

BACKGROUND:

- ❑ Survey of 1,500+ US Consumers balanced to census.

FINDINGS:

- ❑ Respondents are increasingly likely to say they would prefer to watch movies at home vs. going to the movie theater.
- ❑ All streaming video services have tested well in our monthly tracker. In recent months, Disney+, HBO Max, and Apple TV have shown growth.
- ❑ Notably, the percentage of Disney+ subscribers and HBO Max subscribers who **also use** Netflix has increased sequentially (ie, usage of competitive platforms has not caused a drop-off in their likelihood of being a Netflix subscriber). This ties out with Netflix subscriber feedback that they see these services more as additive than replacement of Netflix.
- ❑ HBO Max subscribers have higher incomes, on average, compared to Netflix and Disney+ subs.
- ❑ The percentage of consumers who feel Disney+ has upcoming content that they need increased in October/November.
- ❑ The average price point that would move Netflix subscribers to cancel has increased compared to readings in 2019.
- ❑ Subscriber sentiment to Disney+ is very positive and has improved in the back half of 2020.

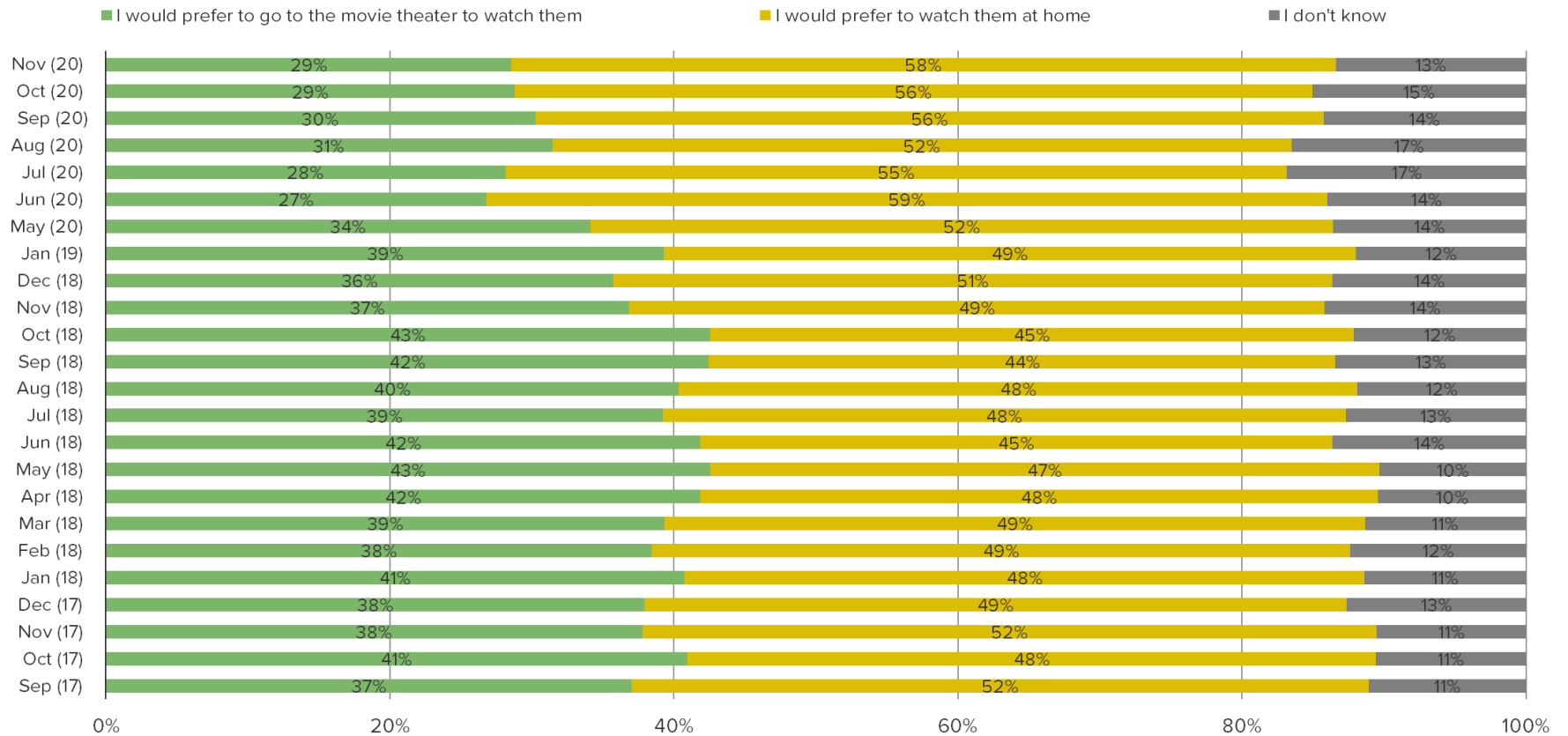


Movie Theaters



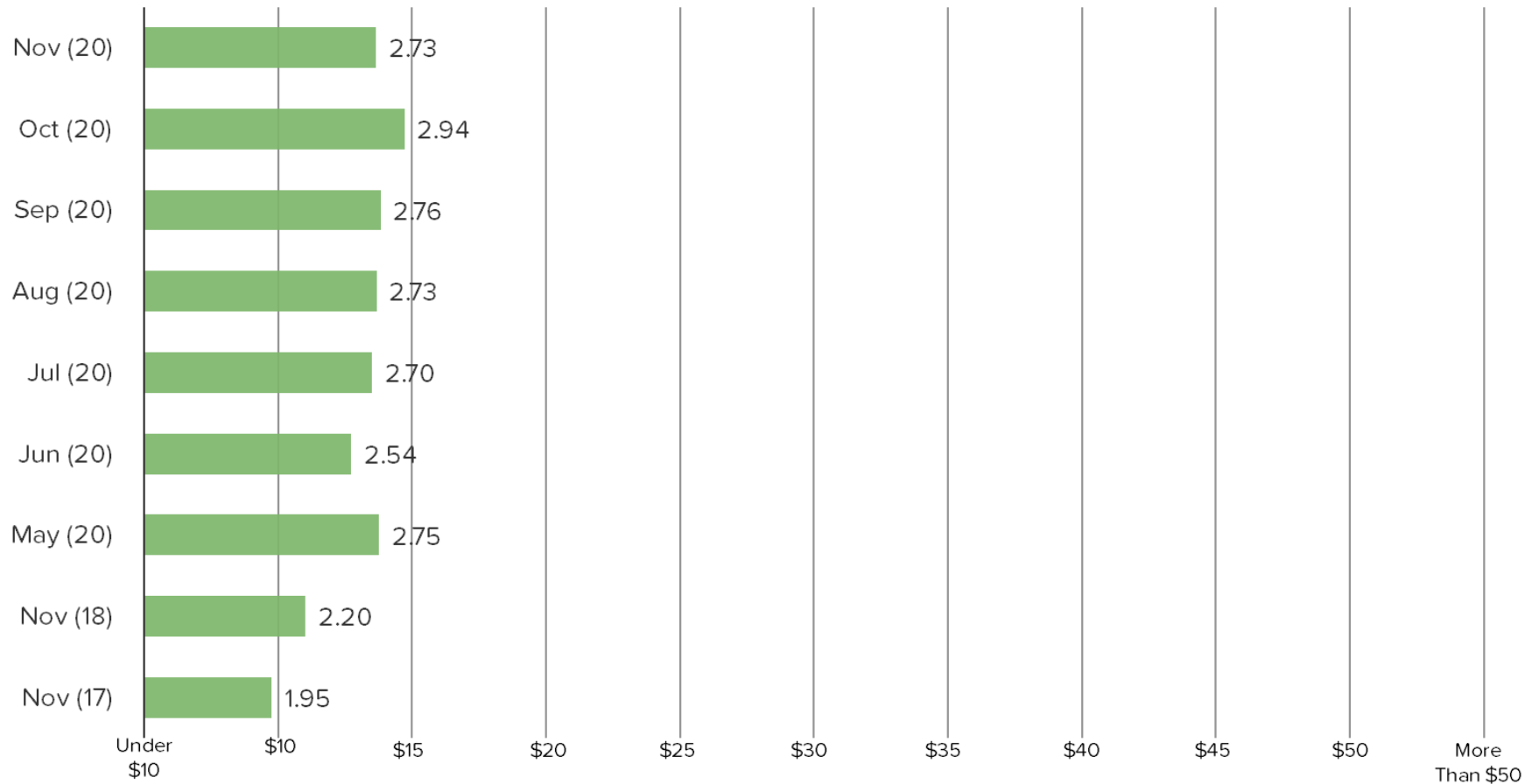
If you could choose where to watch newly released movies, where would you choose to watch them?

Posed to all respondents.



What is the most you would be willing to pay to watch new release movies at home?

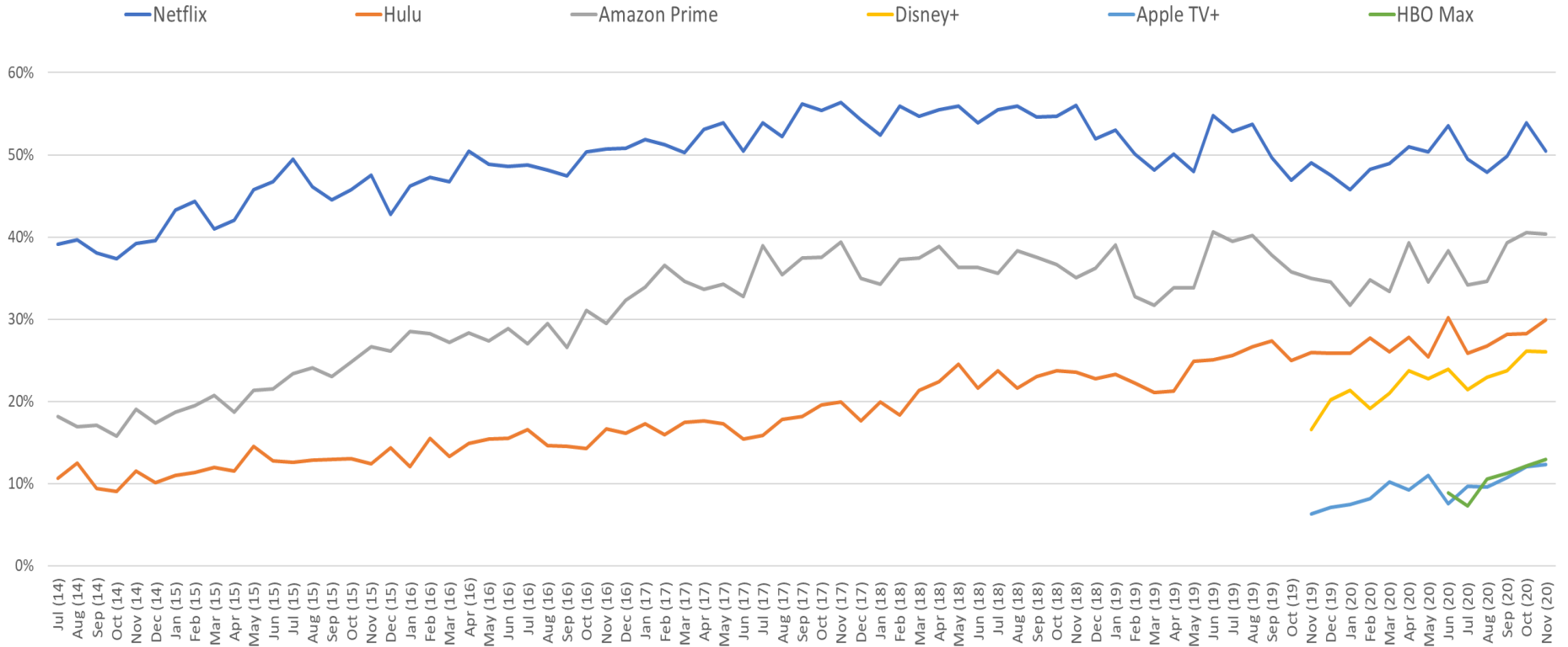
Posed to all respondents (weighted average).



Streaming Video Usage, Demos, and Cross-Over

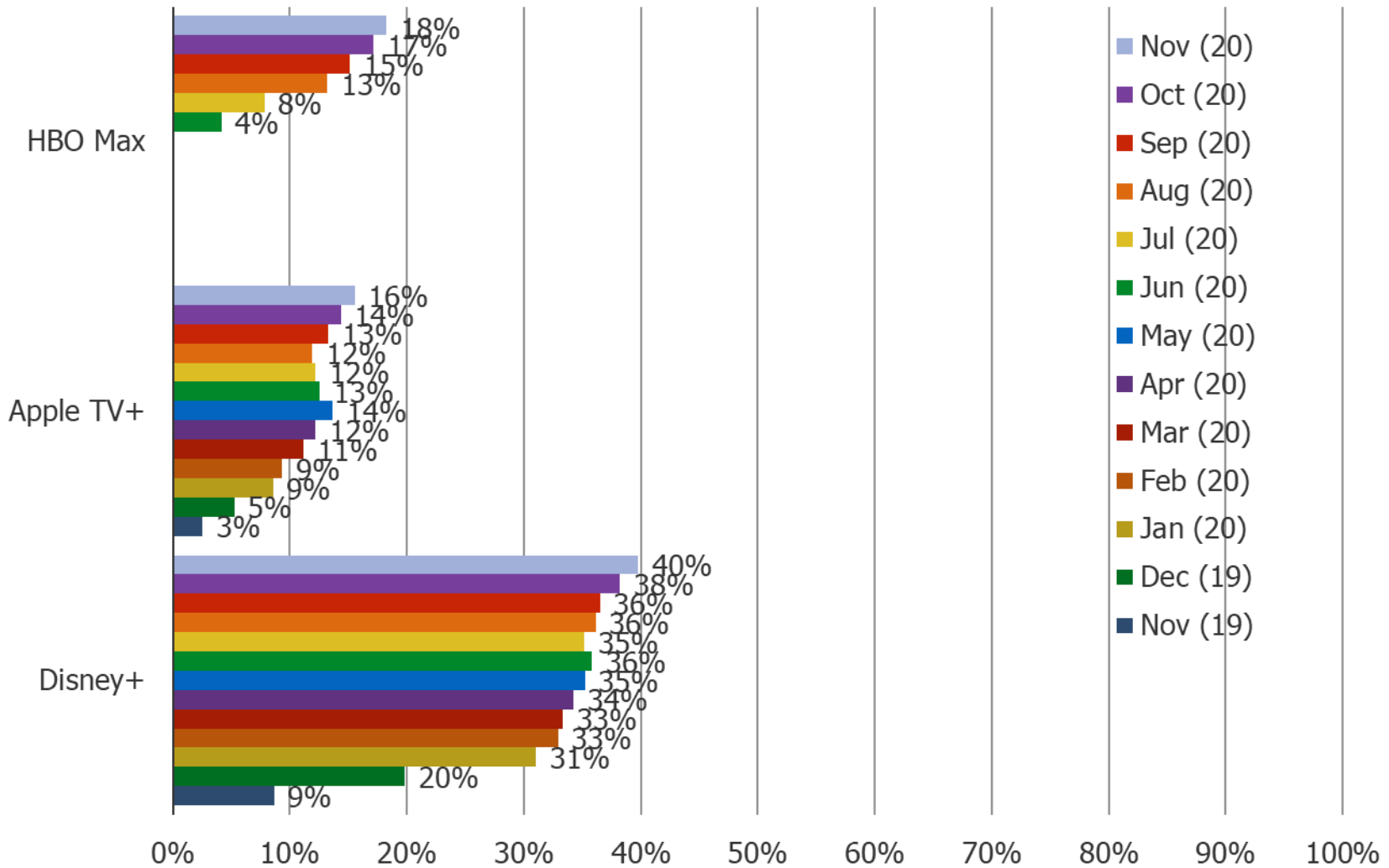


Do you currently have an account with any of the following streaming services?
Posed to all respondents.



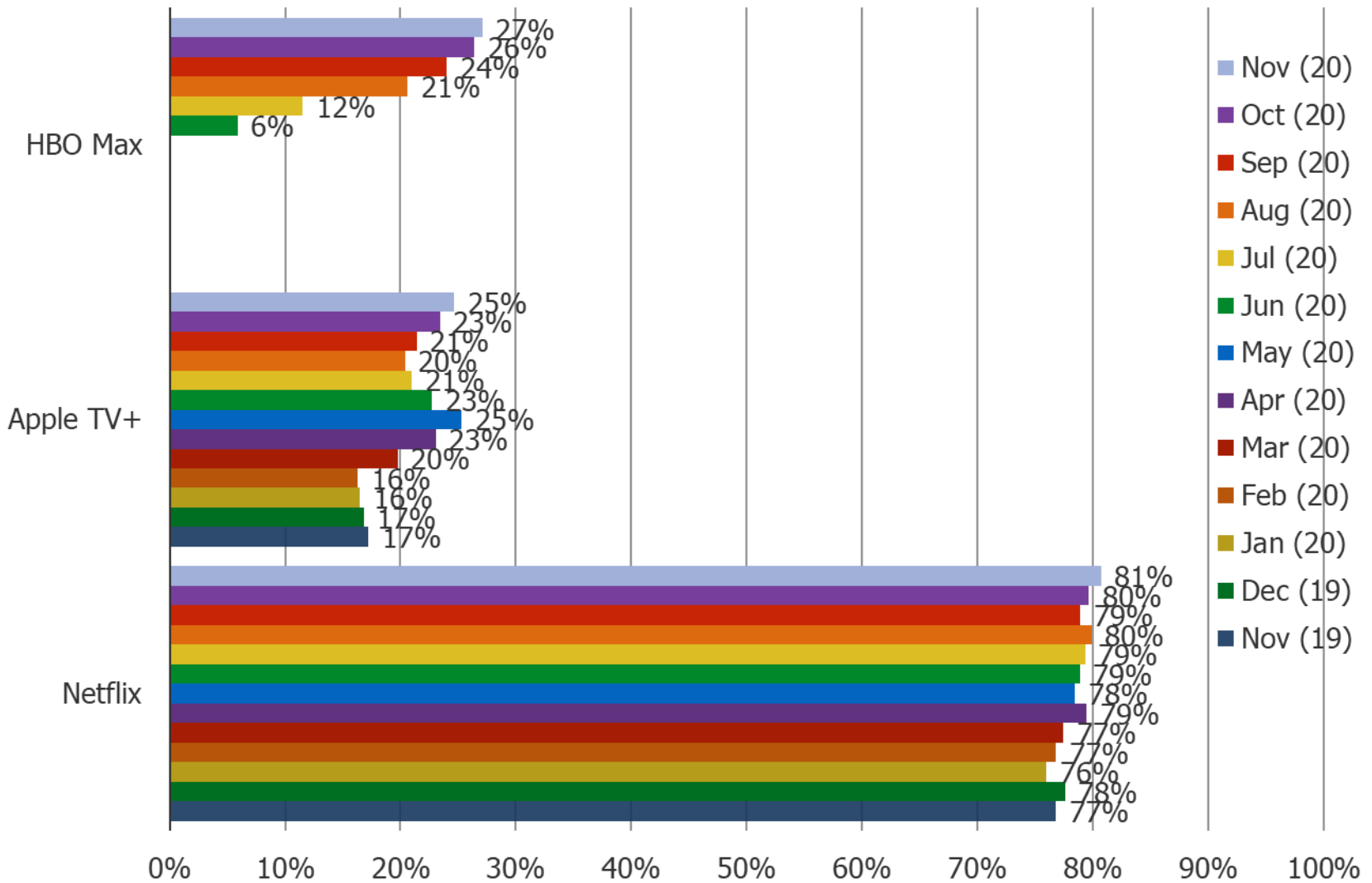
Do you currently have an account with any of the following streaming services?

Posed to Netflix Subscribers



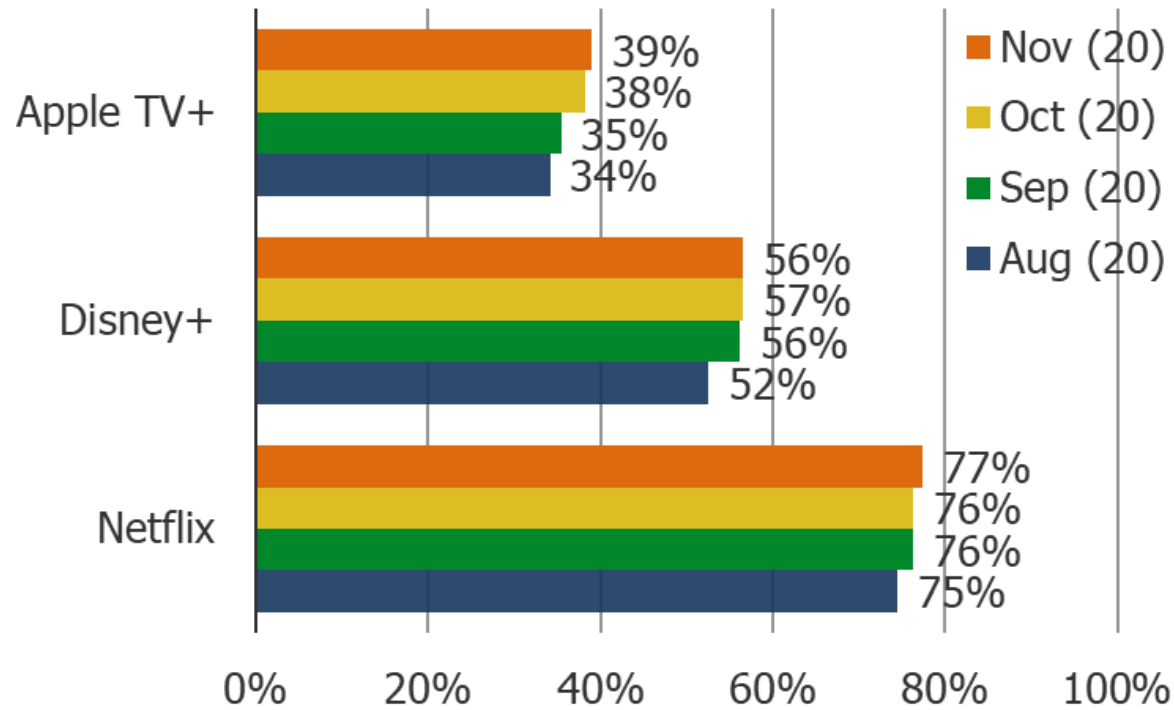
Do you currently have an account with any of the following streaming services?

Posed to Disney+ Subscribers

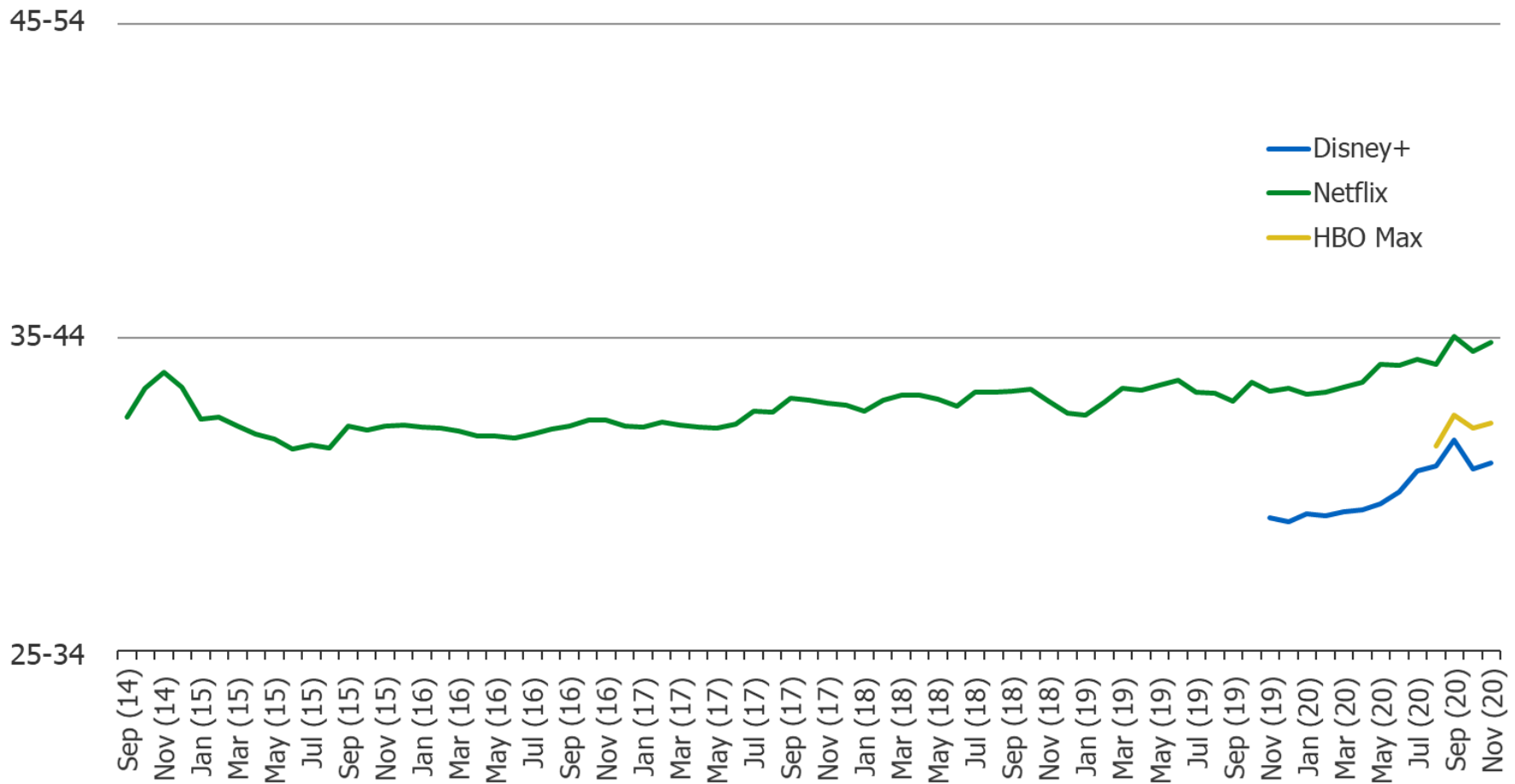


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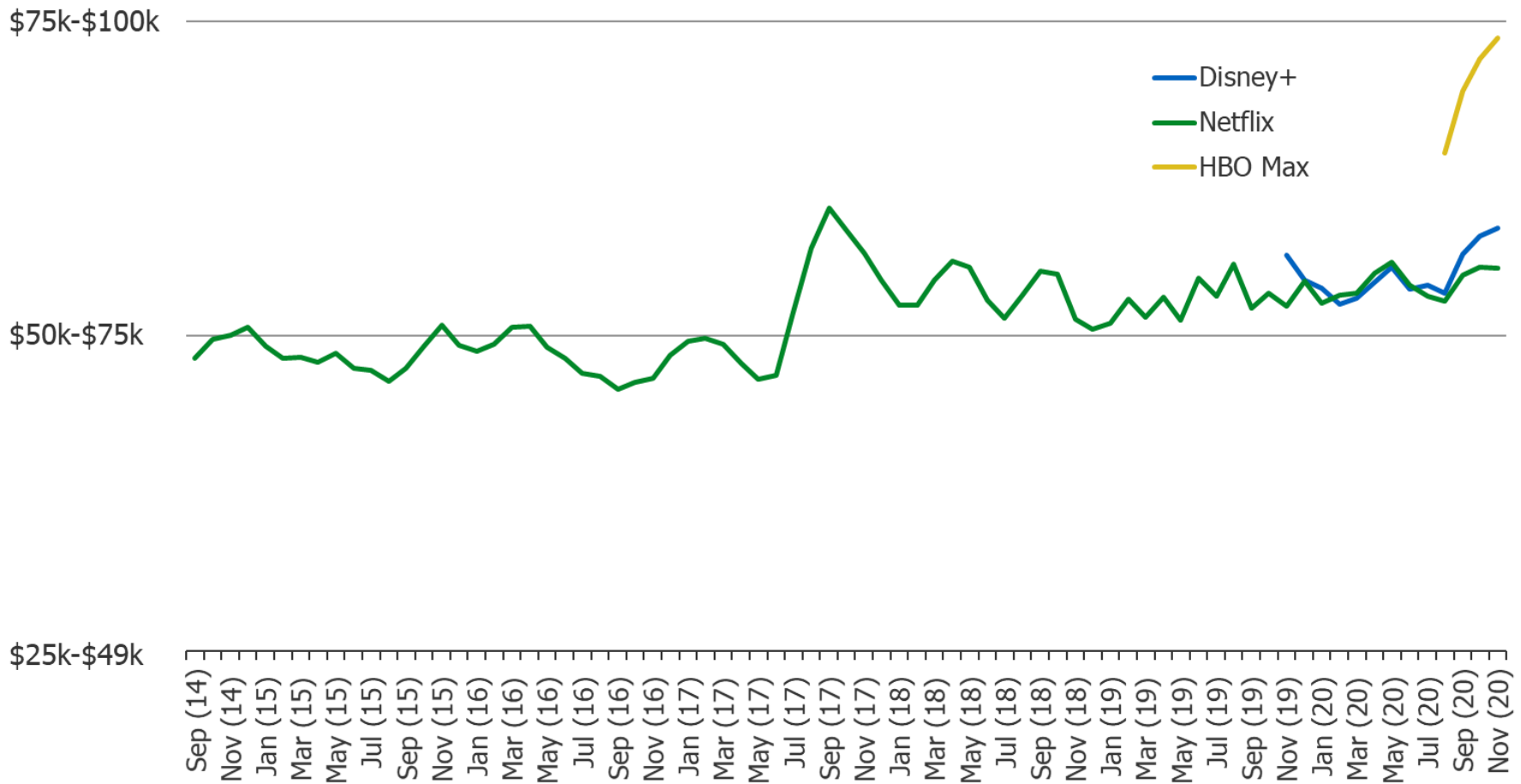
Posed to HBO Max Subscribers



Currently has an account with the following (Age Breakdowns)



Currently has an account with the following (Income Breakdowns)



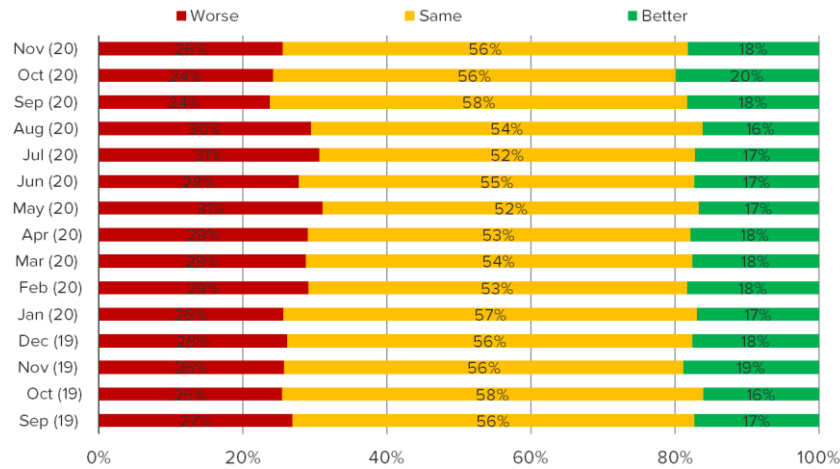
Streaming Wars – Consumer Opinions



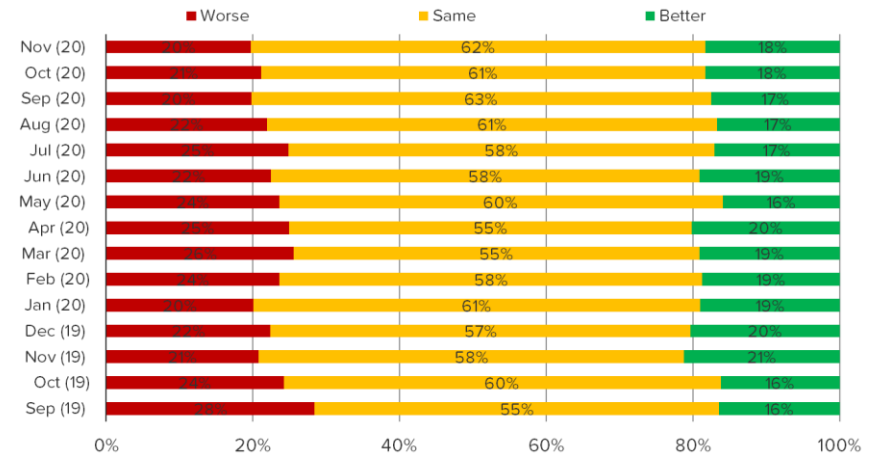
Do you think these platforms are a better or worse value (content for the money you pay) than Netflix?

Posed to all respondents.

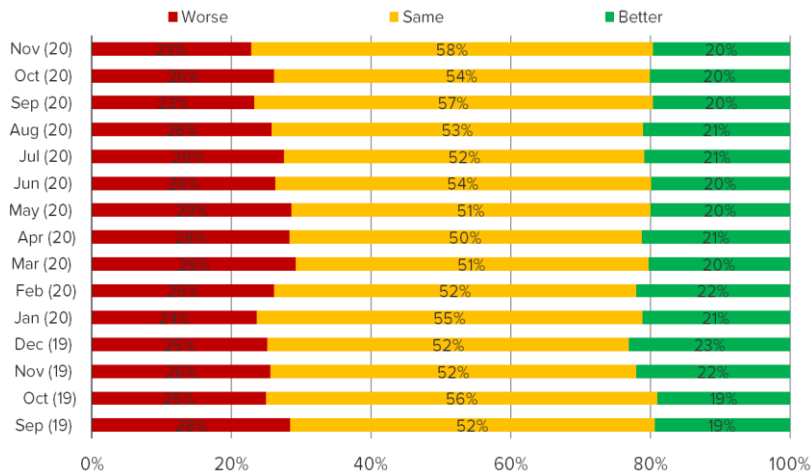
Apple TV+



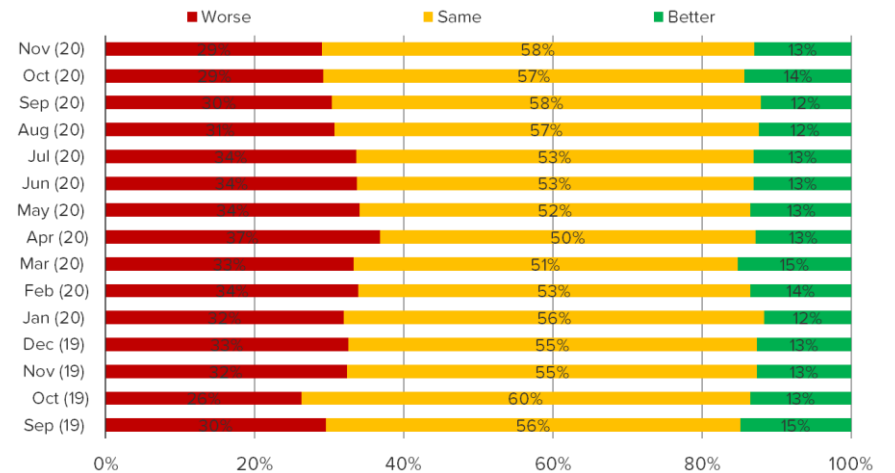
Disney+



Disney+ Bundle



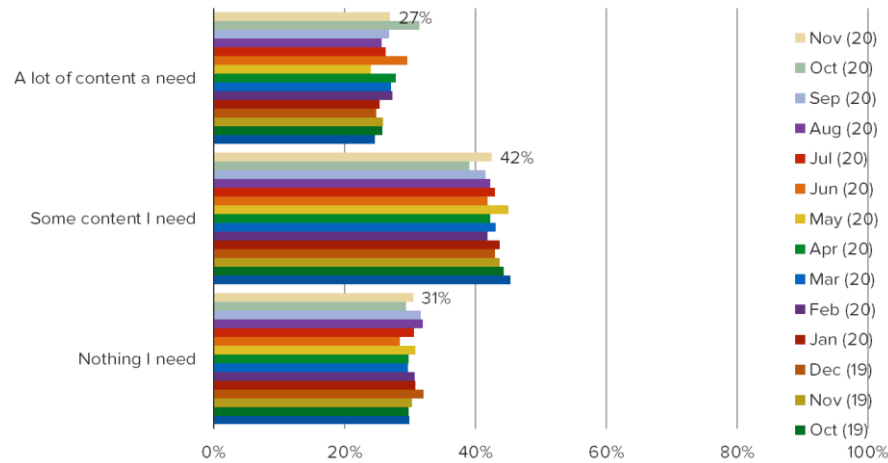
HBO Max



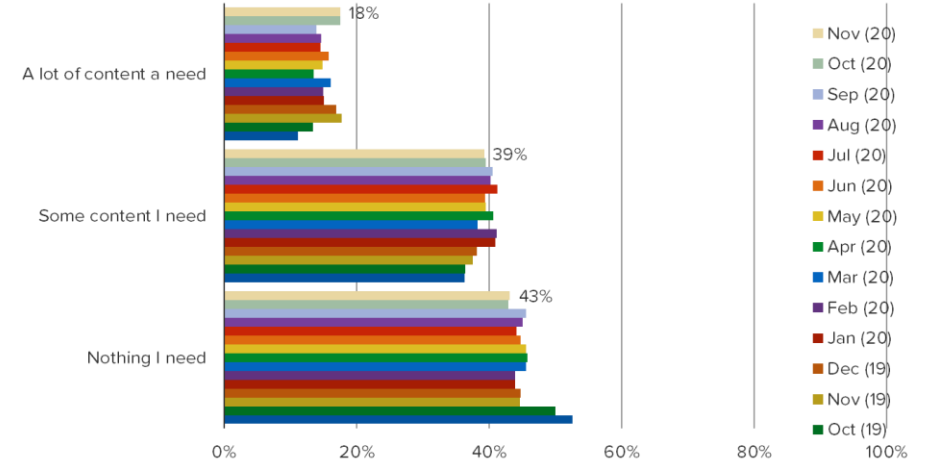
What are your expectations for the content that will be on each of these platforms?

Posed to all respondents.

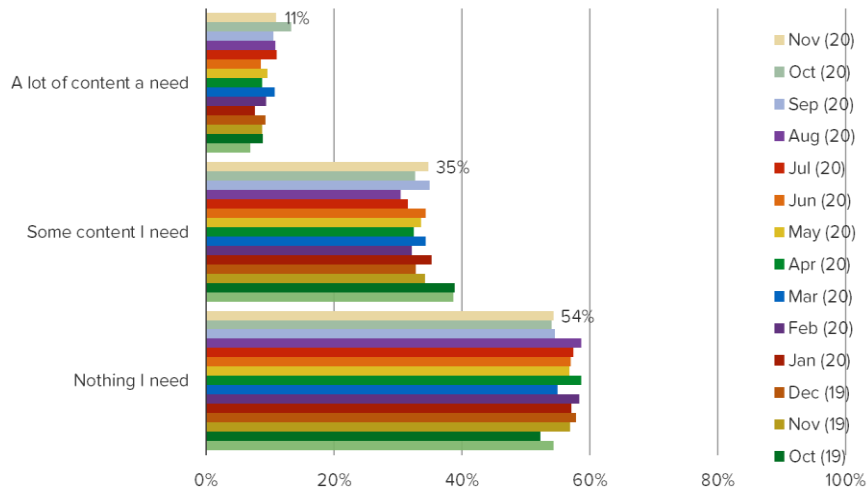
Netflix



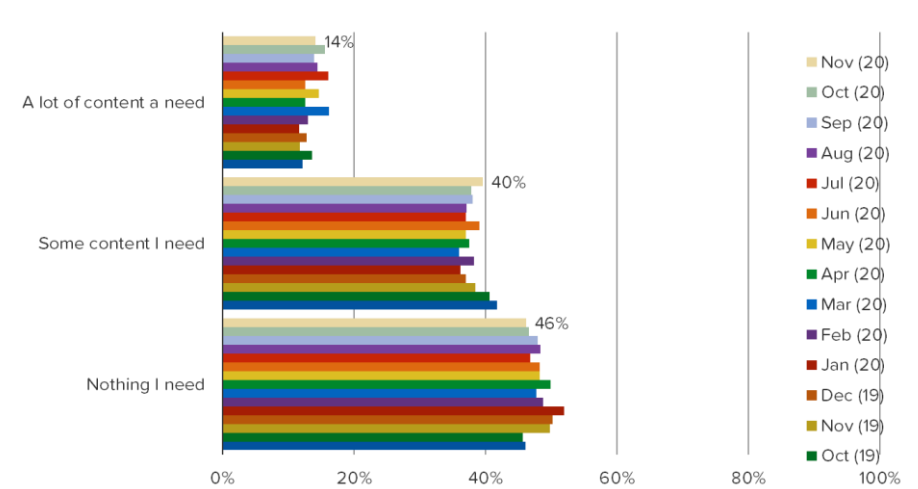
Disney+



Apple TV+

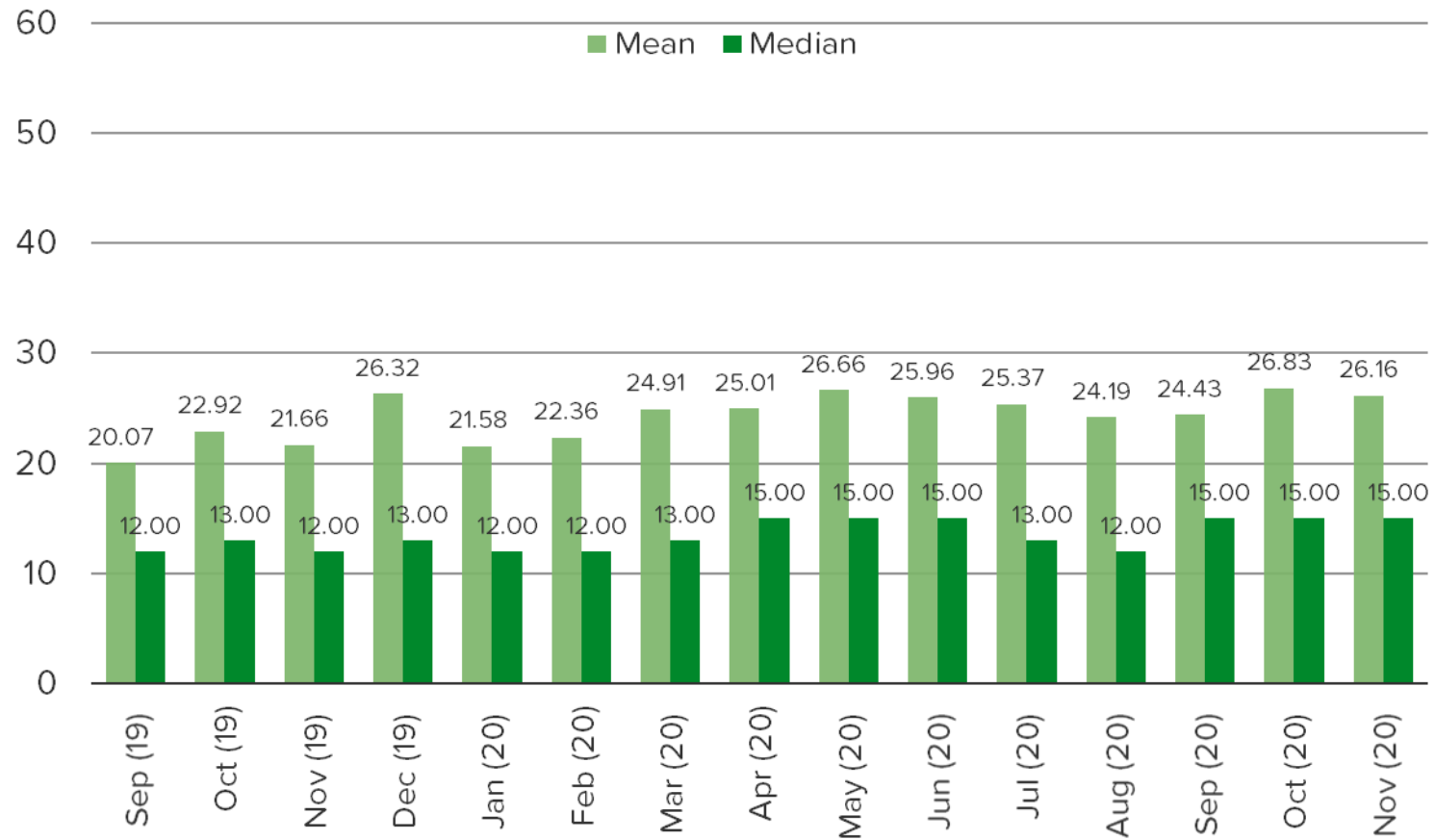


HBO Max



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

Posed to all respondents.

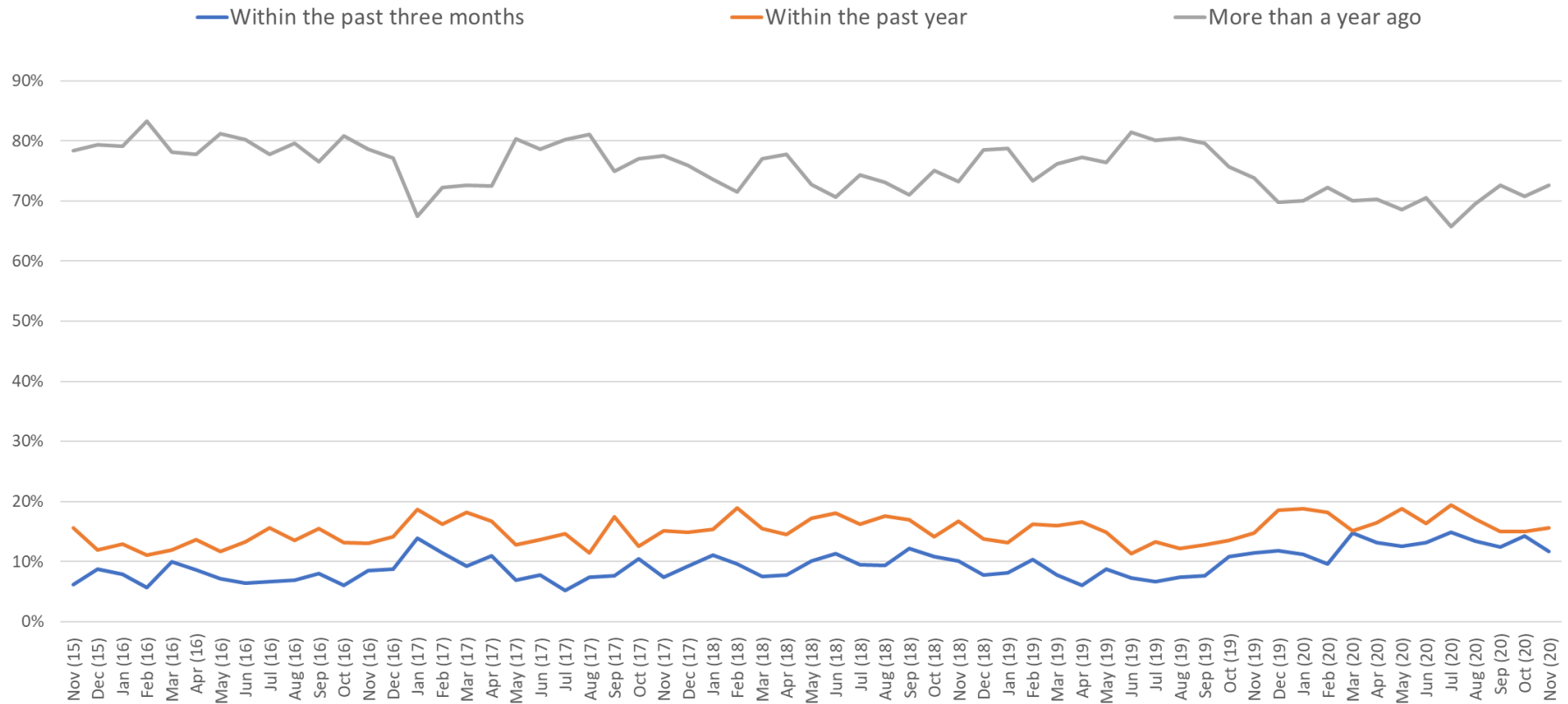


Netflix Specific Data



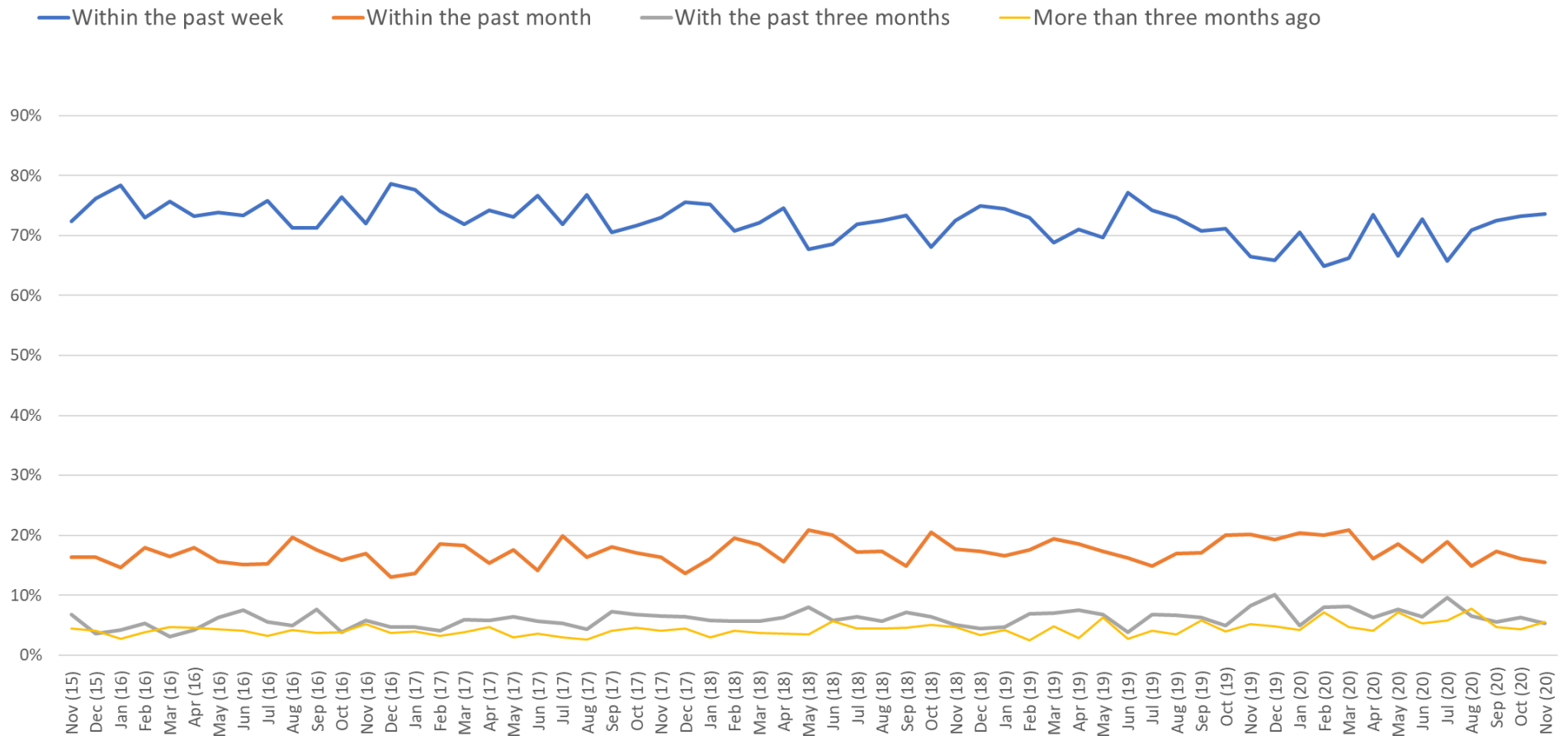
When did you sign up for Netflix?

Posed to all respondents with a Netflix account.



When is the last time that you watched something on Netflix?

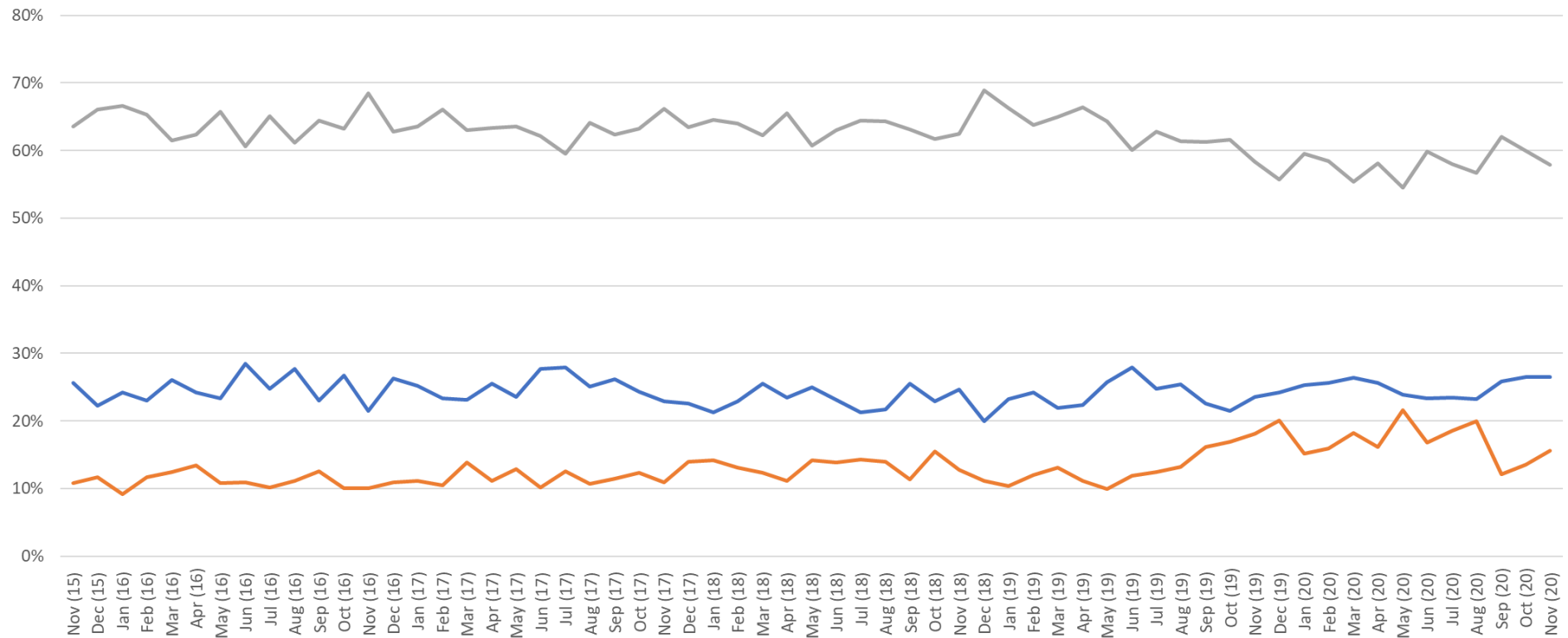
Posed to all respondents with a Netflix account.



Were you ever, at any time, a Netflix subscriber in the past?

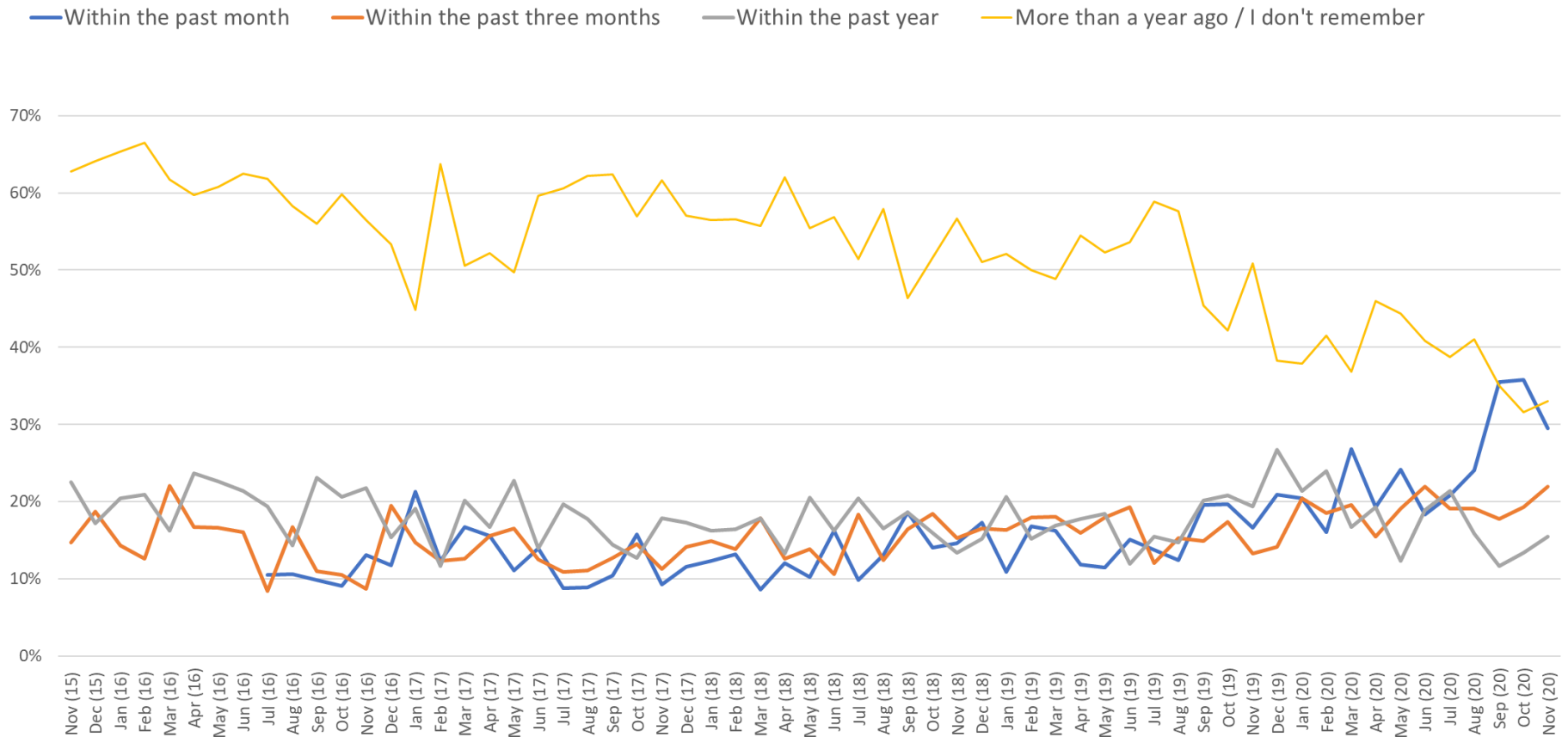
Posed to respondents who are not currently Netflix account holders.

— Yes, I was a paying customer — Yes, I had a free trial but did not elect to continue with Netflix — No, I have never been subscribed to Netflix



When did you cancel your Netflix subscription?

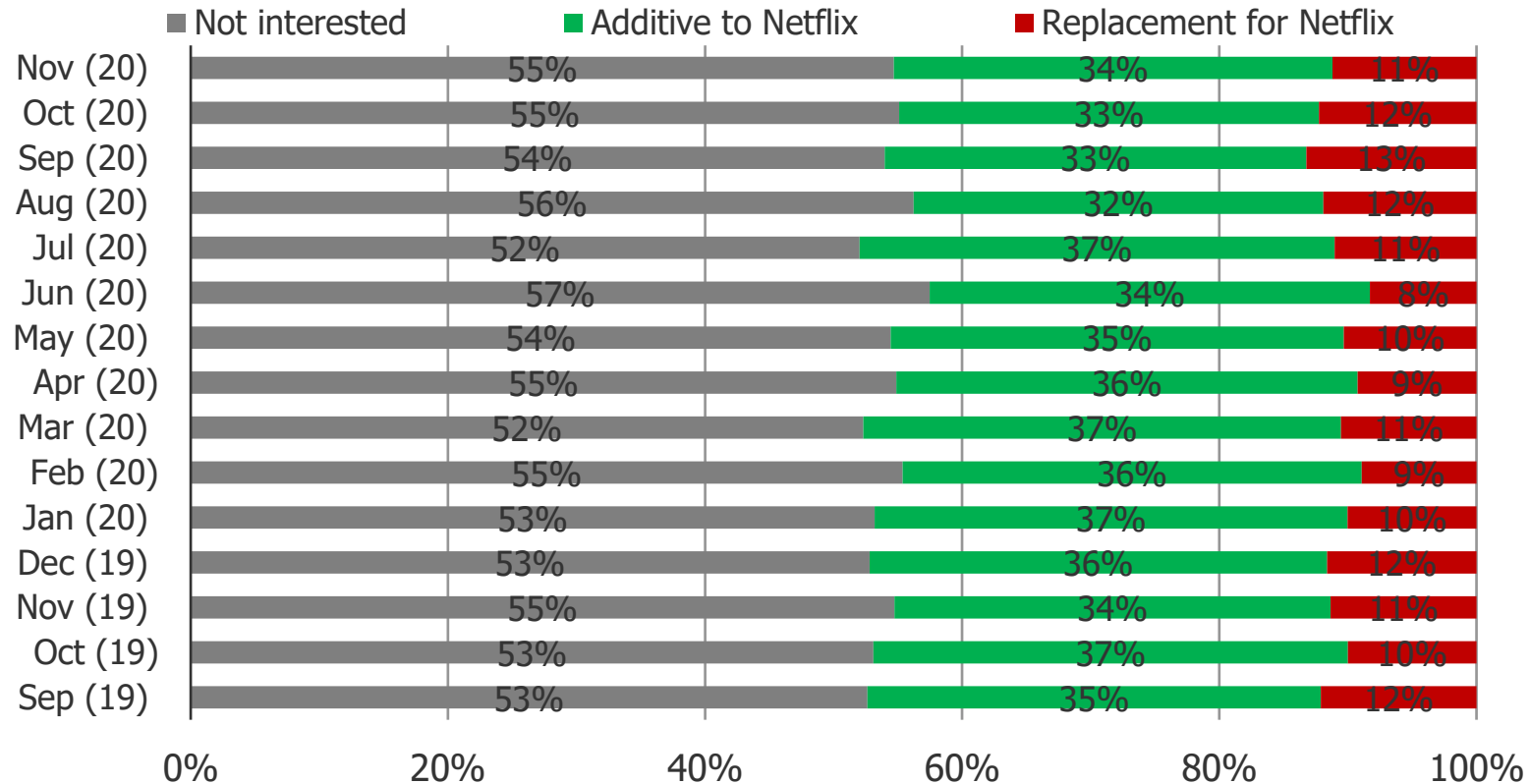
Posed to all respondents who cancelled their Netflix subscription.



Would you view the following to be additive or a replacement to Netflix?

Posed to Netflix subscribers.

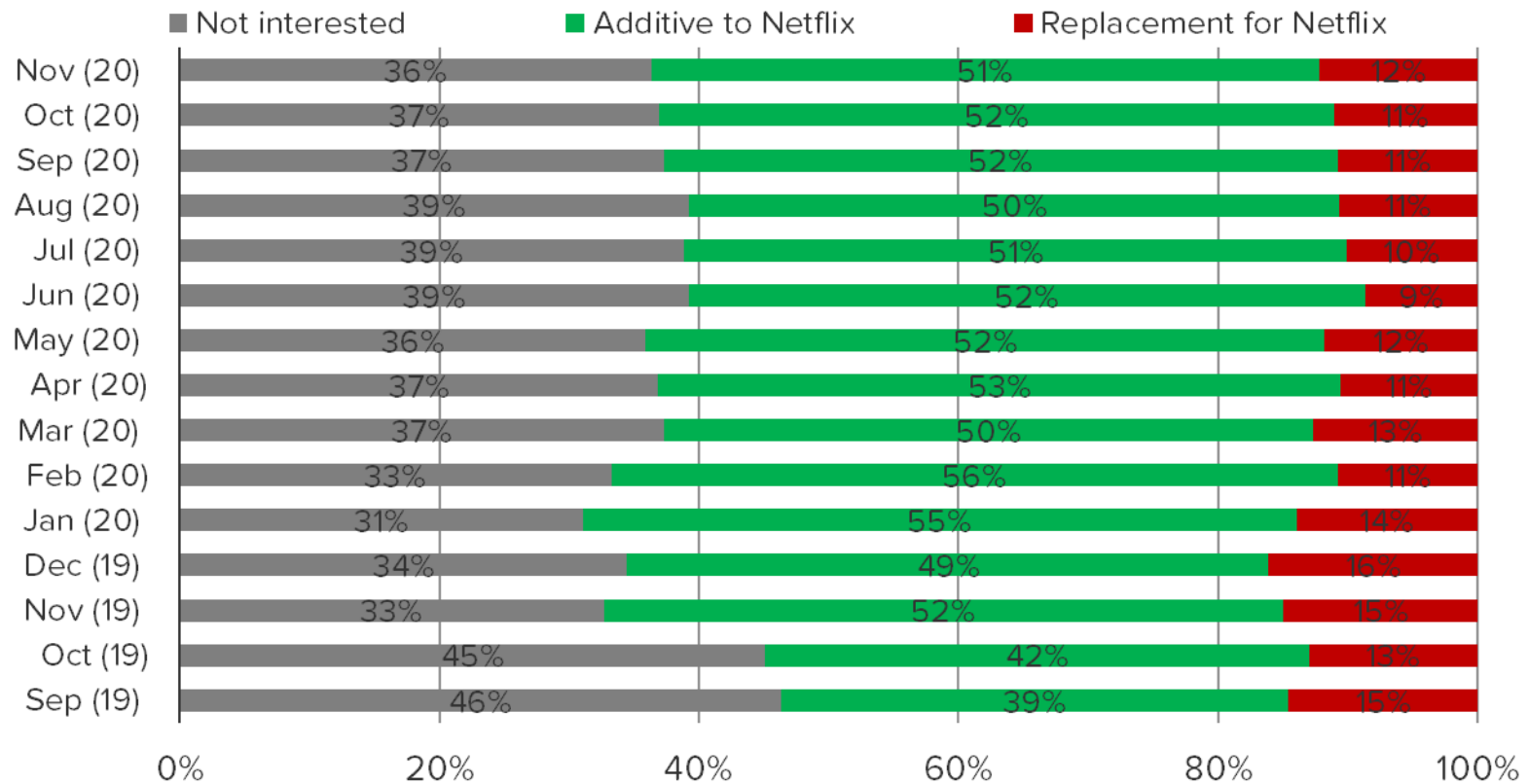
Apple TV+



Would you view the following to be additive or a replacement to Netflix?

Posed to Netflix subscribers.

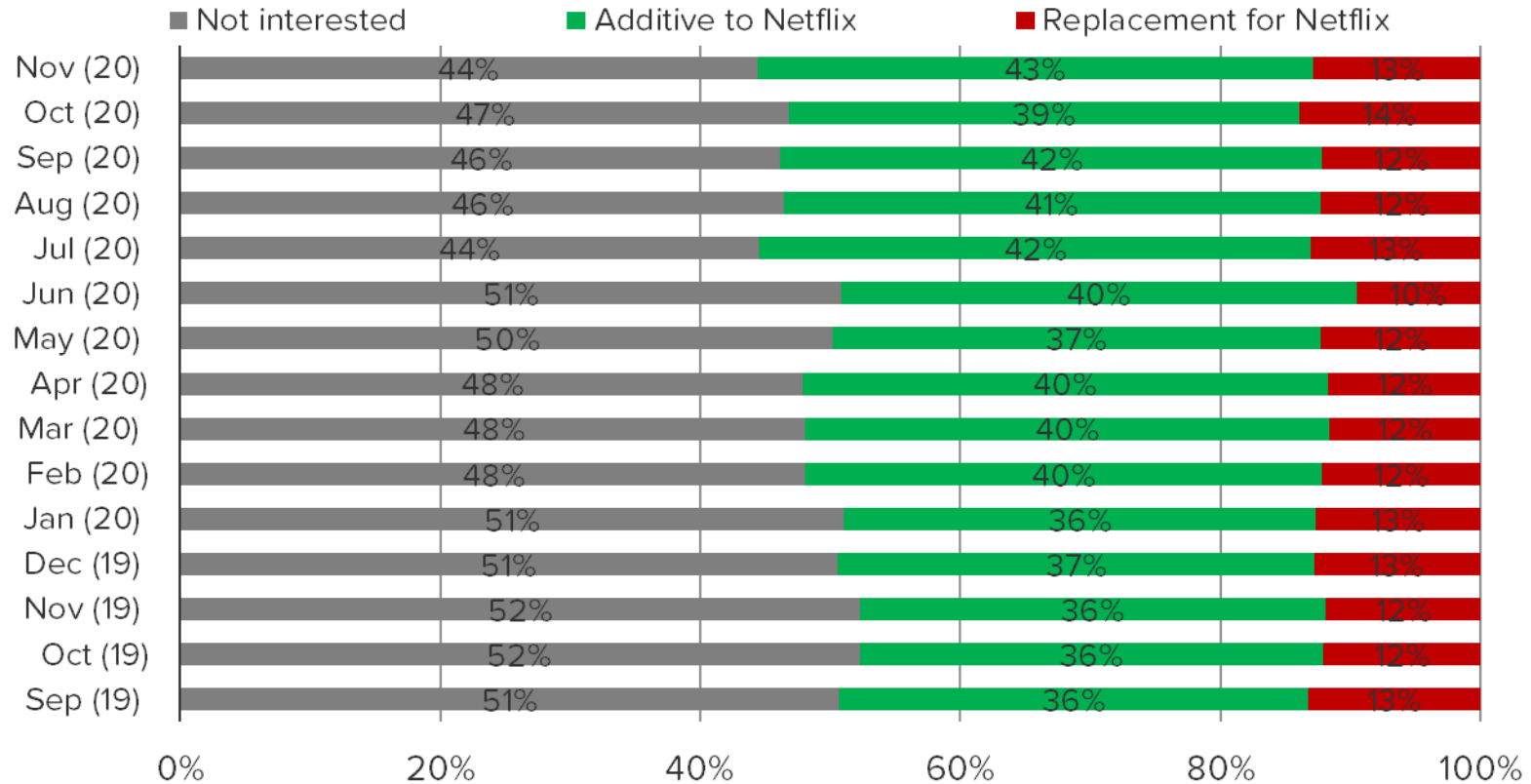
Disney+



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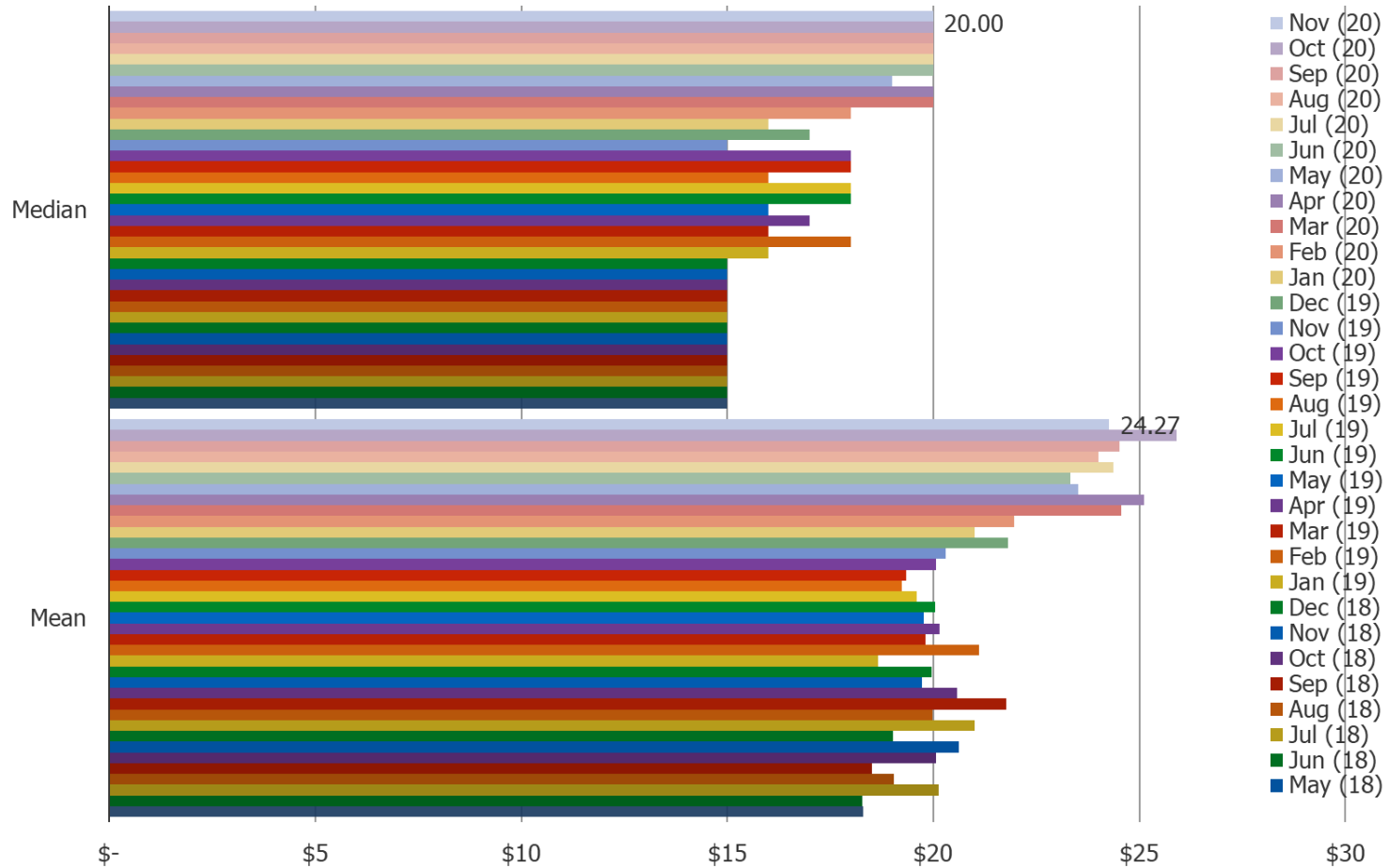
Posed to Netflix subscribers.

HBO Max



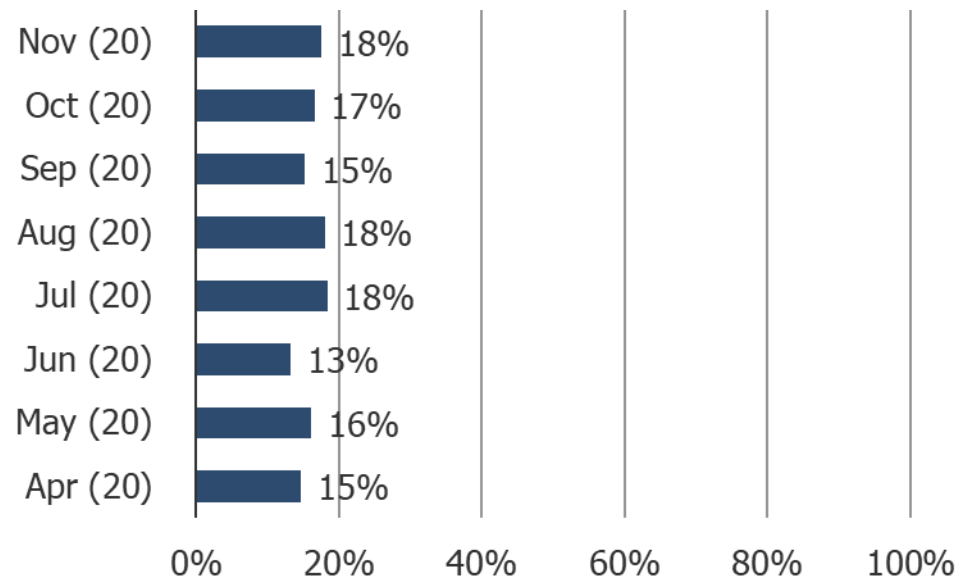
If Netflix continued increasing prices, at what monthly price point would you cancel your subscription?

Posed to Netflix subscribers.



Are you considering cancelling your Netflix account in the next month?

Posed to Netflix subscribers.

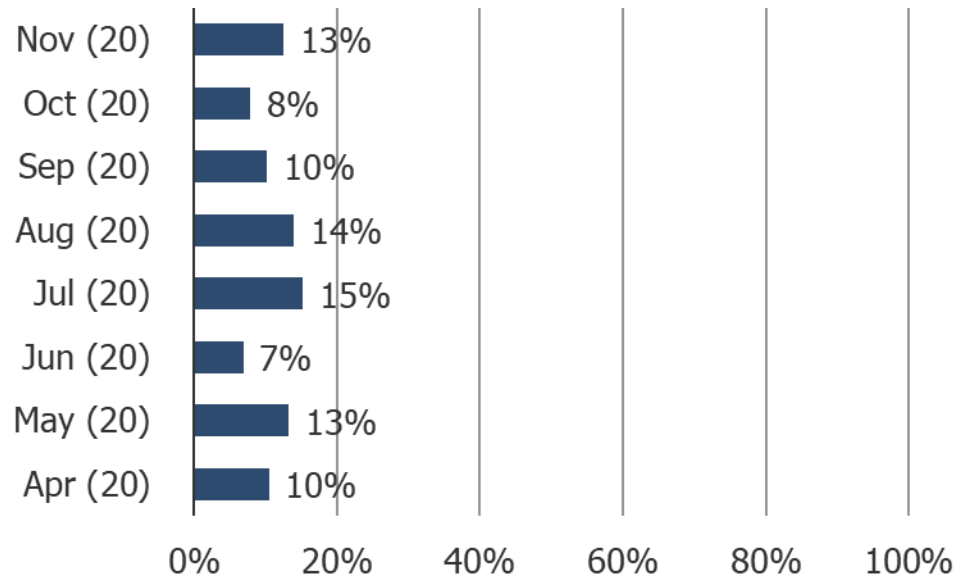


Disney+ Specific Data



Are you considering cancelling your Disney+ account in the next month?

Posed to Disney+ Subscribers



How would you rate your opinion of the service?

Posed to Disney+ Subscribers

