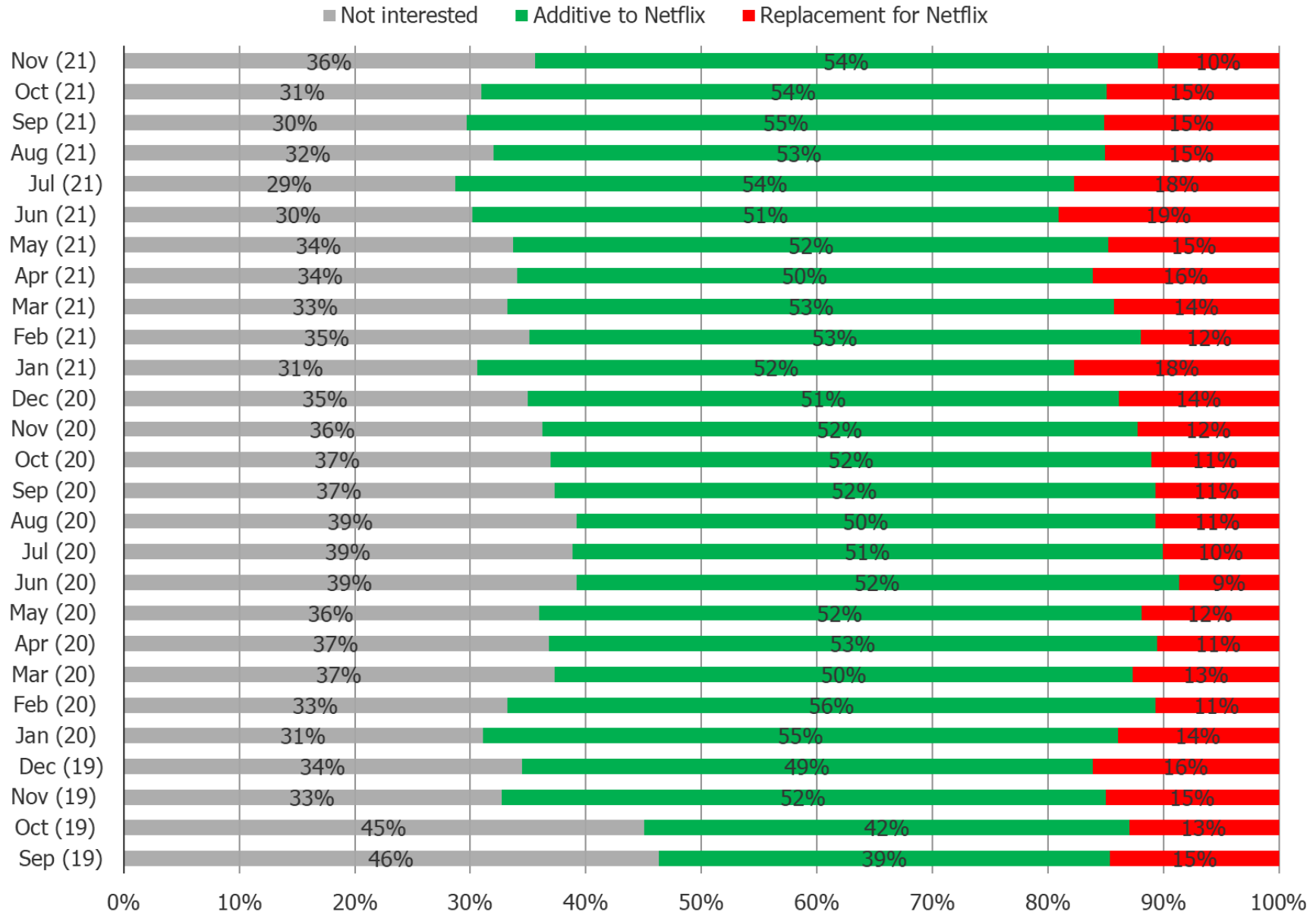

Streaming Video Domestic Platform Cross-Over and Monthly Updates

December 2021

Bespoke | Streaming Video Platform Cross-Over

Do you view the following to be additive or a replacement of Netflix? **Disney+**

Posed to Netflix account holders.



Do you view the following to be additive or a replacement of Netflix? HBO Max

Posed to Netflix account holders.

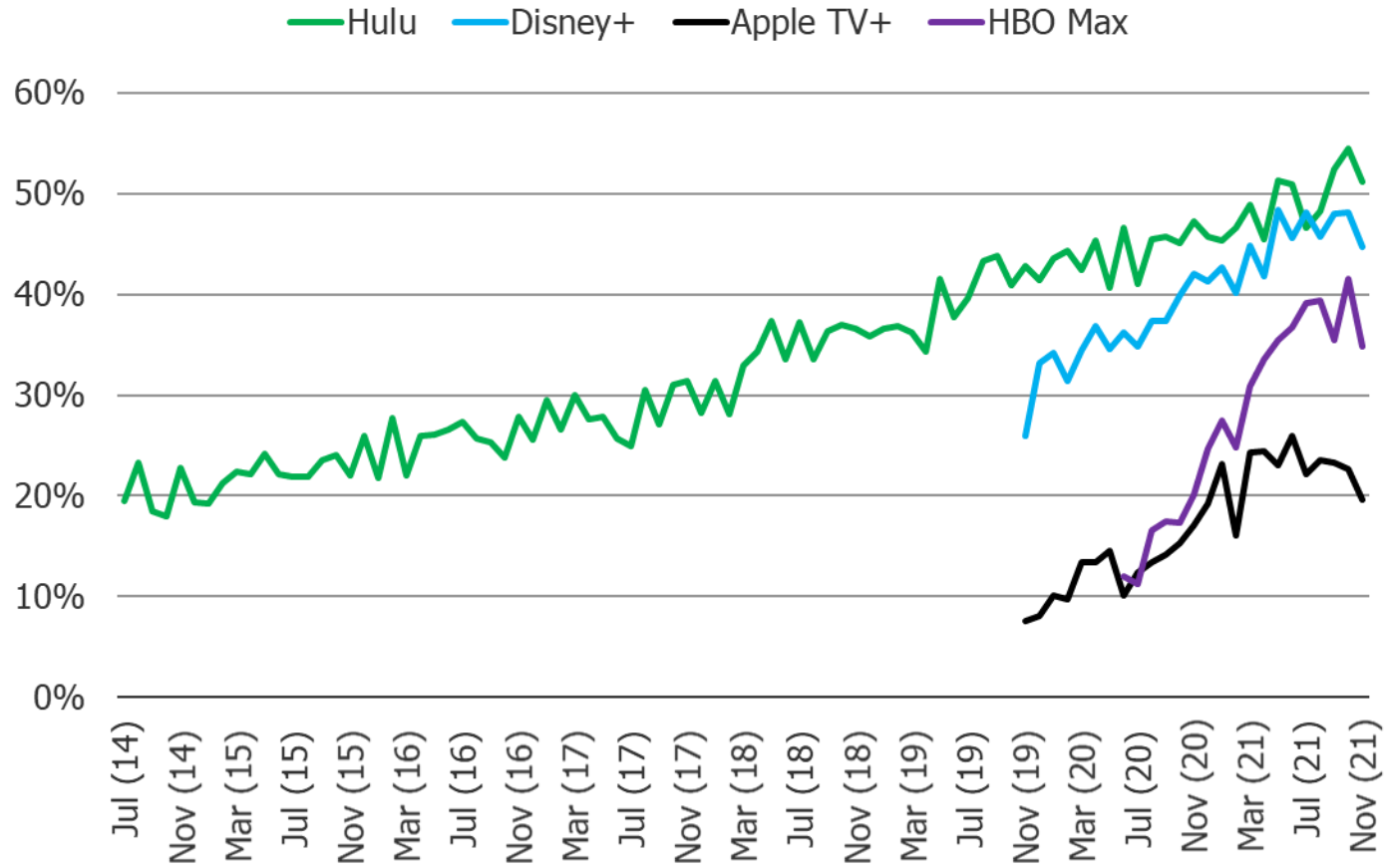


Do you view the following to be additive or a replacement of Netflix? **Apple TV+**

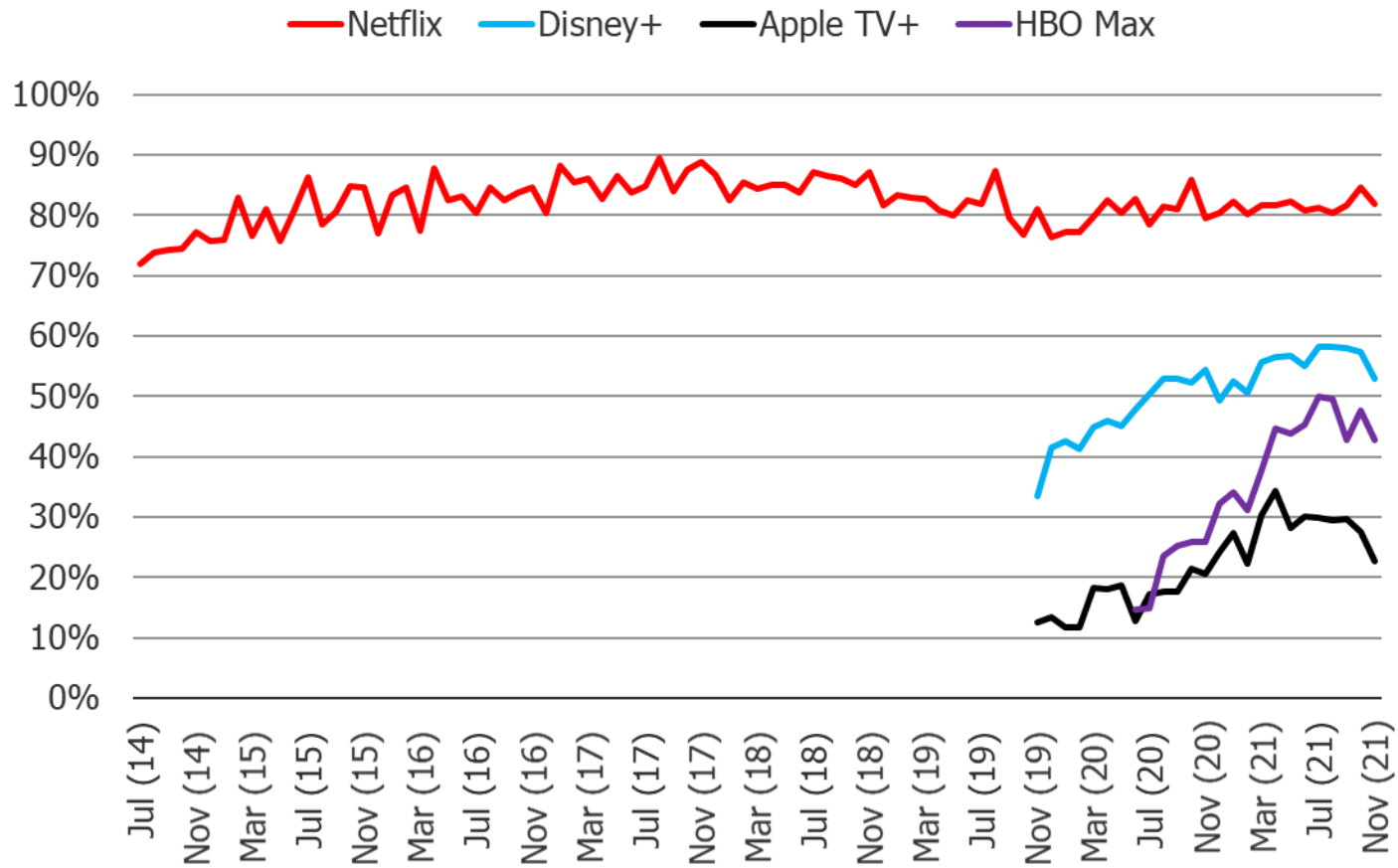
Posed to Netflix account holders.



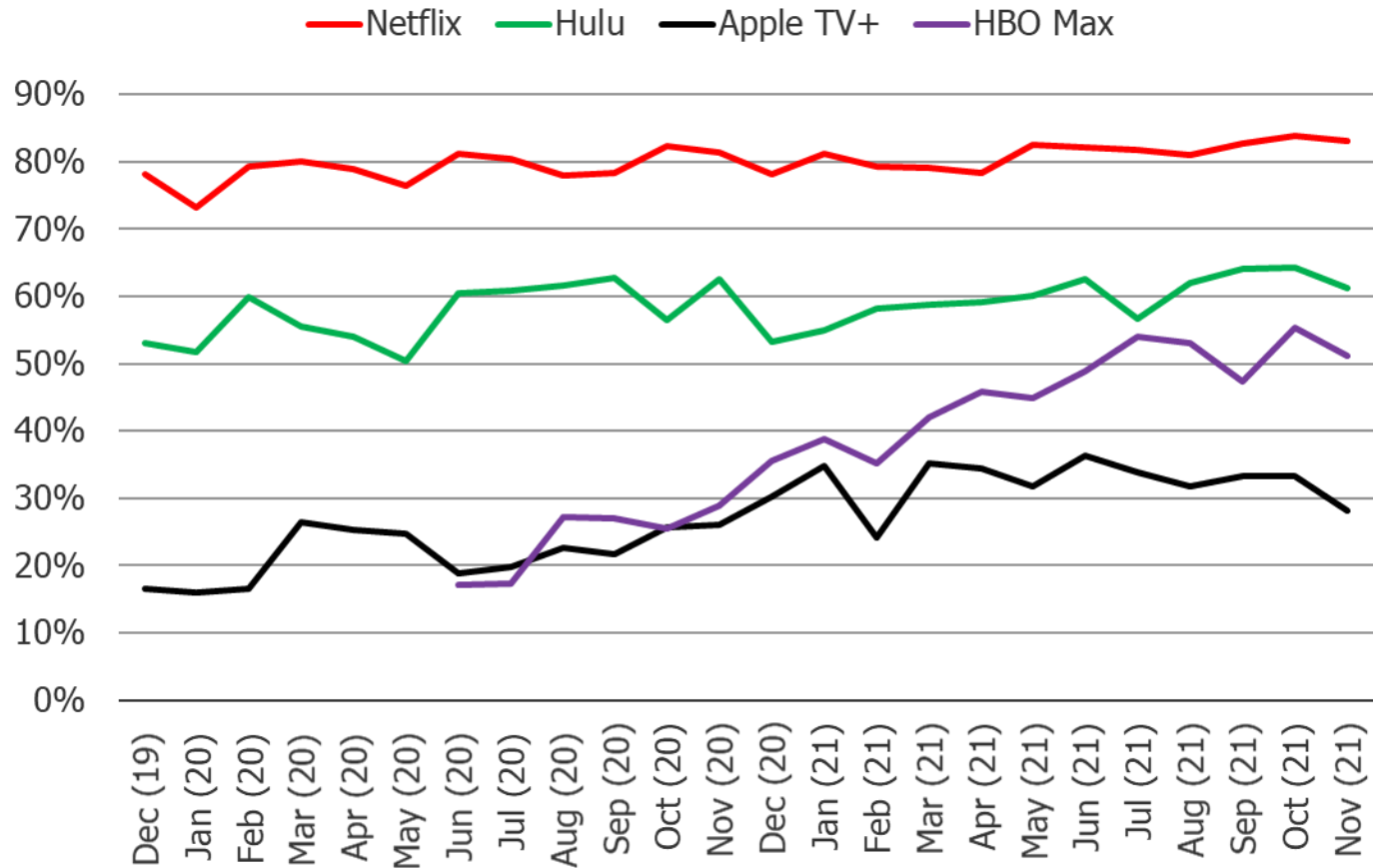
Netflix Users: Also Has An Account With...



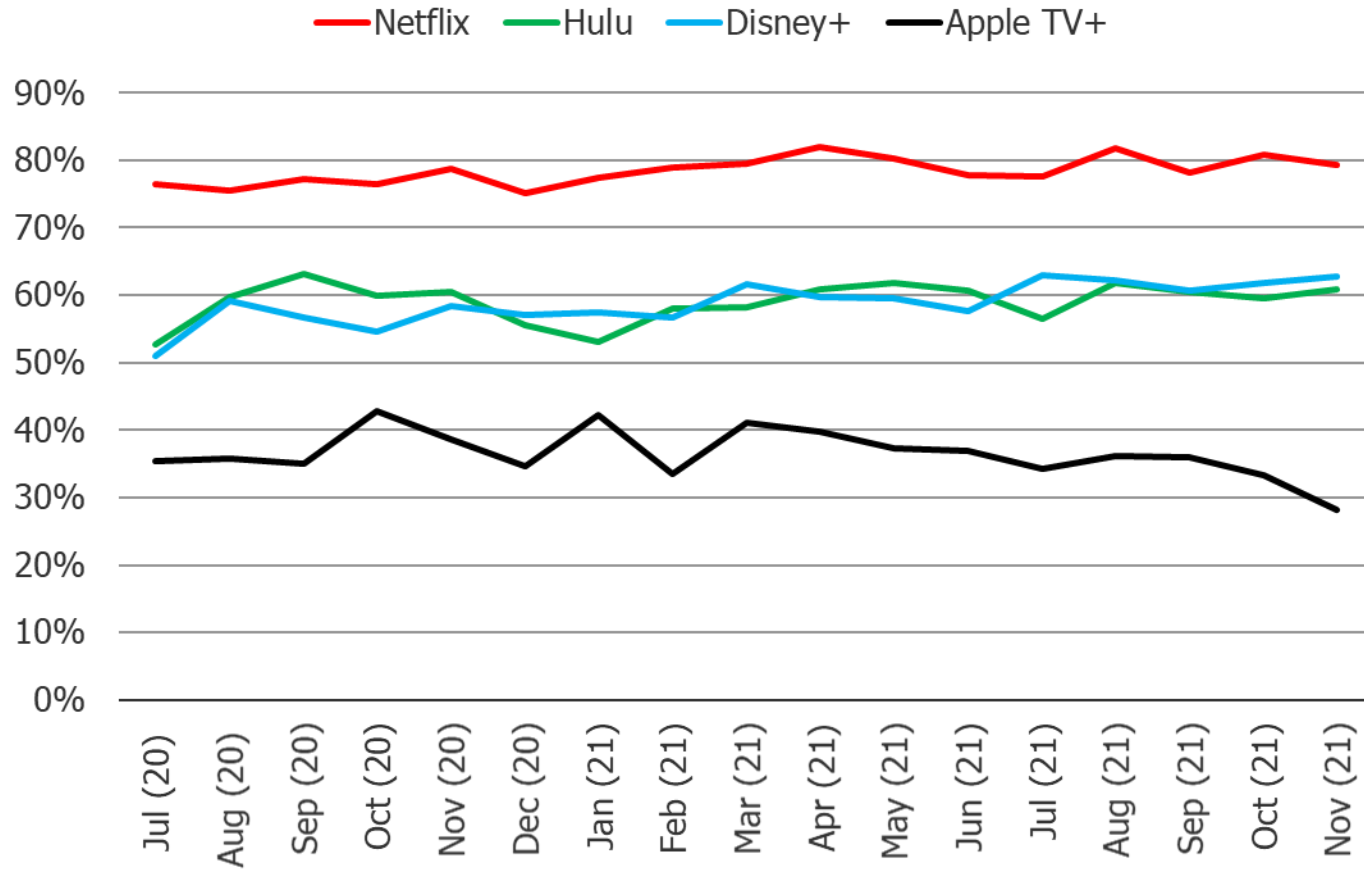
Hulu Users: Also Has An Account With...



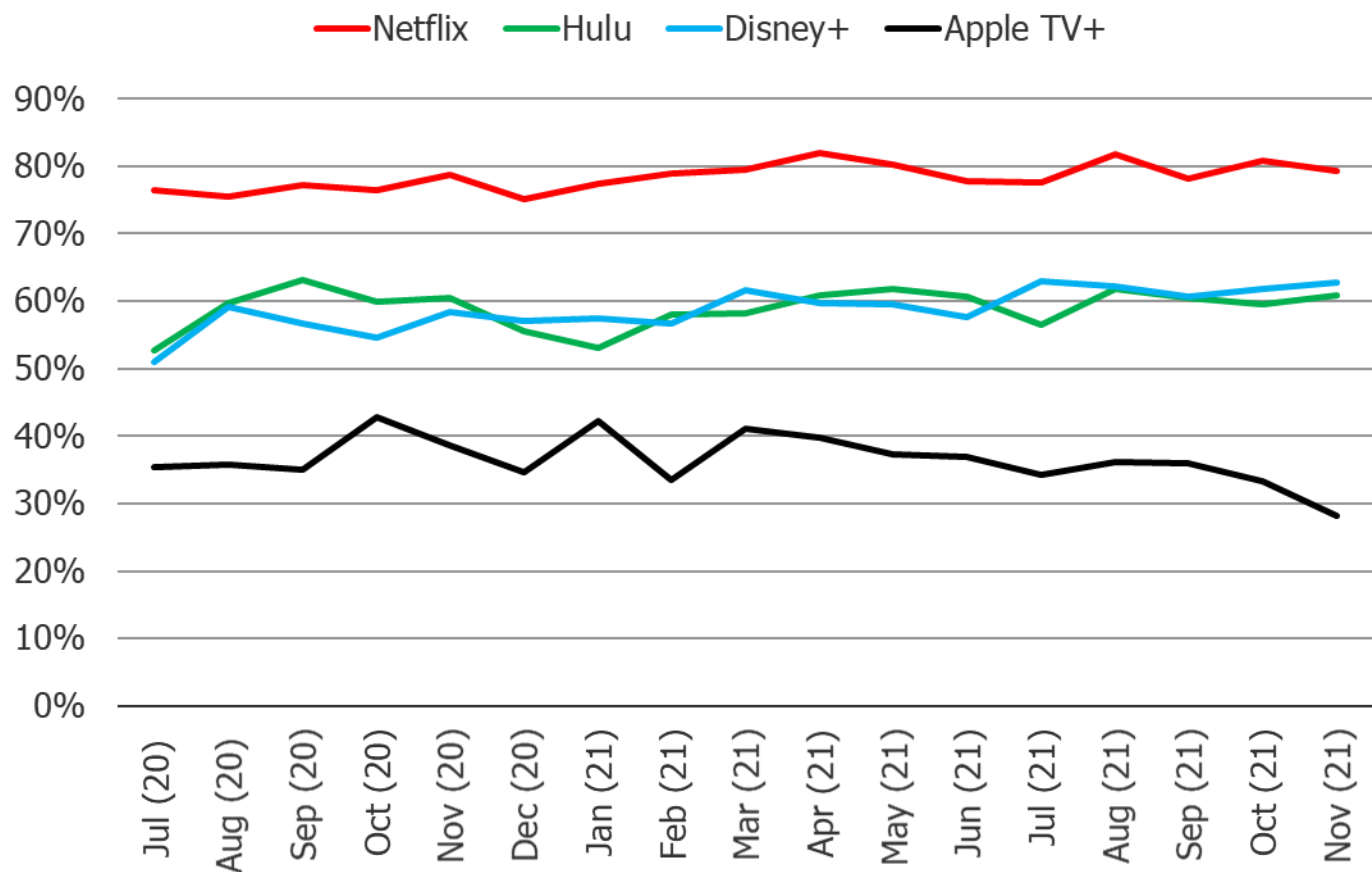
Disney+ Users: Also Has An Account With...



HBO Max Users: Also Has An Account With...

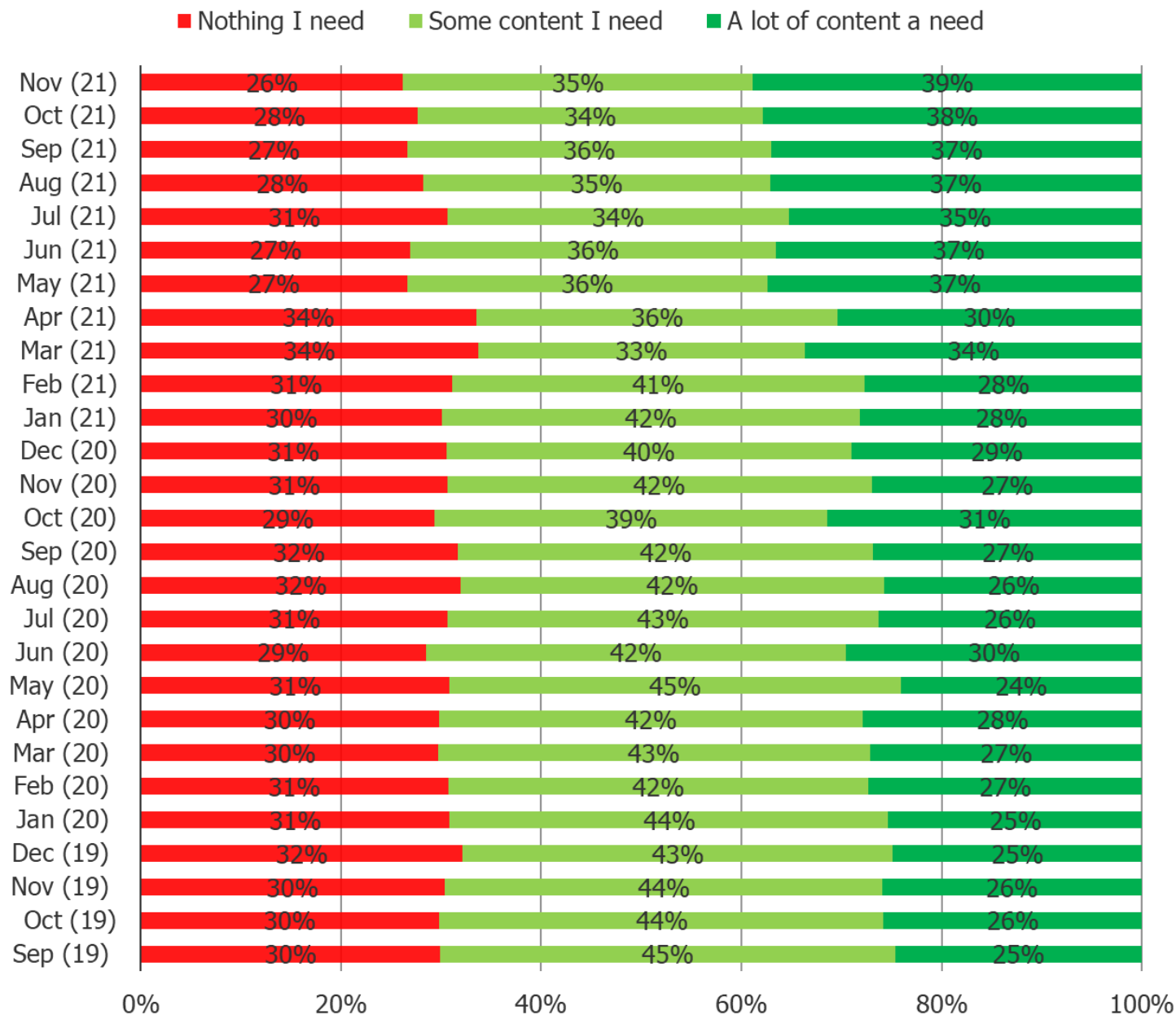


Apple TV+ Users: Also Has An Account With...



What are your expectations for the content that will be on Netflix?

Posed to all respondents.



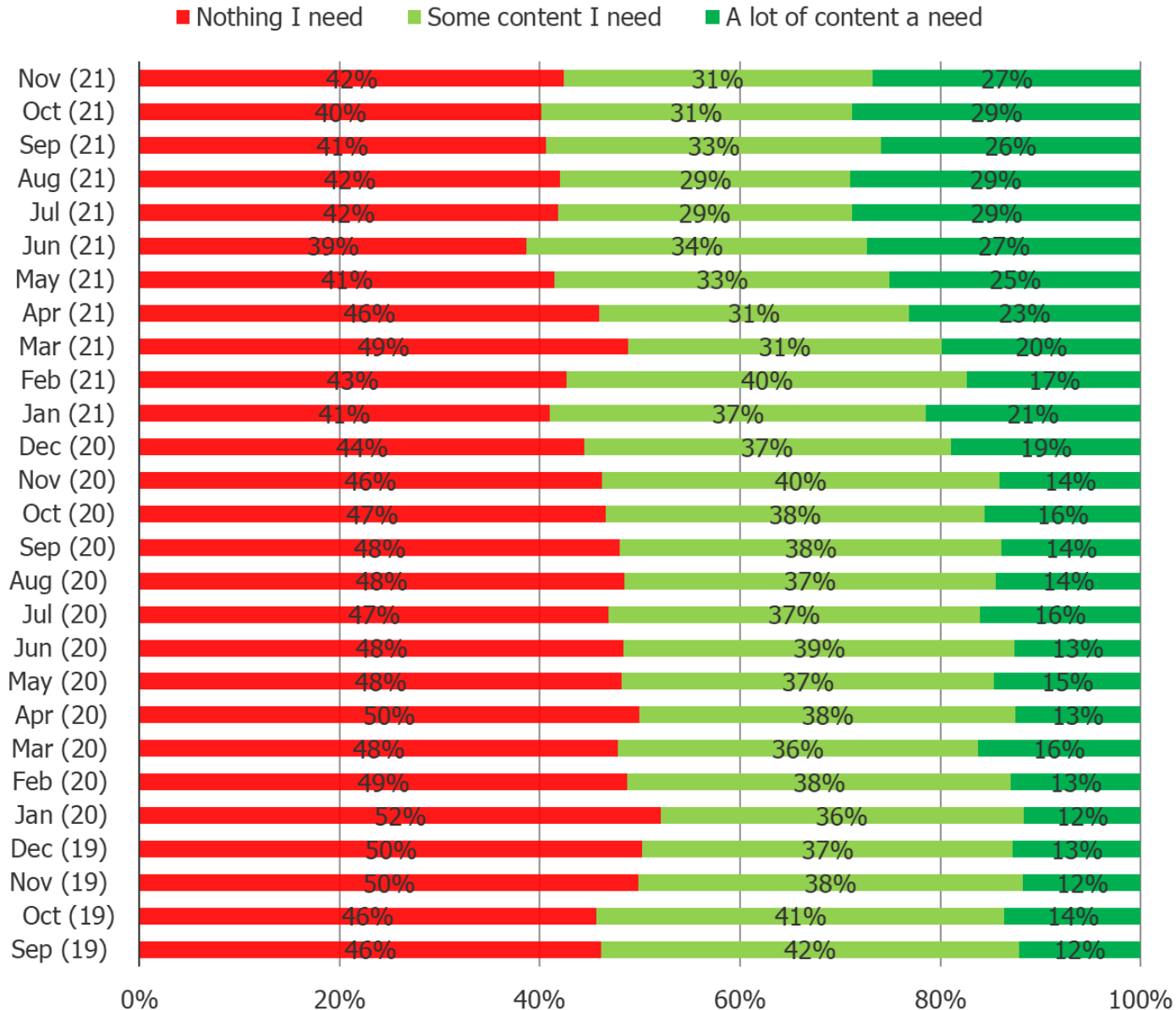
What are your expectations for the content that will be on Disney+?

Posed to all respondents.



What are your expectations for the content that will be on HBO Max?

Posed to all respondents.



What are your expectations for the content that will be on Hulu?

Posed to all respondents.



What are your expectations for the content that will be on Apple TV+?

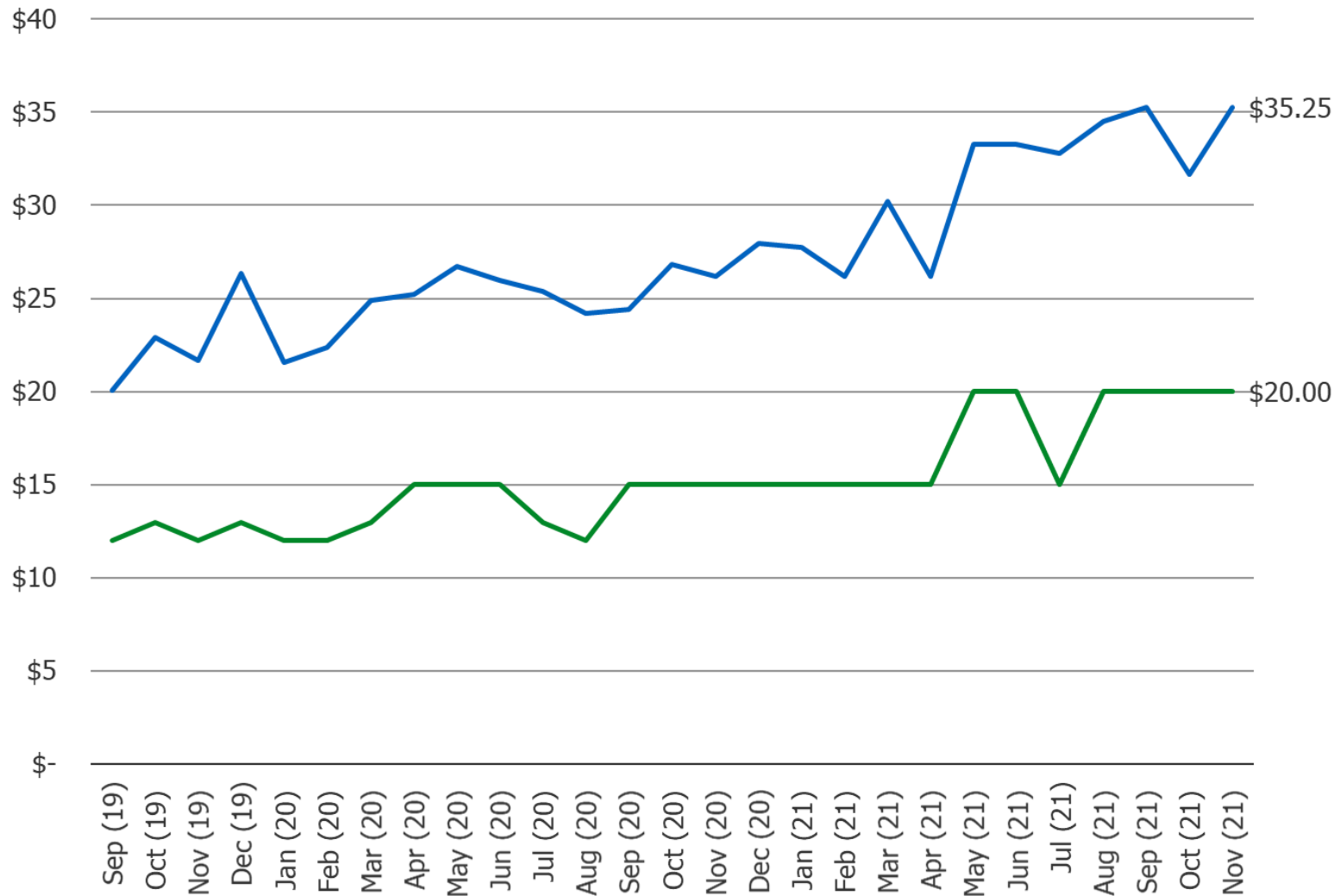
Posed to all respondents.



Bespoke | Streaming Video Platform Cross-Over

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

Posed to all respondents.



Bespoke | Streaming Video Platform Cross-Over

At what MONTHLY price point would you decide to cancel your Netflix subscription? (IE, if Netflix continues to raise prices, what price point PER MONTH would trigger your cancellation of Netflix?)

Posed to Netflix subscribers.

