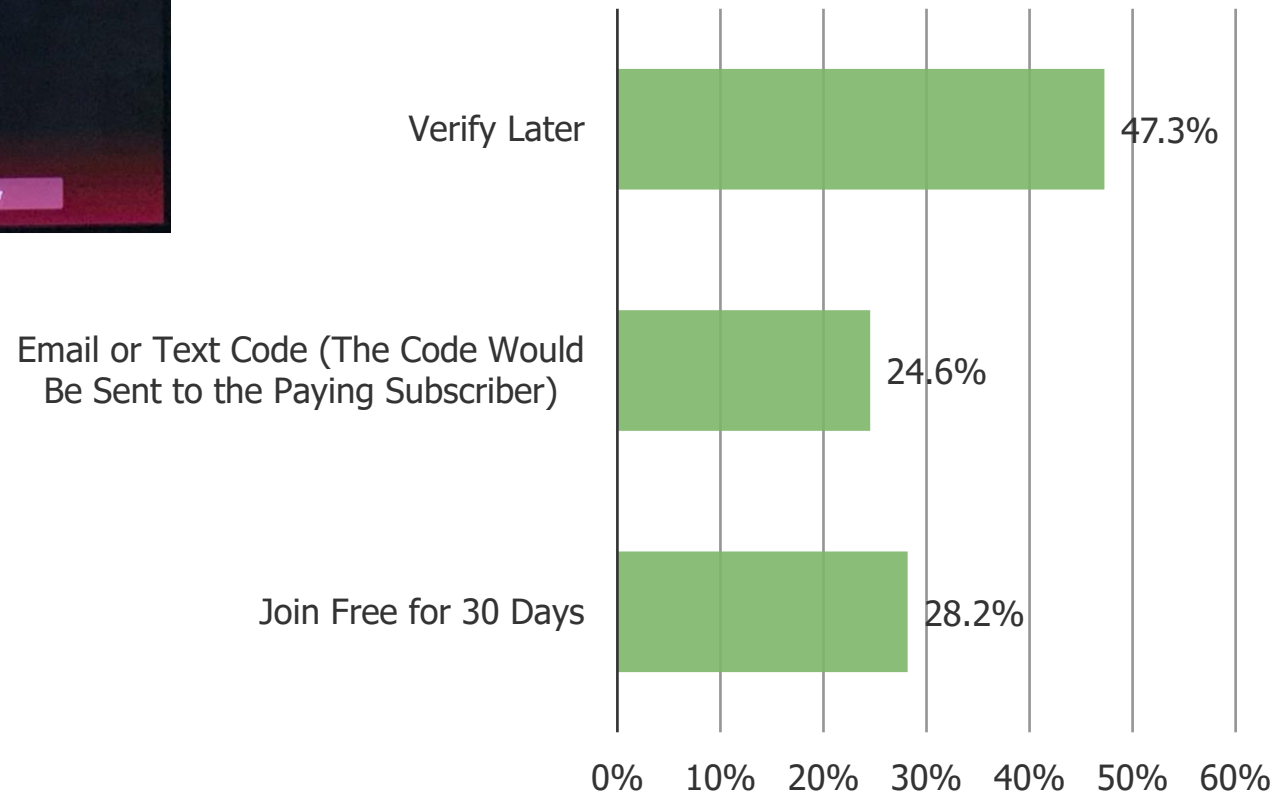
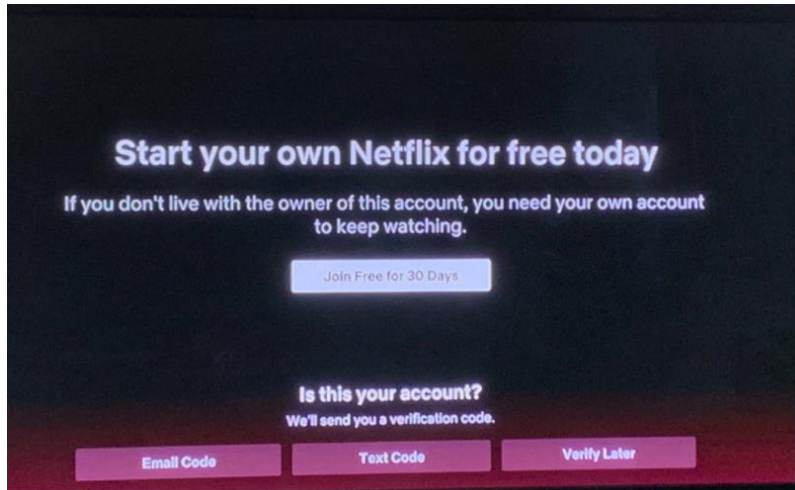
"They're a junk company with junk products. And I don't support their woke mentality"

"Too expensive"

"Too much money. I am already considering dropping my Hulu and Prime accounts. Plenty of free options available now"

Now imagine you tried to access Netflix and saw this screen instead, which would you be most likely to select?

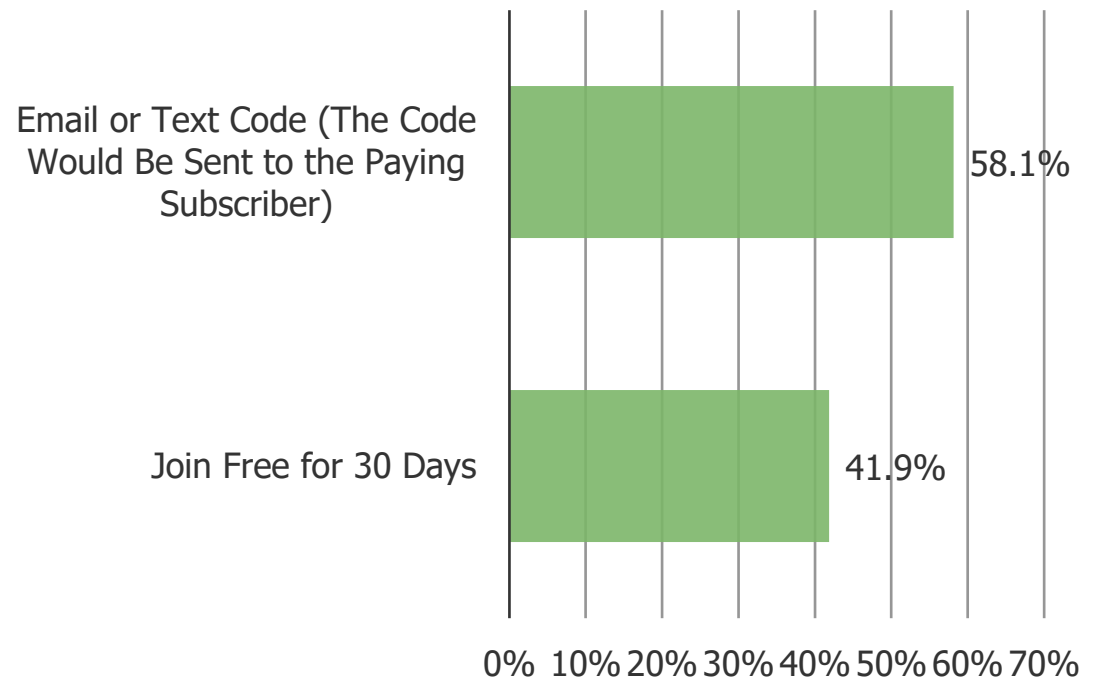
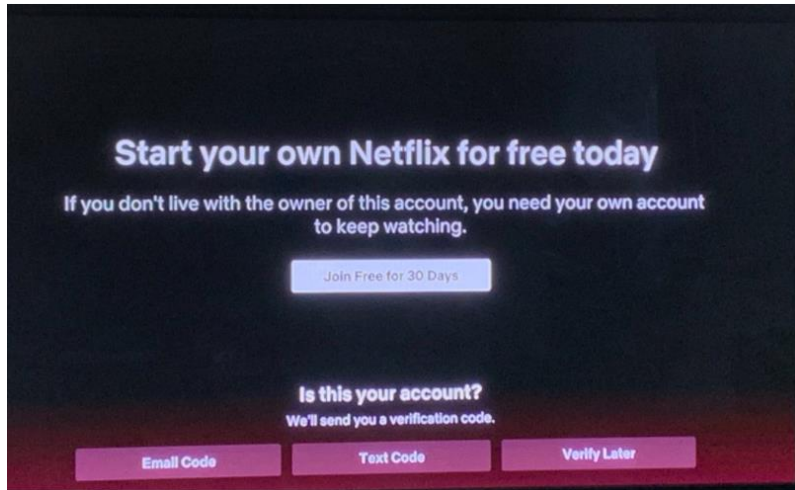
Posed to respondents who access Netflix via someone’s account who lives outside of their household.



N = 388

Now imagine you would not be allowed to select verify later any longer, which would you choose?

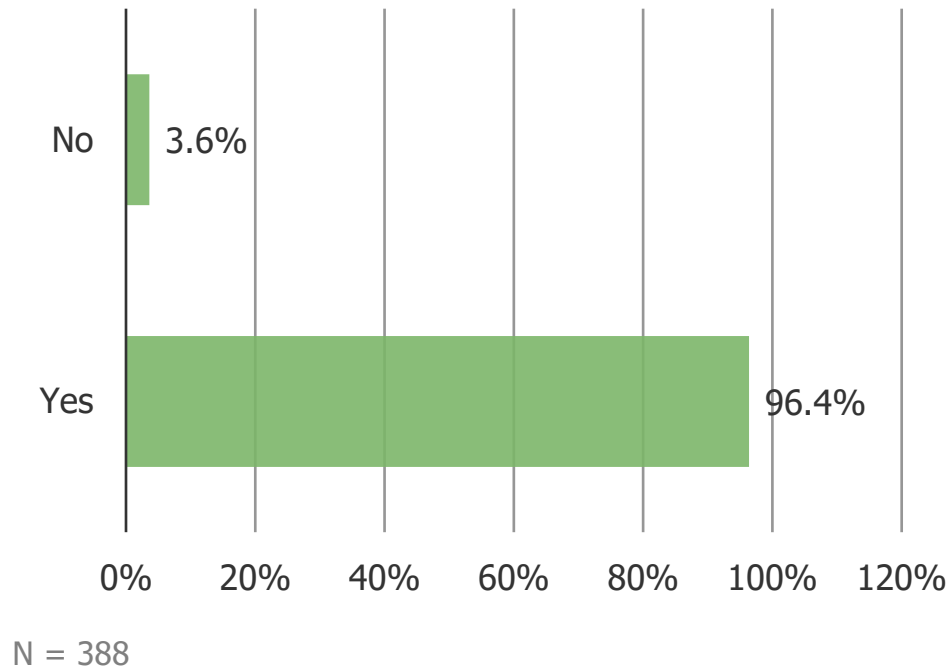
Posed to respondents who access Netflix via someone’s account who lives outside of their household.



N = 388

Does the person you are sharing an account with know you are using their login?

Posed to respondents who are sharing someone's password who DOES NOT live with them.



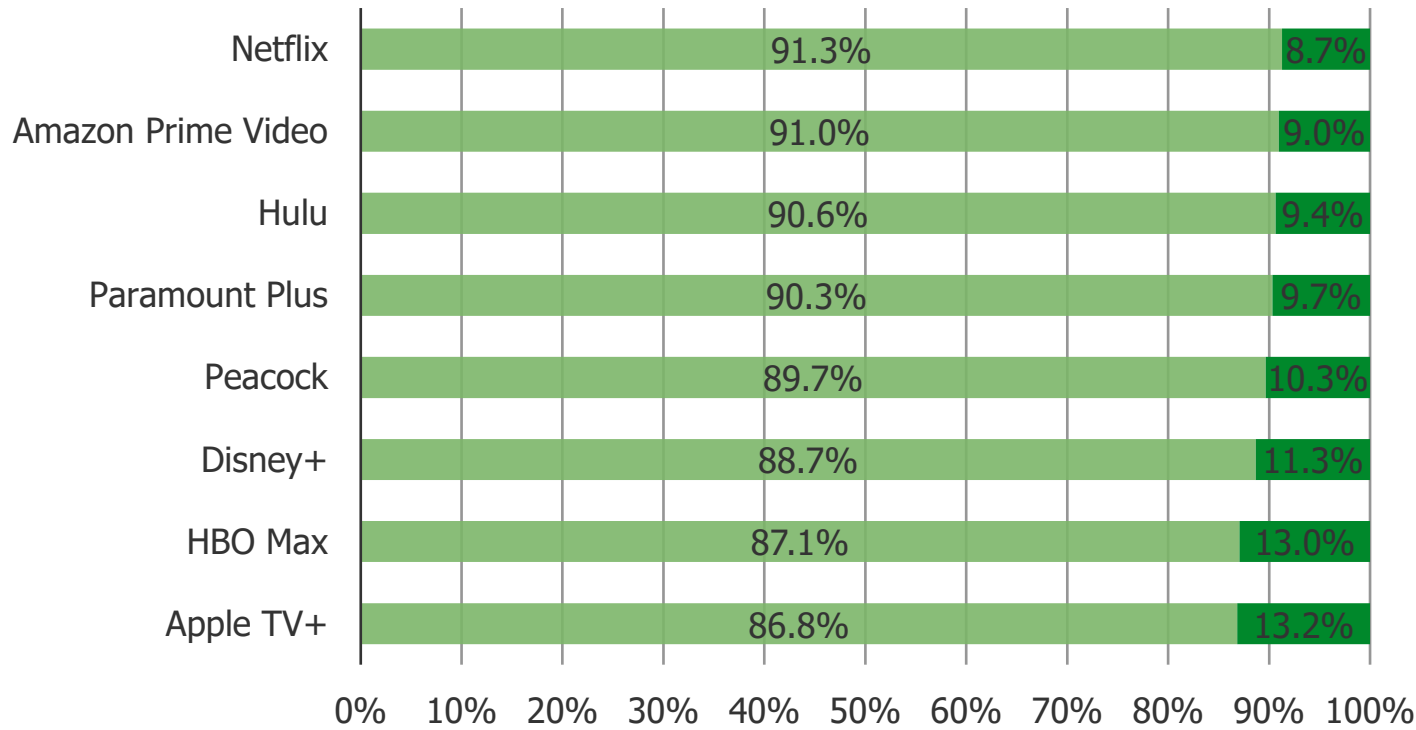
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Do you pay for the account fully on your own, or do you split the costs with the person you share with?

Posed to respondents who said they pay for an account themselves to access the following.

- I pay the entire subscription price myself
- I share the costs with the person who shares my account

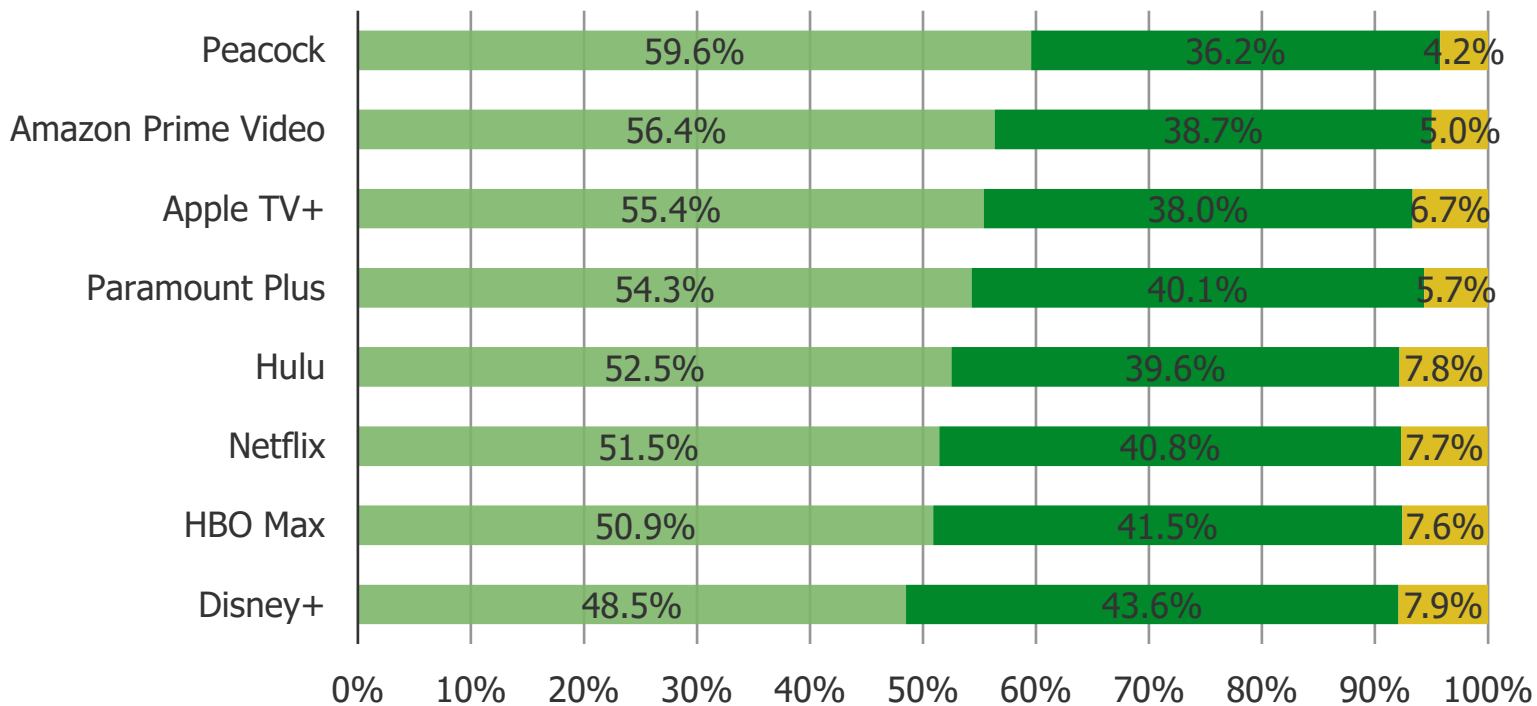


	N =
Netflix	2561
Amazon Prime Video	2156
Hulu	1721
Disney+	1412
HBO Max	1004
Peacock	851
Apple TV+	661
Paramount Plus	372

Do you share your log-in for the following with anyone else?

Posed to respondents who pay for the account or access the account of someone who lives with them IN THEIR HOUSEHOLD.

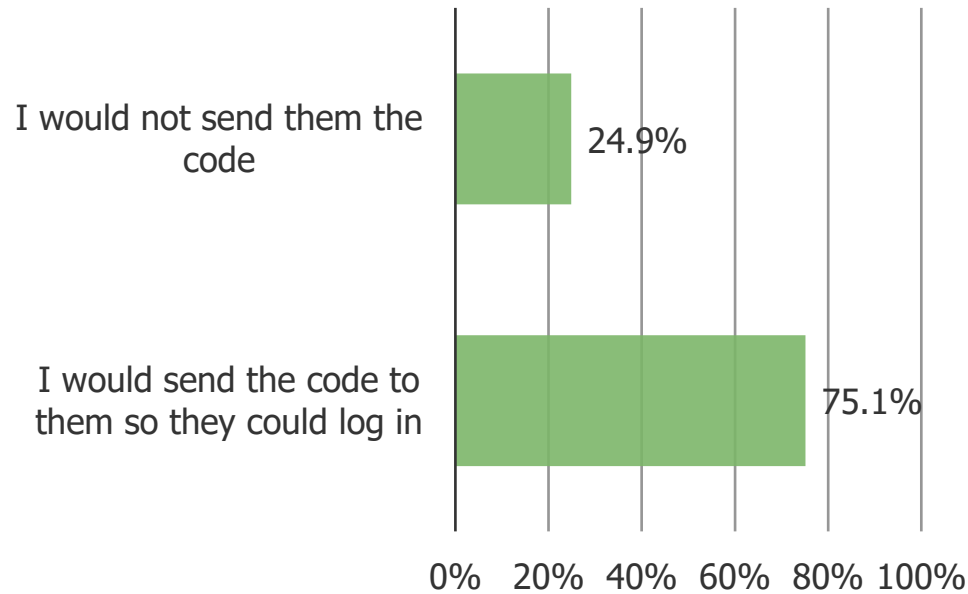
- I DO NOT share my account with anyone
- I only share my login with people I live with
- I share my login with people I DO NOT LIVE WITH



	N =
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Amazon Prime Video	2156
Hulu	1721
Disney+	1412
HBO Max	1004
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If someone you share your log-in with who lives outside of your household asks you to send them the code from an account verification email or text they generated to get sent to you, what would you do?

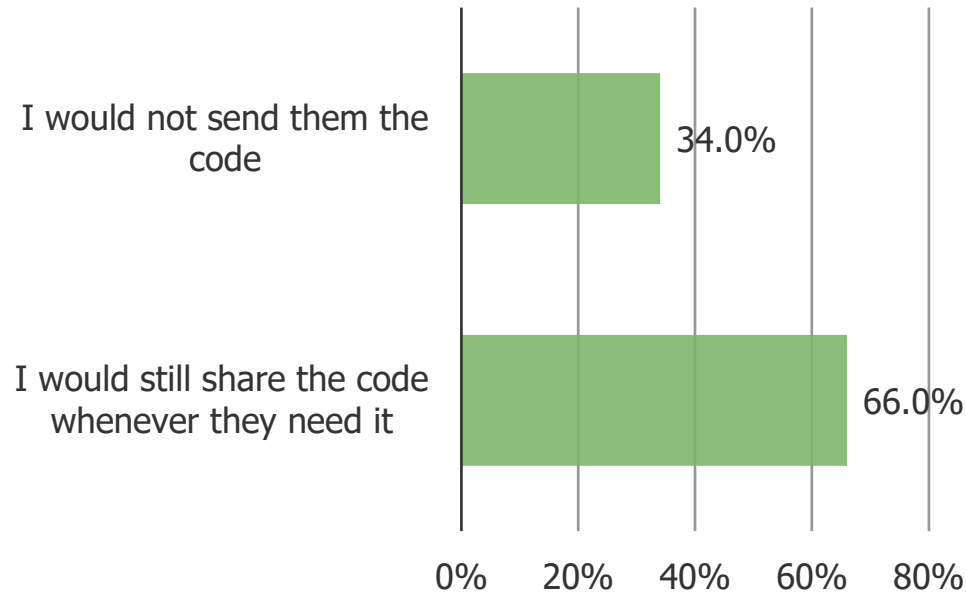
Posed to respondents who pay a Netflix account themselves and share their access with someone OUTSIDE their household.



N = 197

What if sending them a verification code to a person who shares your account outside of your household made it so that you would have to verify your account the next time you tried to log-in yourself?

Posed to respondents who pay a Netflix account themselves and share their access with someone OUTSIDE their household.



N = 197

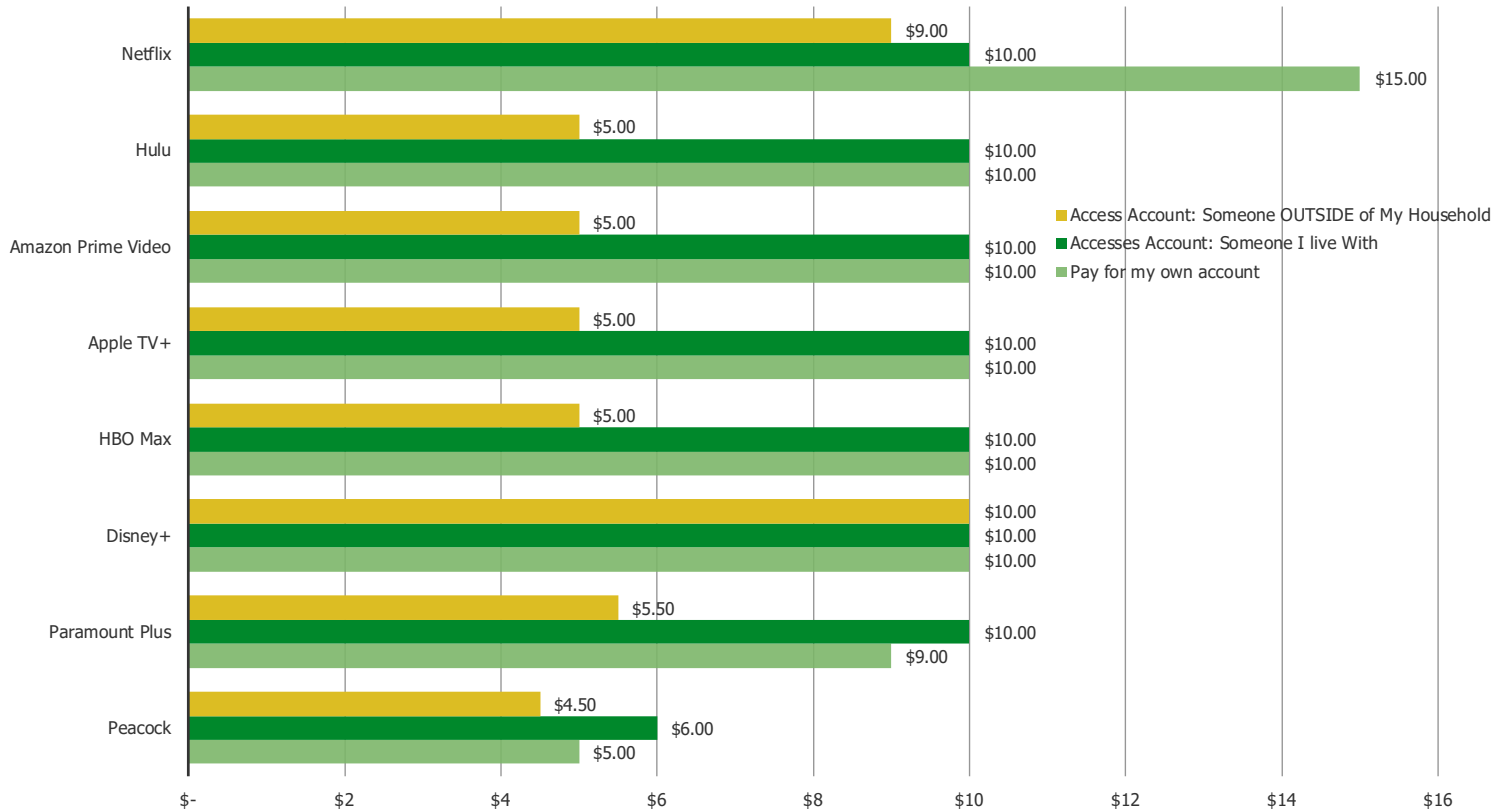
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What would be the most you would be willing to pay PER MONTH to have access to the following:

Posed to respondents who said they have watched each of the following (cross-tabbed by how they access the platform).



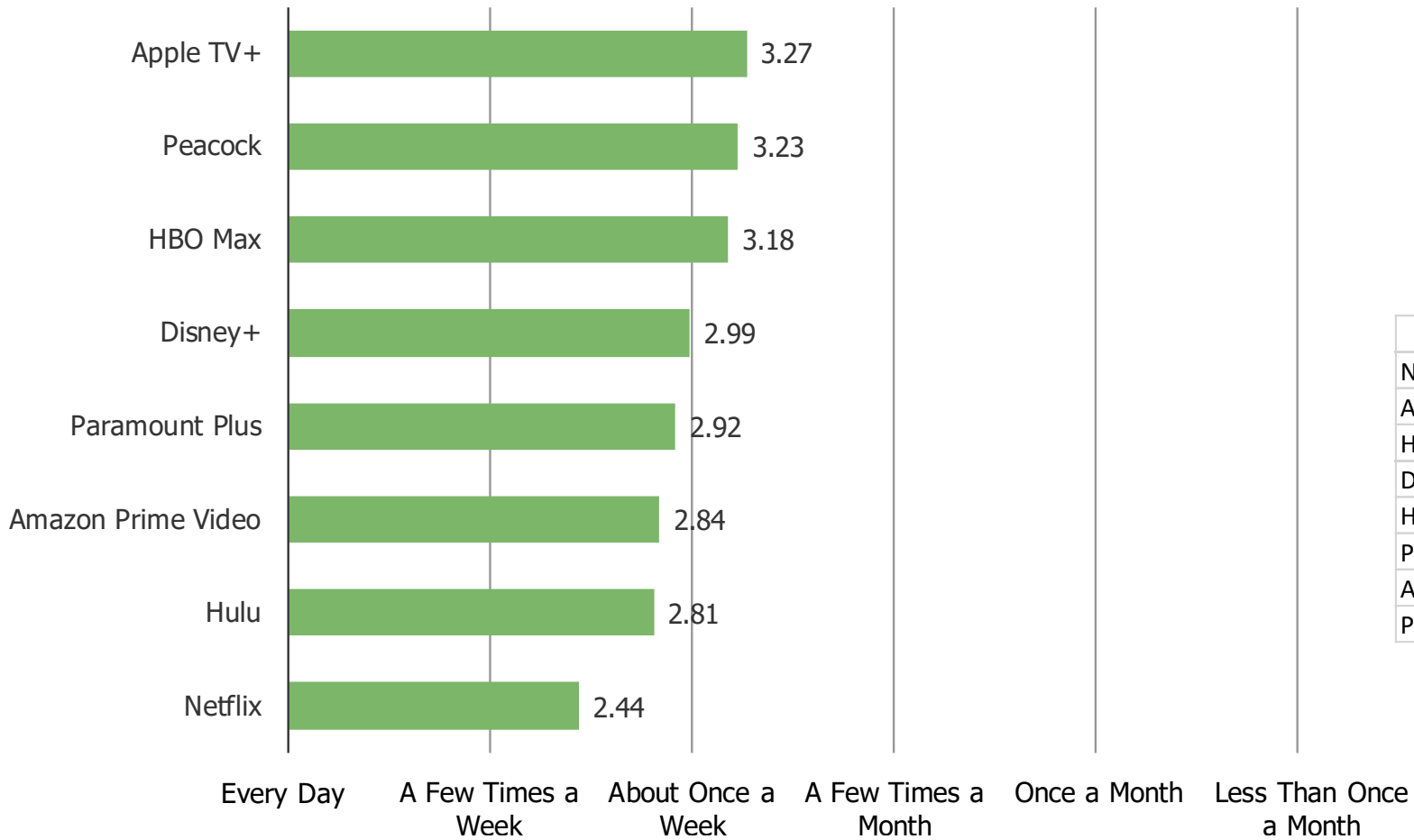
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How often do you use this platform?

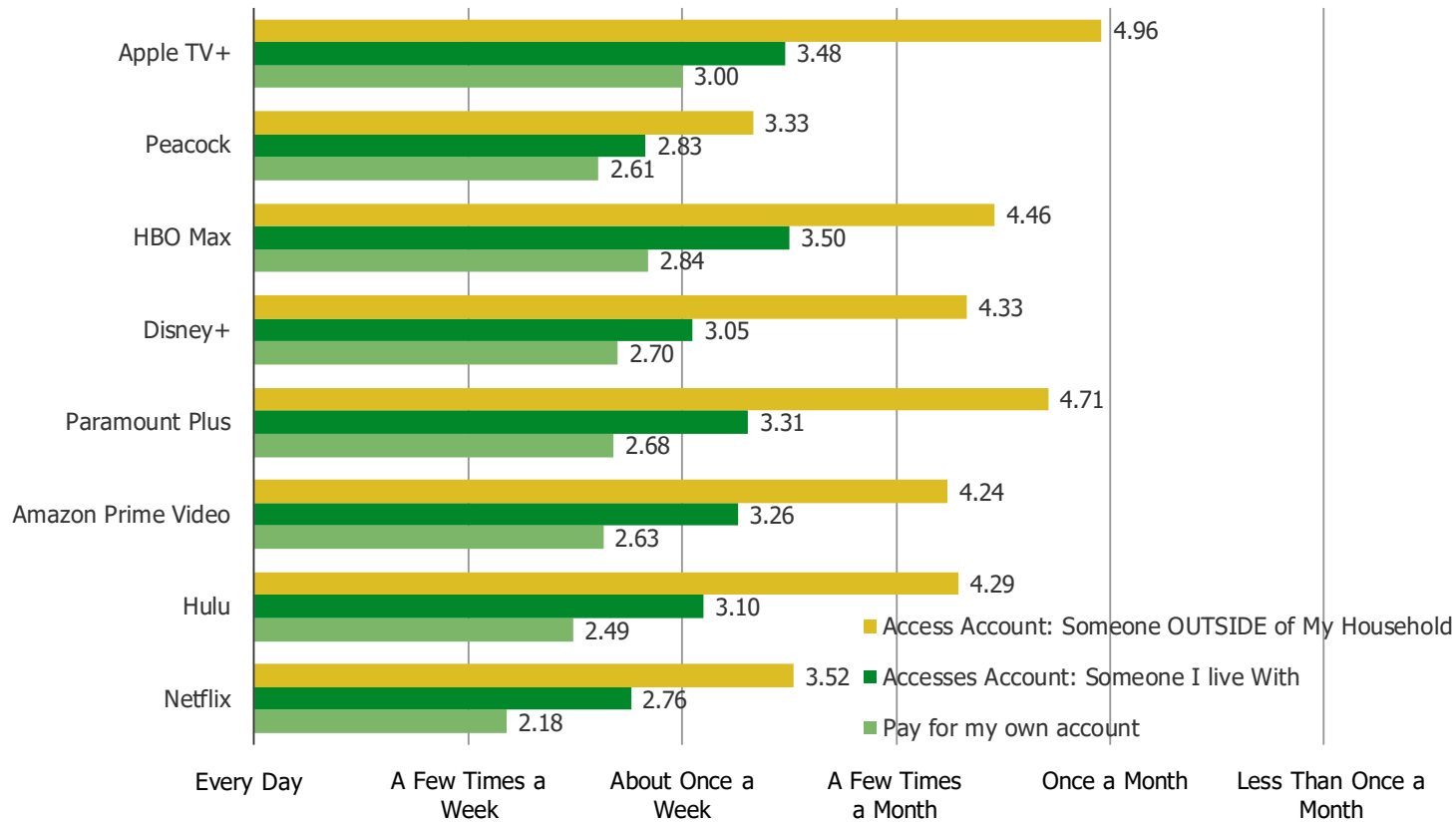
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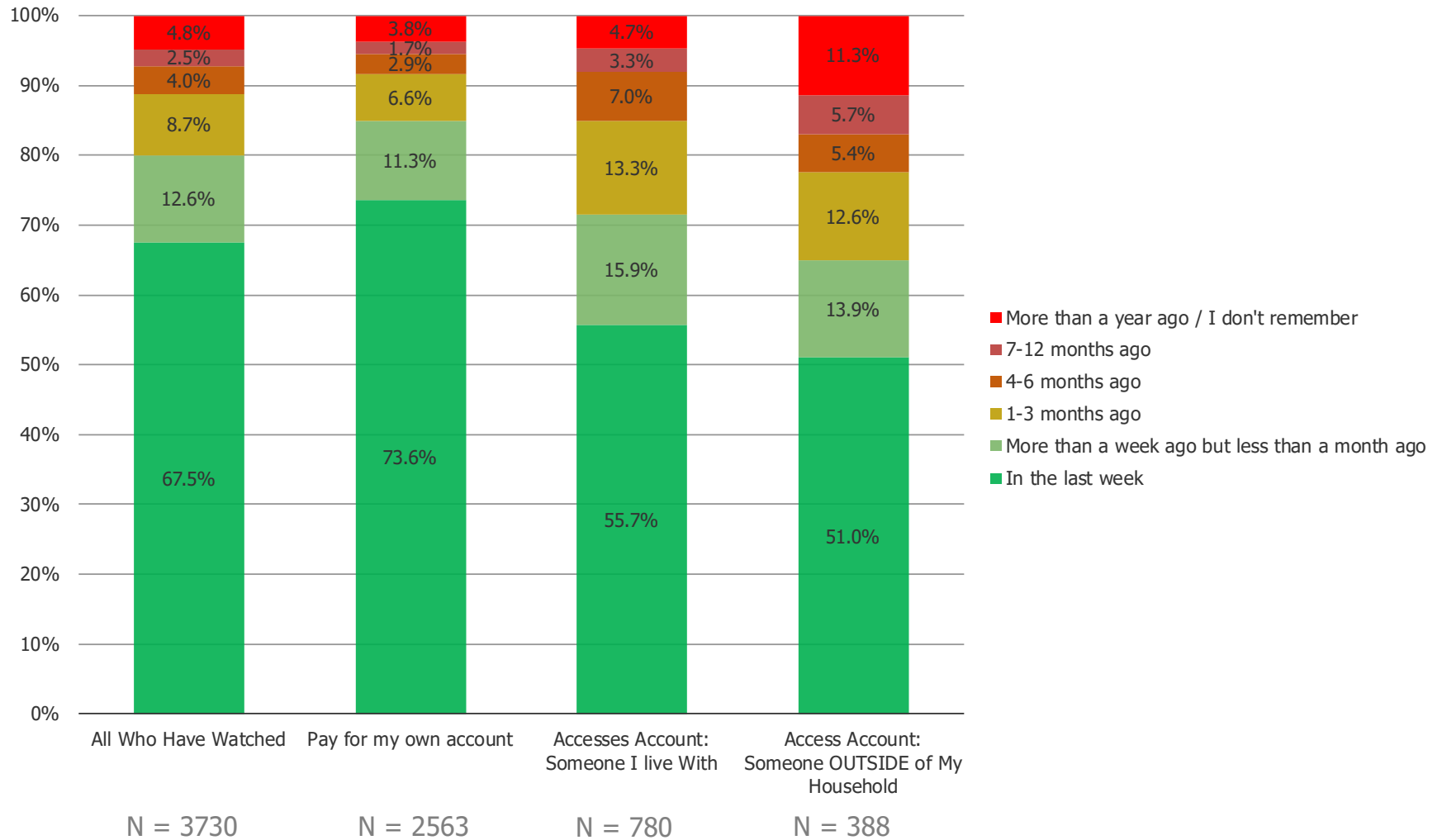
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When is the last time you watched Netflix?

Posed to respondents who pay for the account or access the account of someone who lives with them IN THEIR HOUSEHOLD.

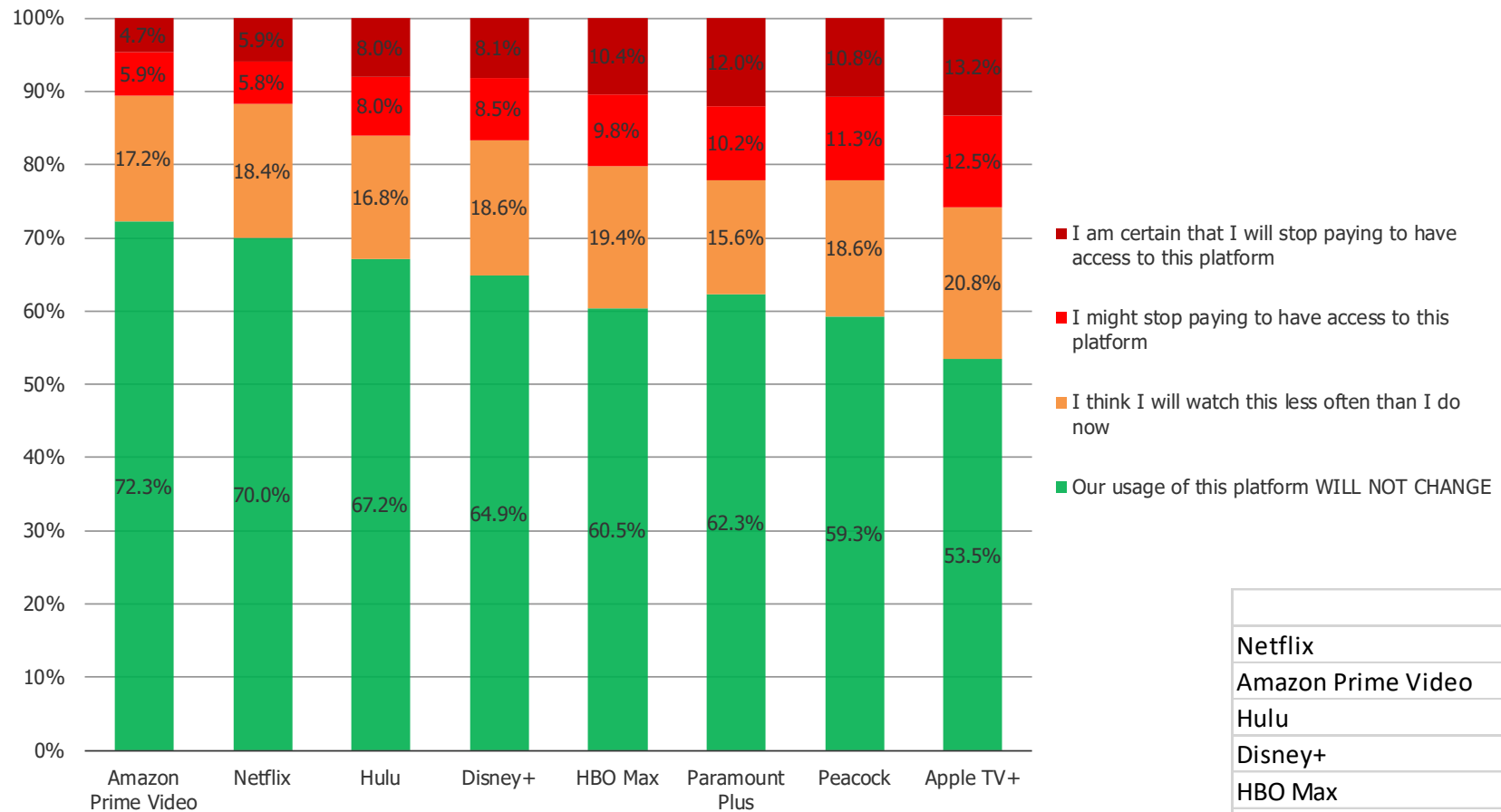


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Will your relationship with the following change at all once Covid concerns are totally gone and life is back to normal?

Posed to respondents who pay for the account or access the account of someone who lives with them IN THEIR HOUSEHOLD.



	N =
Netflix	3342
Amazon Prime Video	2618
Hulu	2246
Disney+	1918
HBO Max	1323
Peacock	1014
Apple TV+	824
Paramount Plus	443

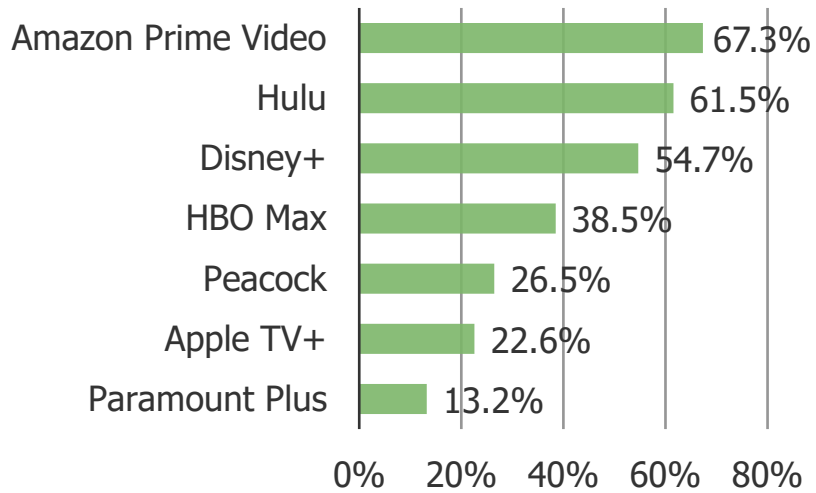
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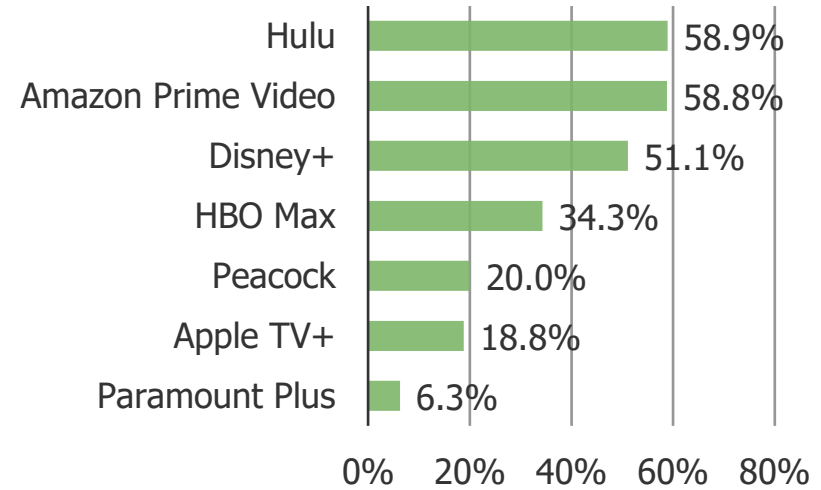
Netflix Users (Cross-Tabbed): Do you use any of the following...

Posed to respondents who access Netflix cross-tabbed in blue bars by how they access Netflix.

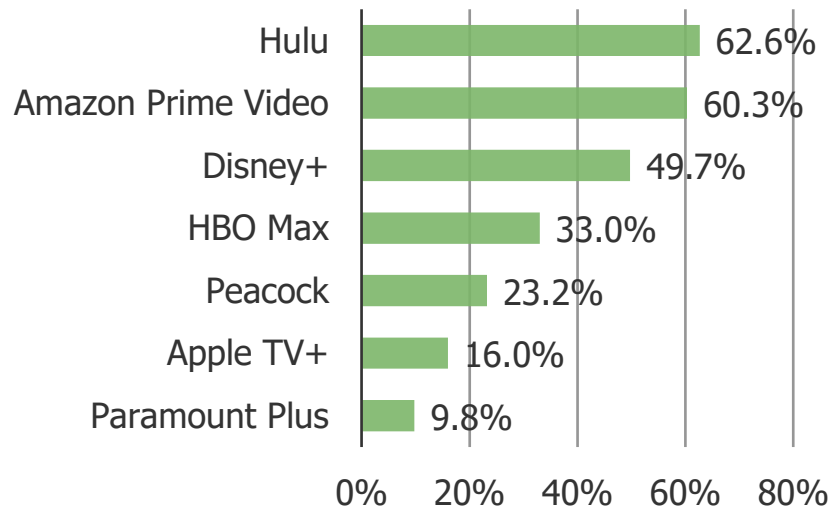
Pays for Netflix



Accesses Netflix Account: In-Household



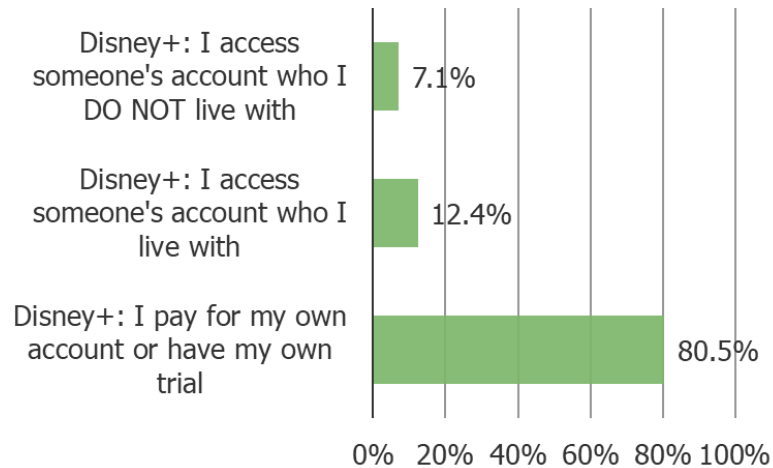
Accesses Netflix Account: Out-Of-Household



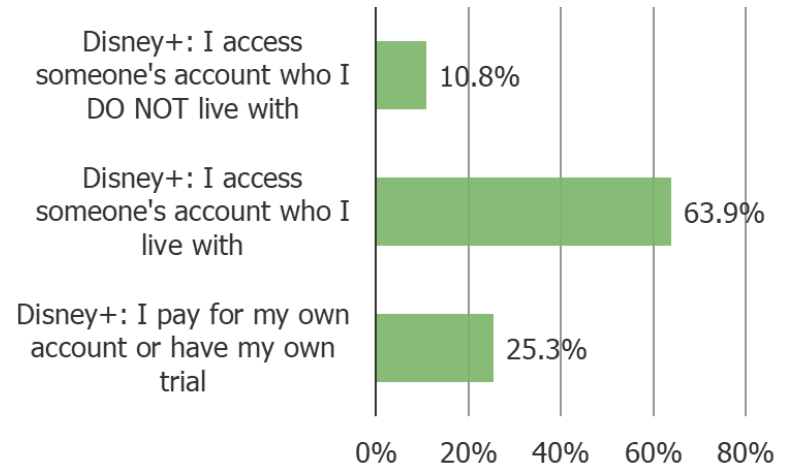
Type of Account Netflix Subscribers Have With Disney+ (Cross-Tabbed):

Posed to respondents who access Netflix (cross-tabbed by how they access Netflix) and said they access Disney+.

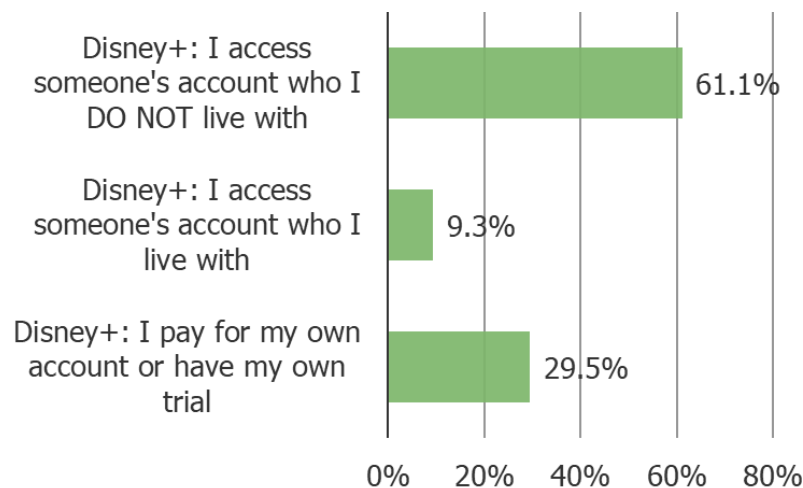
Pays for Netflix



Accesses Netflix Account: In-Household



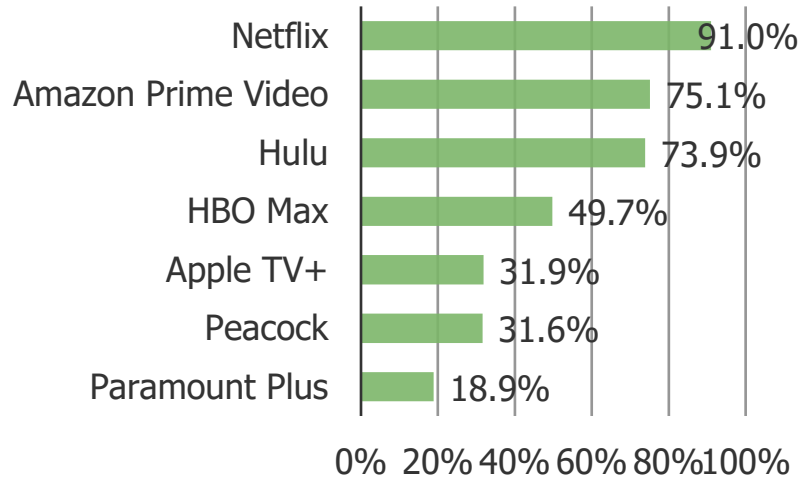
Accesses Netflix Account: Out-Of-Household



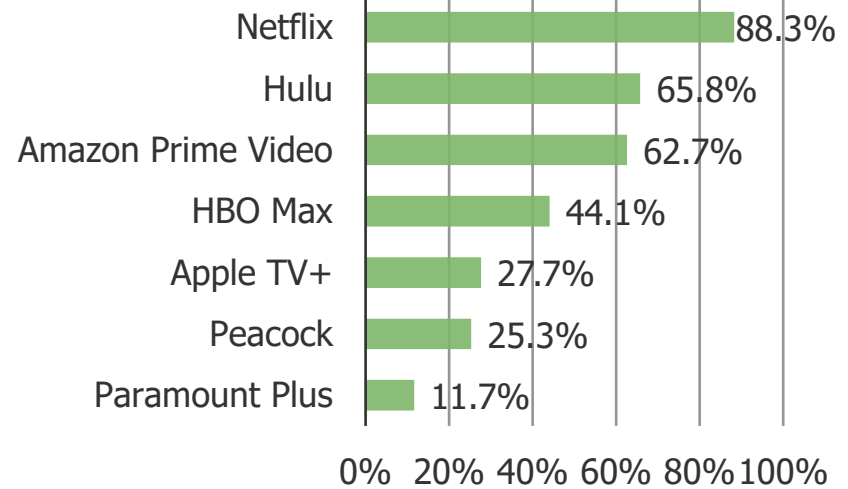
Disney+ Users (Cross-Tabbed): Do you use any of the following...

Posed to respondents who access Disney+ cross-tabbed in blue bars by how they access Disney+.

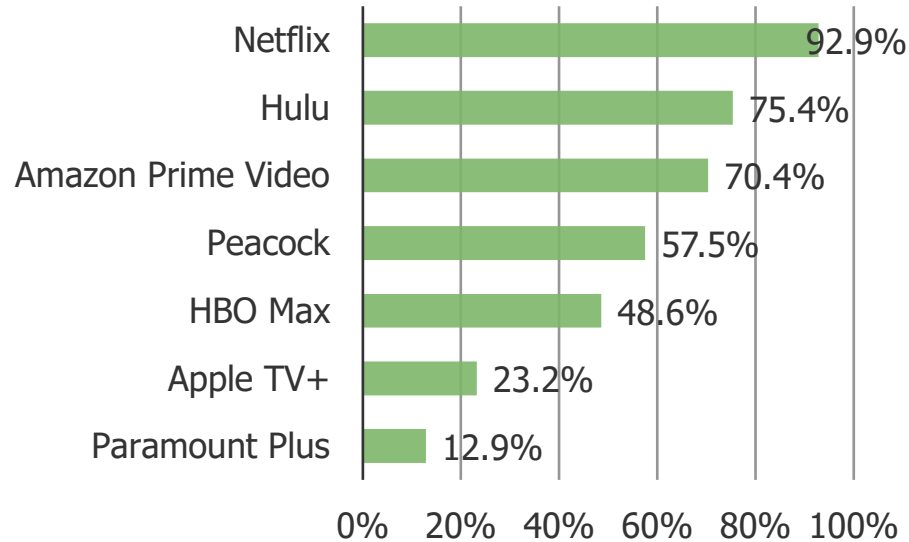
Pays for Disney+



Accesses Disney+ Account: In-Household



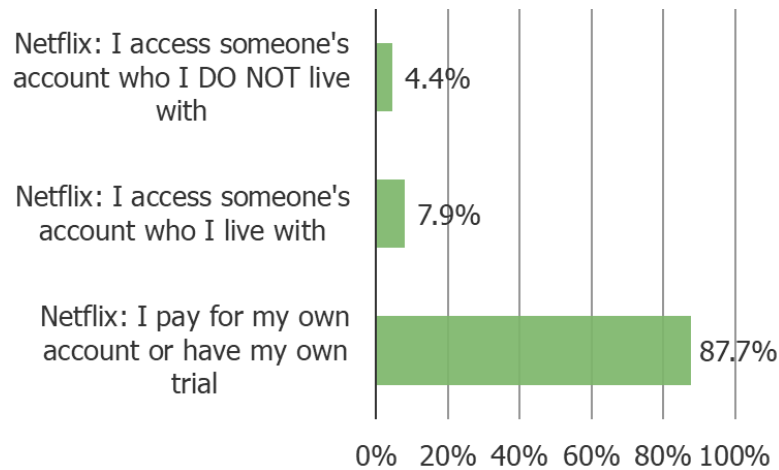
Accesses Disney+ Account: Out-Of-Household



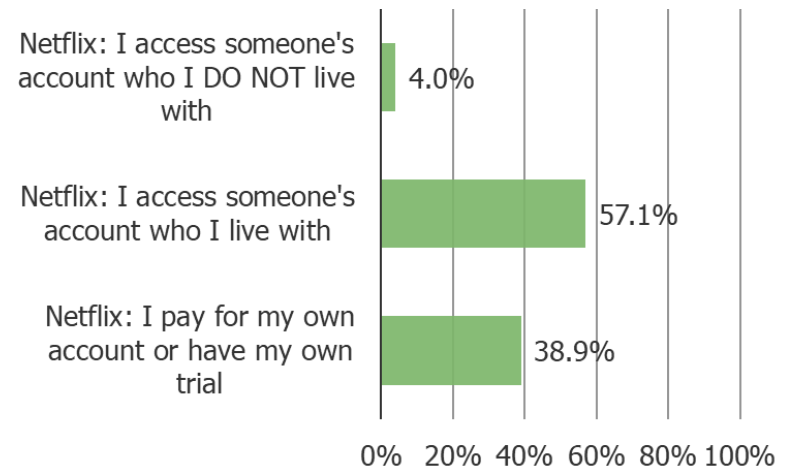
Type of Account Disney+ Subscribers Have With Netflix (Cross-Tabbed):

Posed to respondents who access Disney+ (Cross-tabbed by how they access Disney+) and said they access Netflix.

Pays for Disney+



Accesses Disney+ Account: In-Household



Accesses Disney+ Account: Out-Of-Household

