

BACKGROUND:

April 2019

- ❑ We grabbed some quick follow-up reaction from consumers after Disney announced the price point of its Disney+ service due for release this November.

Key Takeaways:

- ❑ Hulu customers are the most likely cohort to sign up for Disney+.
- ❑ 3.9% of Netflix subs say they definitely will sign up and another 9.6% say probably will sign up.
- ❑ 21.7% of those who probably/definitely will sign up view Disney+ as a replacement for a streaming video service they are already signed up for.
- ❑ Respondents are right down the middle (weighted average = neutral on a likert scale) on the value of Disney+ at \$6.99 per month.

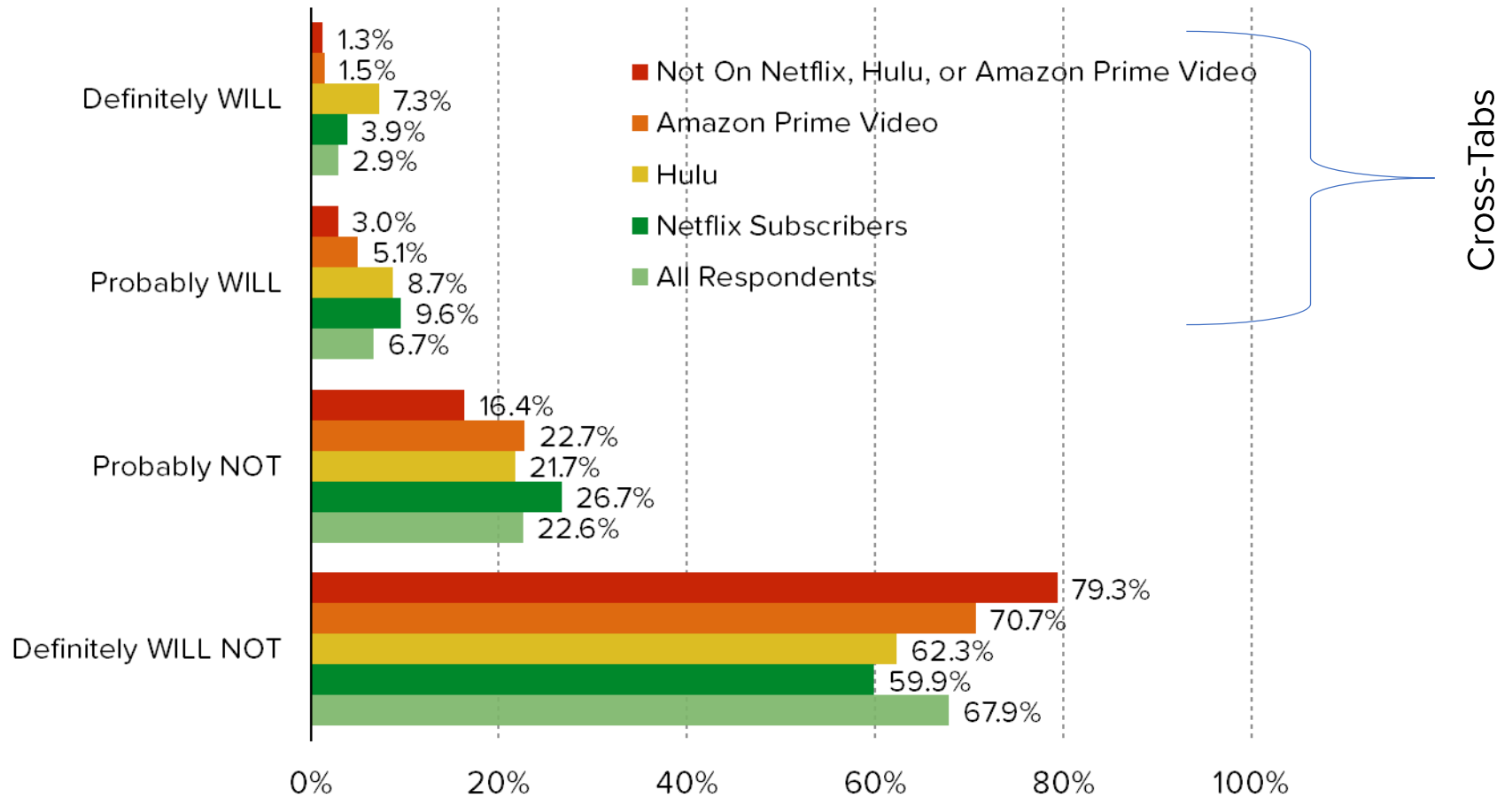


DIS Update Post Price Announcement



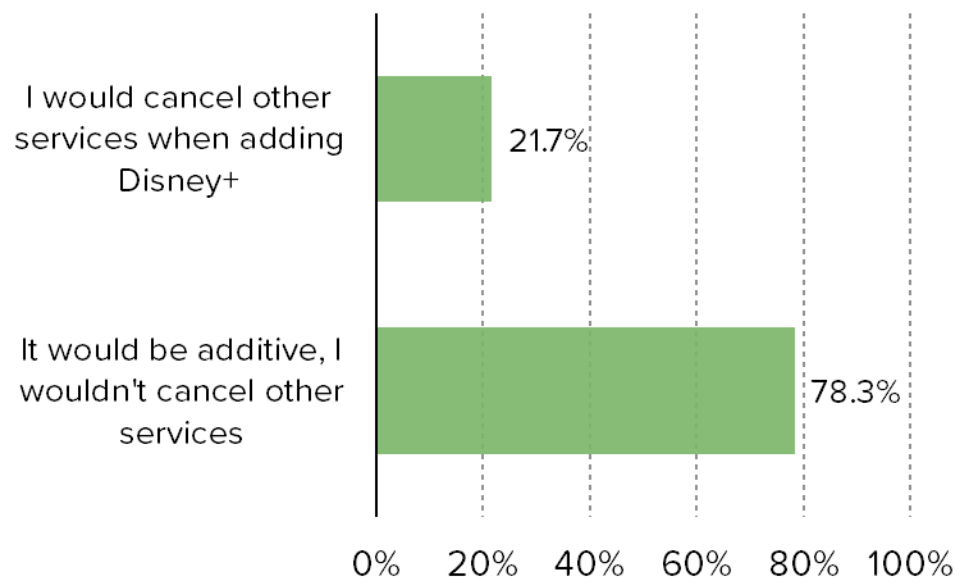
How likely are you to sign up for the Disney+ standalone streaming video services in November for \$6.99 per month?

Posed to all respondents.



Would you view Disney+ as additive or a replacement of existing streaming video subscriptions that you pay for?

Posed to all respondents who said they probably or definitely will sign up for Disney+ AND currently have a subscription with Netflix, Hulu, or Amazon Prime Video.



N = 83



What is your opinion of the price point for the upcoming Disney+ streaming video service at \$6.99 per month?

Posed to all respondents.

