



## CHECK BREAKDOWN: NFLX

### SECTOR TRENDS: POSITIVE | BETTER

- ❑ Video streaming/OTT services continue to be the preferred method for watching videos and movies in South Korea. We would note that social media apps have modestly gained share over the last few months in the video arena.
- ❑ Cable or satellite TV continues to be the preferred venue/channel to watch TV shows, but video streaming/OTT services have gained popularity/share sequentially from May to September.

### AWARENESS: POSITIVE | BETTER

Awareness of Netflix is high both relative to competitors and on absolute terms.

### ENGAGEMENT: POSITIVE | BETTER

Engagement trends for Netflix are positive and users expect to increase usage going forward.

### CONTENT: POSITIVE | BETTER

Feedback toward Netflix content is very positive and improving (it received the strongest rating of all services in our survey).

### SENTIMENT: POSITIVE | BETTER

Sentiment toward Netflix among those who have used it is very positive and improving (it received the strongest rating of all services in our survey).

### VALUE: POSITIVE | BETTER

Netflix subscribers see a strong value for the price in using the service.

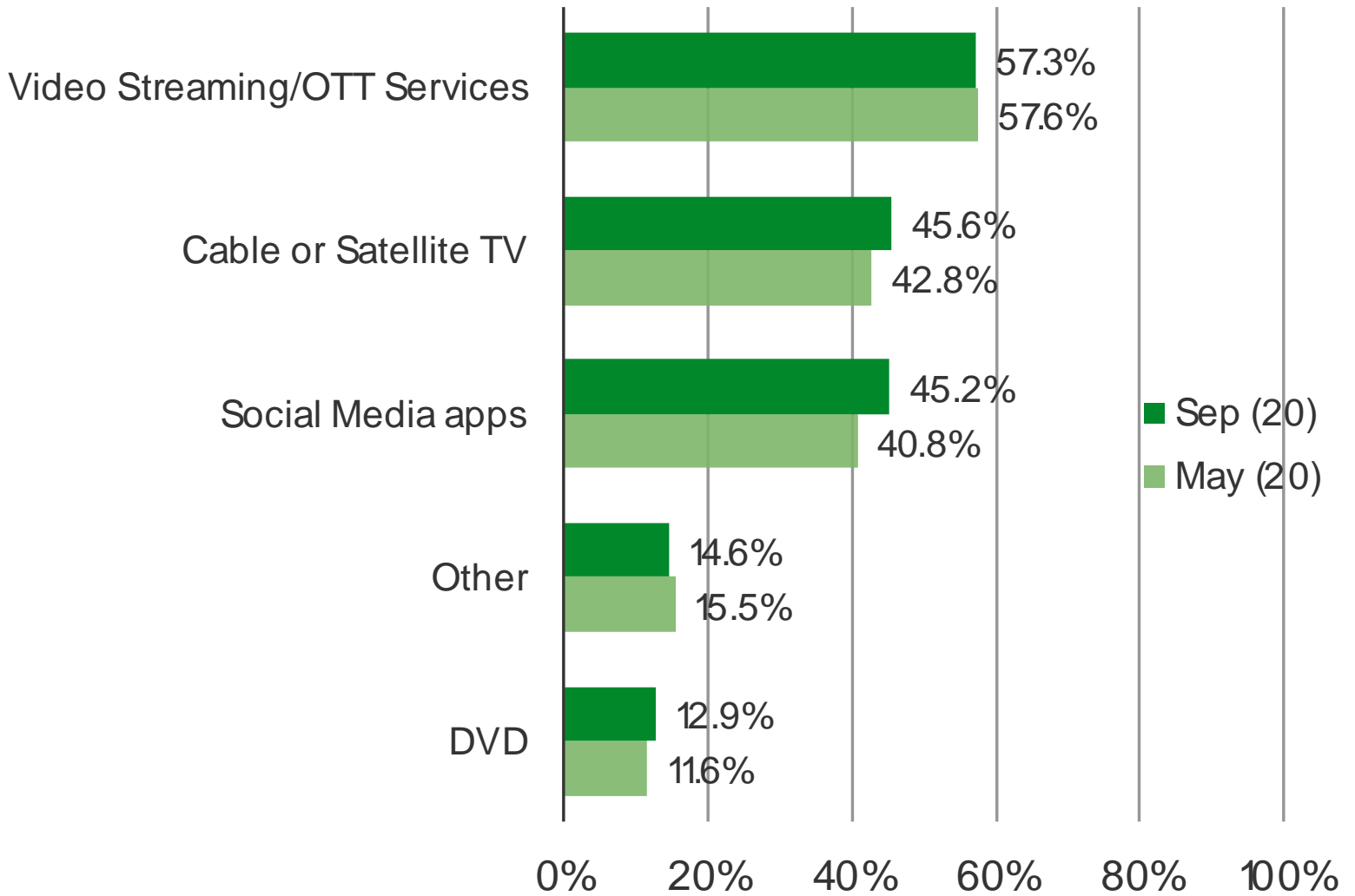
### CHURN: POSITIVE | UNCHANGED

Netflix subscribers are among the least likely of the services in our platform to say they are considering cancelling.

# STREAMING VIDEO IN SOUTH KOREA

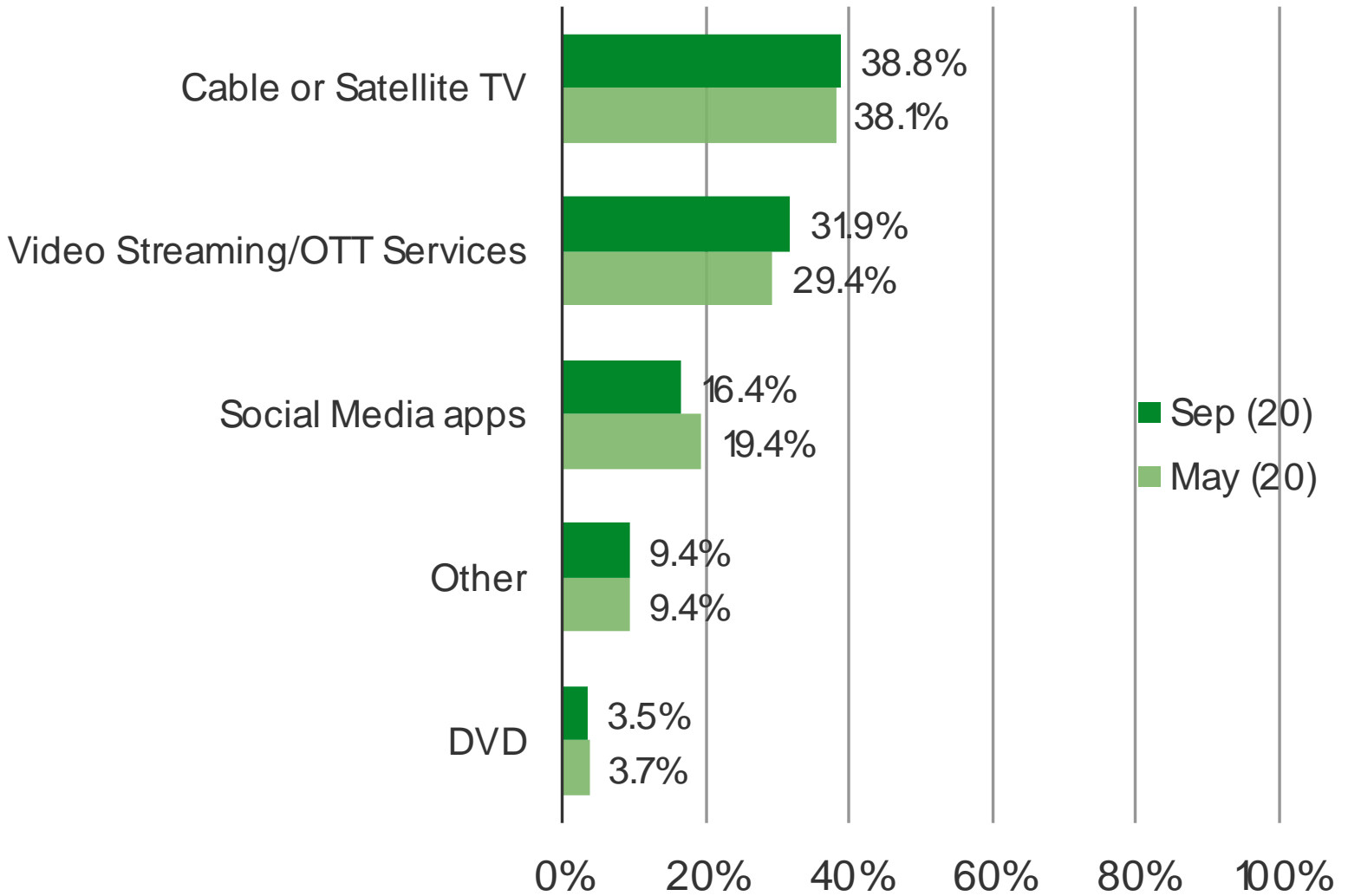
HOW DO YOU WATCH VIDEOS? (SELECT ALL THAT APPLY)

Posed to all respondents



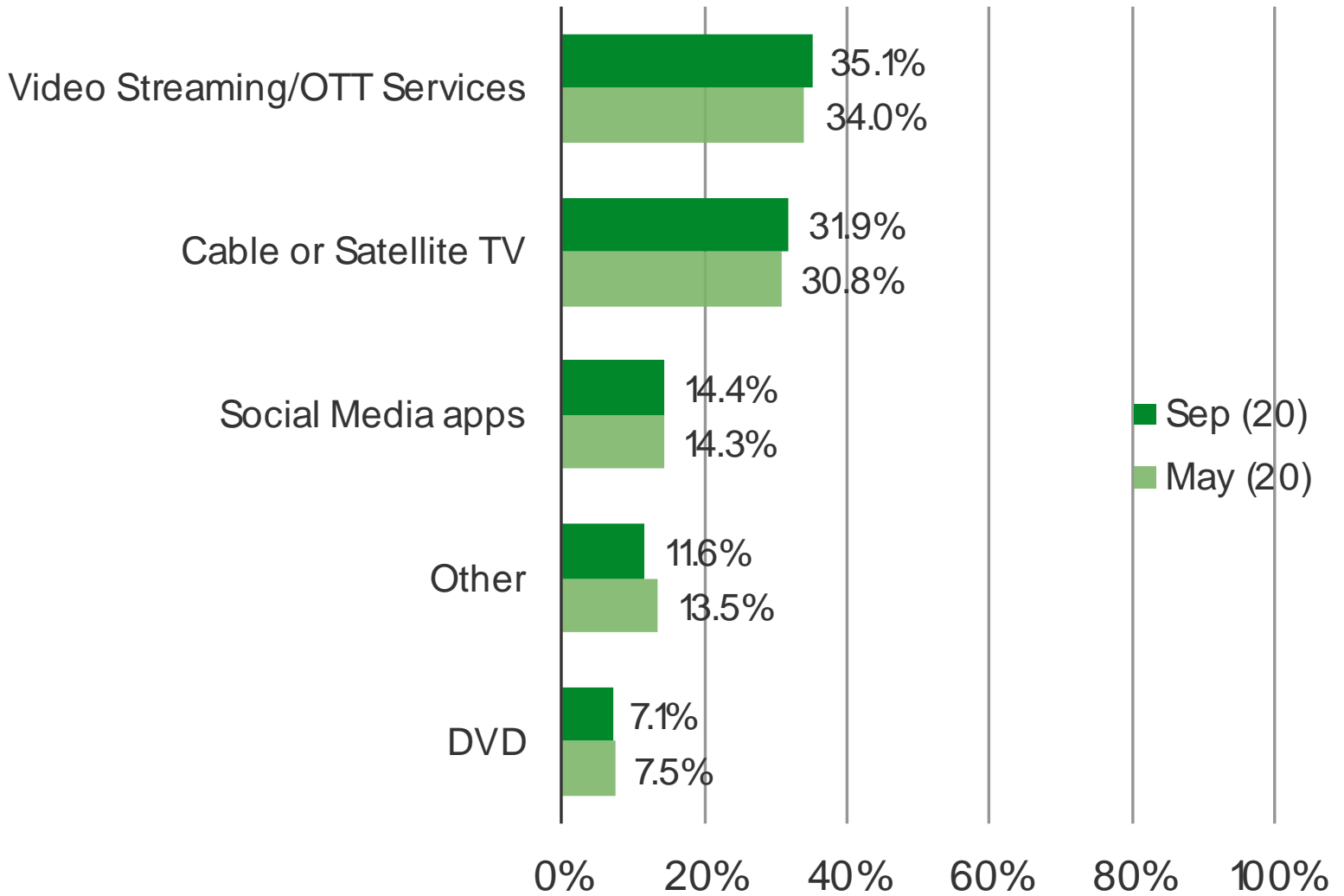
HOW DO YOU WATCH YOUR FAVORITE TV SHOWS?

Posed to all respondents



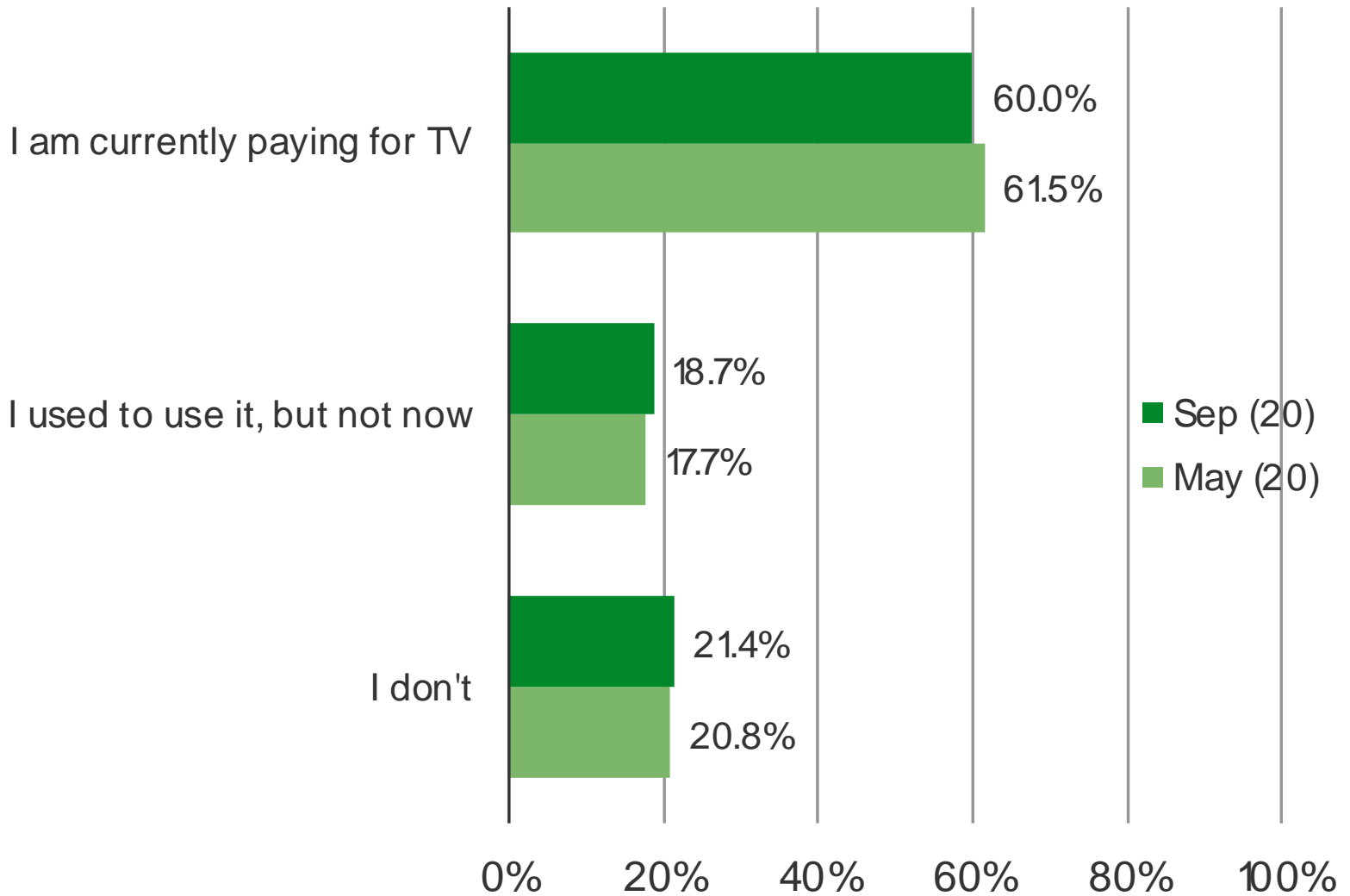
HOW DO YOU WATCH YOUR FAVORITE MOVIES?

Posed to all respondents



ARE YOU CURRENTLY PAYING FOR CABLE OR SATELLITE TV?

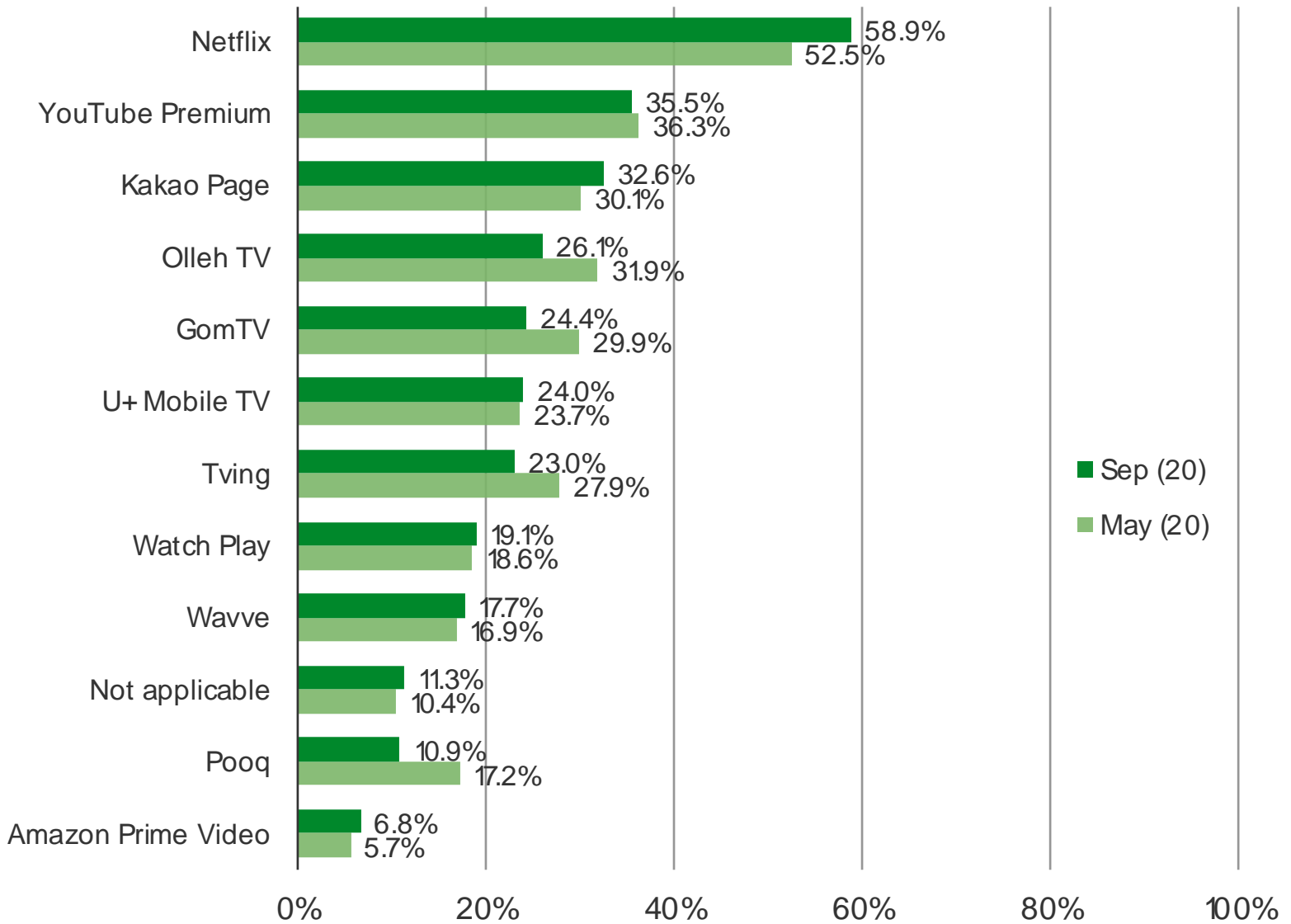
Posed to all respondents



Streaming Video in South Korea

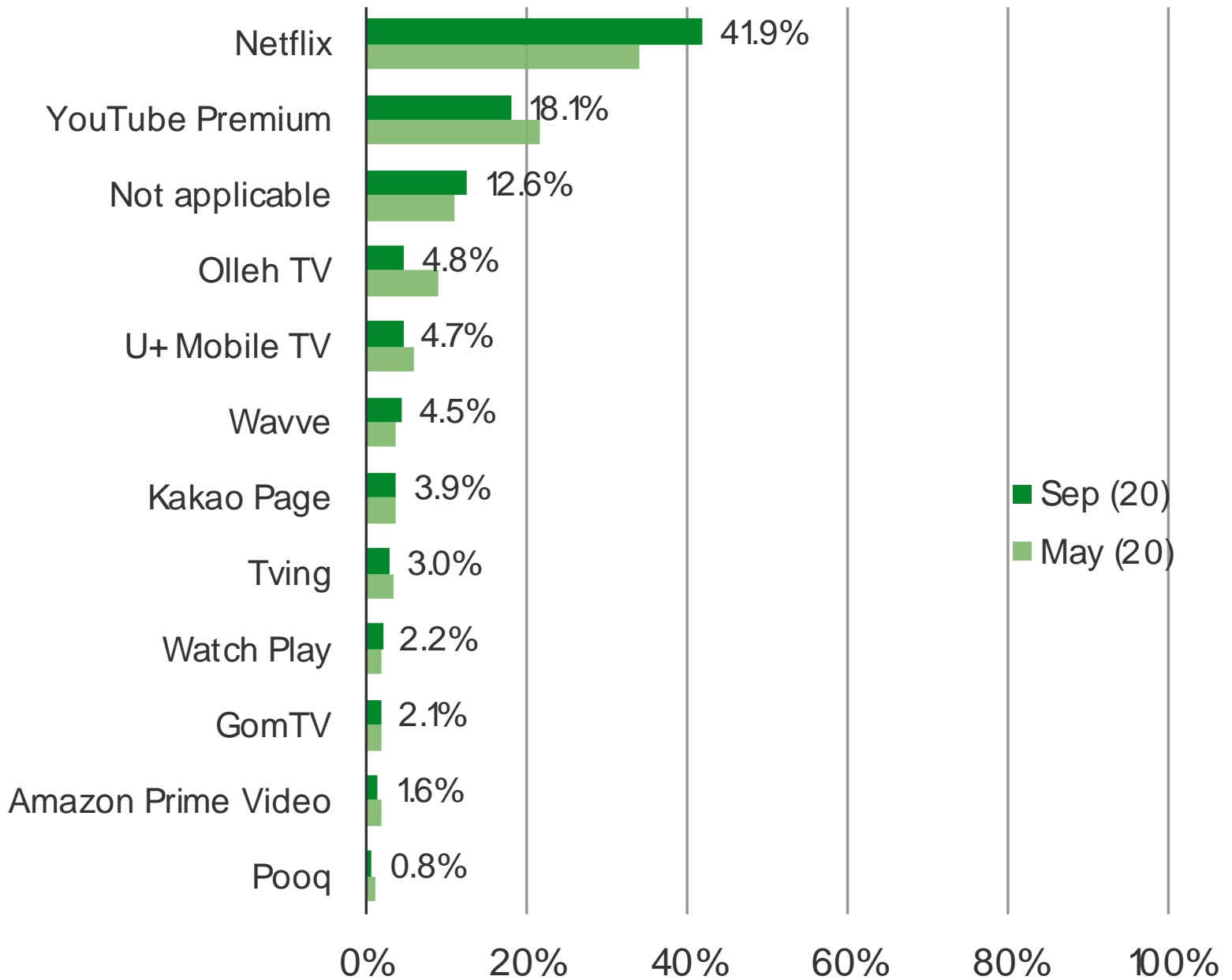
HAVE YOU EVER USED ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

Posed to all respondents



WHICH OF THE FOLLOWING DO YOU THINK IS BEST?

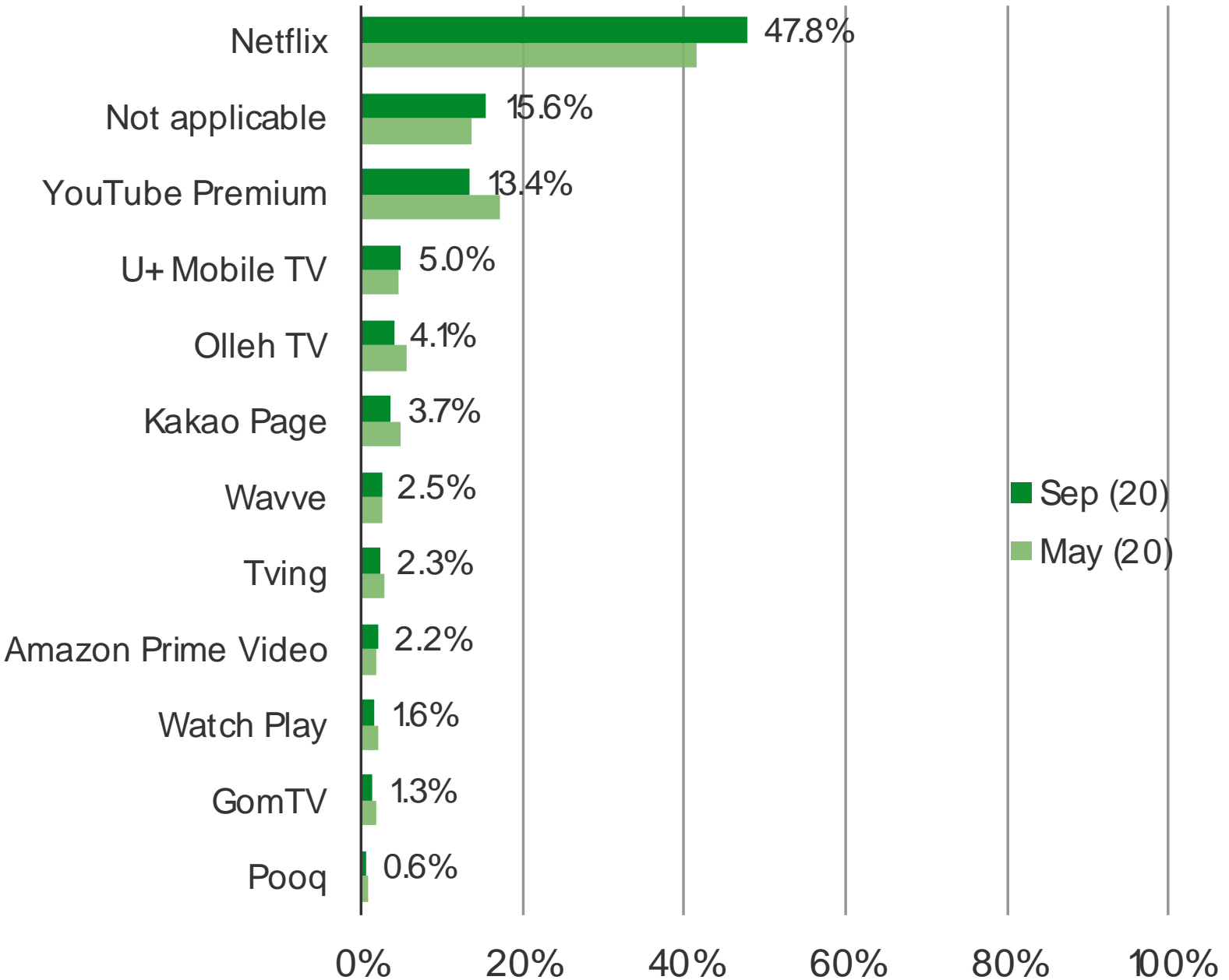
Posed to all respondents





WHICH OF THE FOLLOWING DO YOU THINK HAS THE MOST ORIGINAL CONTENT AVAILABLE?

Posed to all respondents

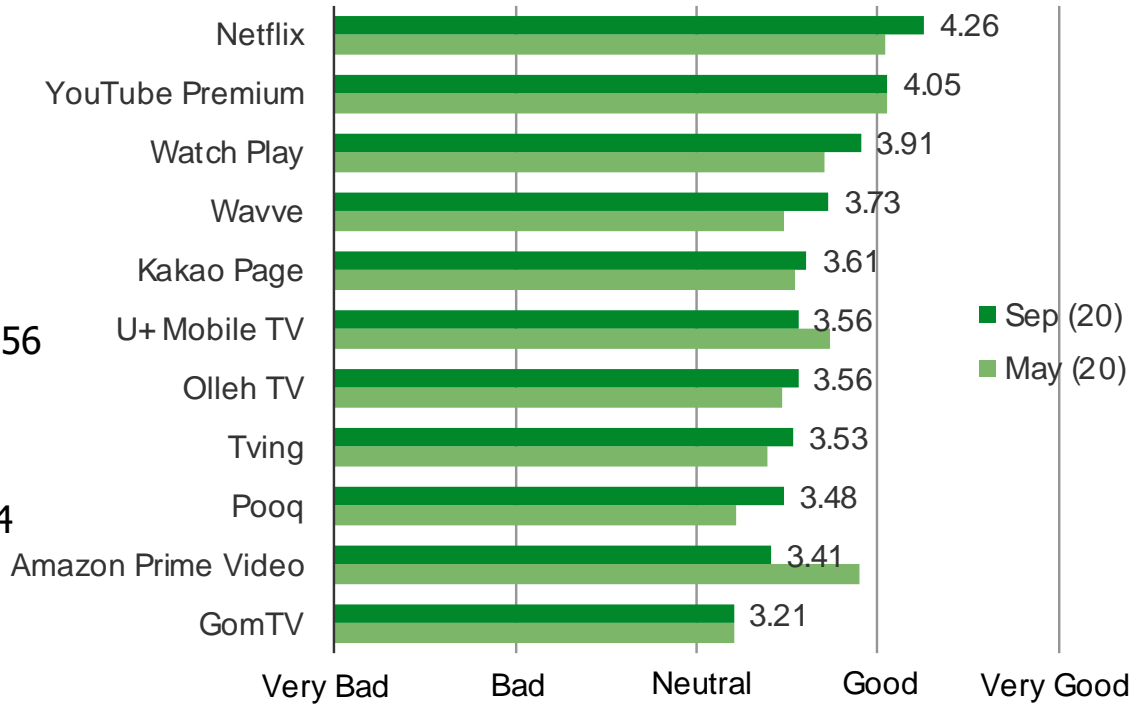


Streaming Video in South Korea

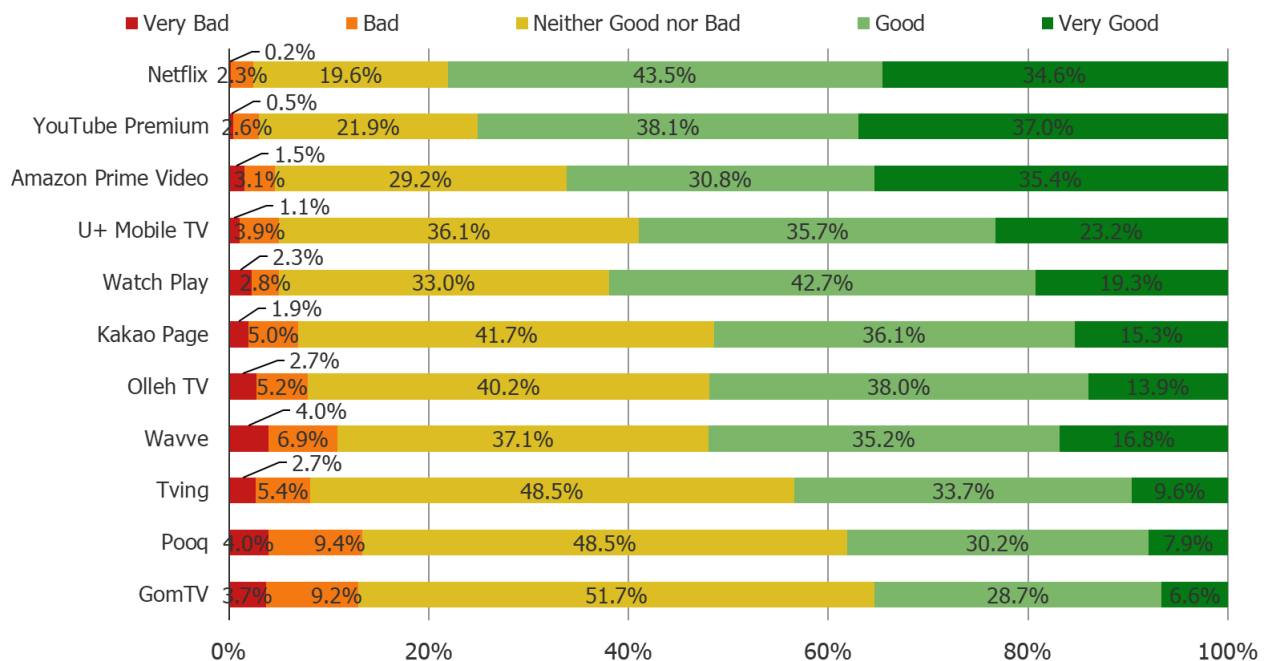
HOW DO YOU RATE YOUR OVERALL OPINION OF THE SERVICE?

Posed to respondents who have ever used the following services.

- N's:  
 Olleh TV: 216  
 Pooq: 89  
 Tving: 190  
 Netflix: 488  
 Amazon Prime Video: 56  
 Watch Play: 158  
 Wavve: 147  
 U+ Mobile TV: 197  
 YouTubePremium: 294  
 Kakao Page: 267  
 GomTV: 201



Percentage breakdown September Data

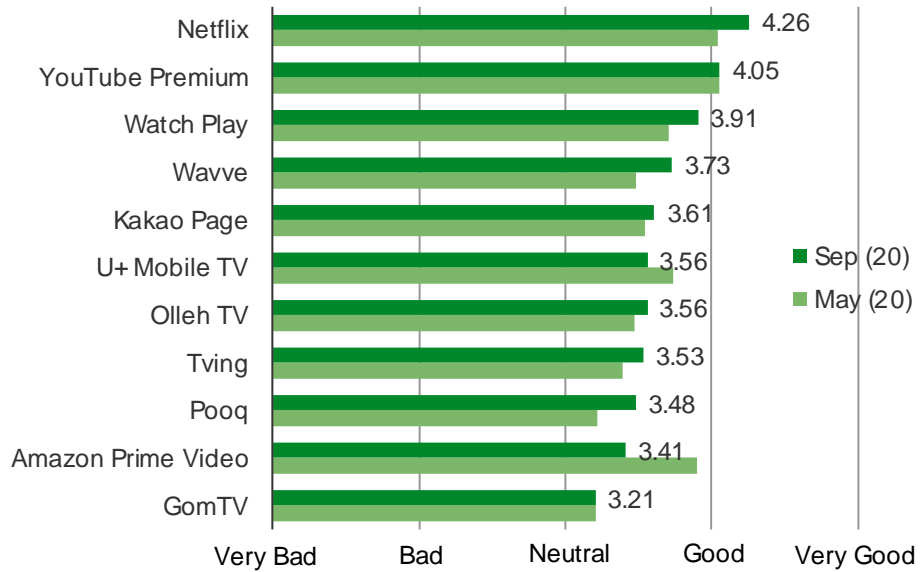


Streaming Video in South Korea

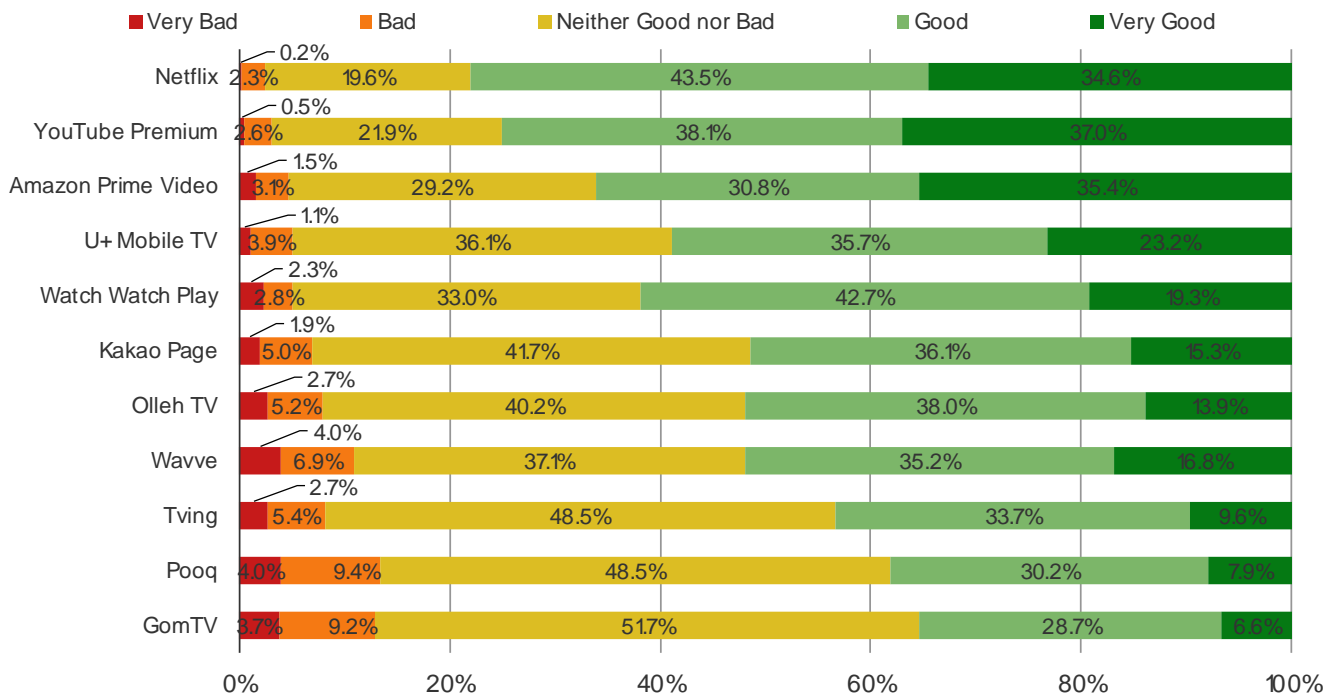
HOW DO YOU RATE THIS PLATFORM WHEN IT COMES TO VIDEO SERVICE QUALITY? (IE. VIDEO LOADING, BUFFERING, ETC.)

Posed to respondents who have ever used the following services.

- N's:
- Olleh TV: 216
- Pooq: 89
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- U+ Mobile TV: 197
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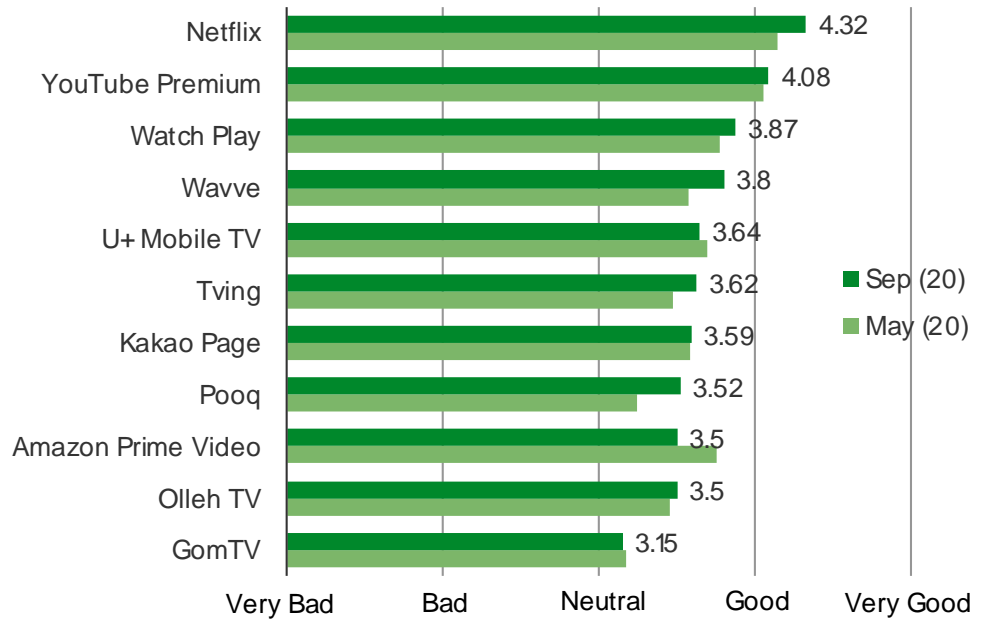
Percentage breakdown September Data



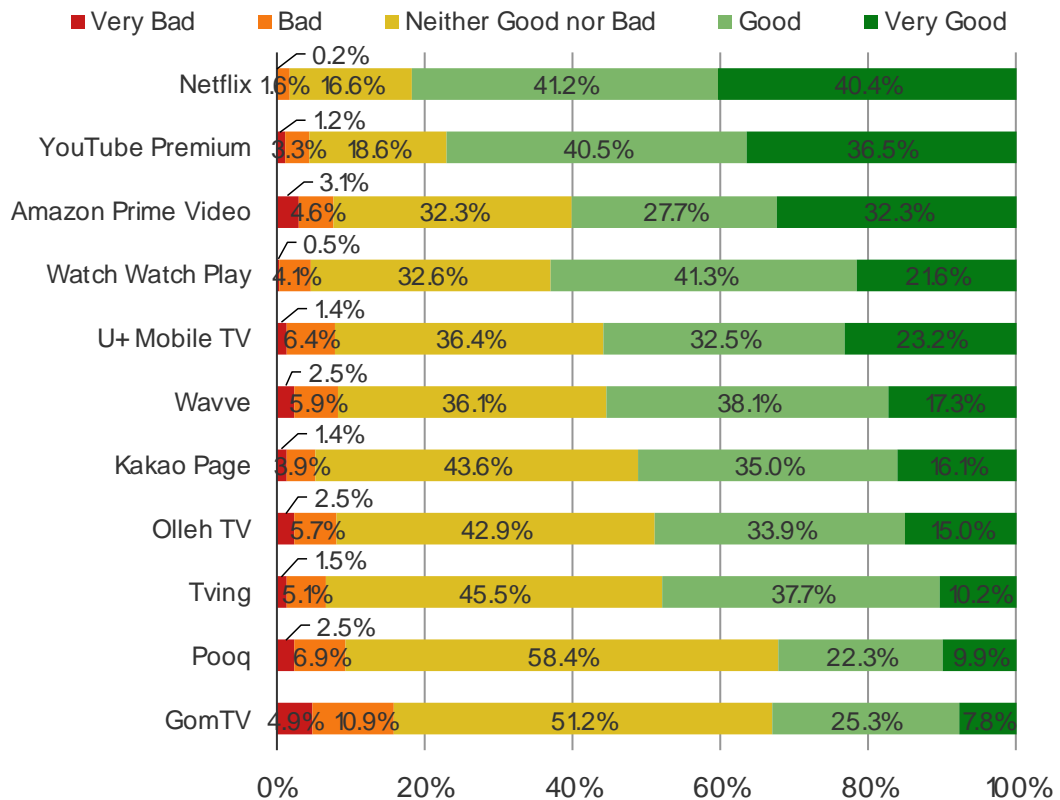
HOW DO YOU RATE THE CONTENT OF THIS PLATFORM?

Posed to respondents who have ever used the following services.

- N's:  
 Olleh TV: 216  
 Pooq: 89  
 Tving: 190  
 Netflix: 488  
 Amazon Prime Video: 56  
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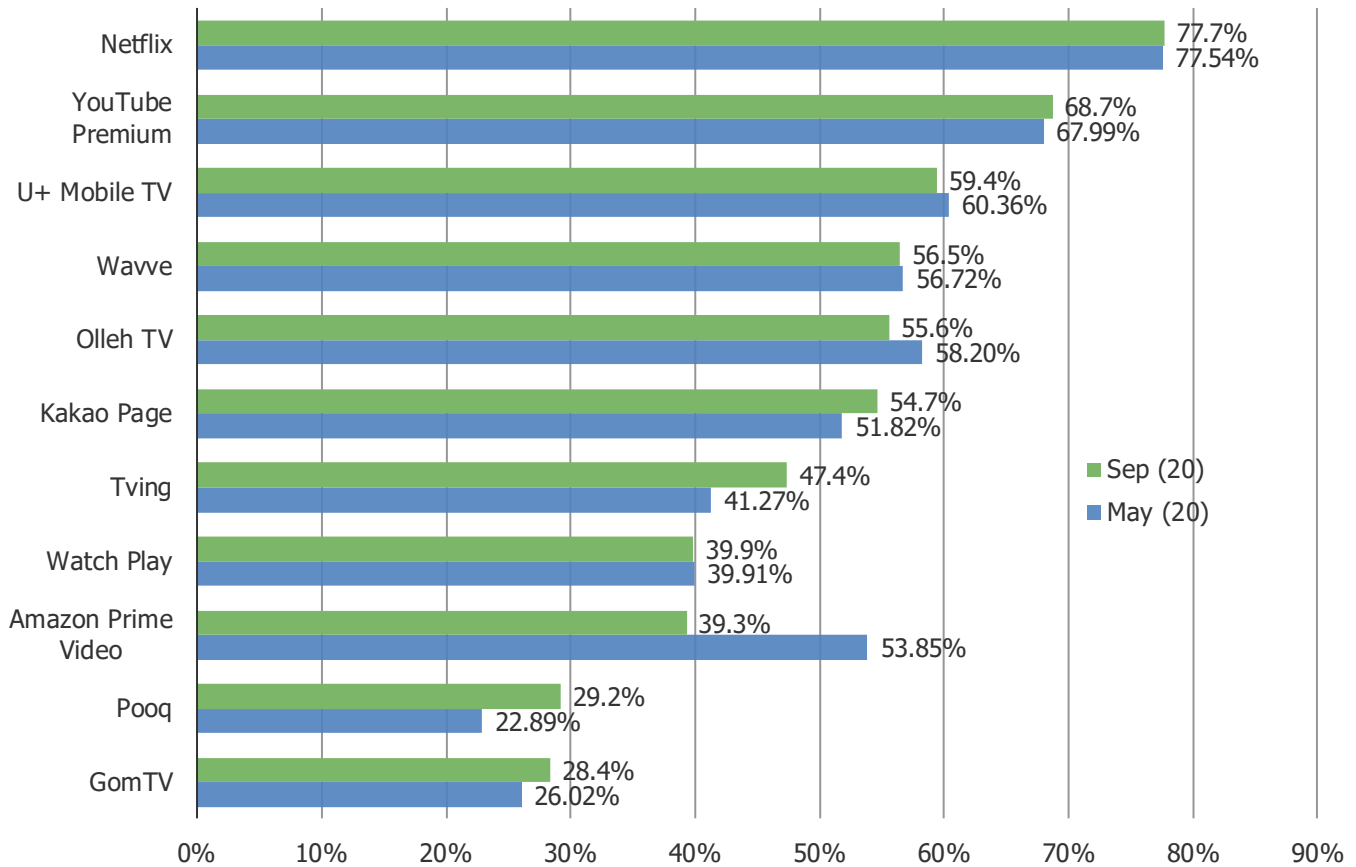


Percentage breakdown September Data



ARE YOU CURRENTLY USING THIS PLATFORM?

Posed to respondents who have ever used the following services.



N's:

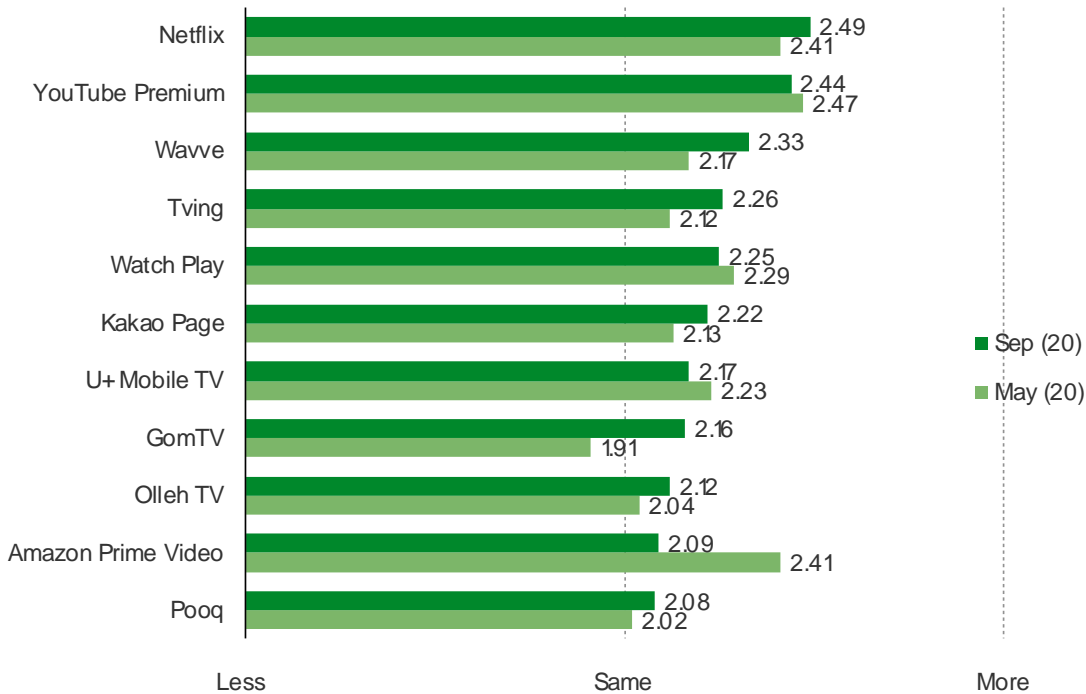
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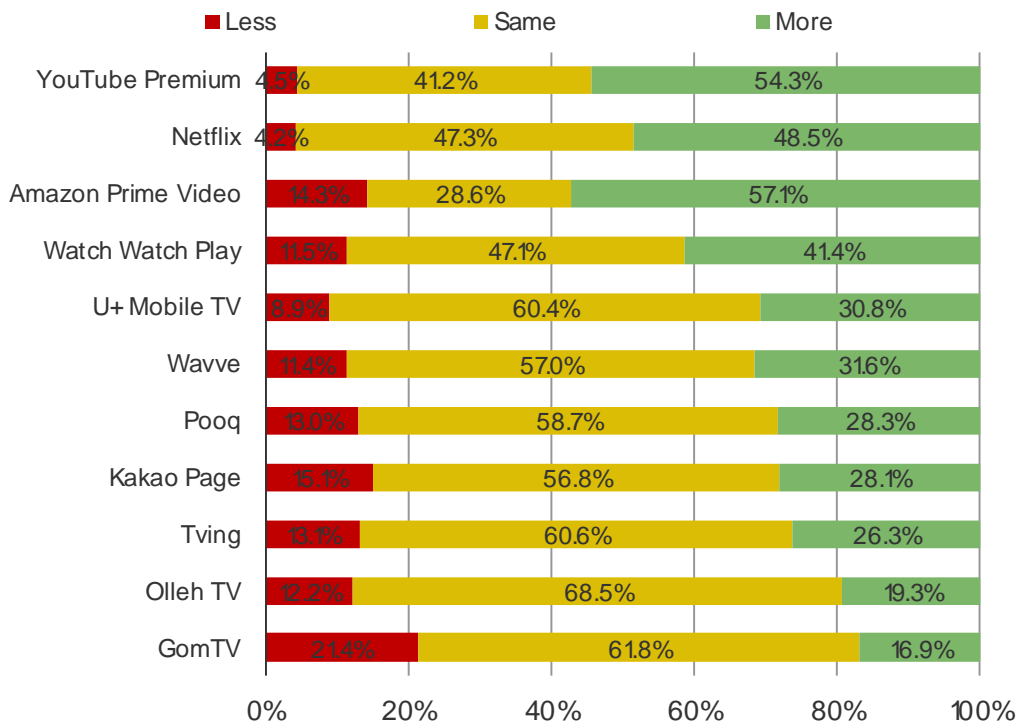
DO YOU EXPECT TO USE THIS PLATFORM MORE OR LESS IN THE FUTURE?

Posed to respondents CURRENTLY using the following services.

- N's:
- Olleh TV: 120
- Pooq: 26
- Tving: 90
- Netflix: 379
- Amazon Prime Video: 22
- Watch Play: 63
- Wavve: 83
- U+ Mobile TV: 117
- YouTube Premium: 203
- Kakao Page: 146
- GomTV: 57



Percentage breakdown September Data



Streaming Video in South Korea

WHEN DID YOU START USING...

Posed to respondents CURRENTLY using the following services.

N's:

Olleh TV: 120

Pooq: 26

Tving: 90

Netflix: 379

Amazon Prime Video: 22

Watch Play: 63

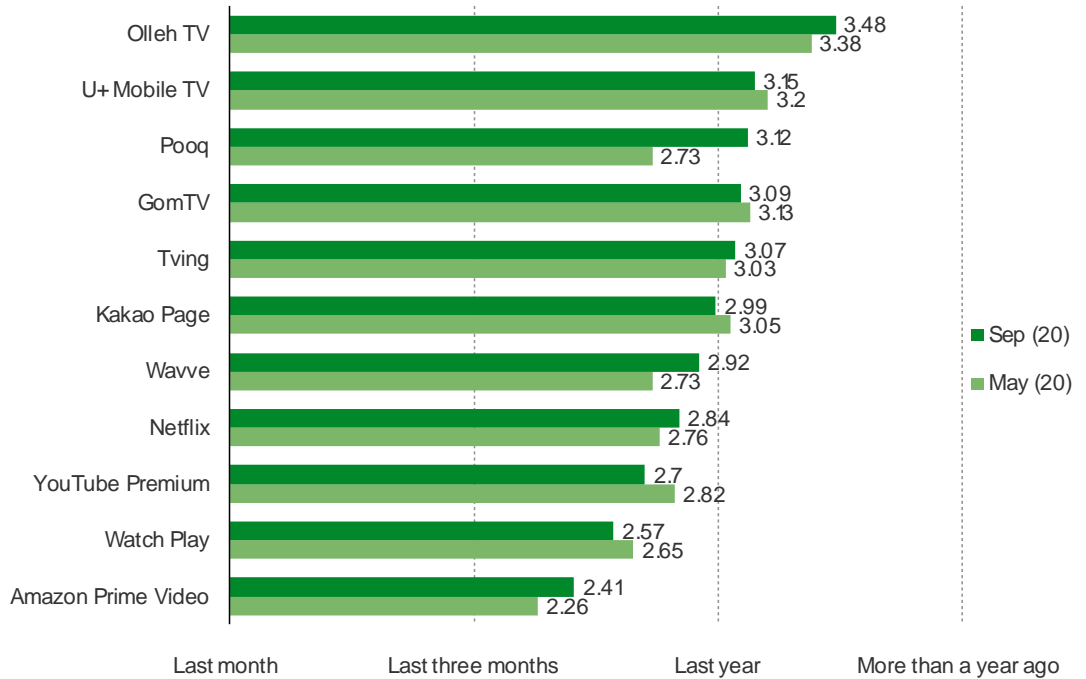
Wavve: 83

U+ Mobile TV: 117

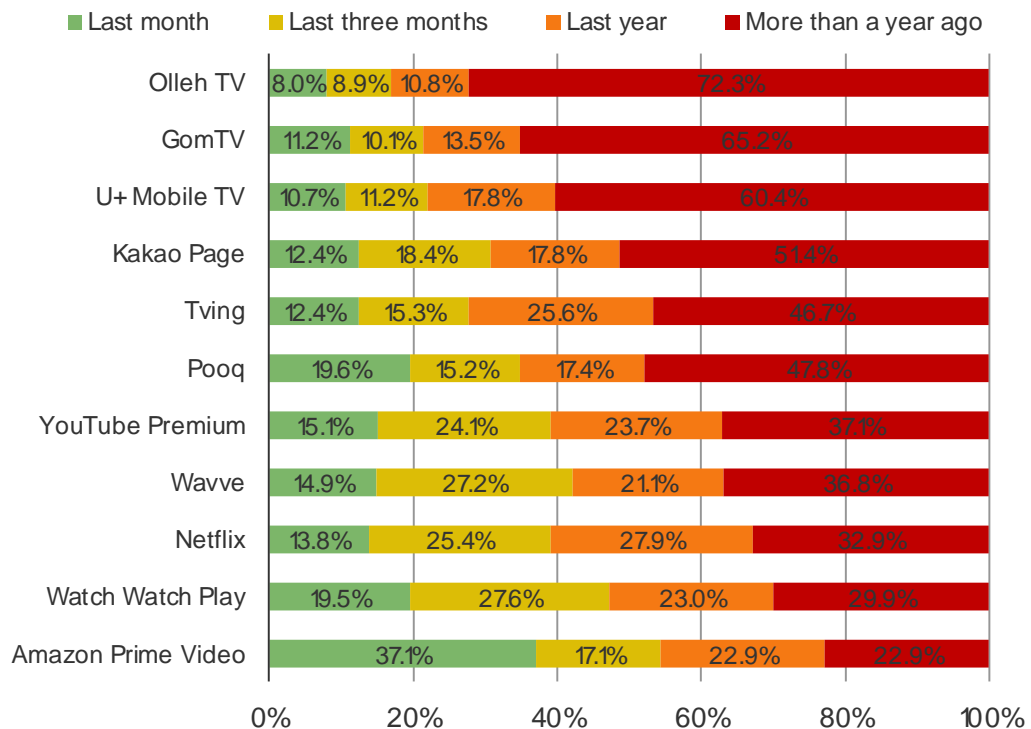
YouTube Premium: 203

Kakao Page: 146

GomTV: 57

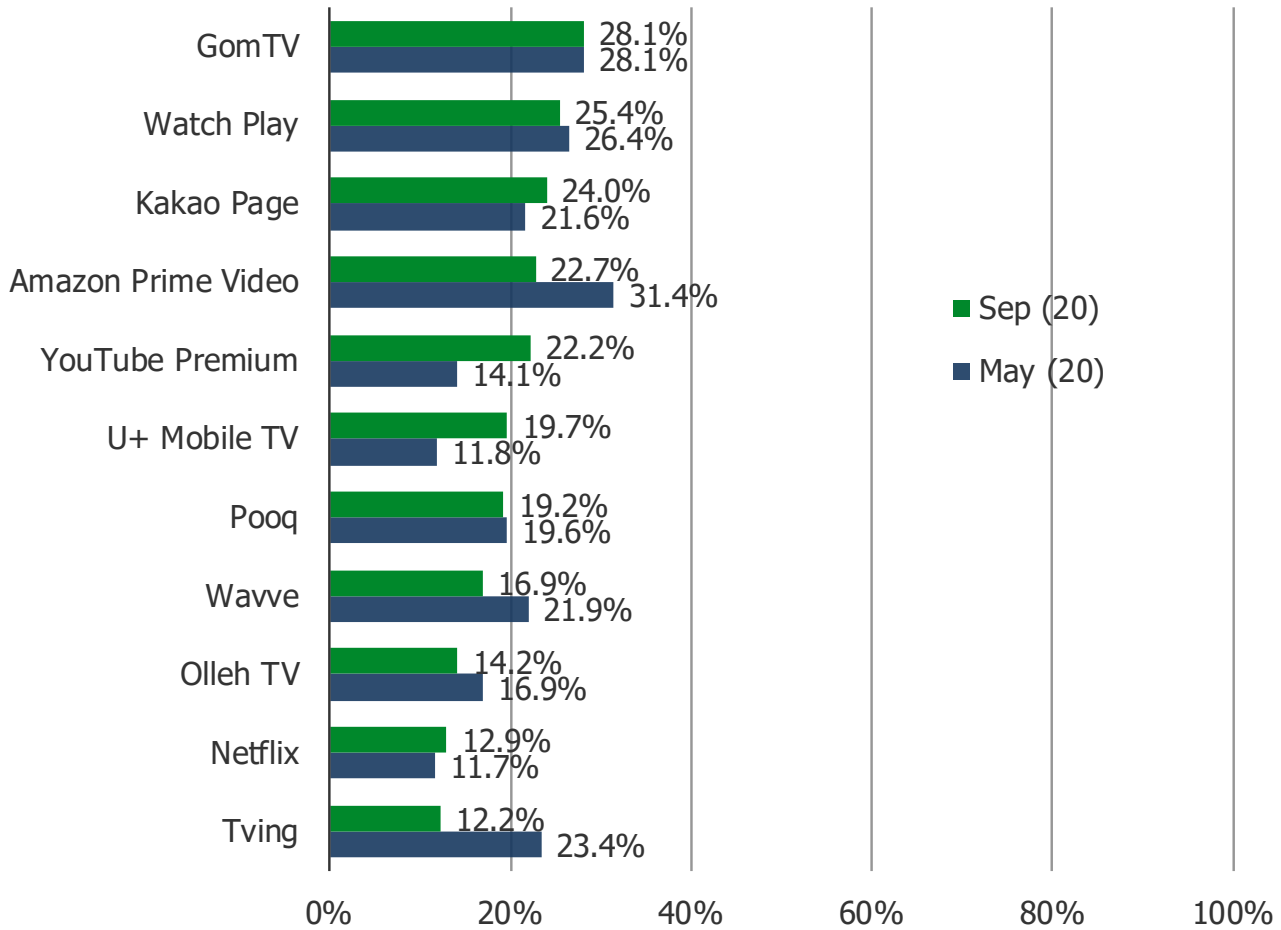


Percentage breakdown September Data



ARE YOU CONSIDERING CANCELLING IN THE NEXT MONTH?

Posed to respondents CURRENTLY using the following services.



N's:

- Olleh TV: 120
- Pooq: 26
- Tving: 90
- Netflix: 379
- Amazon Prime Video: 22
- Watch Play: 63
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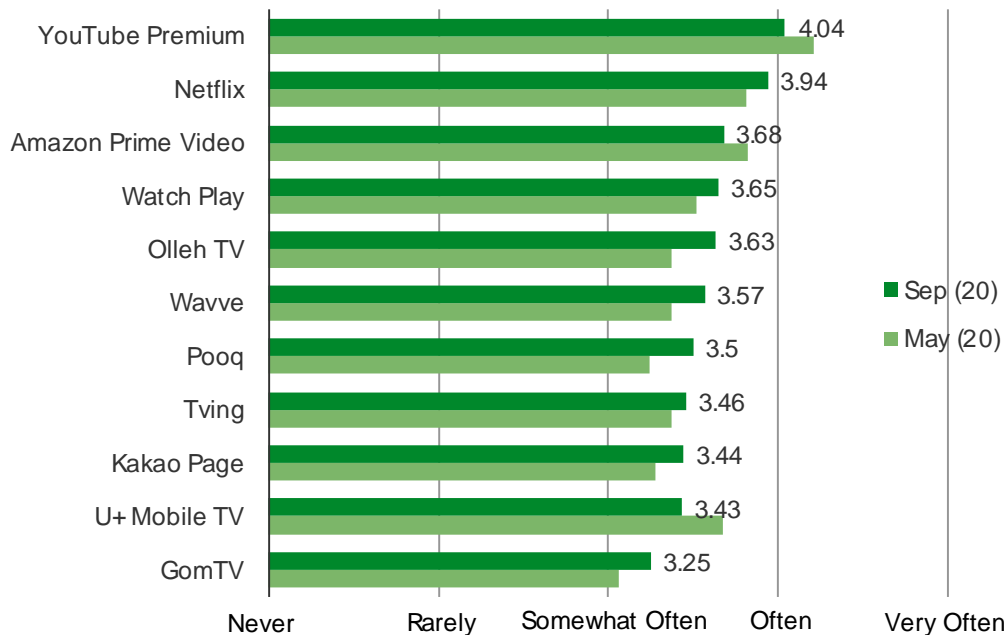


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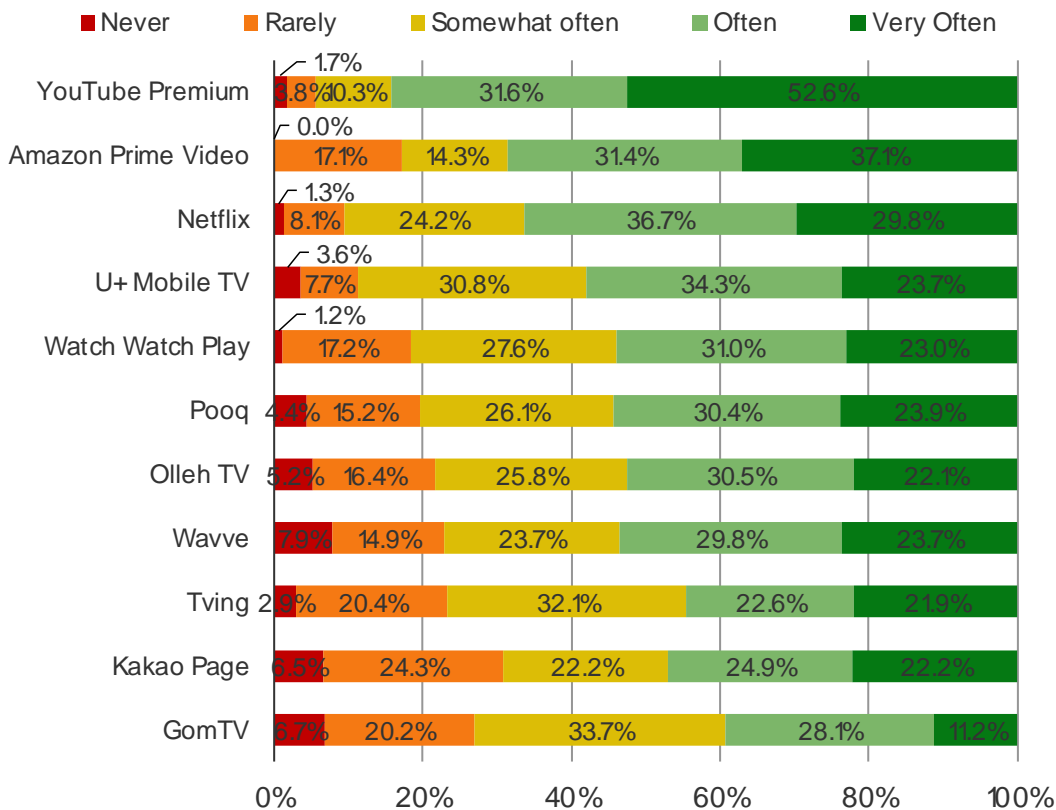
HOW OFTEN DO YOU USE THIS PLATFORM?

Posed to respondents CURRENTLY using the following services.

- N's:
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- Pooq: 26
- Tving: 90
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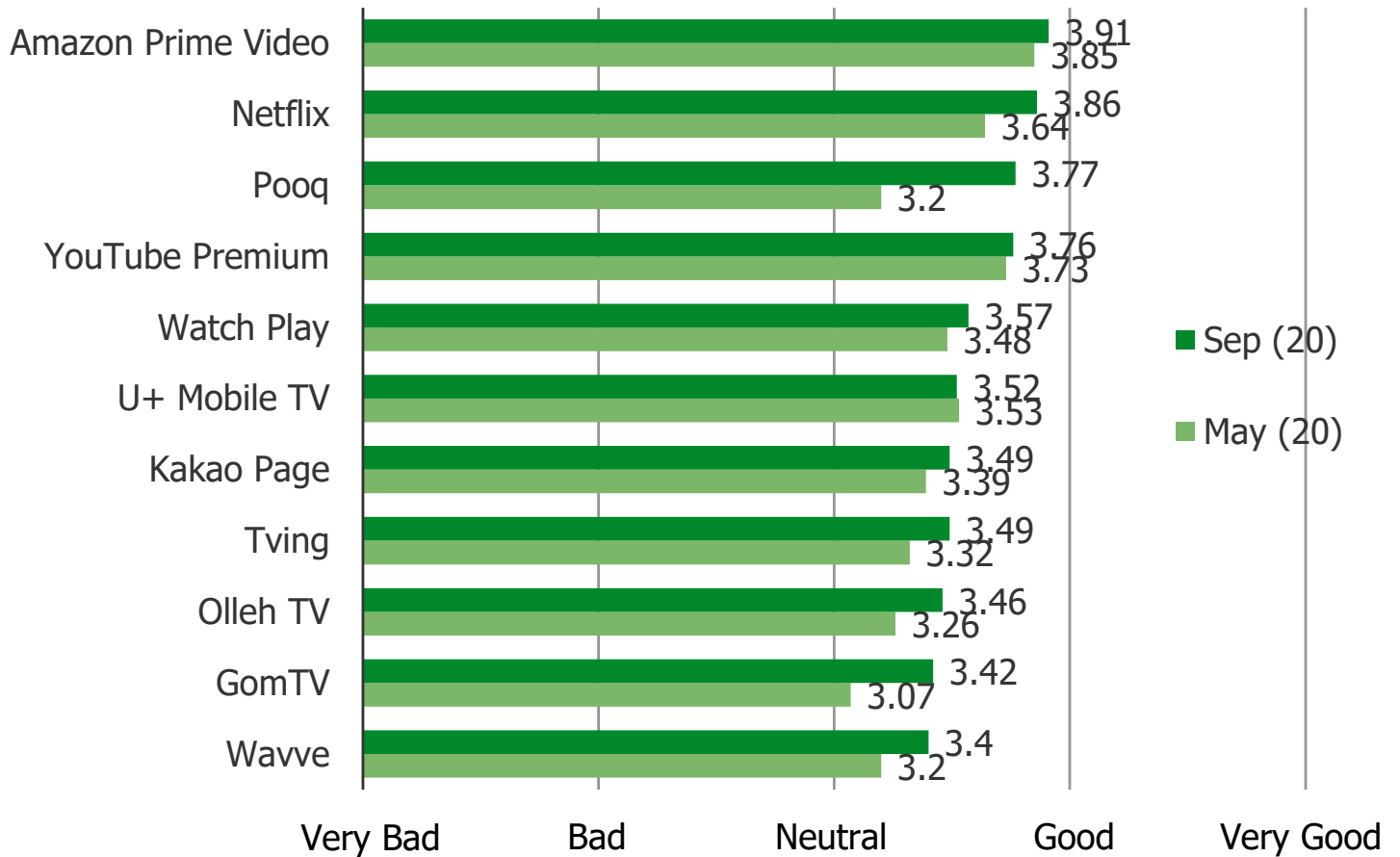


Percentage breakdown September Data



HOW DO YOU RATE THE VALUE FOR YOUR MONEY IN USING THIS SERVICE?

Posed to respondents CURRENTLY using the following services.

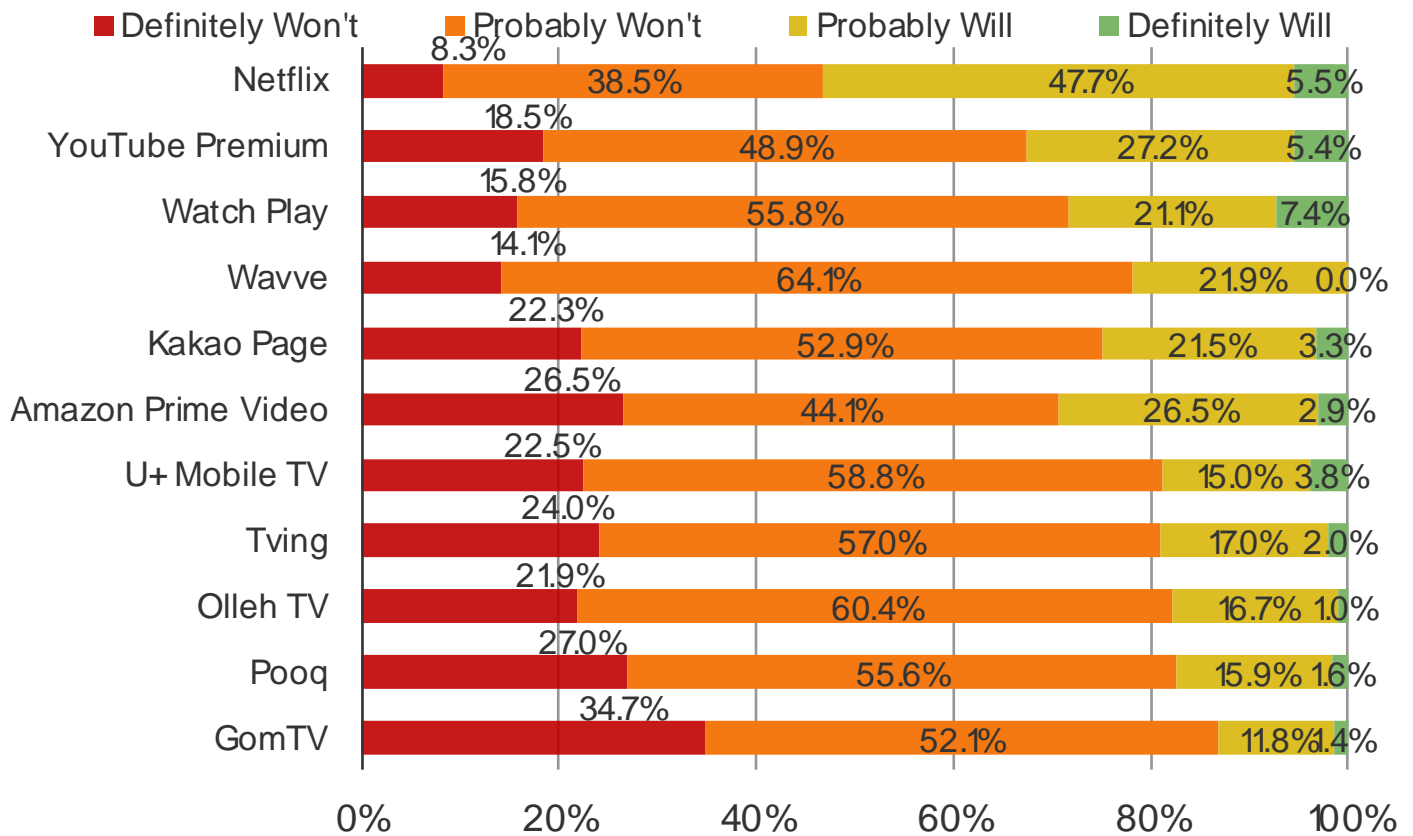


N's:

- Olleh TV: 120
- Pooq: 26
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- GomTV: 57

HOW LIKELY ARE YOU TO SUBSCRIBE WITHIN THE NEXT THREE MONTHS?

Posed to respondents who have watched each of the following but are NOT CURRENTLY subscribers.



N's:

Olleh TV: 96

Pooq: 63

Tving: 100

Netflix: 109

Amazon Prime Video: 34

Watch Play: 95

Wavve: 64

U+ Mobile TV: 80

YouTubePremium: 92

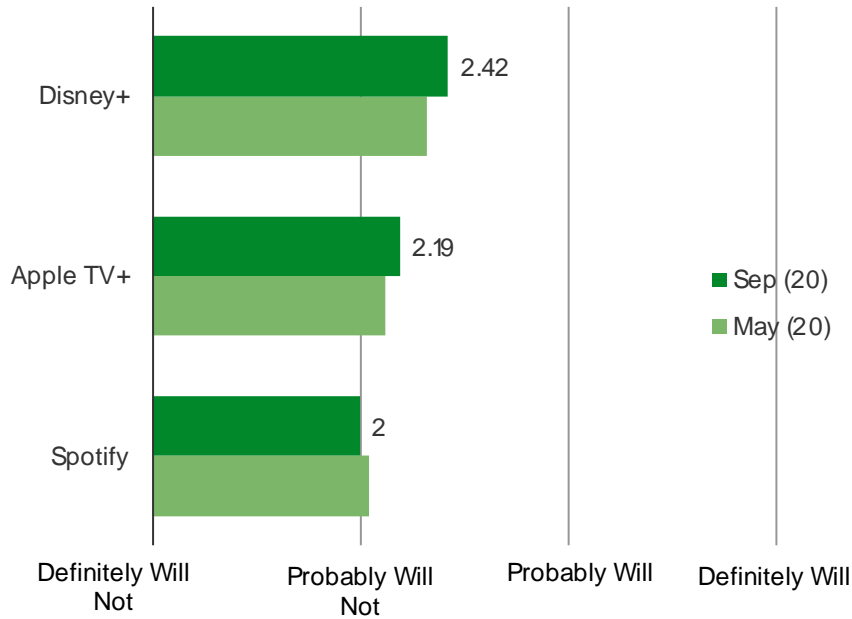
Kakao Page: 121

GomTV: 144

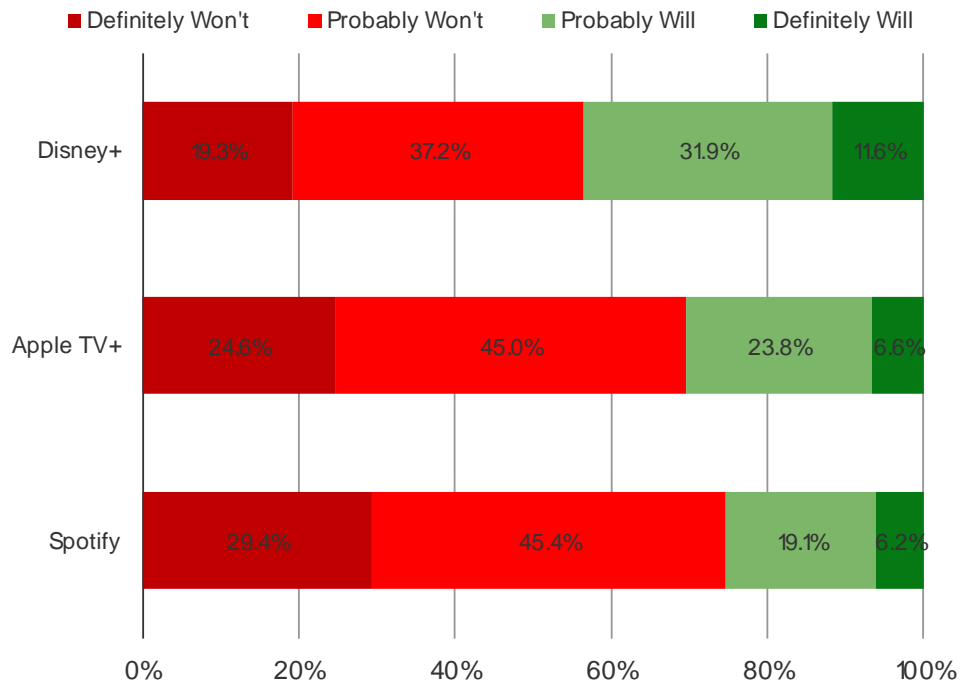
Streaming Video in South Korea

HOW LIKELY ARE YOU TO SUBSCRIBE ONCE THE FOLLOWING SERVICES ARE AVAILABLE IN YOUR COUNTRY?

Posed to all respondents

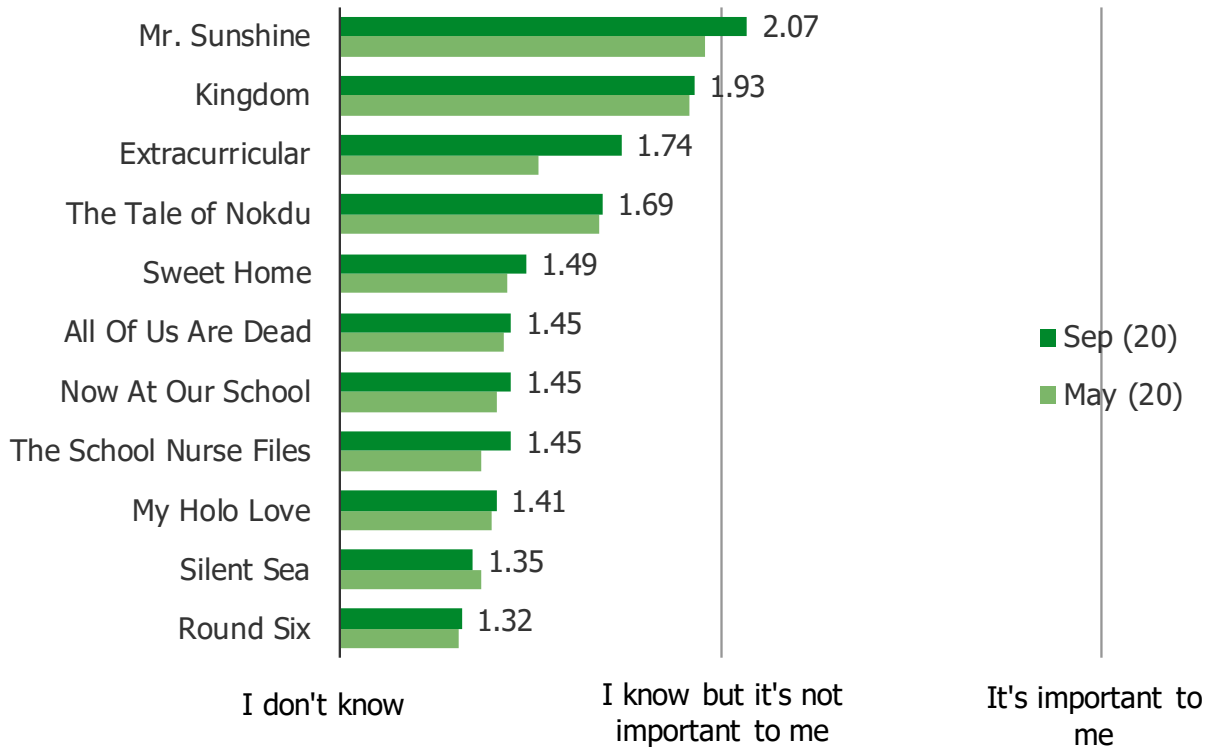


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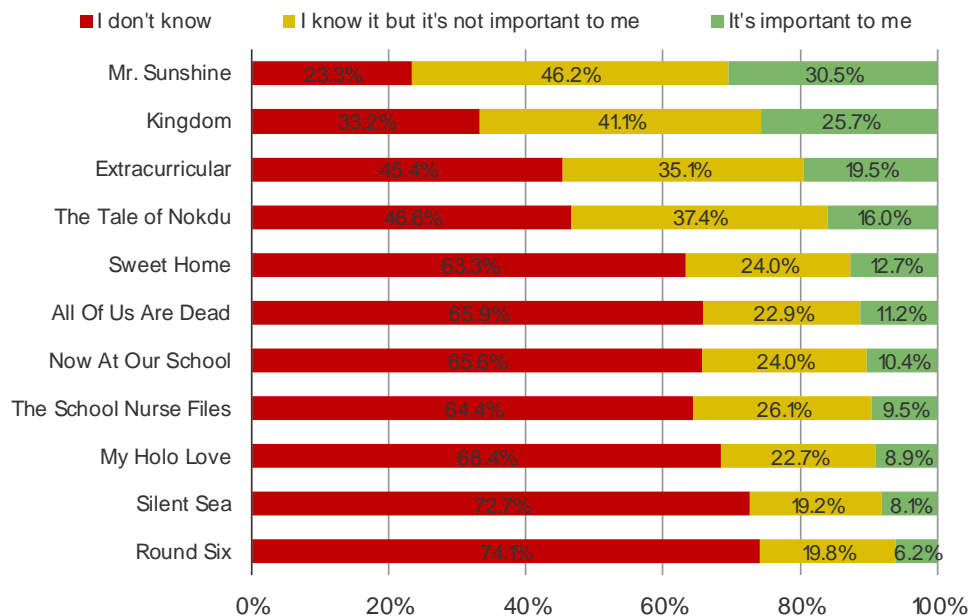


HOW IMPORTANT IS THE FOLLOWING PROGRAM TO YOU?

Posed to all respondents



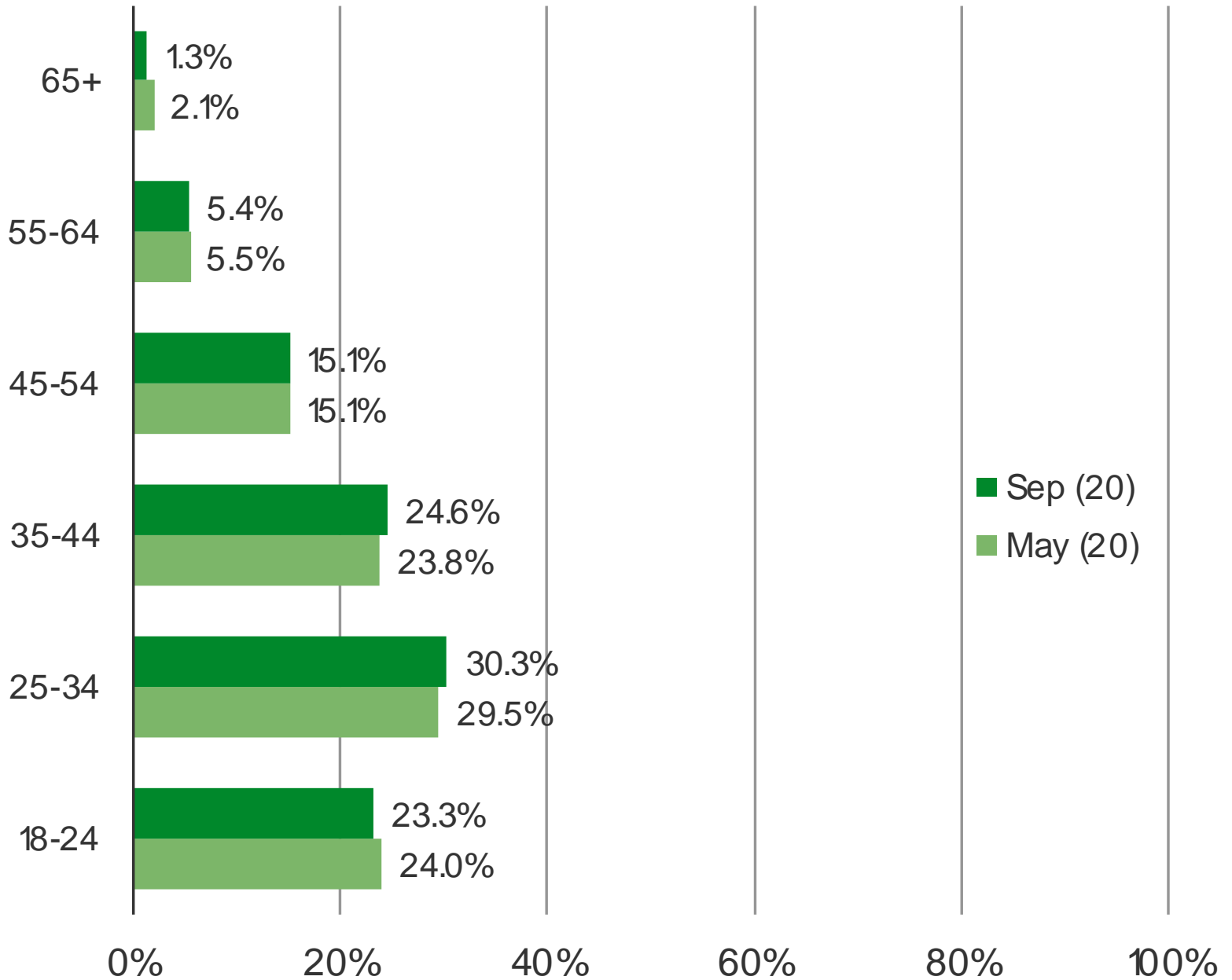
Percentage breakdown September Data



## DEMOGRAPHICS

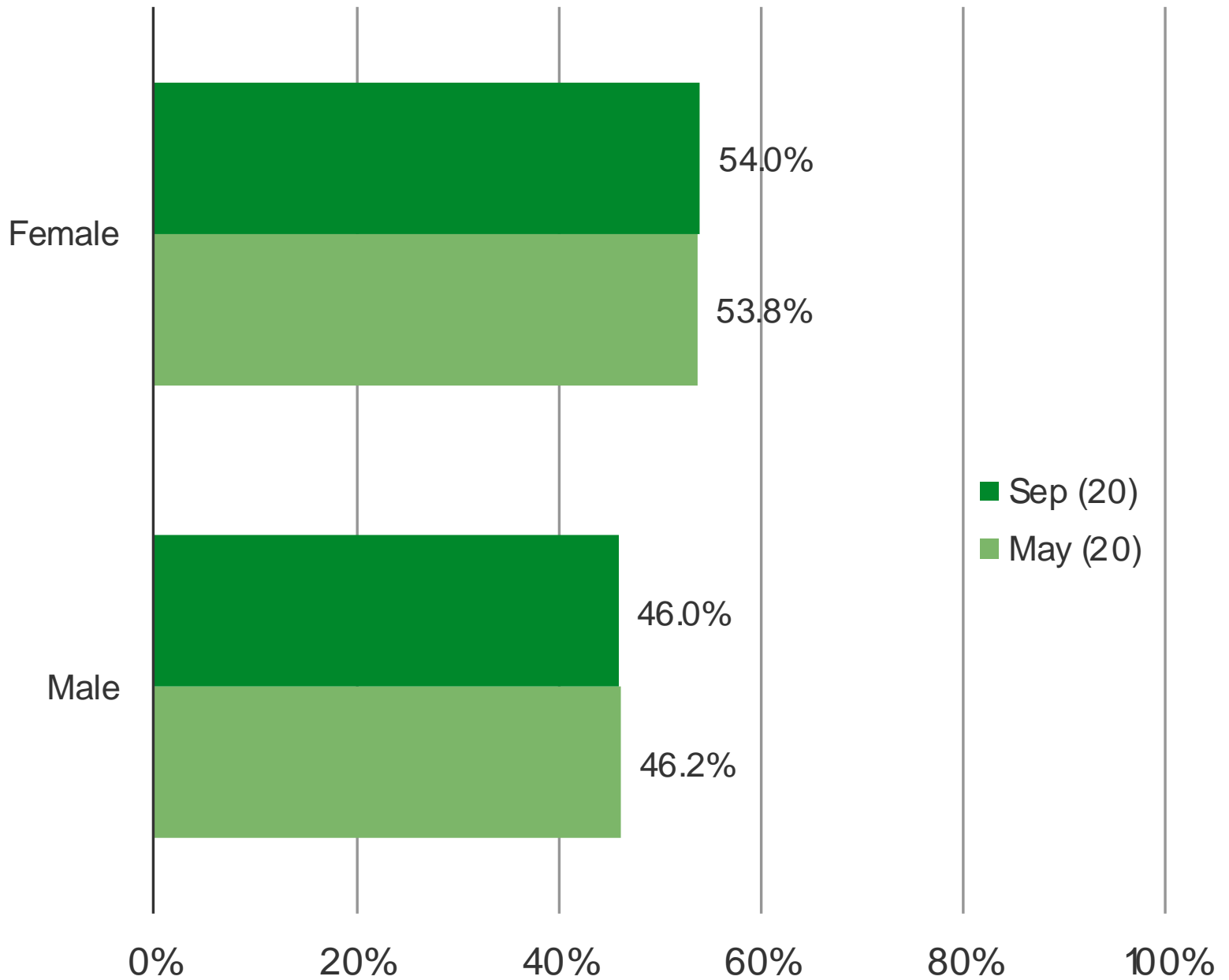
WHAT IS YOUR AGE?

Posed to all respondents



WHAT IS YOUR GENDER?

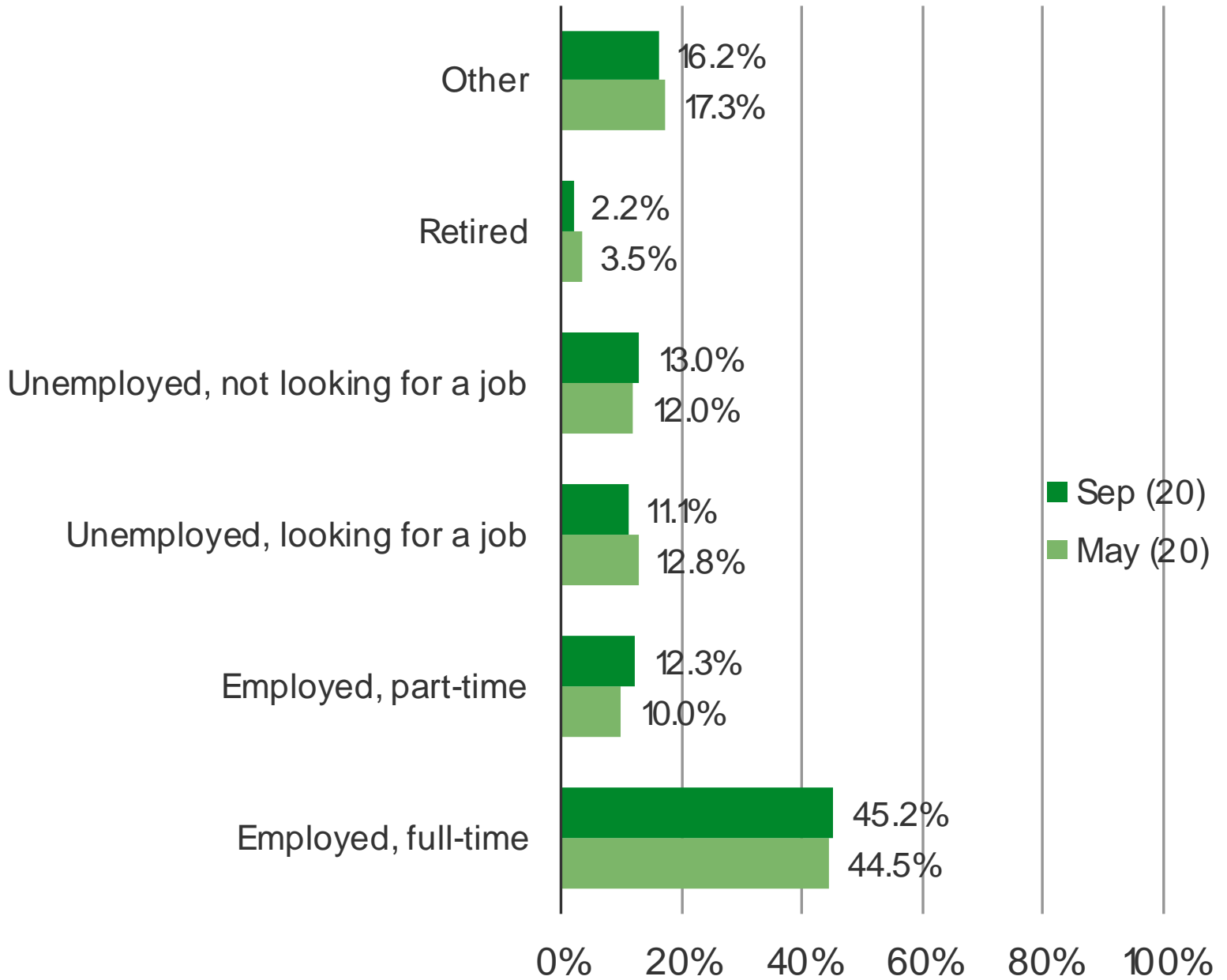
Posed to all respondents





WHAT IS YOUR EMPLOYMENT STATUS?

Posed to all respondents



HOW MUCH IS YOUR MONTHLY HOUSEHOLD INCOME?

Posed to all respondents

