

BESPOKE SURVEYS

Streaming Video Domestic, Vol 39

1000+ US Consumers Balanced to Census

January 2023



CHECK BREAKDOWN:

STREAMING SECTOR TRENDS

The number of streaming video services that consumers feel is right to be paying for at the same time increased q/q and is at series highs (somewhere between 2 and 3, on average). The amount they feel is appropriate to spend across all streaming services comes in at \$31, on average, which is lower than last quarter / last year but still within the range we have observed since May of 2021.

BASIC WITH ADS

Regarding the Ad Supported Tier, awareness of Netflix having an ad-supported tier ticked up m/m and the percentage of respondents saying they are on the ad-supported tier ticked up m/m. We continue to gather constructive feedback from consumers around pricing of the ad-supported tier. Their unprompted fill-ins in our Van Westendorp pricing analysis suggests they view \$6 as a bargain for the tier. Cohort analysis shows splits that one would expect when analyzing income (ie, the lower the price of the tier, the lower the average income level of the cohort who subscribes to that tier). Age cohorts behave a bit differently in that a plurality of Basic with Ads subscribers are in the 35-44 age band and that the tier is lighter on 18-24 year-olds than other tiers (possibly a function of the youngest age band having access to a parent's more expensive tier).

ACCOUNT SHARING AND WILLINGNESS TO PAY A \$2.99 SURCHARGE

The percentage of account holders sharing their account with others declined a bit q/q, but among those still sharing the number of people they share with, on average, increased q/q. Willingness to pay a \$2.99 surcharge for sharing increased sequentially (among those sharing their account and those accessing someone else's account).

NETFLIX SUBSCRIBER ENGAGEMENT AND SENTIMENT

Subscriber engagement and sentiment improved sequentially. Over the history of our survey, satisfaction with pricing has slowly waned. This quarter, however, pricing satisfaction ticked up a touch. While not back to series highs, it is a divergence from the trend we observed before the launch of Basic with Ads.

COMPETITIVE DYNAMICS

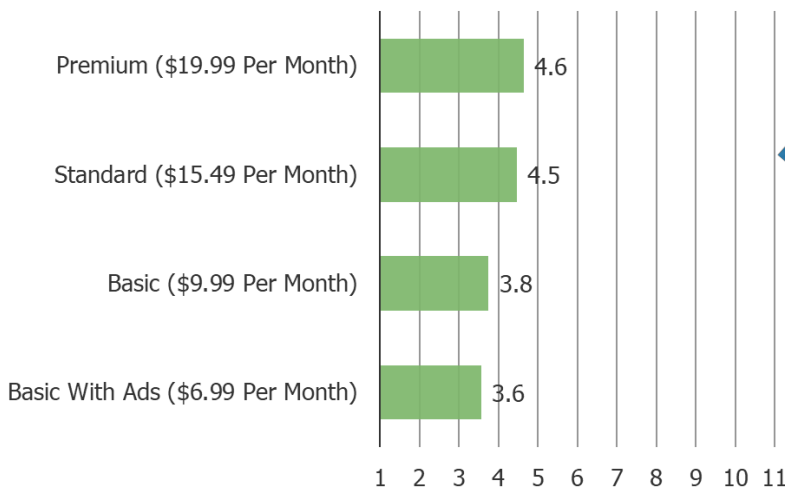
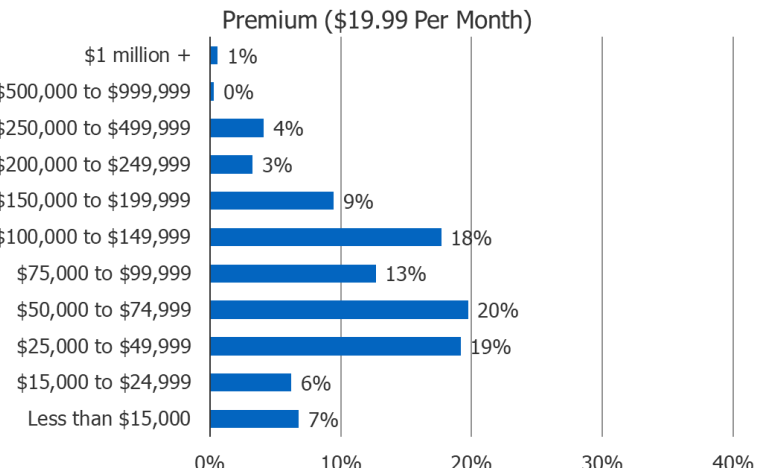
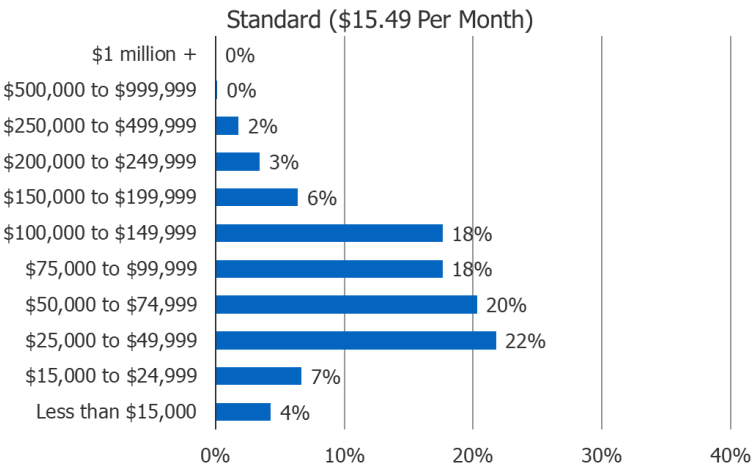
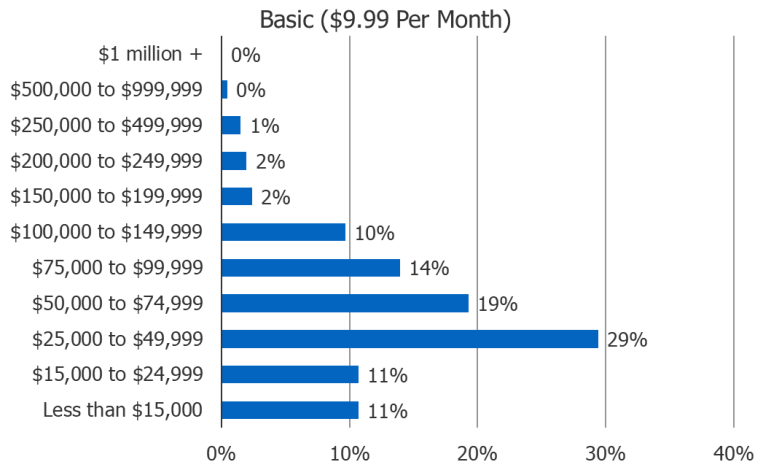
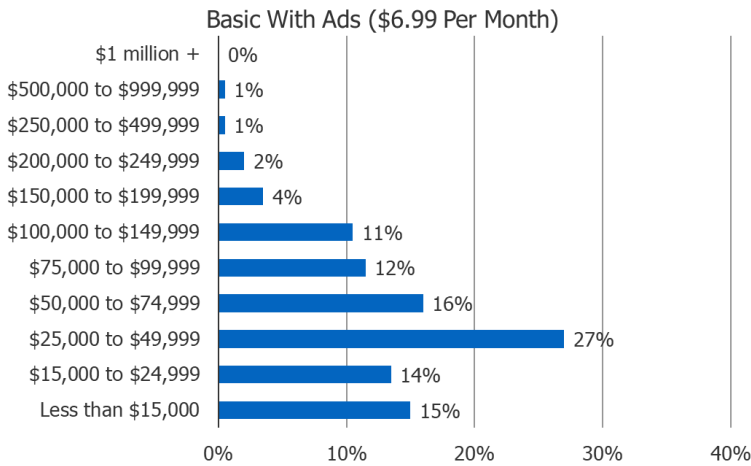
We continue to hear from Netflix subscribers that they increasingly view peers like Disney+, HBO Max, or Apple TV+ as additive, not replacement, or that they aren't interested in those peers altogether. Among all consumers, Netflix has the most content they feel they need going forward.

Streaming Wars

COHORT ANALYSIS, NETFLIX SUBSCRIBERS BY TIER

COHORT ANALYSIS – NETFLIX SUBSCRIBERS BY INCOME

Posed to Netflix subscribers, Plan they are on by income.

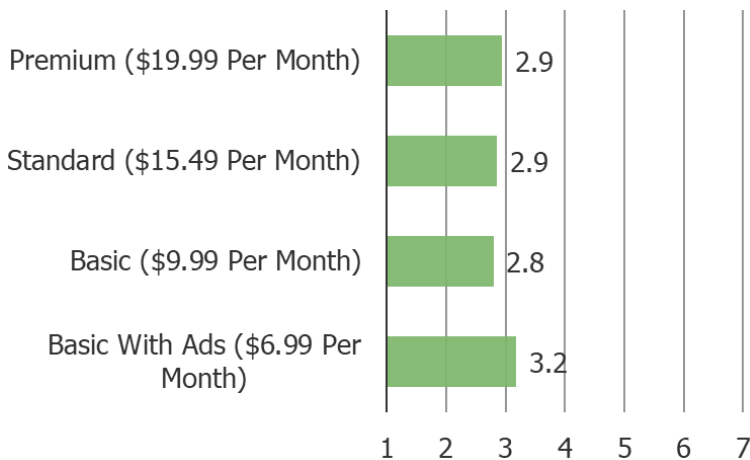
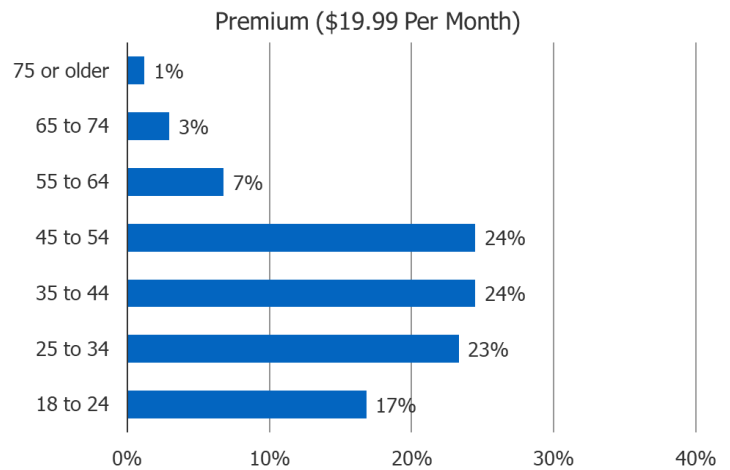
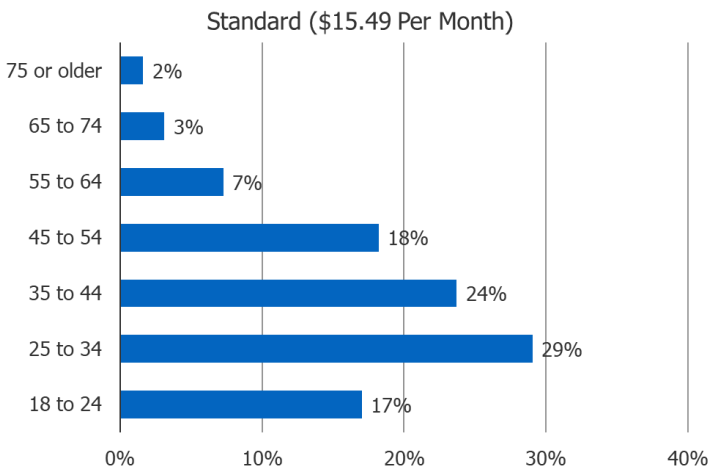
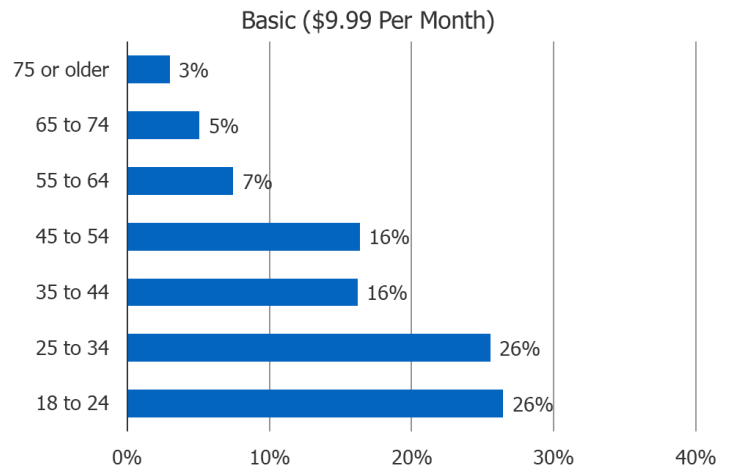
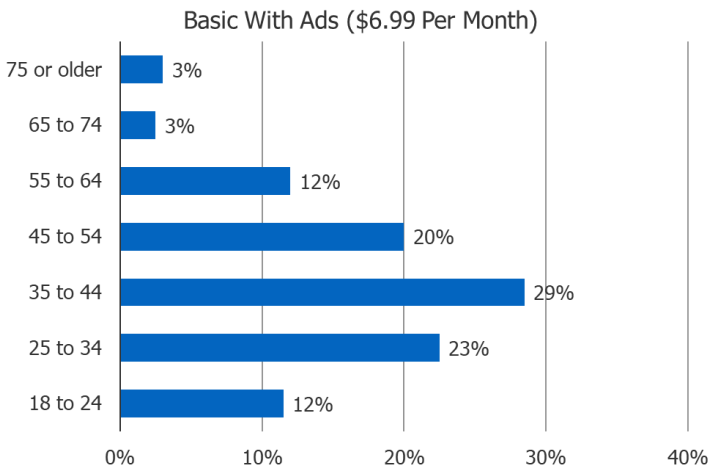


Weighted Average of data in above charts:
I.e, 1-11 where 1 = \$15,000 and 11 = \$1m+

Basic With Ads (\$6.99 Per Month)	N=200
Basic (\$9.99 Per Month)	N=673
Standard (\$15.49 Per Month)	N=675
Premium (\$19.99 Per Month)	N=339

COHORT ANALYSIS – NETFLIX SUBSCRIBERS BY INCOME

Posed to Netflix subscribers, plan they are on by age.

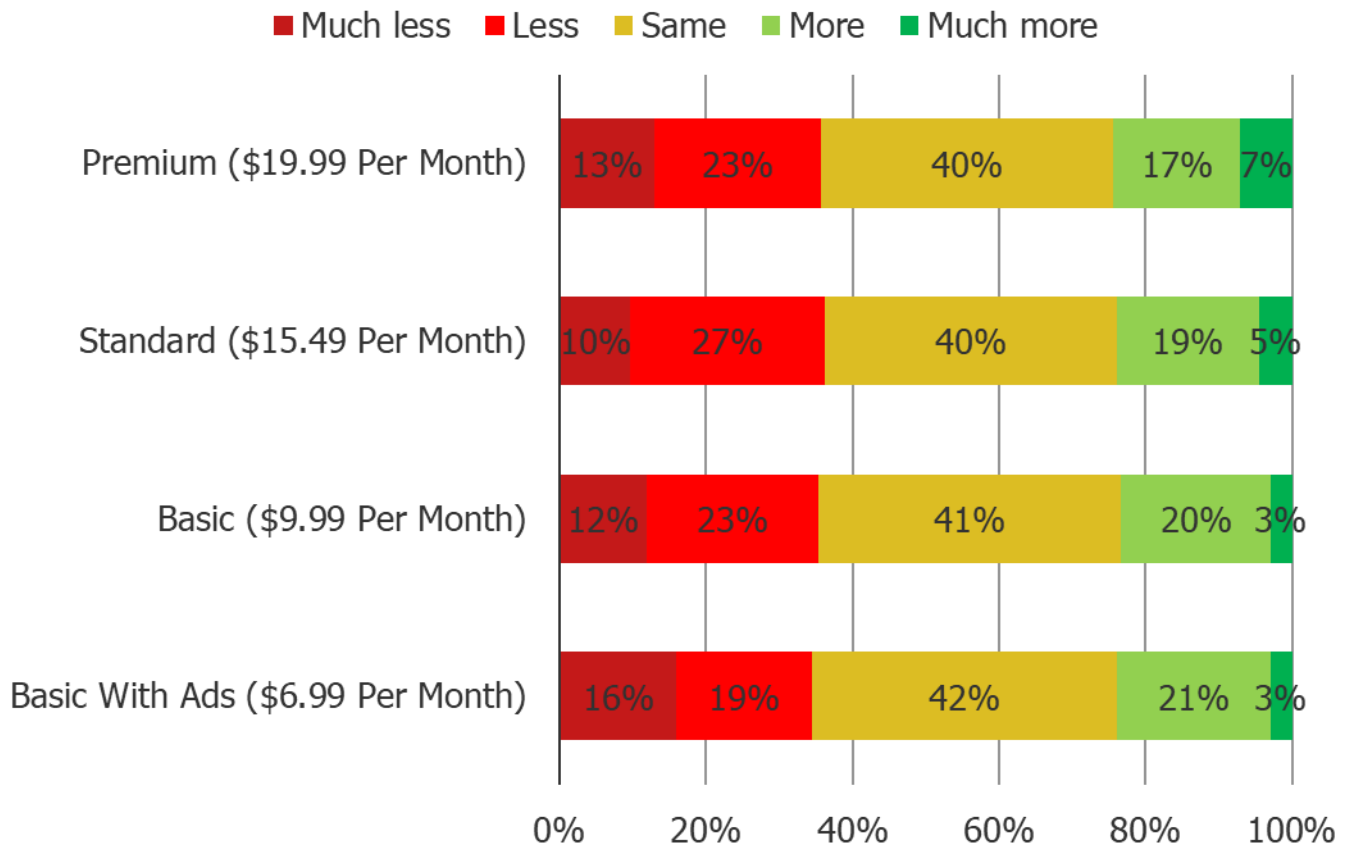


← Weighted Average of data in above charts:
Ie, 1-11 where 1 = 18-24 and 11 = 75 or older

Basic With Ads (\$6.99 Per Month)	N=200
Basic (\$9.99 Per Month)	N=673
Standard (\$15.49 Per Month)	N=675
Premium (\$19.99 Per Month)	N=339

COHORT ANALYSIS – DISCRETIONARY SPENDING EXPECTATIONS, NEXT FEW MONTHS

Posed to Netflix subscribers, plan they are on by discretionary spending plans.



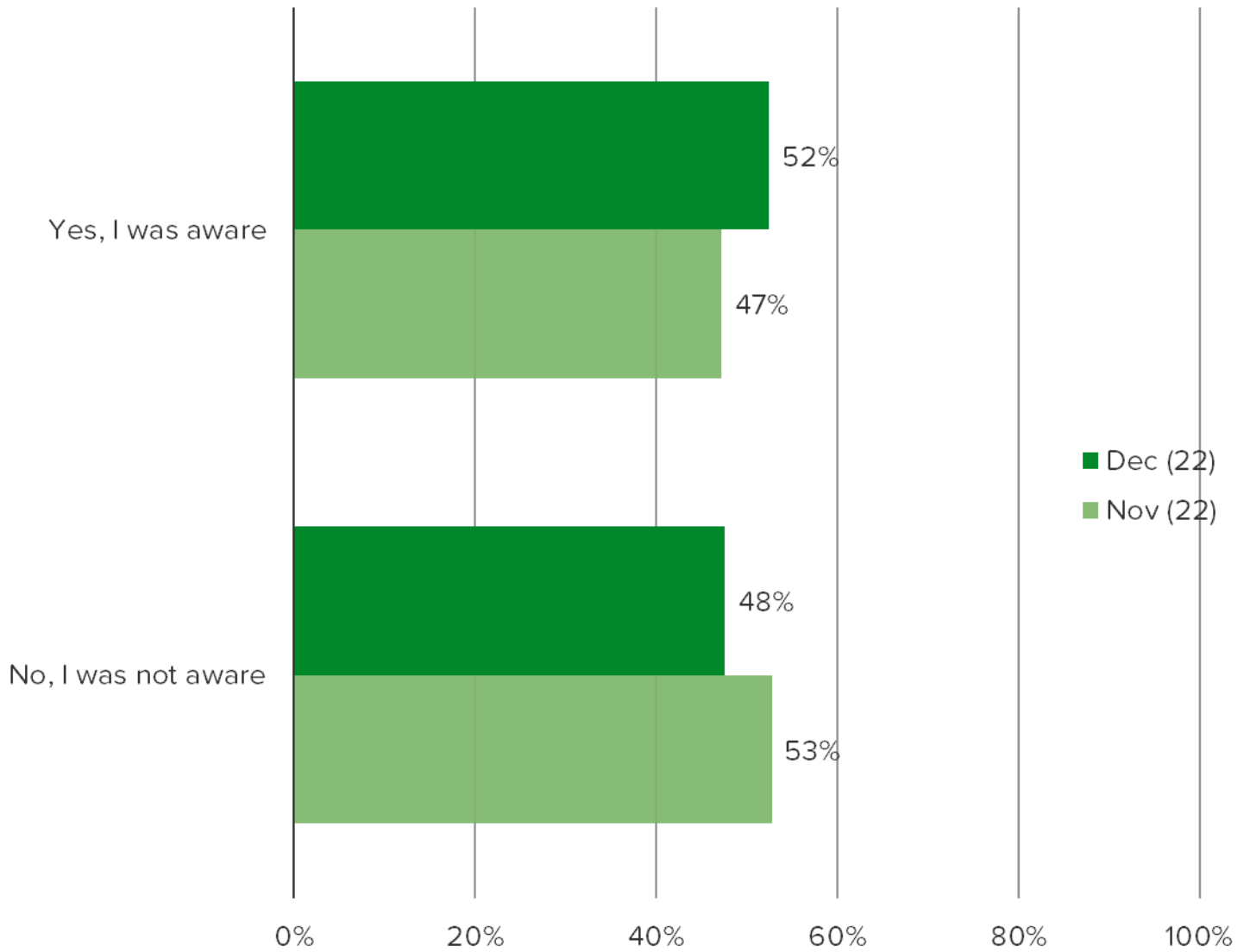
Basic With Ads (\$6.99 Per Month)	N=200
Basic (\$9.99 Per Month)	N=673
Standard (\$15.49 Per Month)	N=675
Premium (\$19.99 Per Month)	N=339

Streaming Wars

NEW MONTHLY QUESTIONS

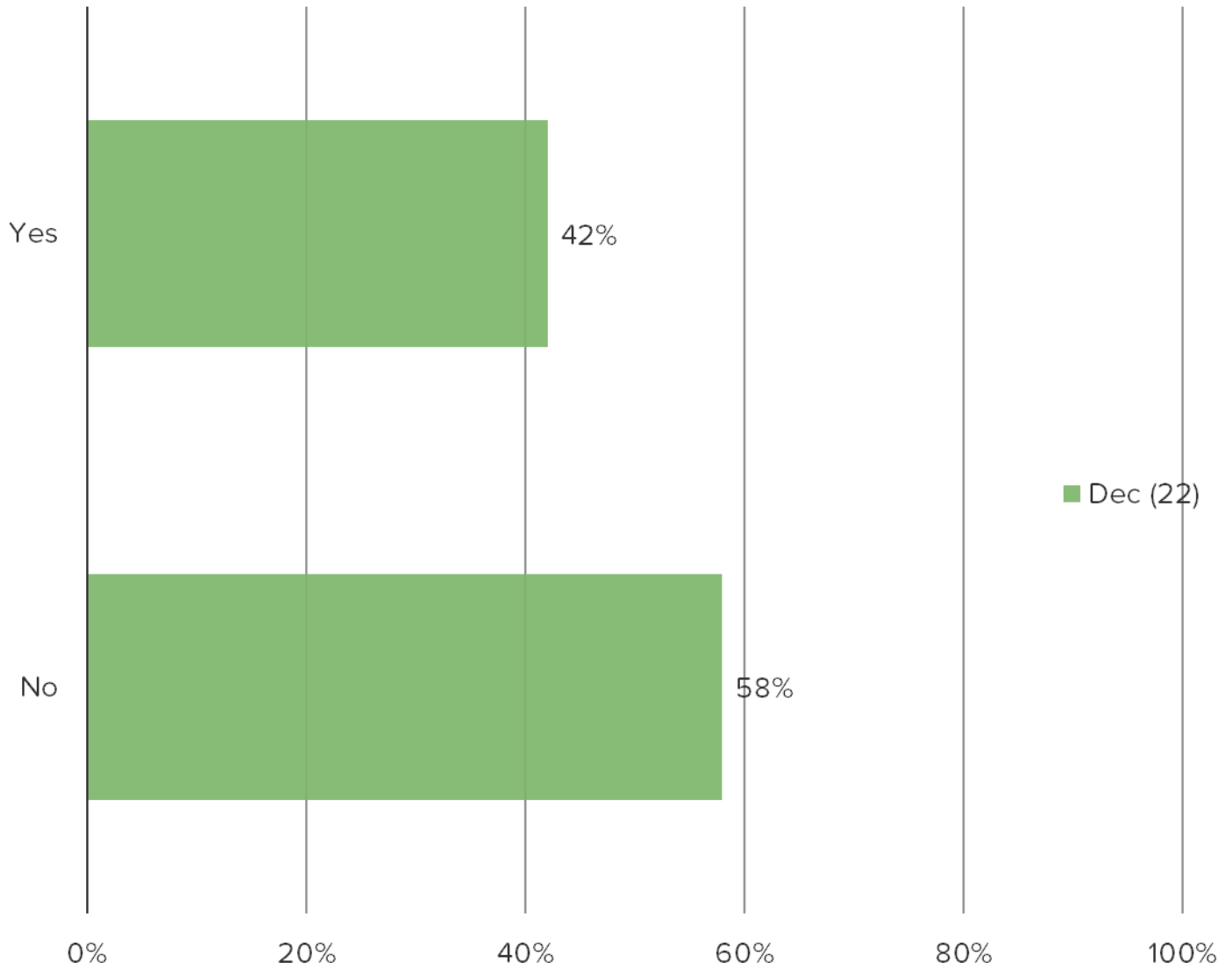
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT NETFLIX HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



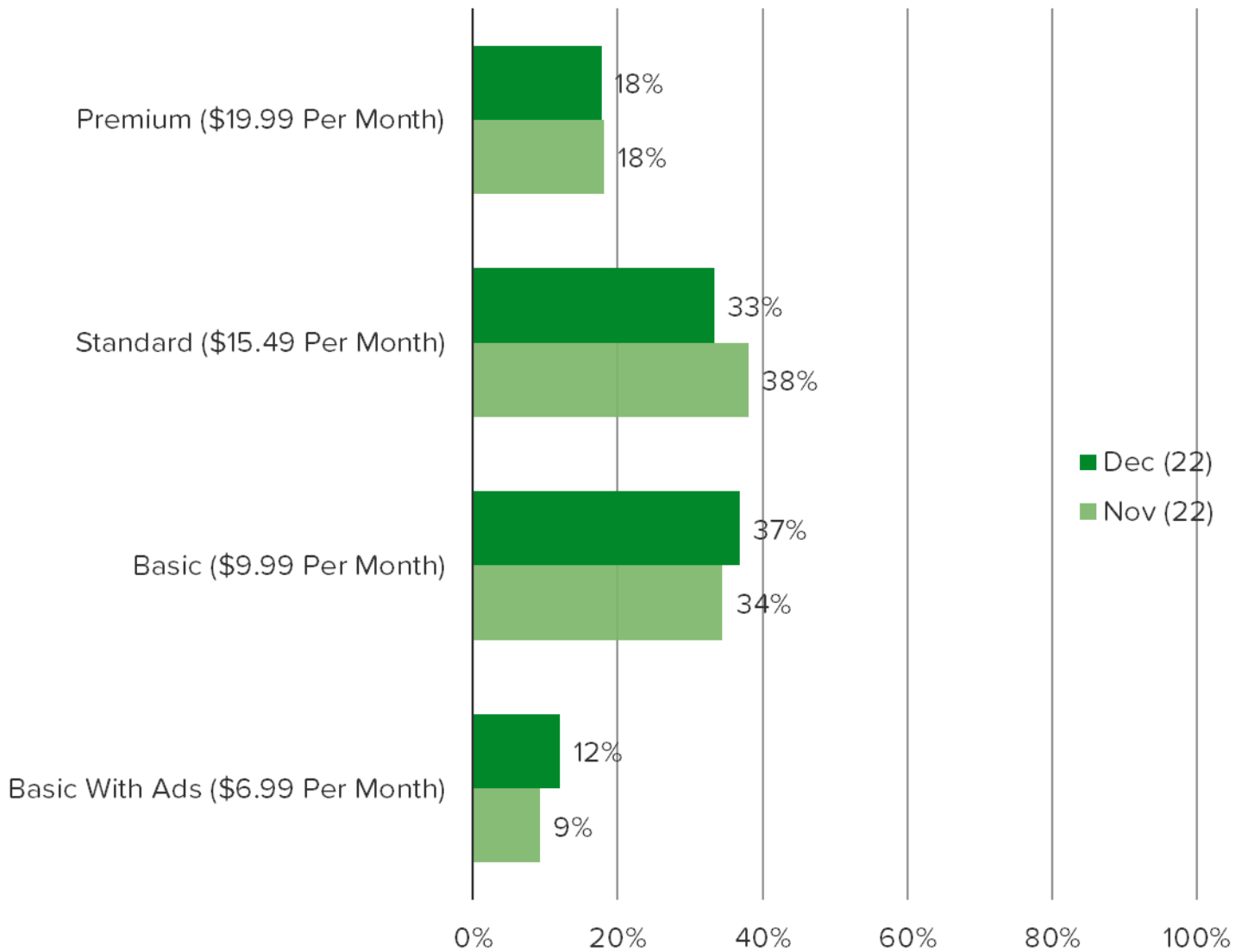
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT DISNEY+ HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



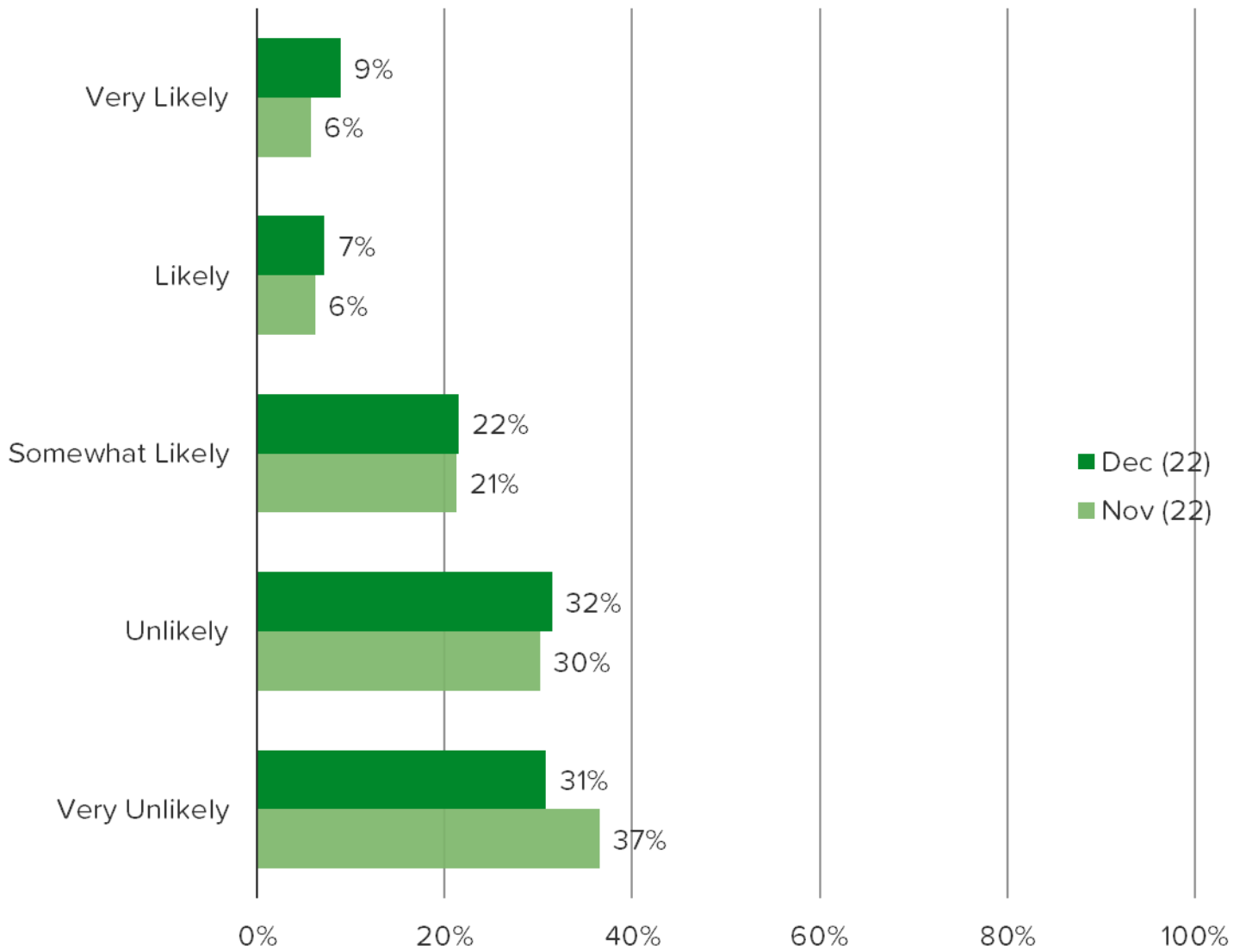
WHICH OF THE FOLLOWING MOST ACCURATELY DESCRIBES YOUR NETFLIX SUBSCRIPTION?

Posed to all respondents who have a Netflix subscription.



HOW LIKELY ARE YOU TO SWITCH YOUR NETFLIX SUBSCRIPTION TO BASIC WITH ADS FOR \$6.99 PER MONTH IN THE NEXT MONTH?

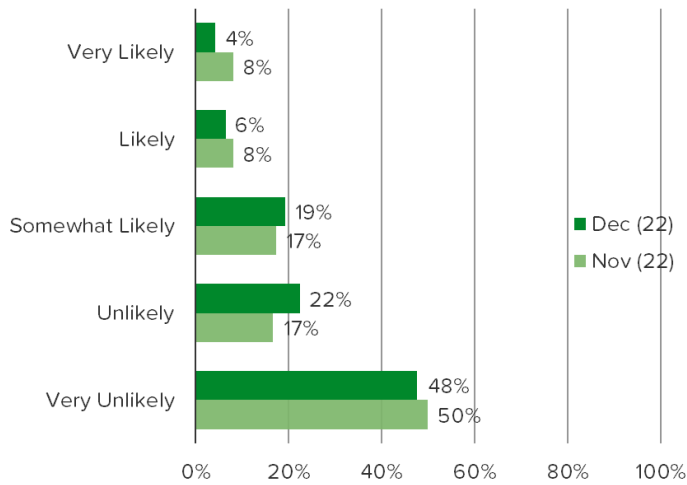
Posed to all respondents who are Netflix subscribers but are not on the ad supported plan.



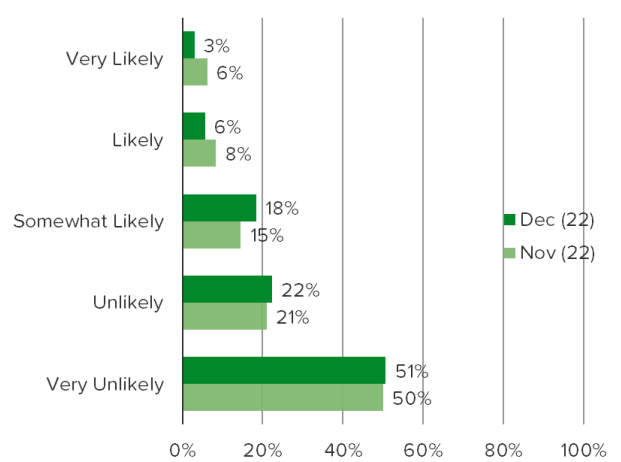
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING NETFLIX PLANS IN THE NEXT MONTH?

Posed to all respondents who are not currently Netflix subscribers.

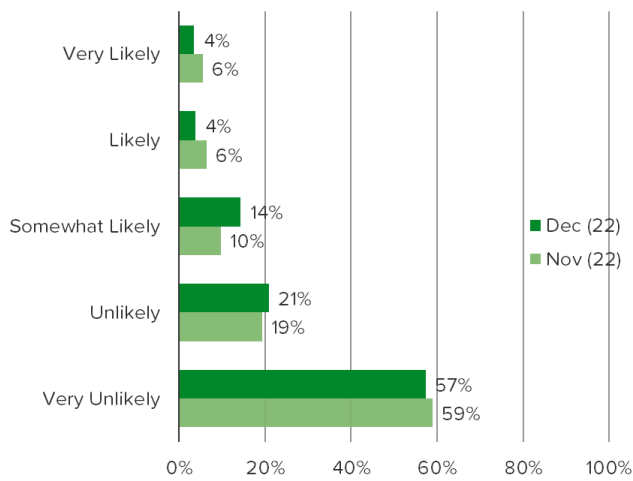
Basic with Ads



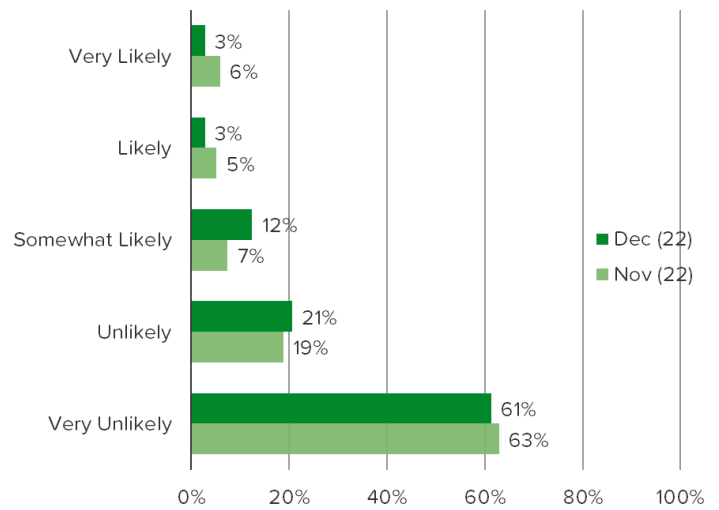
Basic



Standard

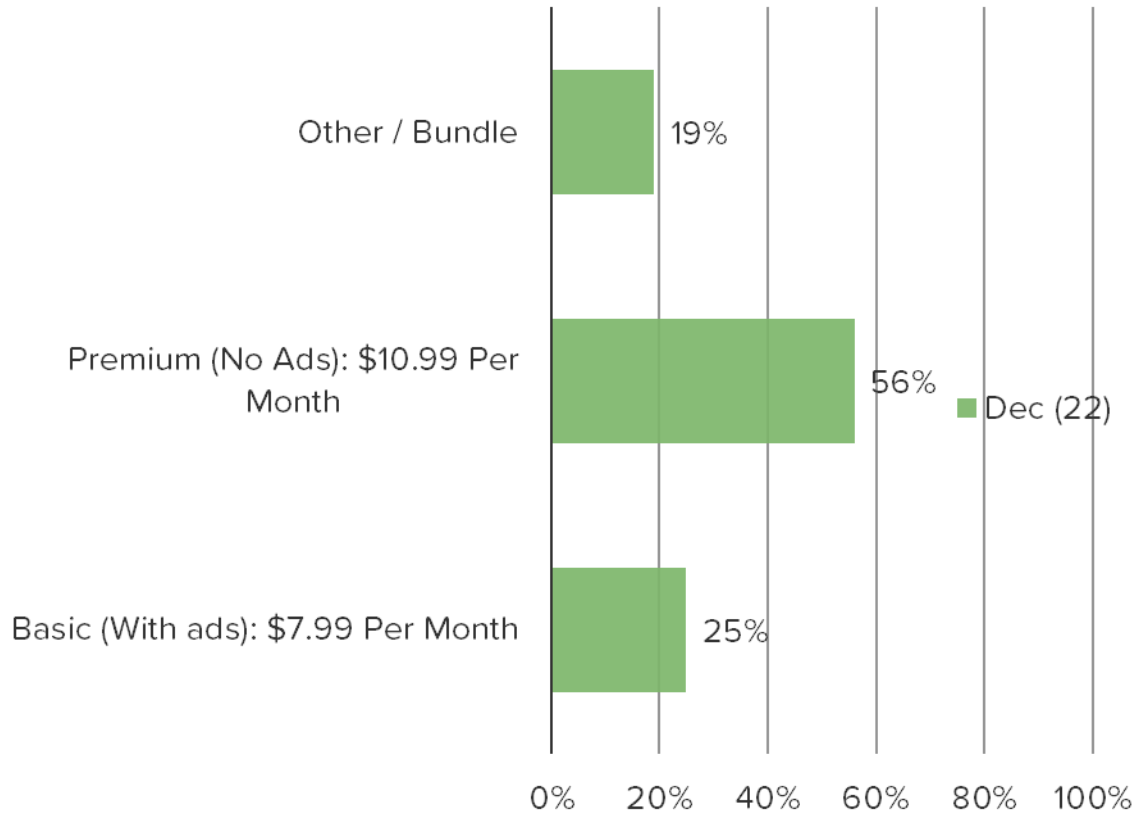


Premium



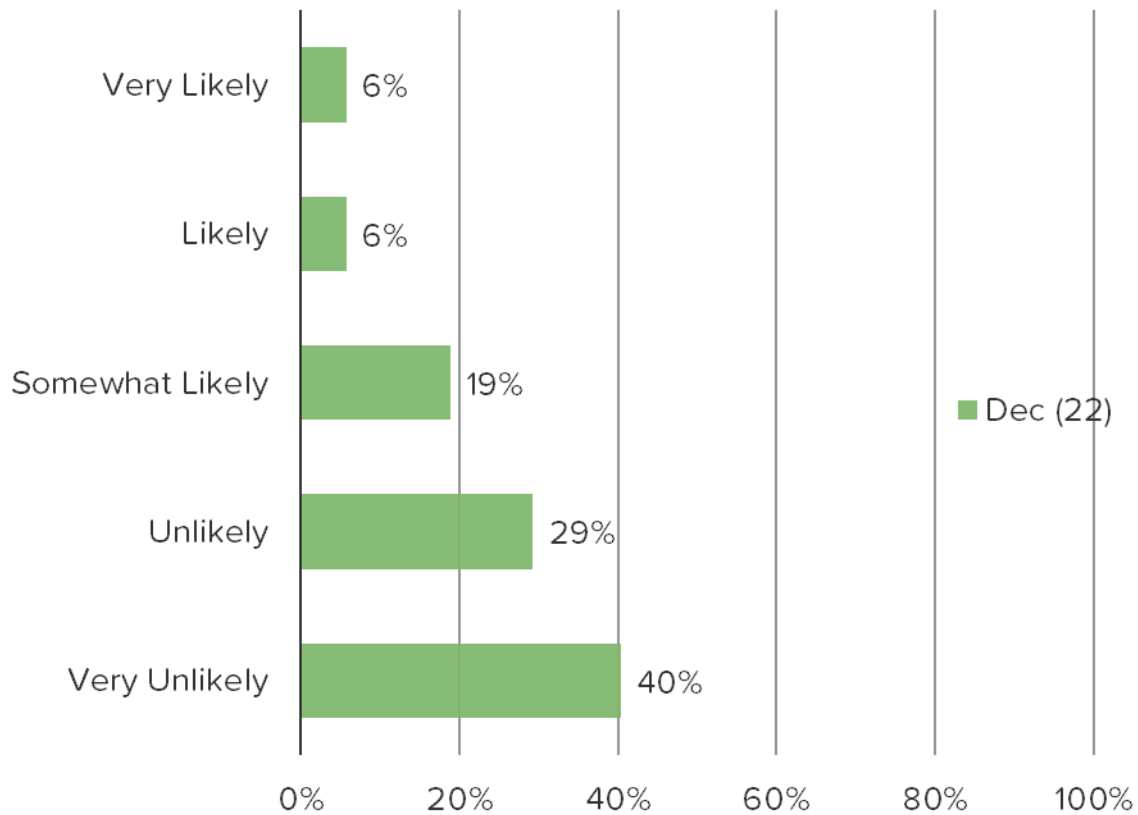
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DISNEY+ SUBSCRIPTION?

Posed to all respondents who are Disney+ subscribers.



HOW LIKELY ARE YOU TO SWITCH YOUR DISNEY+ SUBSCRIPTION TO BASIC WITH ADS FOR \$7.99 PER MONTH IN THE NEXT MONTH?

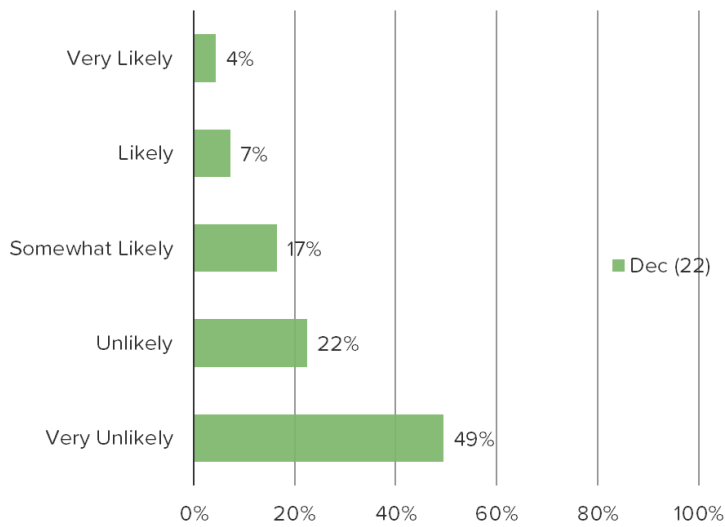
Posed to all respondents who are Disney+ subscribers but are not on the ad supported plan currently.



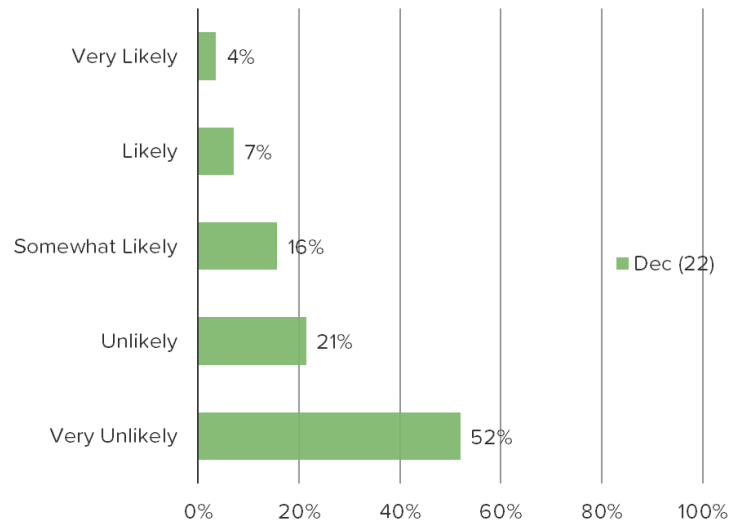
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING DISNEY+ PLANS IN THE NEXT MONTH?

Posed to respondents who are not currently Disney+ subscribers.

Basic (With ads): \$7.99 Per Month



Premium (No Ads): \$10.99 Per Month



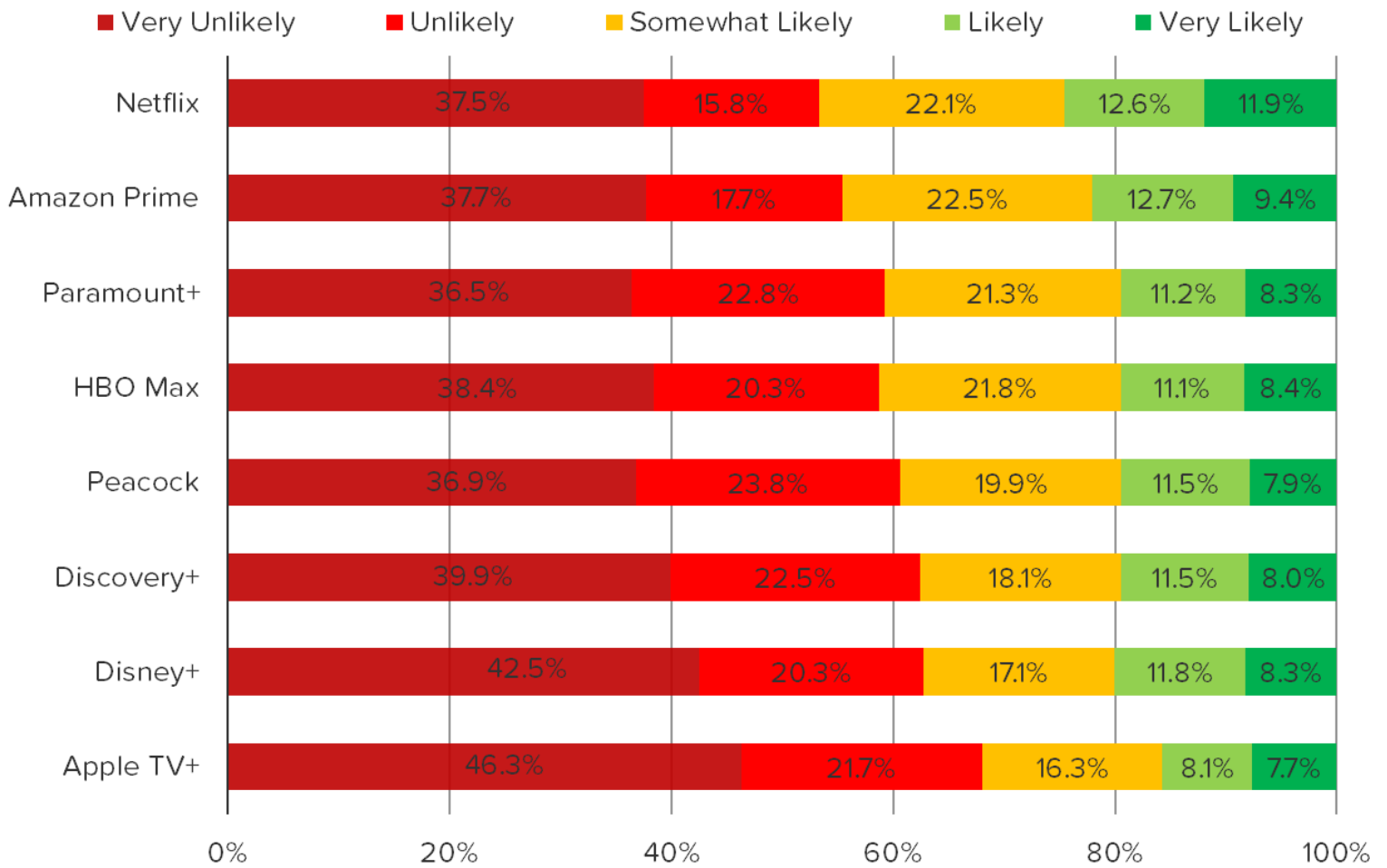
Streaming Wars

AD-SUPPORTED TIERS

HOW LIKELY WOULD YOU BE TO SUBSCRIBE TO AN AD-SUPPORTED VERSION OF THIS PLATFORM, WITH COMMERCIALS, FOR A LOWER PRICE THAN ITS TYPICAL SUBSCRIPTION PRICE?

Posed to respondents who DO NOT use each of the following to watch video content at home.

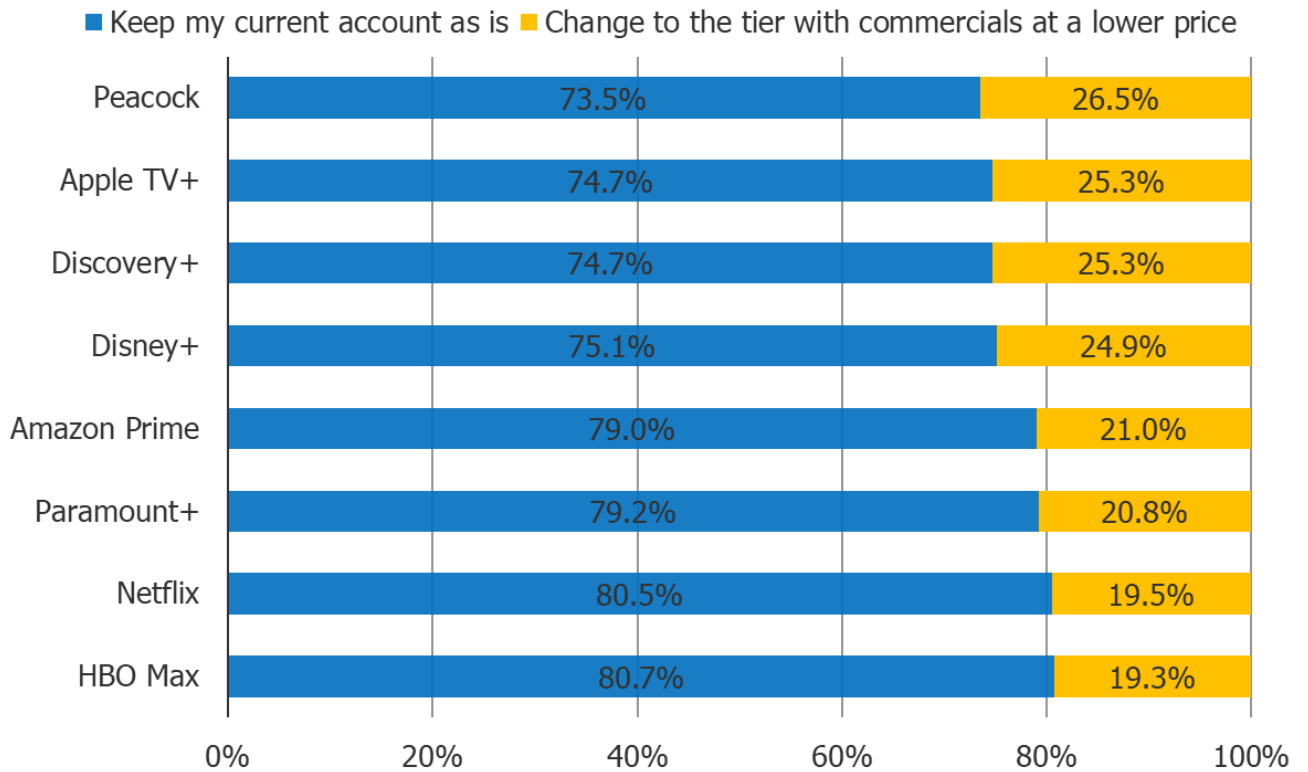
JANUARY 2023



IF THE FOLLOWING OFFERED AN AD-SUPPORTED TIER, WITH COMMERCIALS, FOR A LOWER PRICE, WOULD YOU...

Posed to all respondents who pay for access to the following themselves.

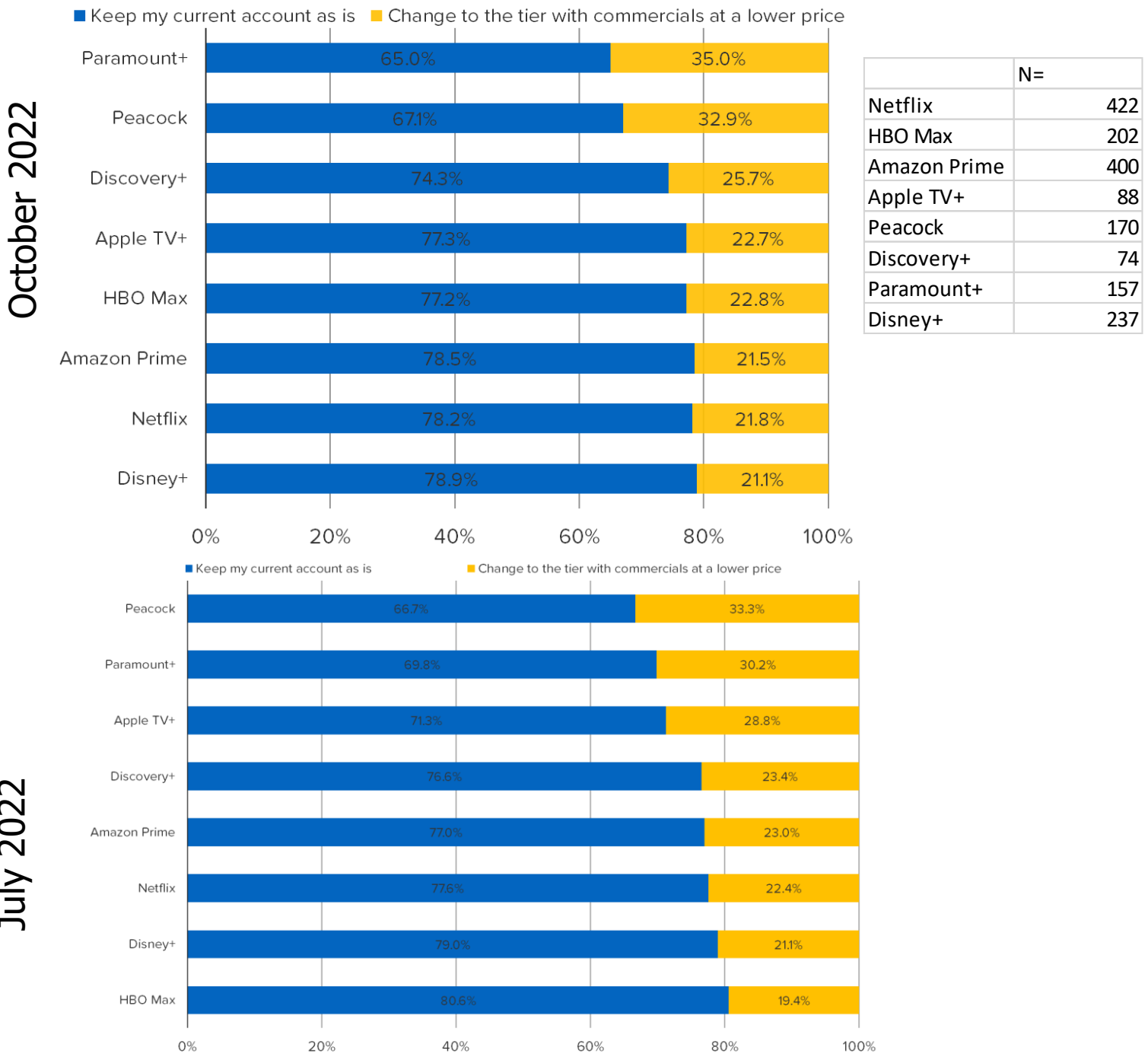
January 2023



	N=
Netflix	406
HBO Max	181
Amazon Prime	357
Paramount+	168
Apple TV+	79
Disney+	209
Discovery+	83
Peacock	211

IF THE FOLLOWING OFFERED AN AD-SUPPORTED TIER, WITH COMMERCIALS, FOR A LOWER PRICE, WOULD YOU...

Posed to all respondents who pay for access to the following themselves.



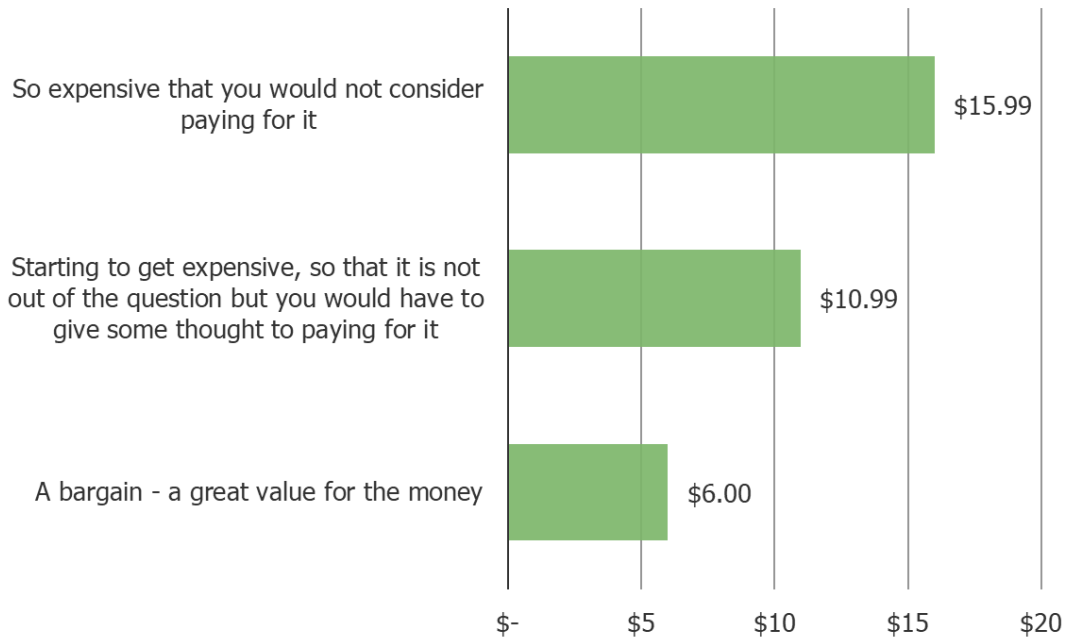
Streaming Wars

DEEPER DIVE ON NFLX AD-SUPPORTED TIER

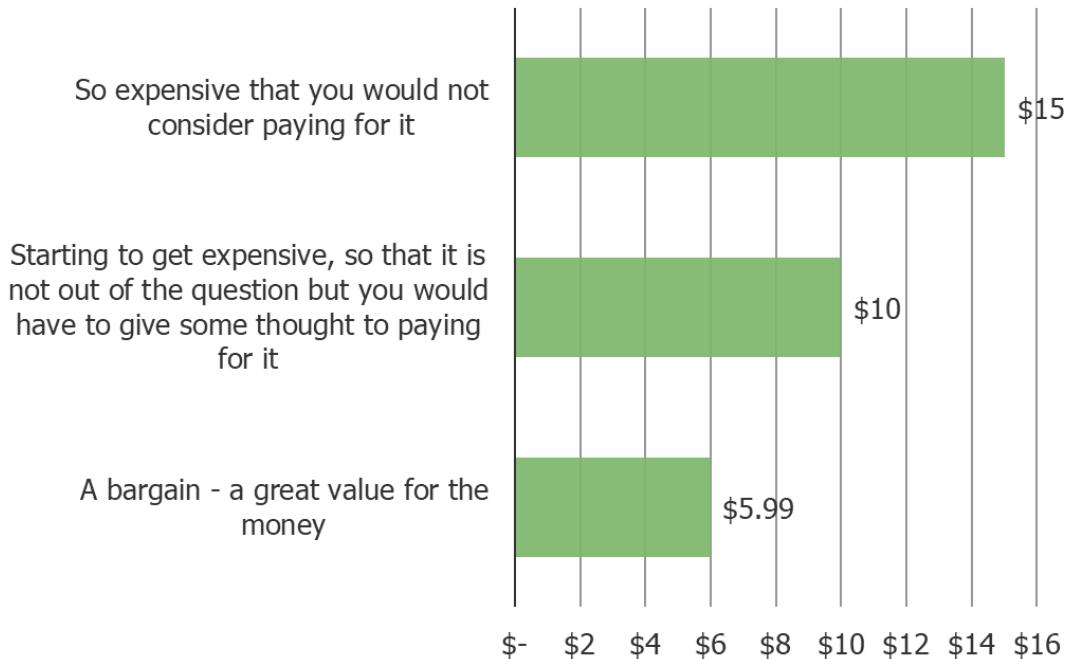
AT WHAT PRICES PER MONTH WOULD YOU CONSIDER A NETFLIX AD-SUPPORTED TIER TO BE...

Posed to respondents who watch movies and/or TV shows at home (N = 846)

January 2023
(Median)

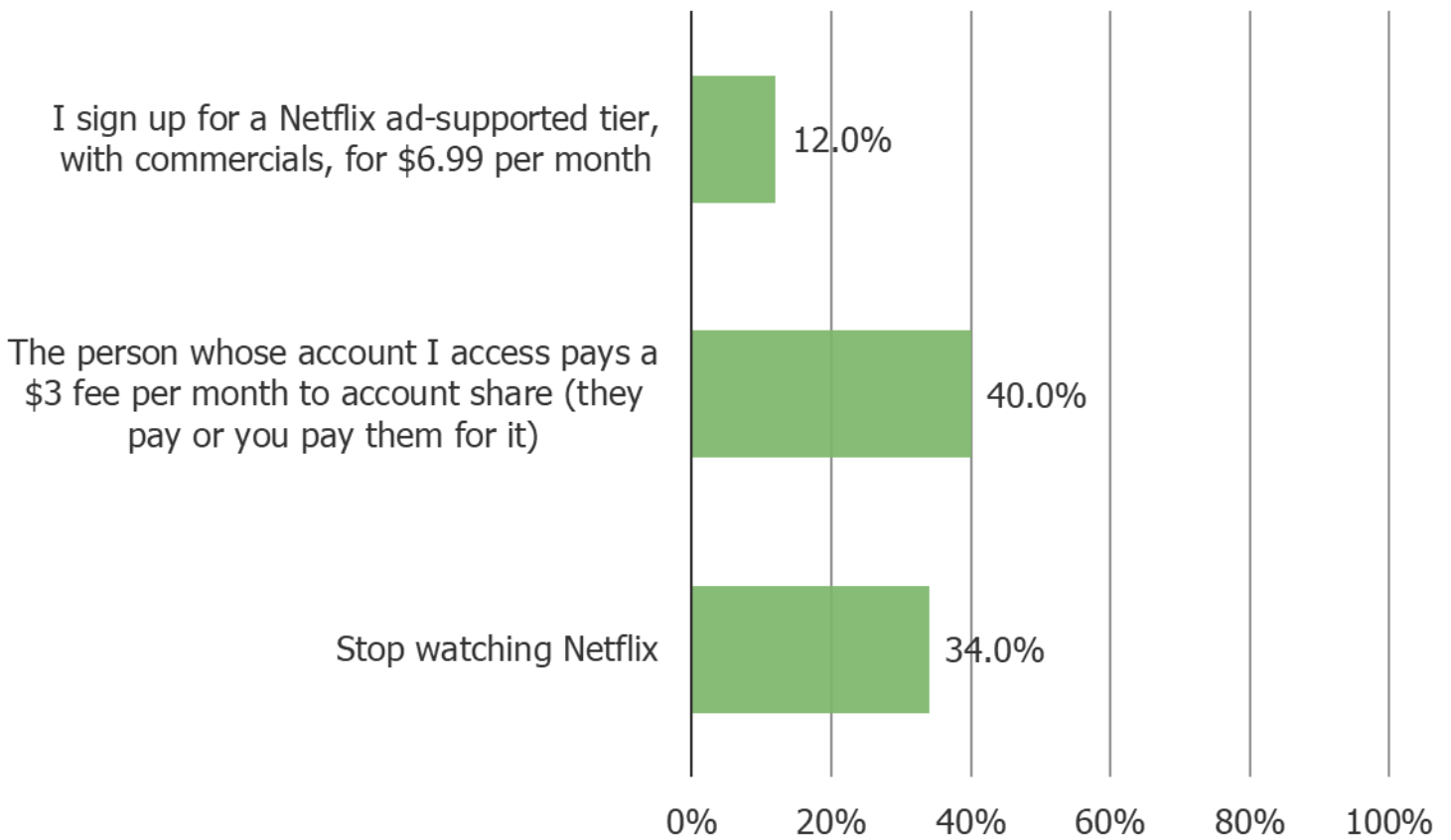


October 2022
(Median)



YOU INDICATED THAT YOU ACCESS SOMEONE'S NETFLIX ACCOUNT WHO YOU DO NOT LIVE WITH. IF NETFLIX DID NOT PERMIT YOU TO LOG-IN TO THAT ACCOUNT ANYMORE, WHICH OF THE FOLLOWING OPTIONS, IF AVAILABLE, WOULD YOU BE MOST LIKELY TO DO.

Posed to respondents who access someone's Netflix account who they do not live with (N = 50).

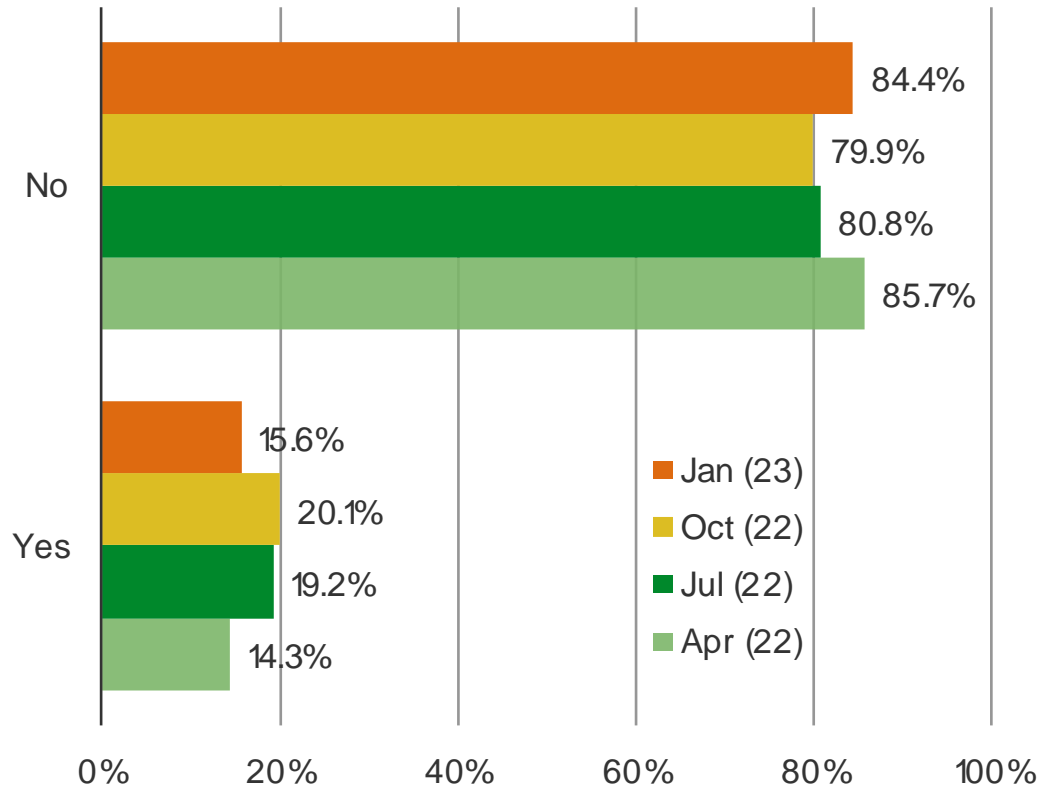


Streaming Wars

NFLX ACCOUNT SHARING AND POSSIBLE SURCHARGE

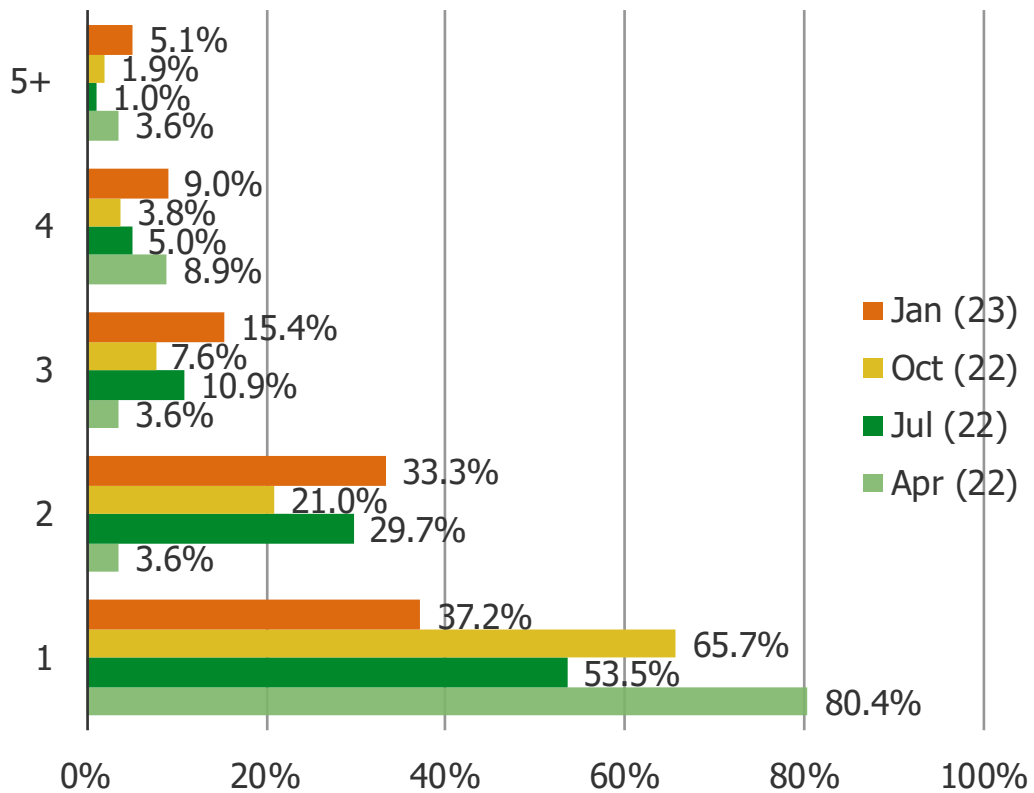
DO YOU LET ANYONE LIVING OUTSIDE OF YOUR HOUSEHOLD USE YOUR NETFLIX ACCOUNT?

Posed to all respondents who pay for Netflix (N=493).



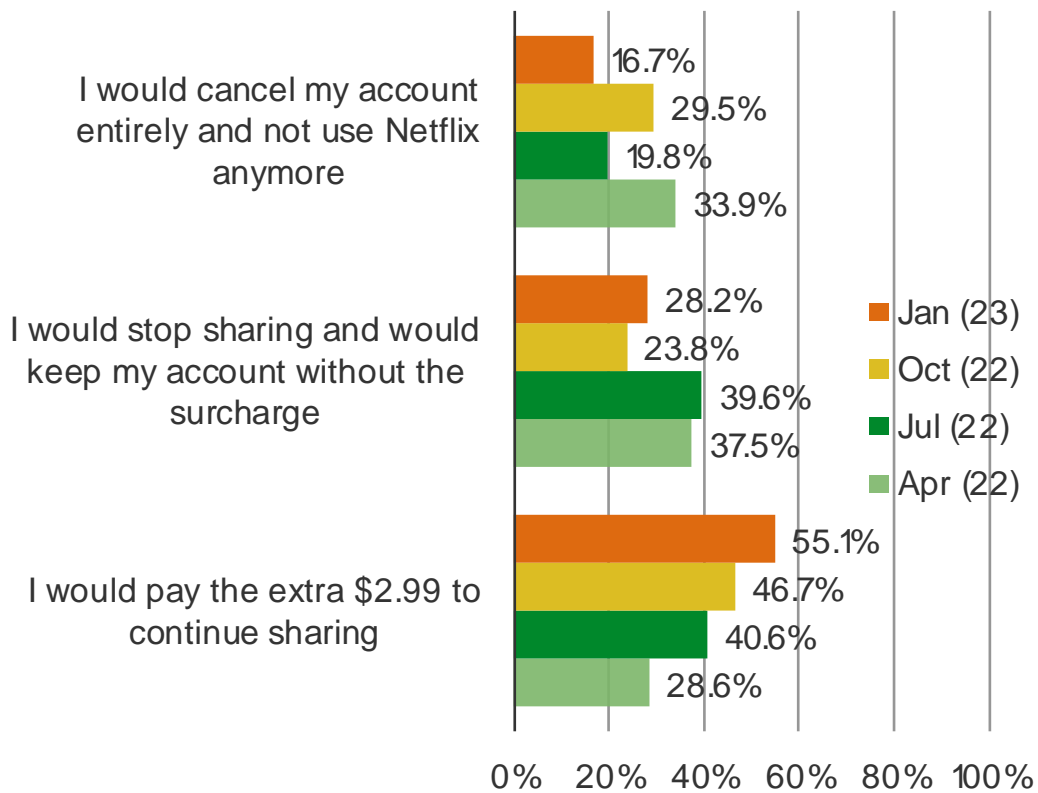
HOW MANY PEOPLE WHO LIVE OUTSIDE OF YOUR HOUSEHOLD DO YOU LET USE YOUR NETFLIX ACCOUNT?

Posed to all respondents who pay for Netflix and let people outside of their house use their log-in (N = 78)



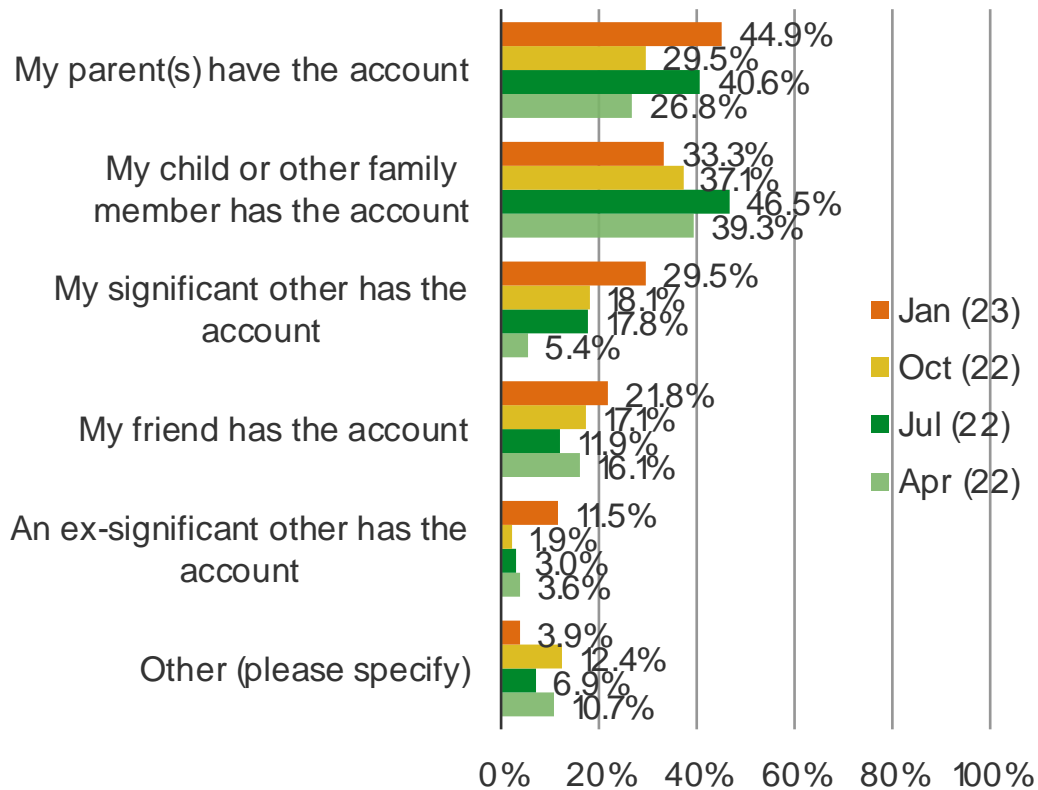
WHAT WOULD YOU DO IF NETFLIX DID NOT ALLOW YOU TO SHARE YOUR ACCOUNT WITH OTHERS AND GAVE YOU THE OPTION TO PAY A \$2.99 MONTHLY SURCHARGE TO CONTINUE SHARING?

Posed to all respondents who pay for Netflix and let people outside of their house use their log-in (N = 78).



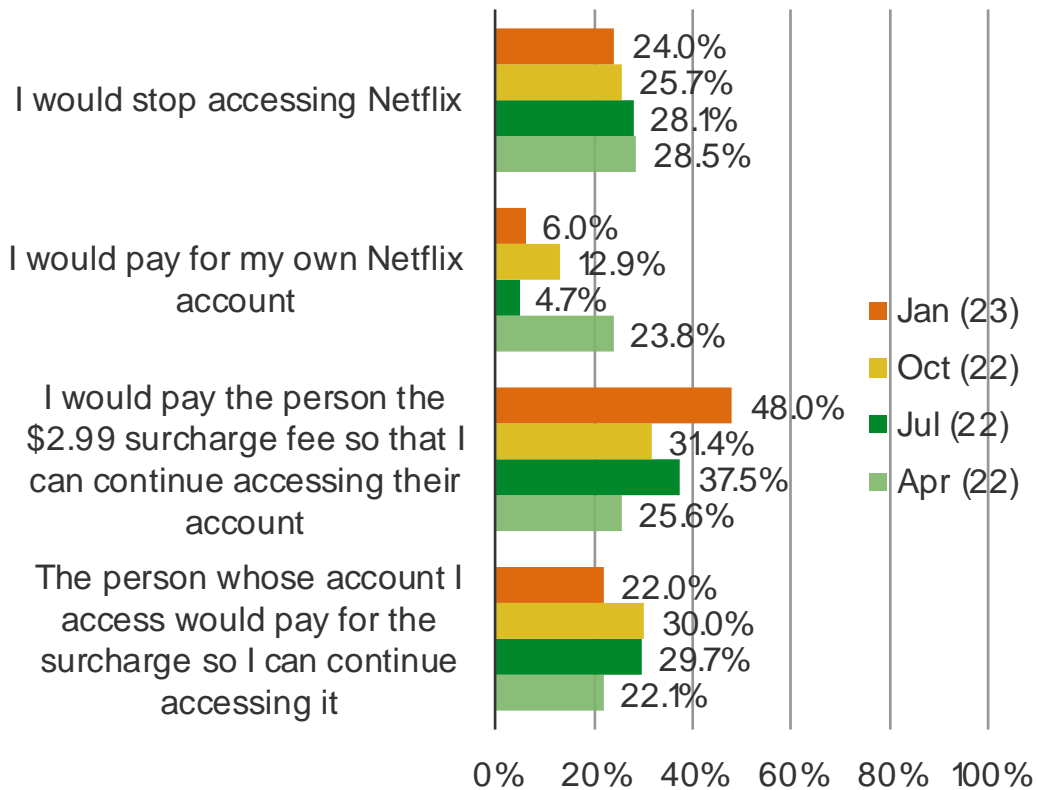
WHAT IS YOUR RELATION TO THE PERSON WHOSE NETFLIX ACCOUNT YOU ACCESS?

Posed to respondents who access someone’s Netflix account who they do not live with (N = 78).



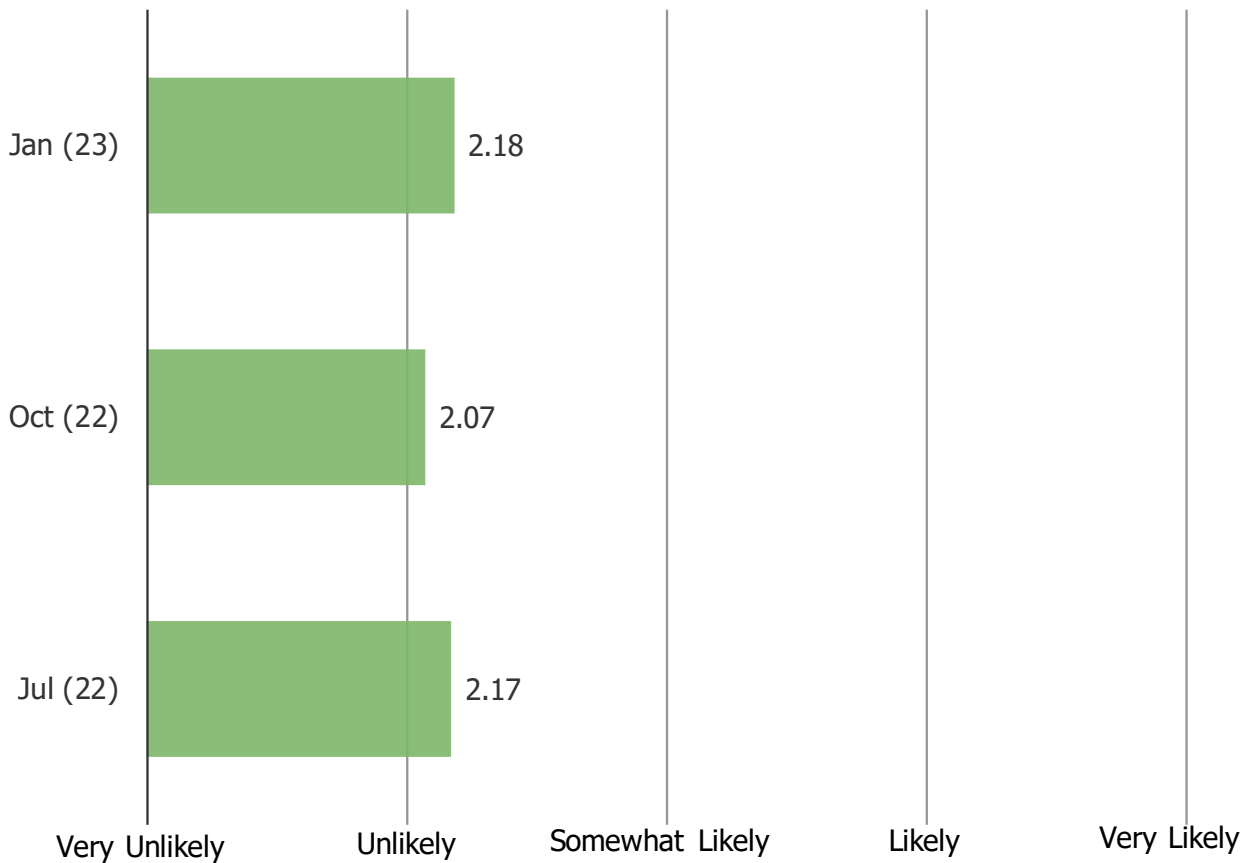
IF NETFLIX REQUIRED THE PERSON WHOSE ACCOUNT YOU ACCESS TO PAY A \$2.99 SURCHARGE FOR YOU TO ACCESS THEIR ACCOUNT, WHAT WOULD HAPPEN?

Posed to respondents who access someone’s Netflix account who they do not live with (N = 50).



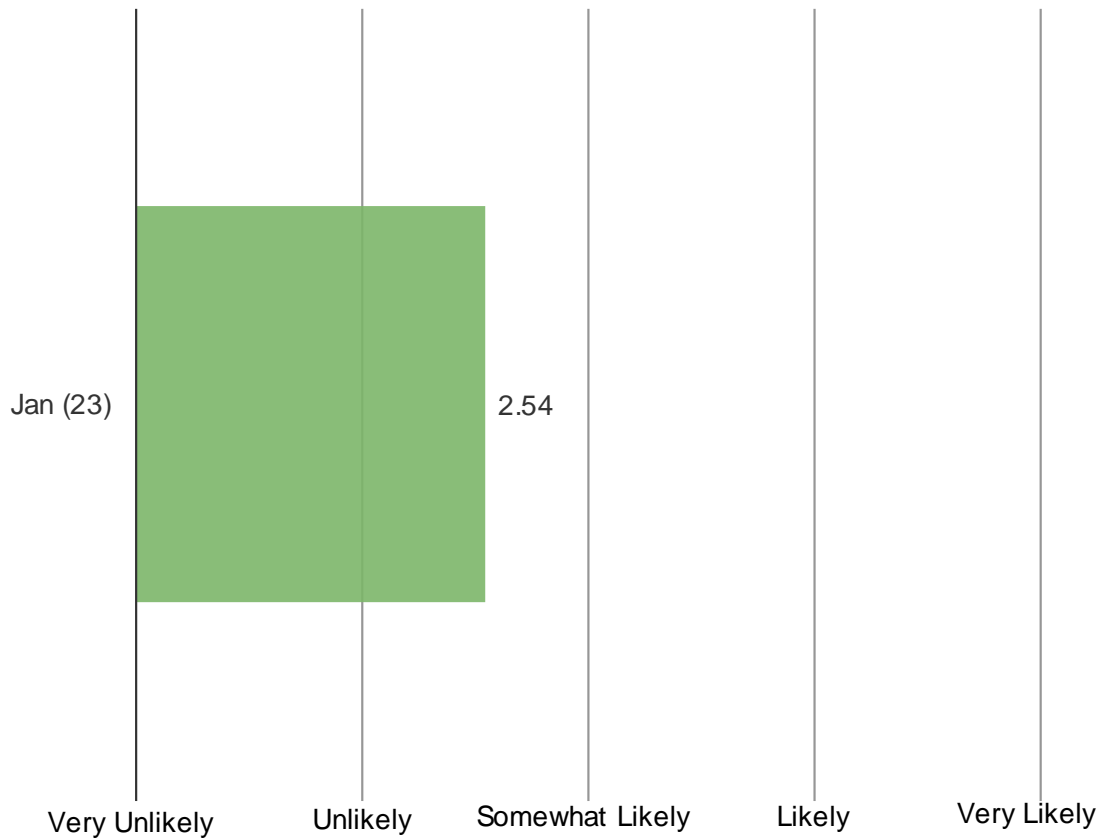
IF YOU WERE NOT ABLE TO ACCESS SOMEONE ELSE'S ACCOUNT, HOW LIKELY WOULD YOU BE TO SIGN UP FOR YOUR OWN NETFLIX ACCOUNT FOR \$15.49 PER MONTH?

Posed to respondents who access someone's Netflix account who they do not live with (N = 50).



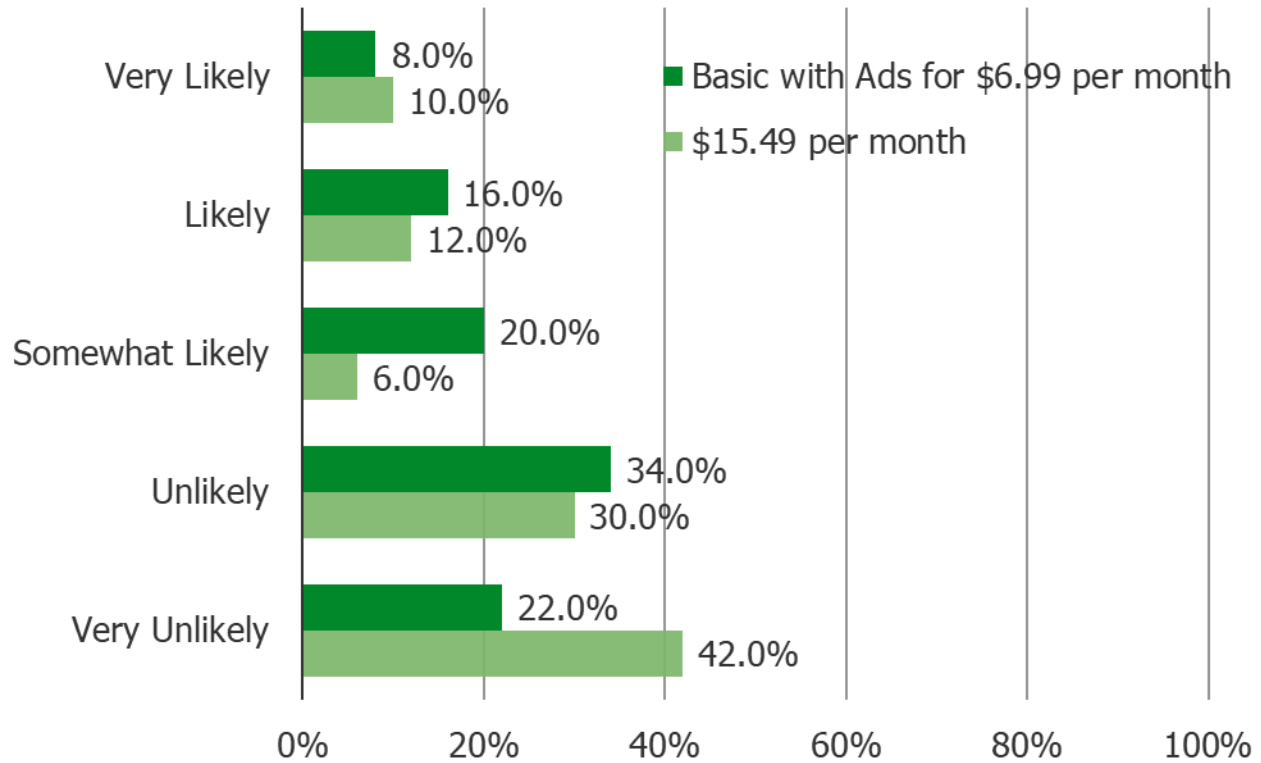
IF YOU WERE NOT ABLE TO ACCESS SOMEONE ELSE'S ACCOUNT, HOW LIKELY WOULD YOU BE TO SIGN UP FOR THE NETFLIX BASIC WITH ADS PLAN (WITH COMMERCIALS) FOR \$6.99 PER MONTH?

Posed to respondents who access someone's Netflix account who they do not live with (N = 50).



IF YOU WERE NOT ABLE TO ACCESS SOMEONE ELSE'S ACCOUNT, HOW LIKELY WOULD YOU BE TO SIGN UP FOR THE THE FOLLOWING NETFLIX PLANS?

Posed to respondents who access someone's Netflix account who they do not live with (N = 50).

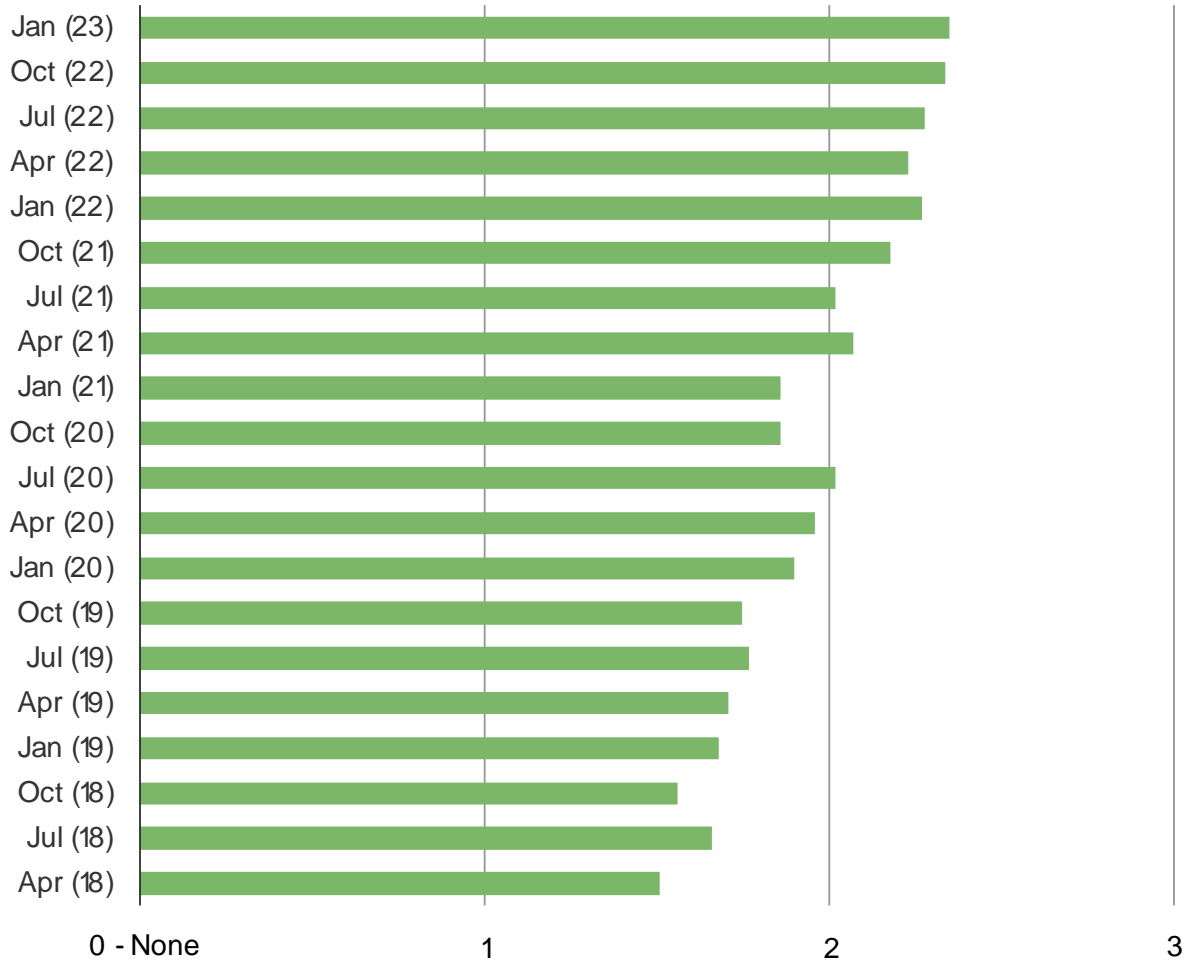


Streaming Wars

STREAMING SECTOR DYNAMICS

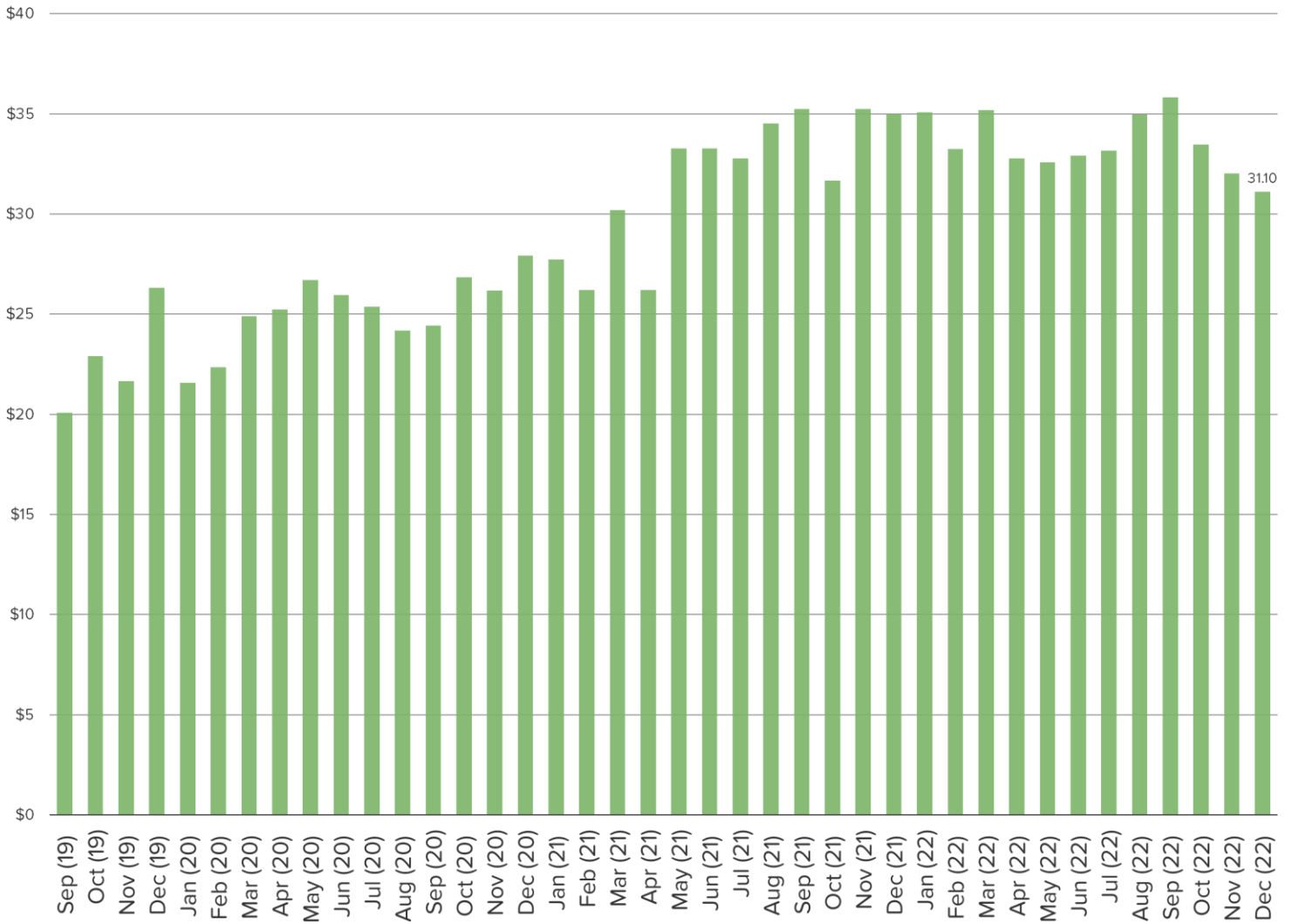
HOW MANY STREAMING VIDEO SERVICES DO YOU THINK IS THE RIGHT NUMBER TO BE PAYING FOR AT THE SAME TIME?

Posed to all respondents.



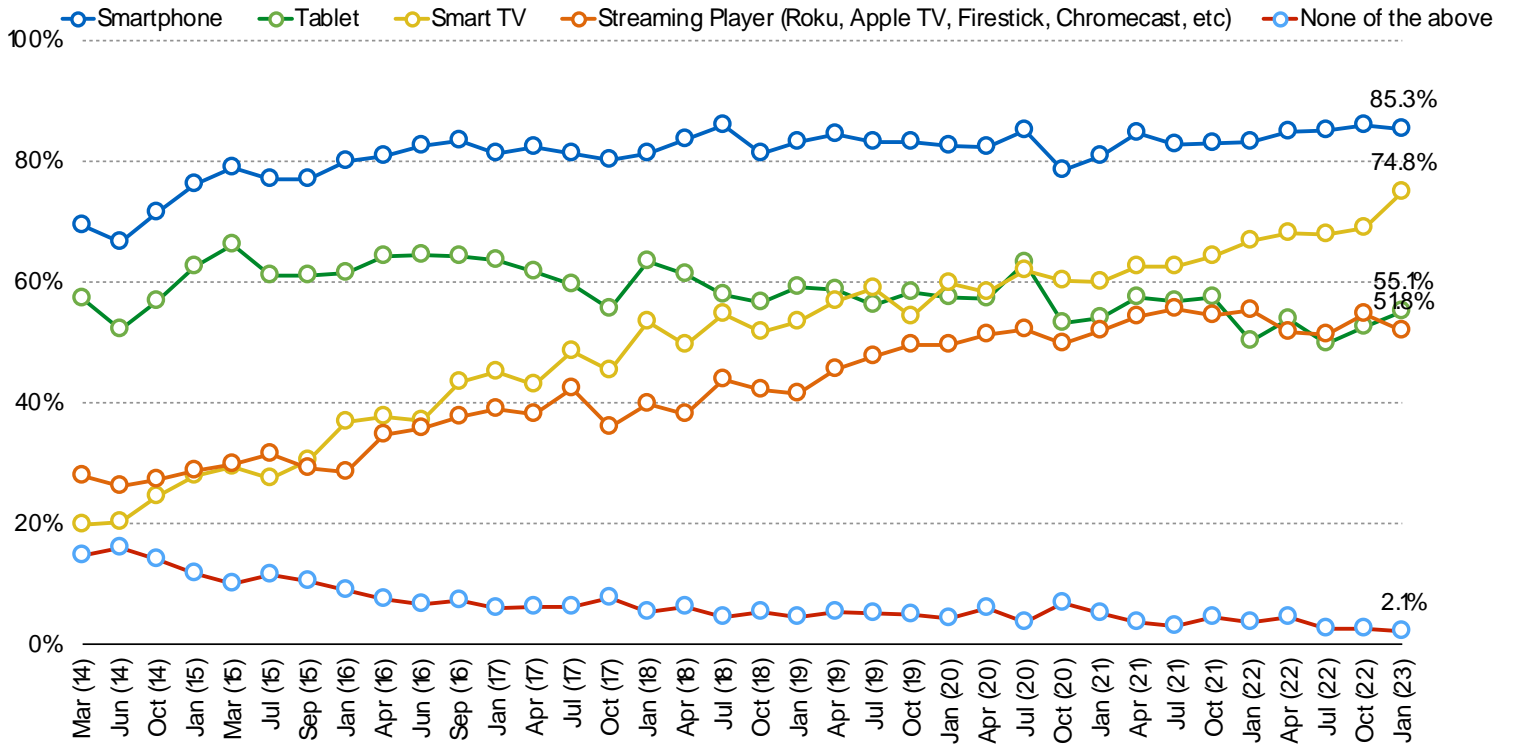
HOW MUCH DO YOU THINK IS APPROPRIATE TO SPEND ON STREAMING VIDEO SERVICES, IN TOTAL, PER MONTH?

Posed to all respondents.



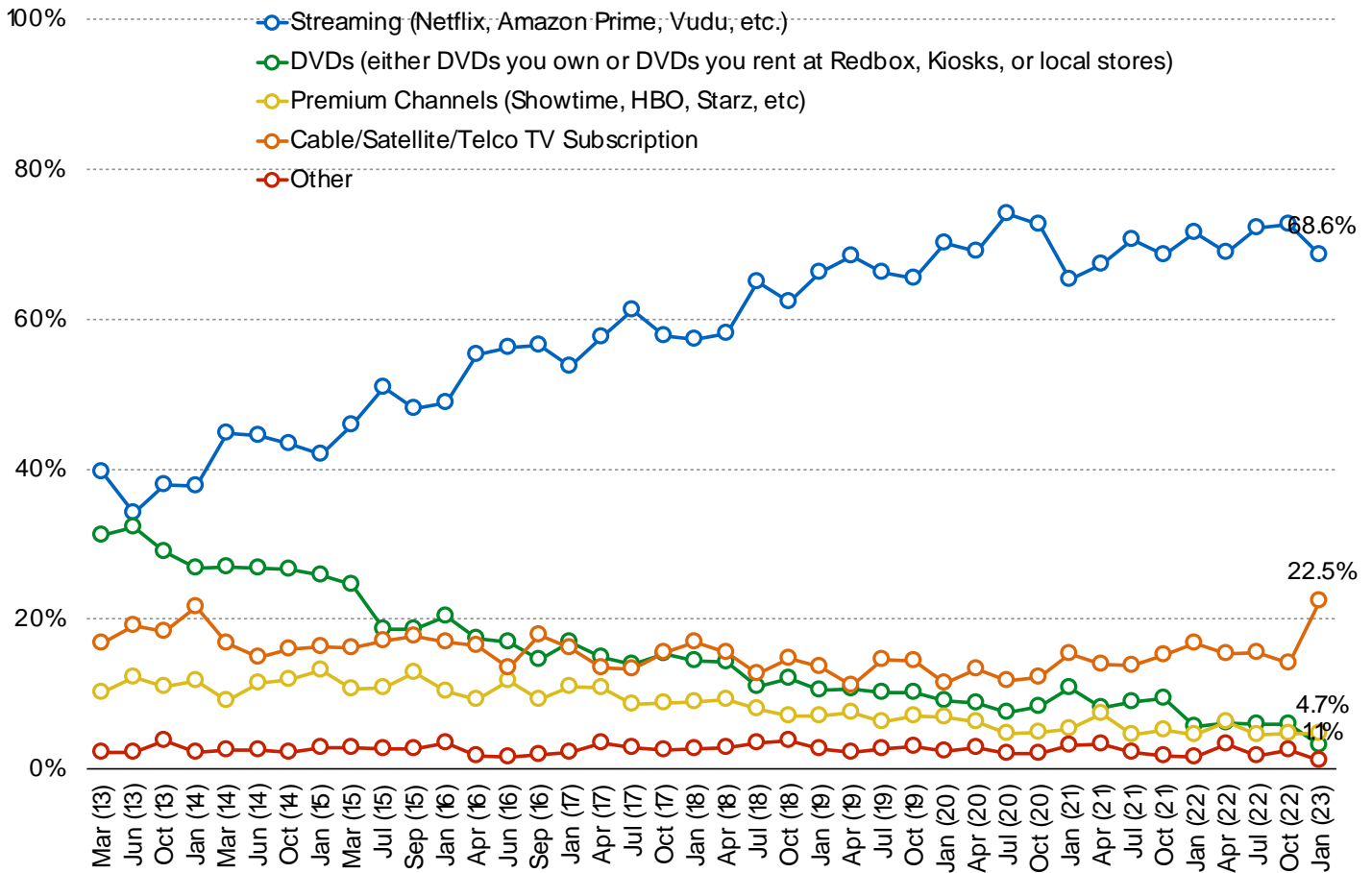
INTERNET CONNECTED DEVICES OWNED BY RESPONDENTS

This question was posed to the target audience.



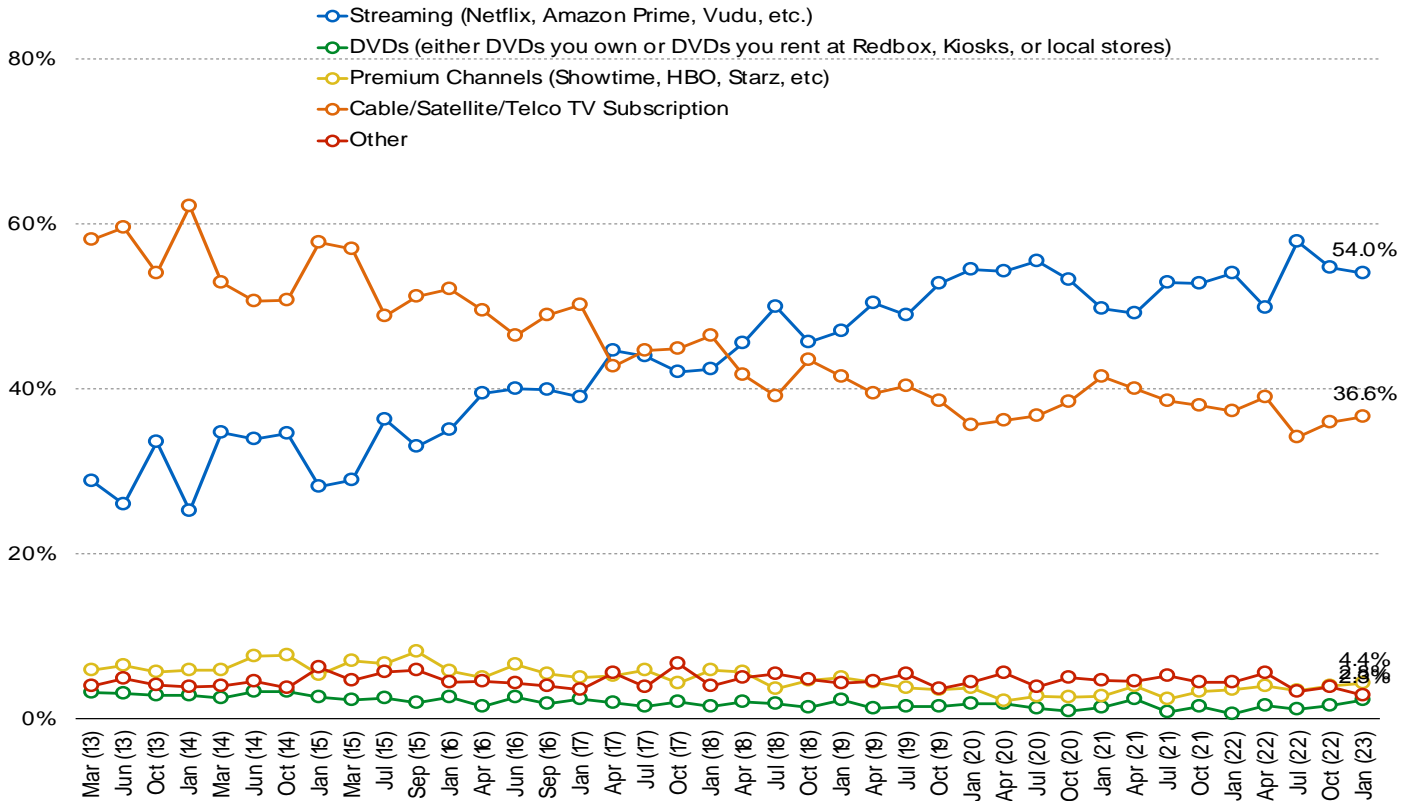
PREFERRED METHOD FOR WATCHING MOVIES

This question was posed to the target audience.



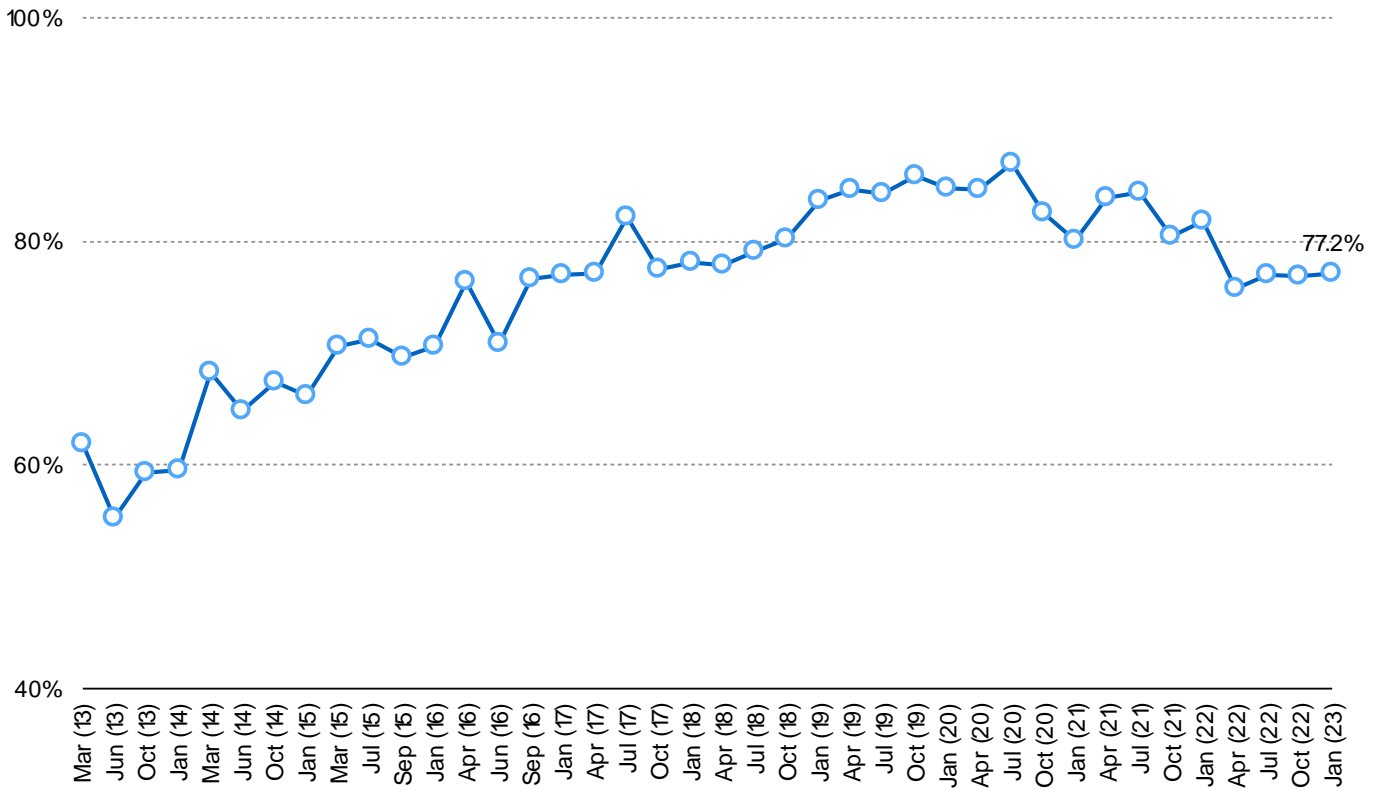
PREFERRED METHOD FOR WATCHING TELEVISION SHOWS

This question was posed to the target audience.



DO YOU SUBSCRIBE TO ANY STREAMING VIDEO SERVICES?

Posed to respondents who watch movies and TV shows at home.

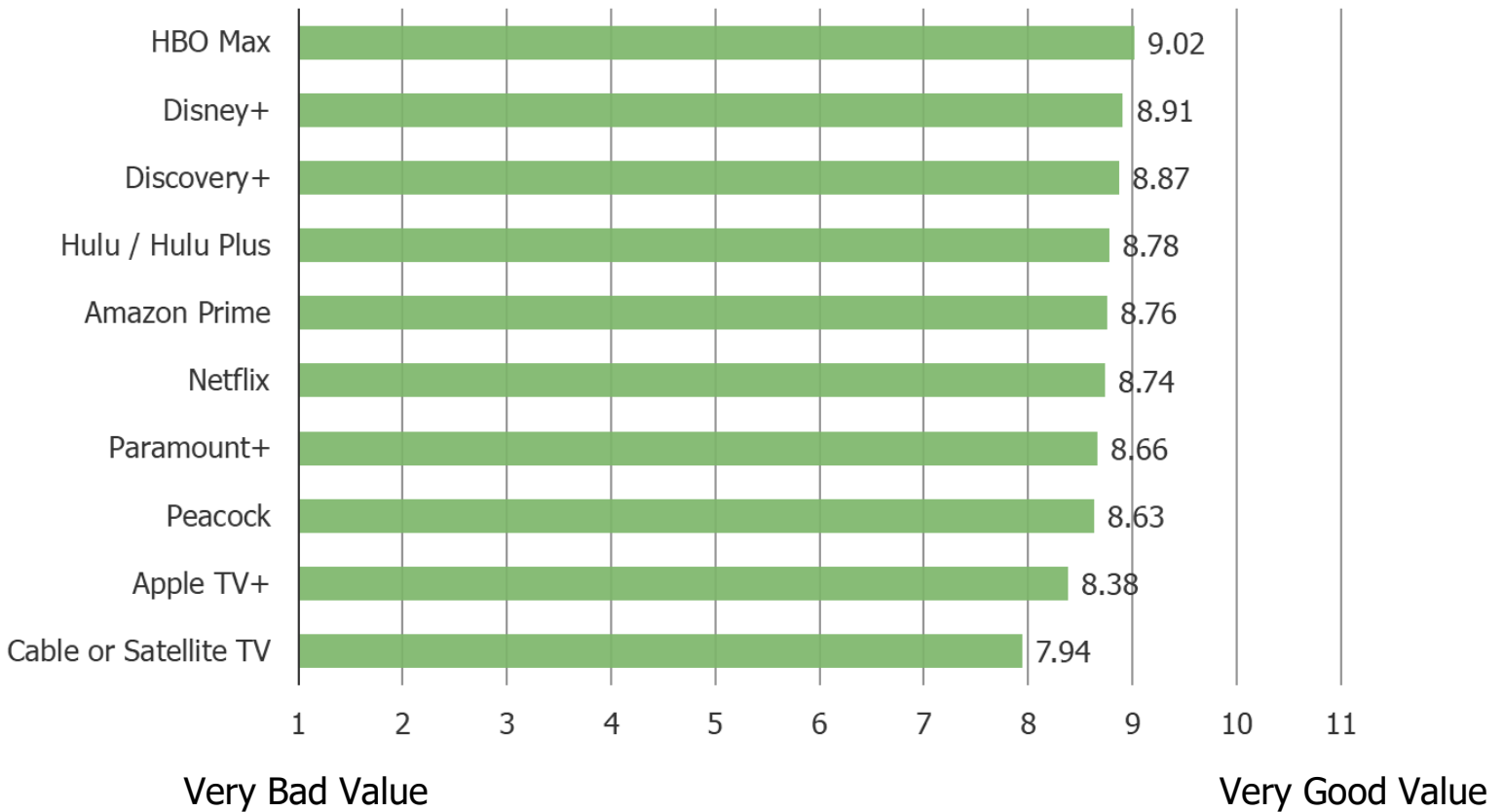


Streaming Wars

STREAMING PLATFORMS – COMPETITIVE DYNAMICS

HOW WOULD YOU RATE THE VALUE THIS SERVICE OFFERS RELATIVE TO WHAT IT COSTS?

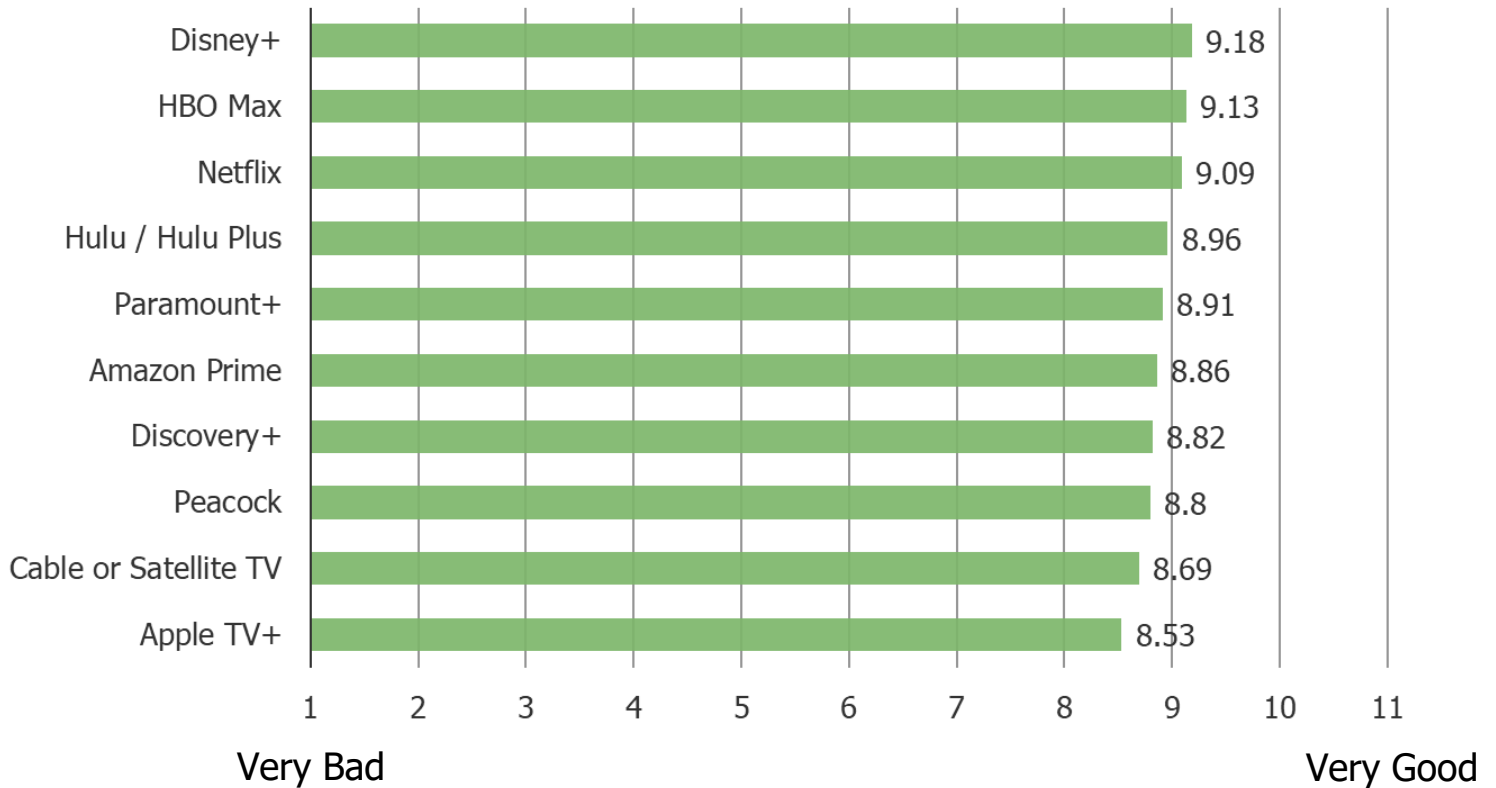
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.



	N =
Cable or Satellite TV	306
Apple TV+	91
Peacock	243
Paramount+	204
Netflix	493
Amazon Prime	418
Hulu / Hulu Plus	321
Discovery+	94
Disney+	253
HBO Max	217

PLEASE RATE THE CONTENT AVAILABLE ON THE FOLLOWING:

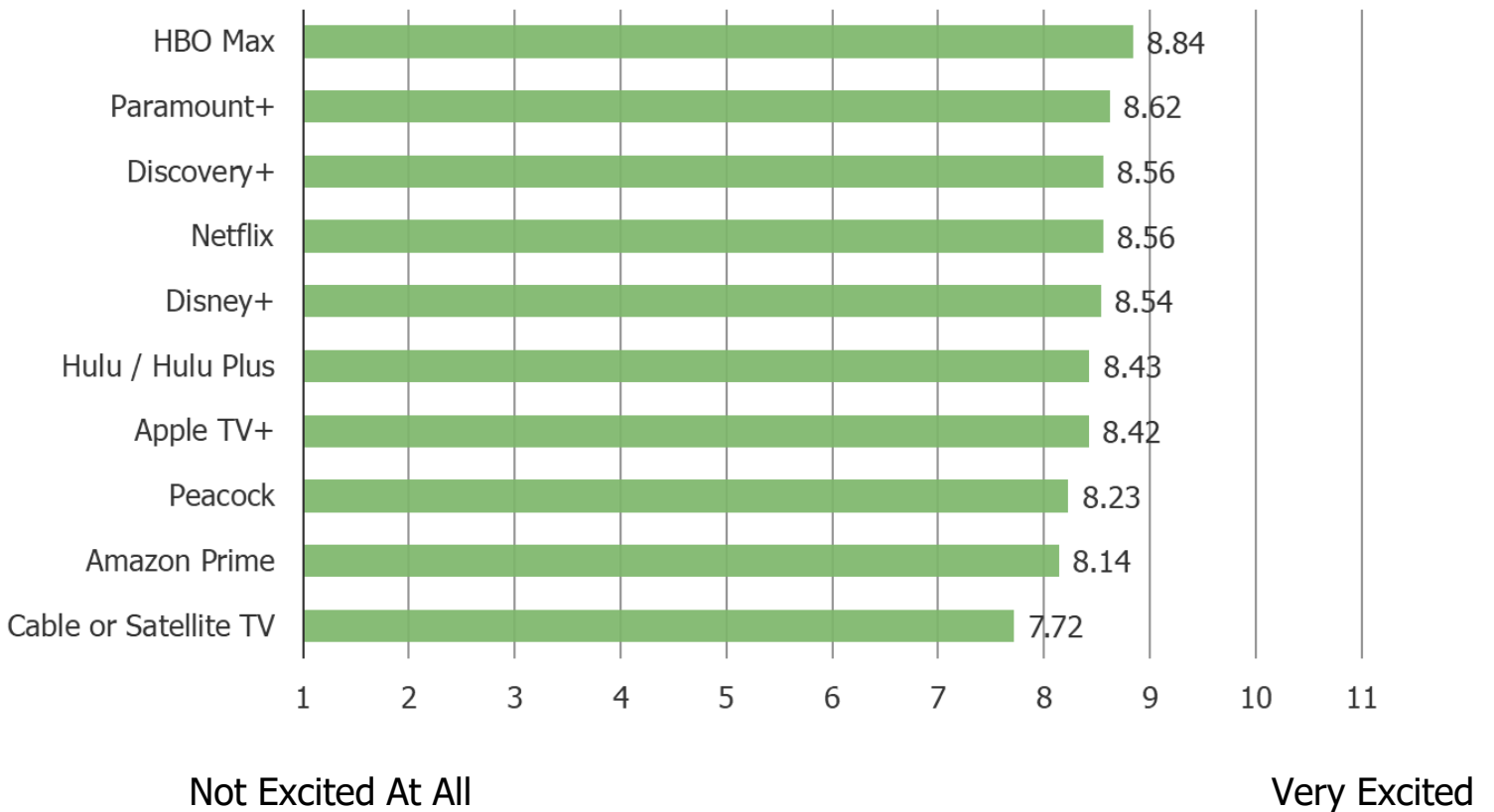
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.



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Apple TV+	91
Peacock	243
Paramount+	204
Netflix	493
Amazon Prime	418
Hulu / Hulu Plus	321
Discovery+	94
Disney+	253
HBO Max	217

PLEASE RATE HOW EXCITED YOU ARE FOR UPCOMING CONTENT (RELEASES IN THE NEXT 3 MONTHS) ON THE FOLLOWING?

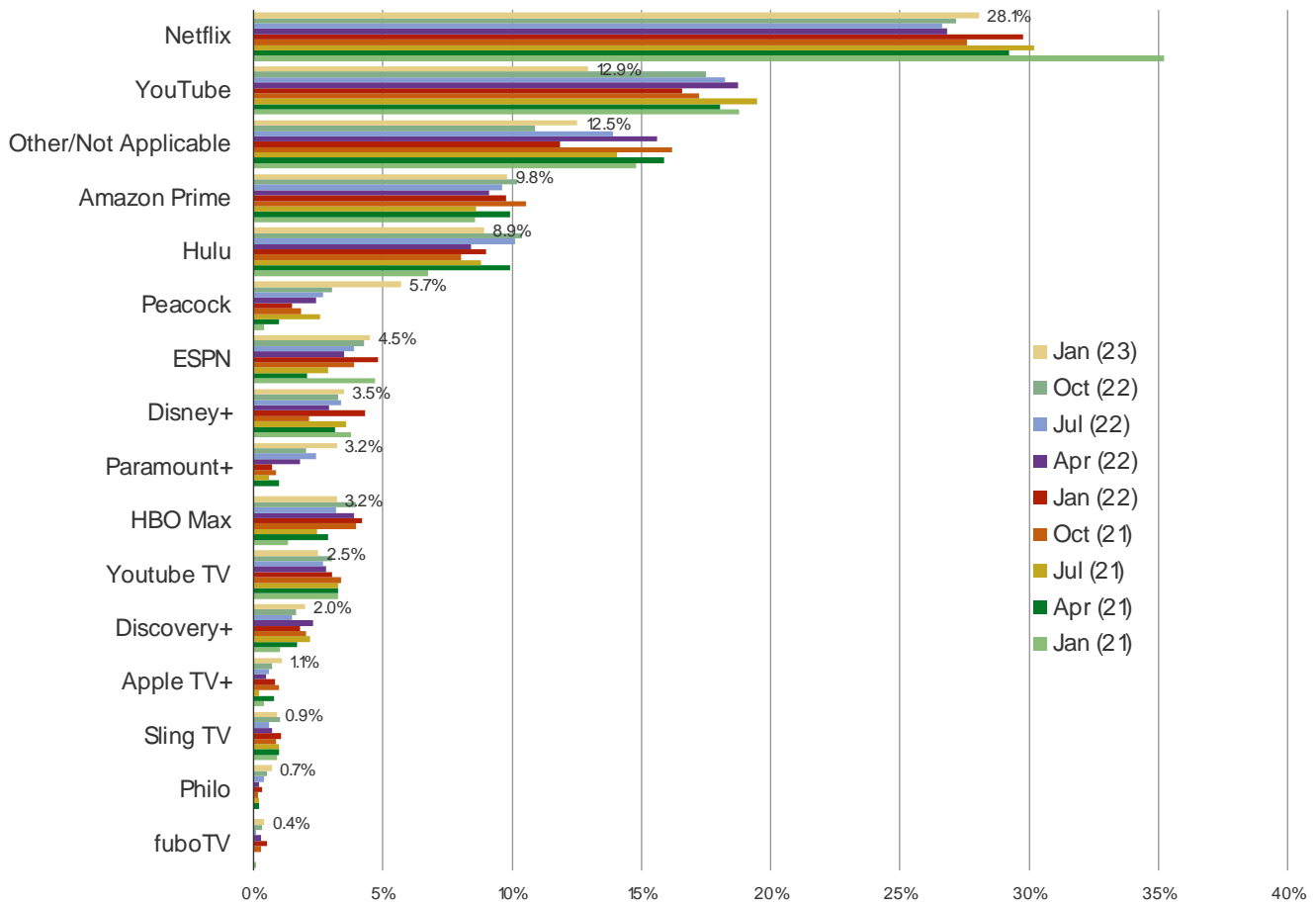
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.



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Peacock	243
Paramount+	204
Netflix	493
Amazon Prime	418
Hulu / Hulu Plus	321
Discovery+	94
Disney+	253
HBO Max	217

WHICH NETWORKS/SERVICES DO RESPONDENTS WATCH MOST OFTEN?

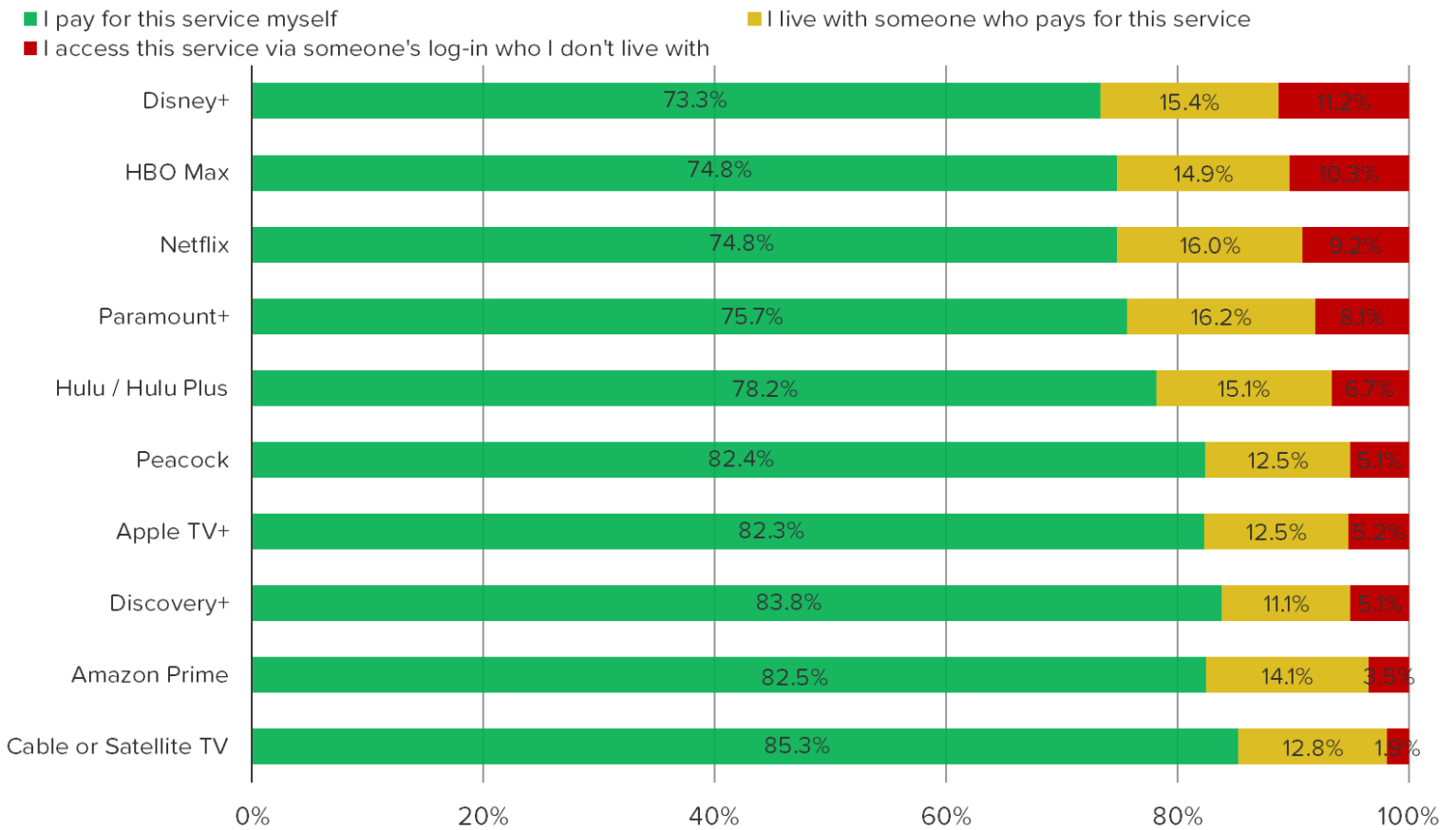
This question was posed to the target audience – respondents who watch some form of video on demand at home (~80% of all respondents balanced to US census).



WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.

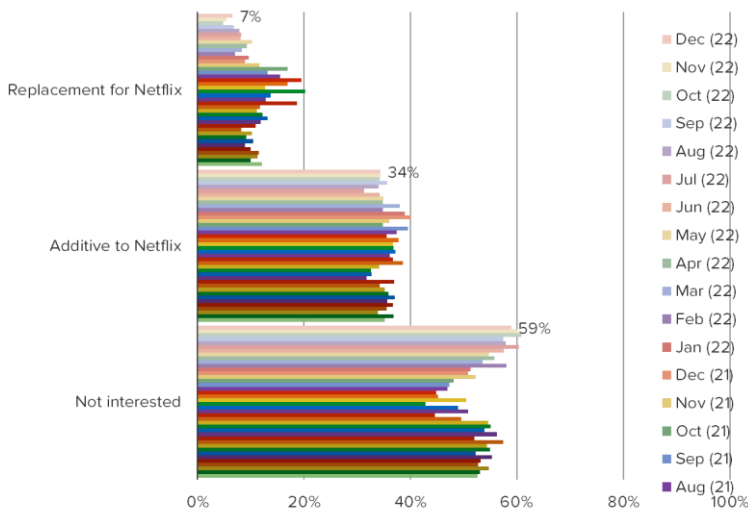
JANUARY 2023



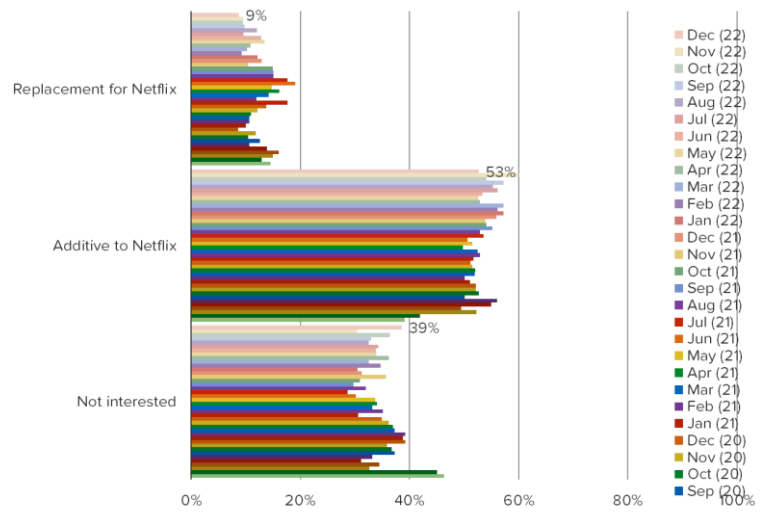
WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

Posed to Netflix subscribers.

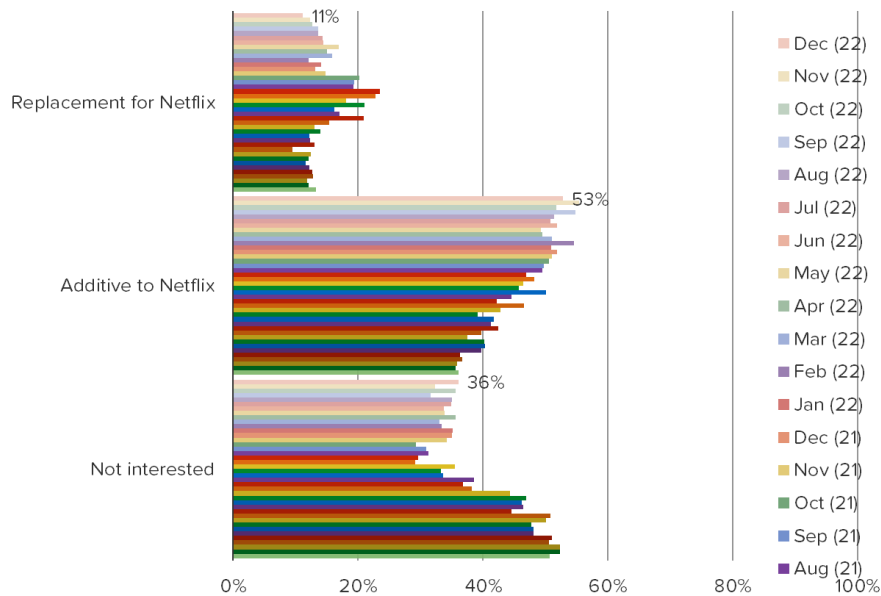
Apple TV+



Disney+



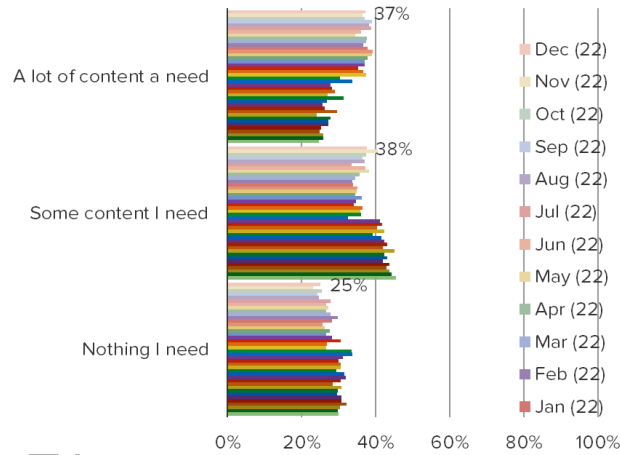
HBO Max



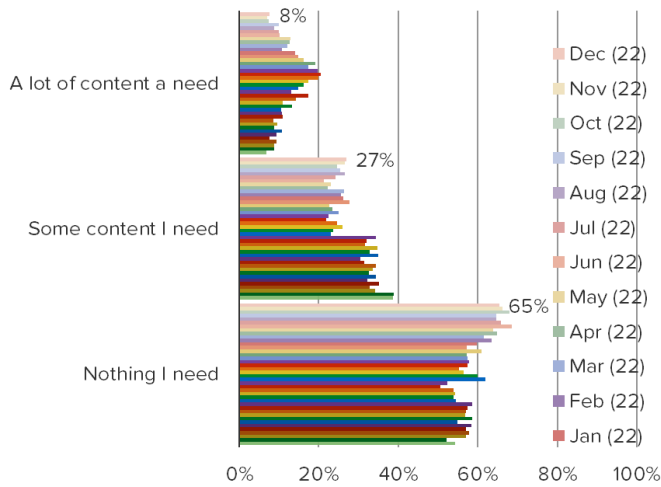
WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

Posed to all respondents.

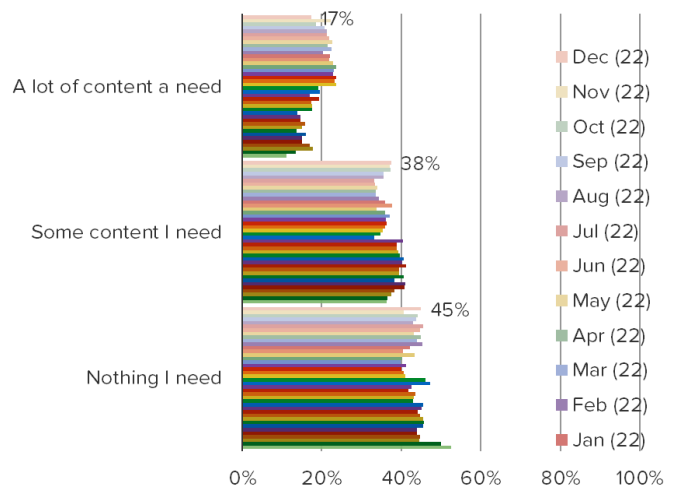
Netflix



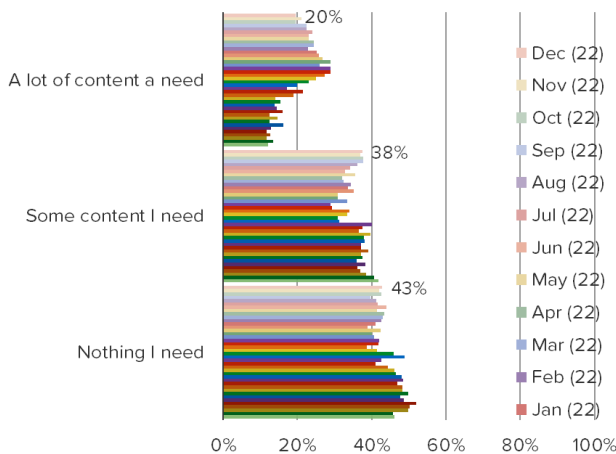
Apple TV+



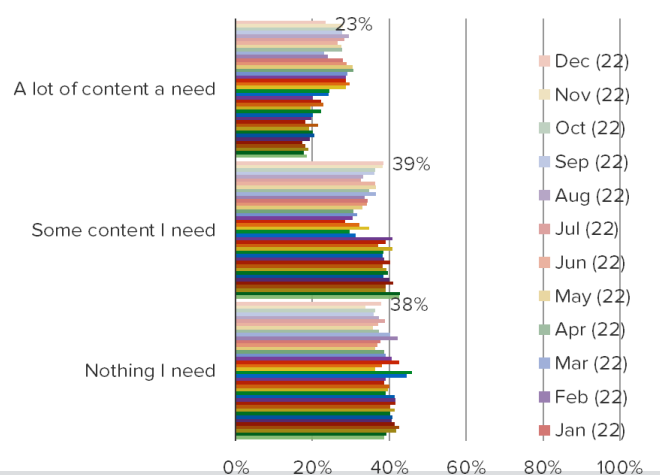
Disney+



HBO Max

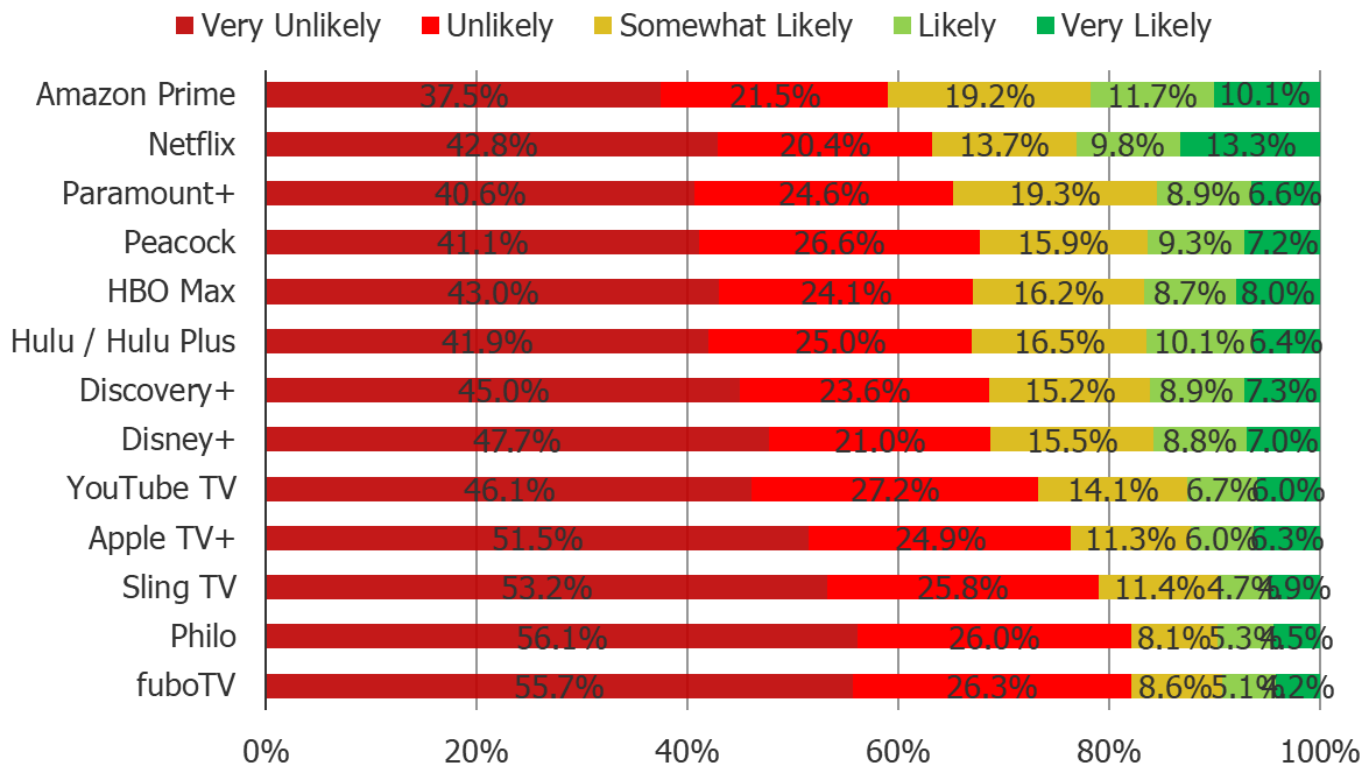


Hulu



HOW LIKELY ARE YOU TO SIGN UP FOR THIS SERVICE IN THE NEXT FEW MONTHS?

Posed to respondents who said they DO NOT currently use the following to watch TV/Movies at home.



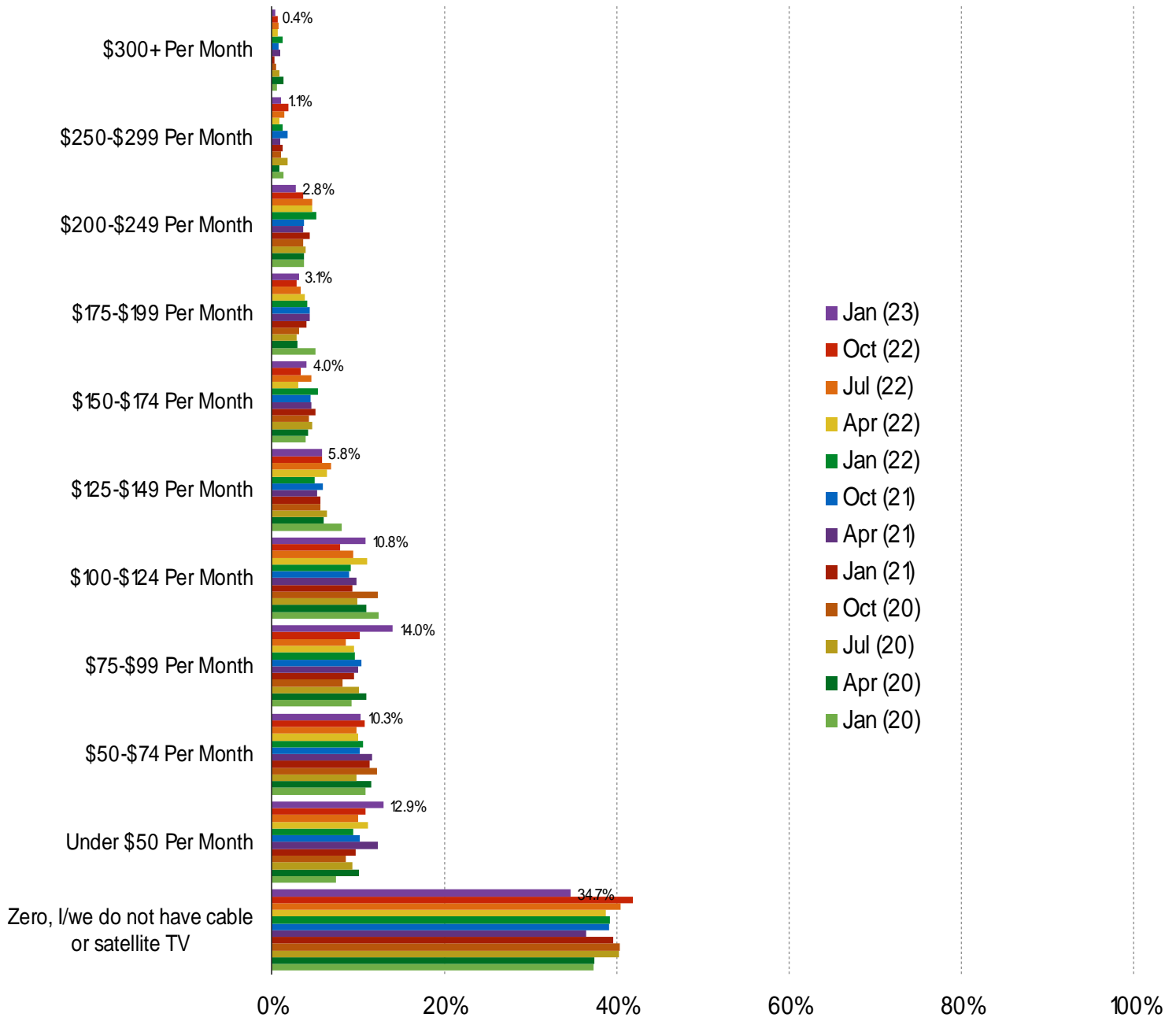
	N =
fuboTV	801
Philo	799
Sling TV	791
Apple TV+	732
YouTube TV	718
Disney+	543
Discovery+	729
Hulu / Hulu Plus	484
HBO Max	586
Peacock	572
Paramount+	606
Netflix	285
Amazon Prime	395

Streaming Wars

SPEND ON CONTENT

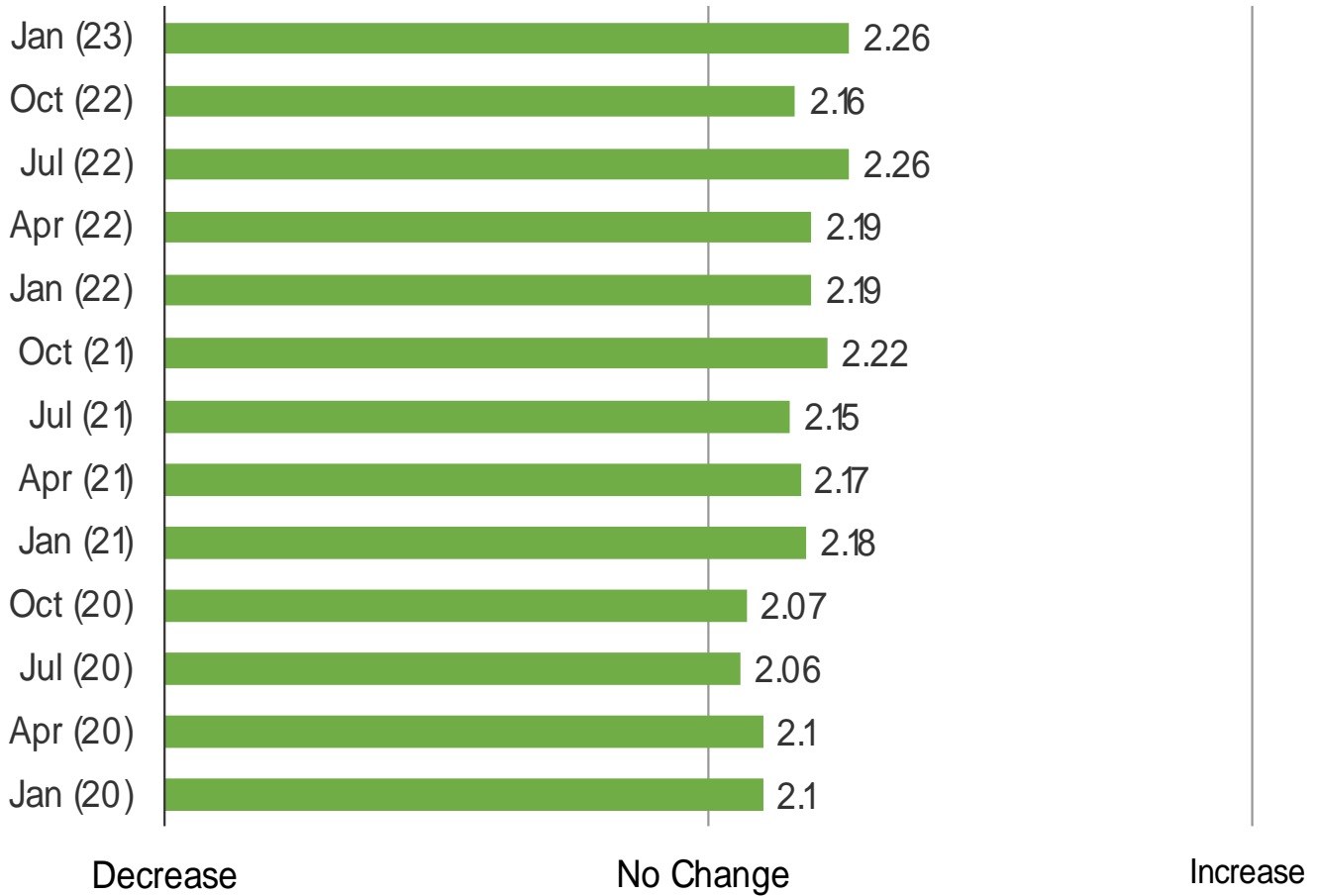
APPROXIMATELY HOW MUCH DO YOU SPEND ON CABLE/SATELLITE TV SERVICES PER MONTH?

Posed to respondents who watch video content at home.



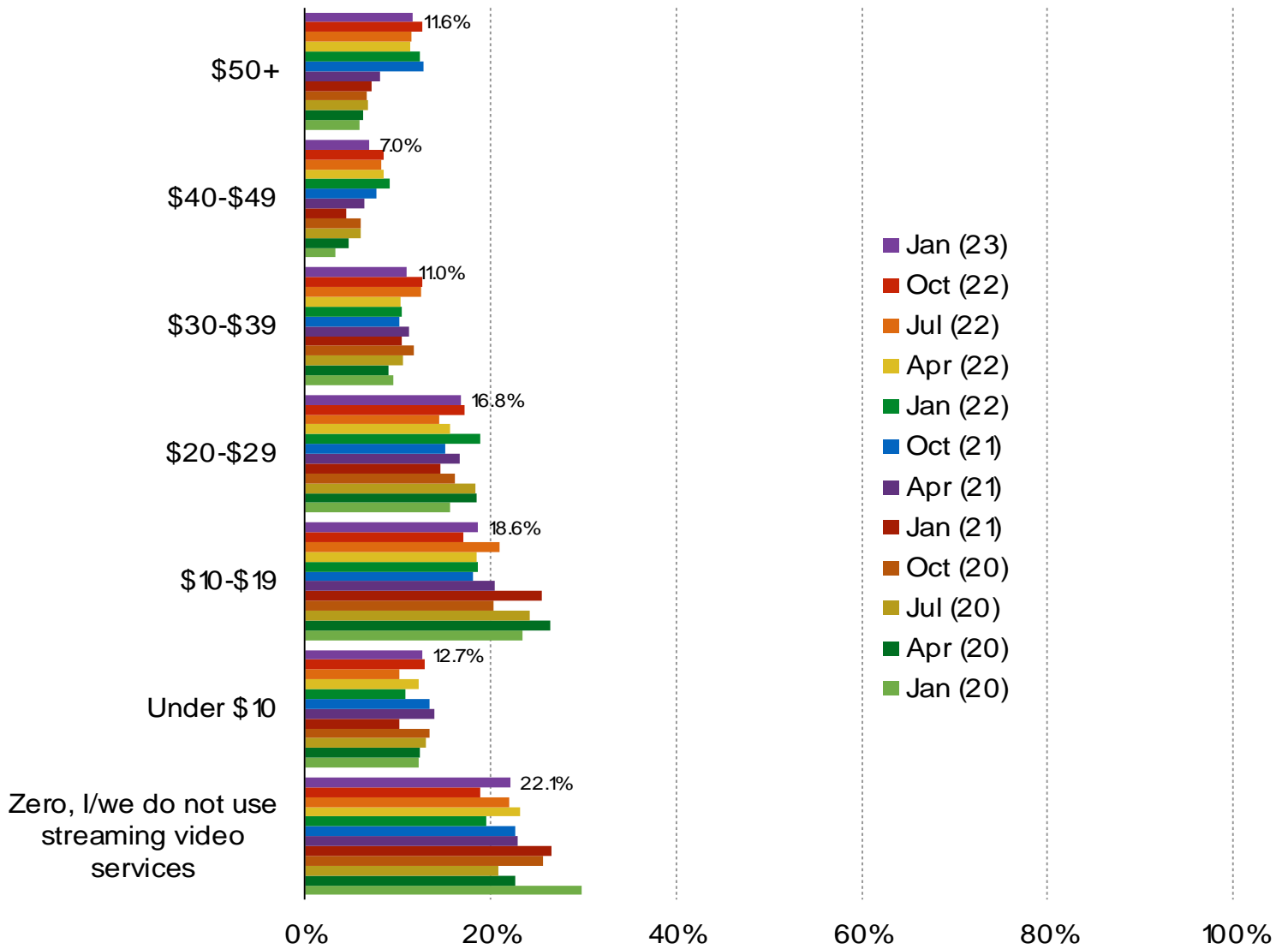
IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR CABLE OR SATELLITE TV TO CHANGE IN ANY WAY?

Posed to respondents who currently pay for cable or satellite tv.



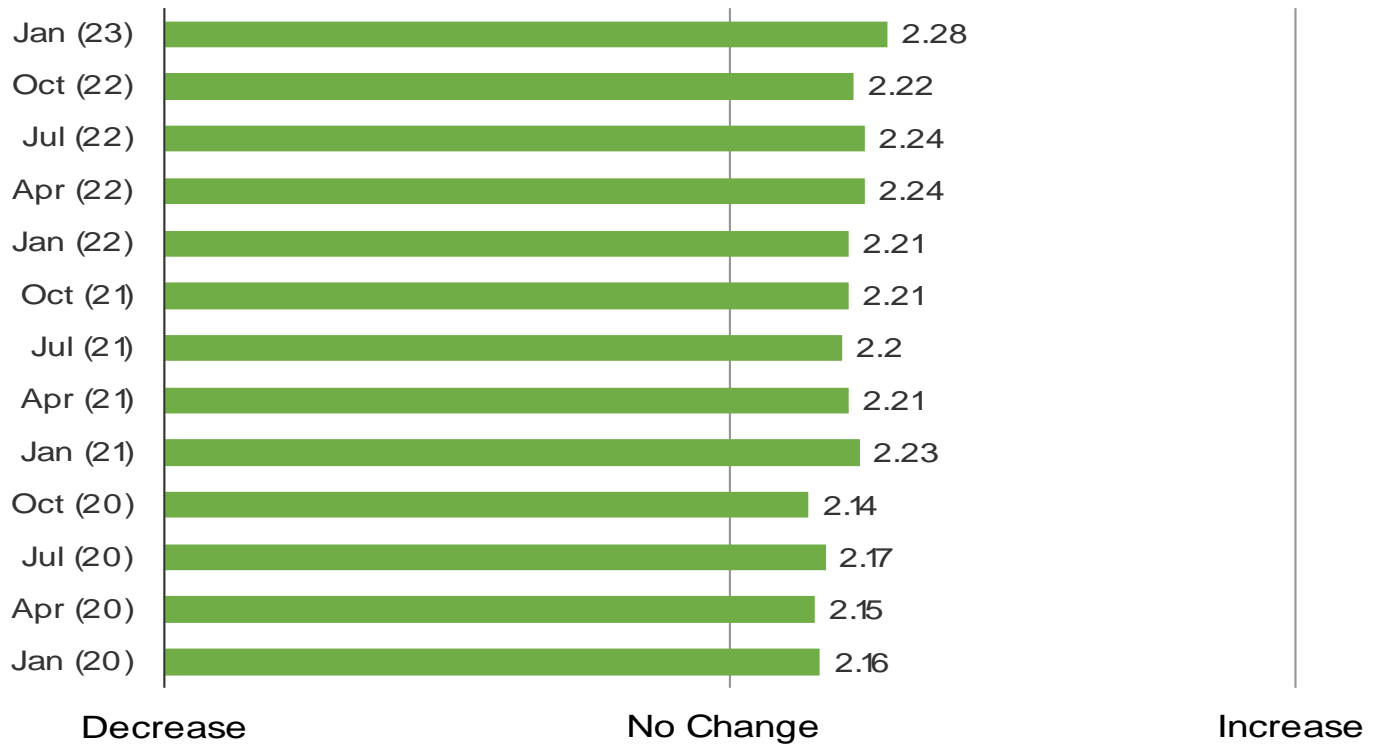
APPROXIMATELY HOW MUCH DO YOU SPEND ON STREAMING VIDEO SERVICES PER MONTH?

Posed to respondents who watch video content at home.



IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR STREAMING VIDEO SERVICES TO CHANGE IN ANY WAY?

Posed to respondents who currently pay for cable or satellite tv.

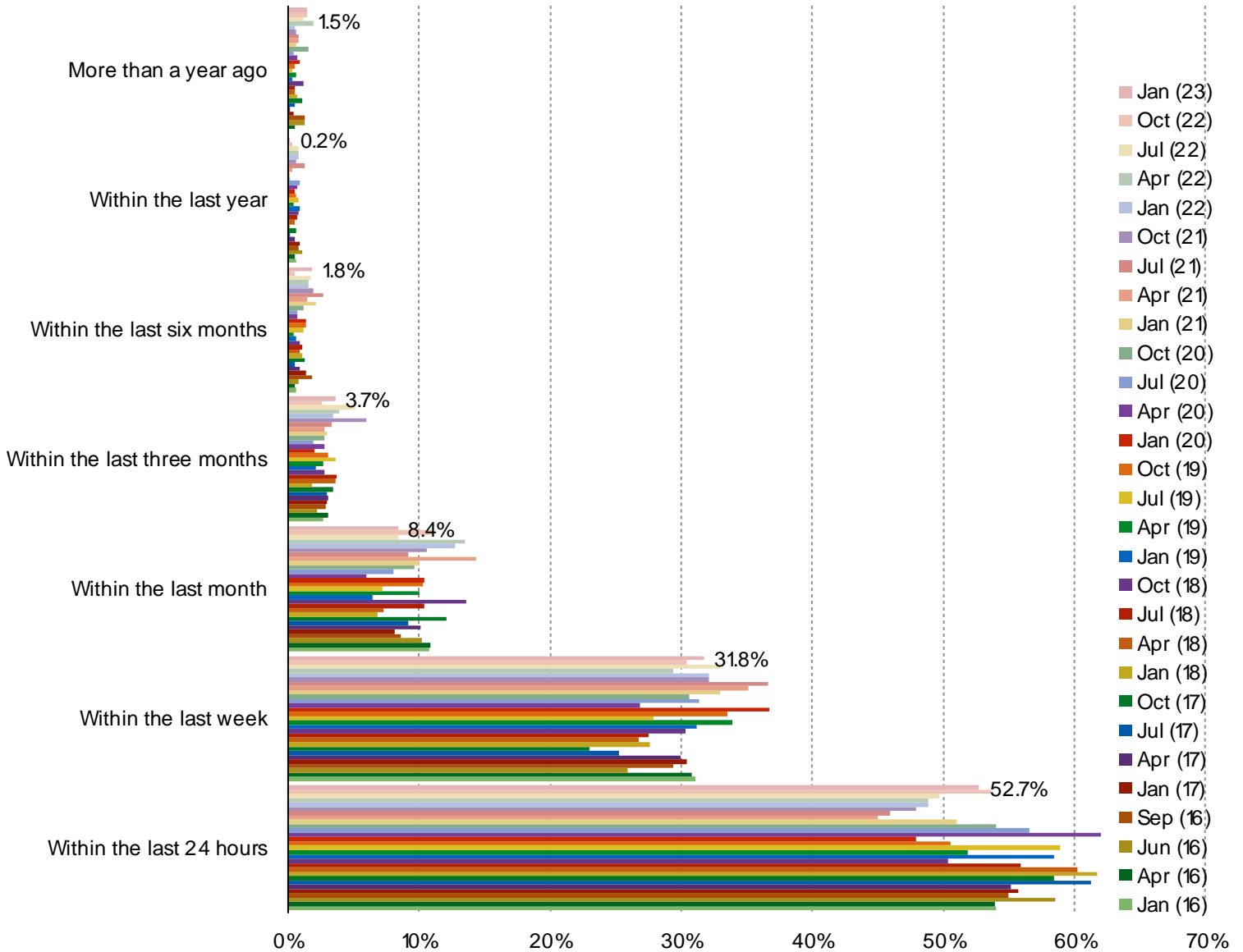


Streaming Wars

NETFLIX SUBSCRIBER ENGAGEMENT

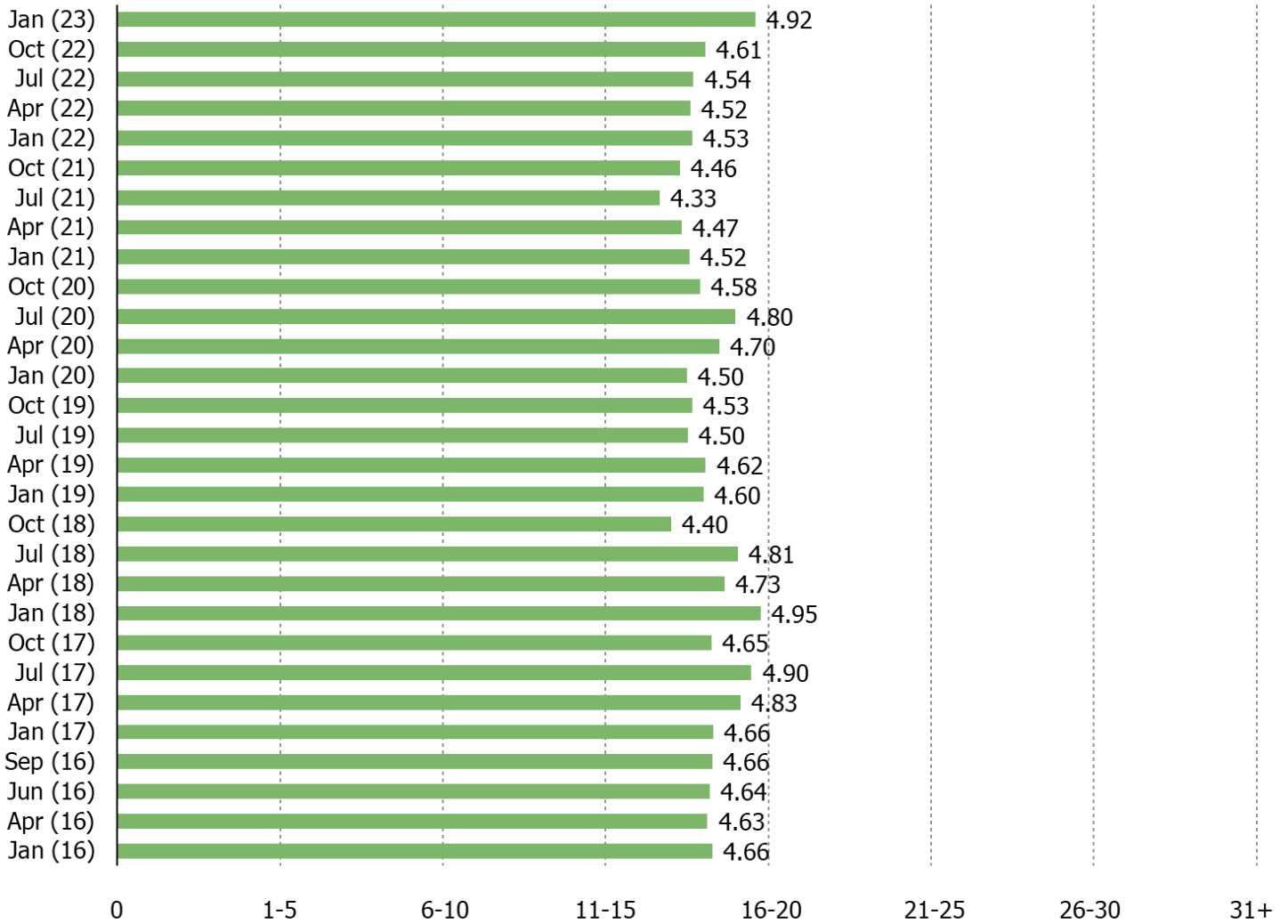
WHEN IS THE LAST TIME YOU WATCHED SOMETHING ON NETFLIX?

Posed to Netflix subscribers.



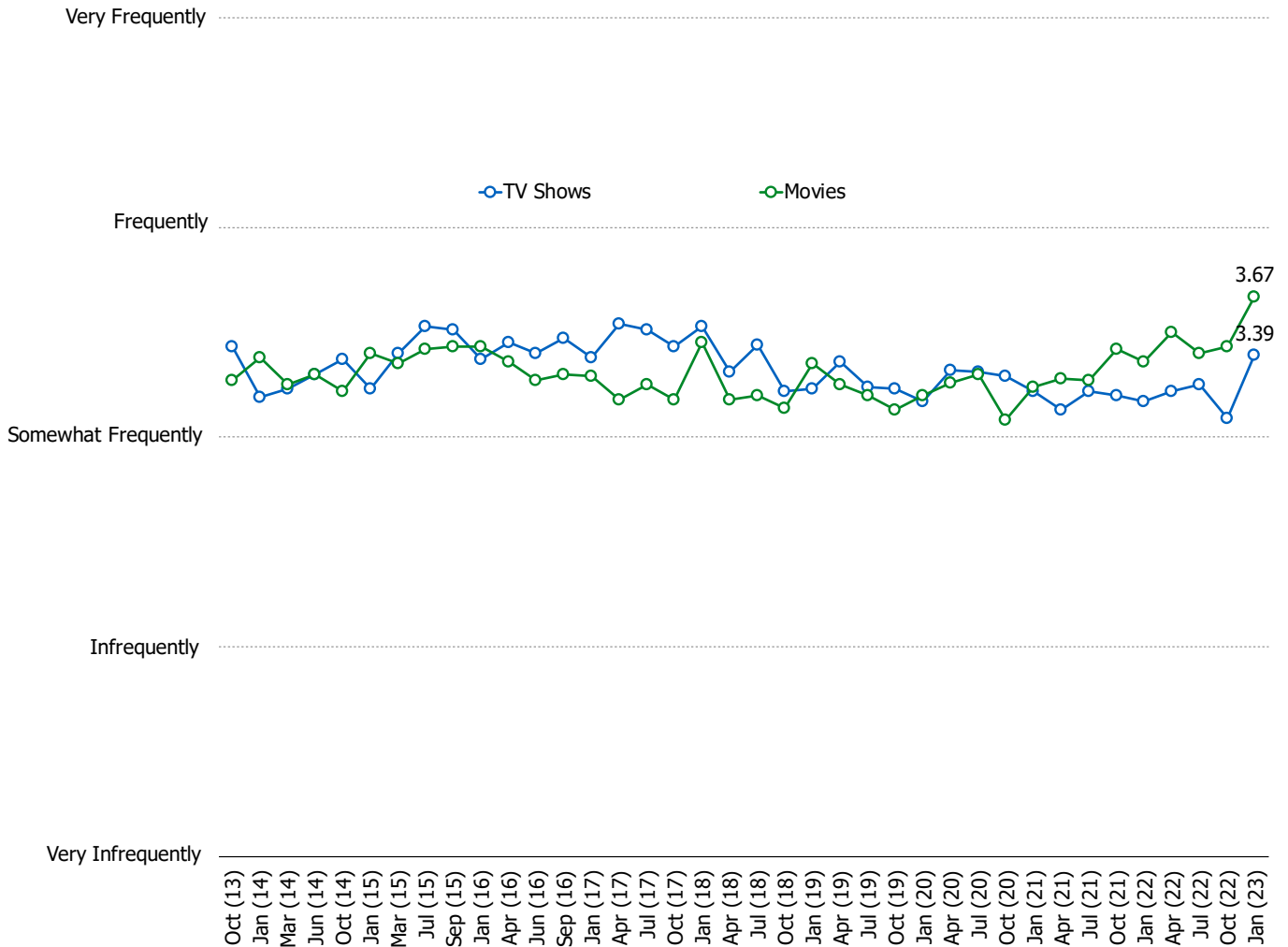
IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

Posed to Netflix subscribers.



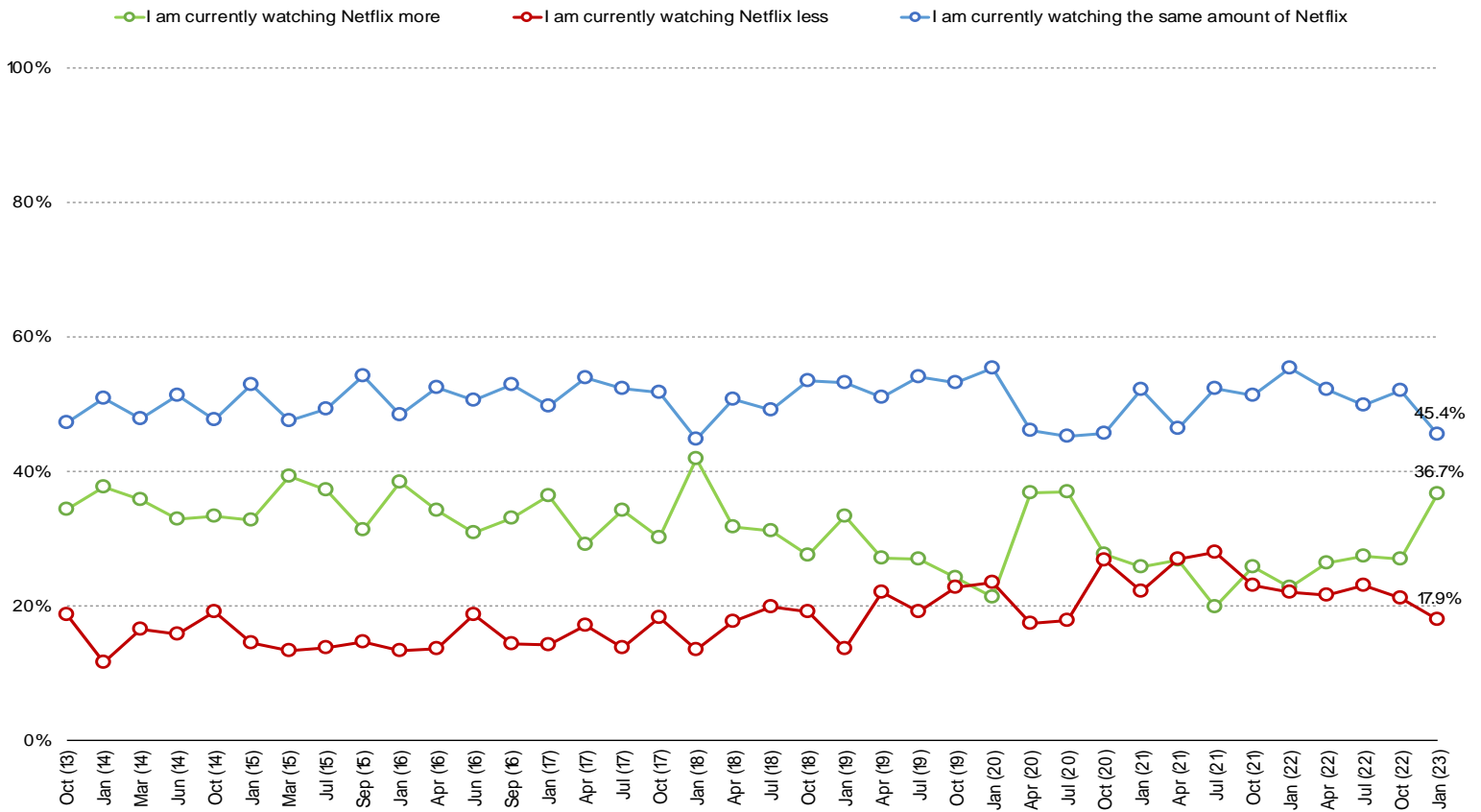
FREQUENCY OF WATCHING TV SHOWS AND MOVIES

Posed to Netflix subscribers.



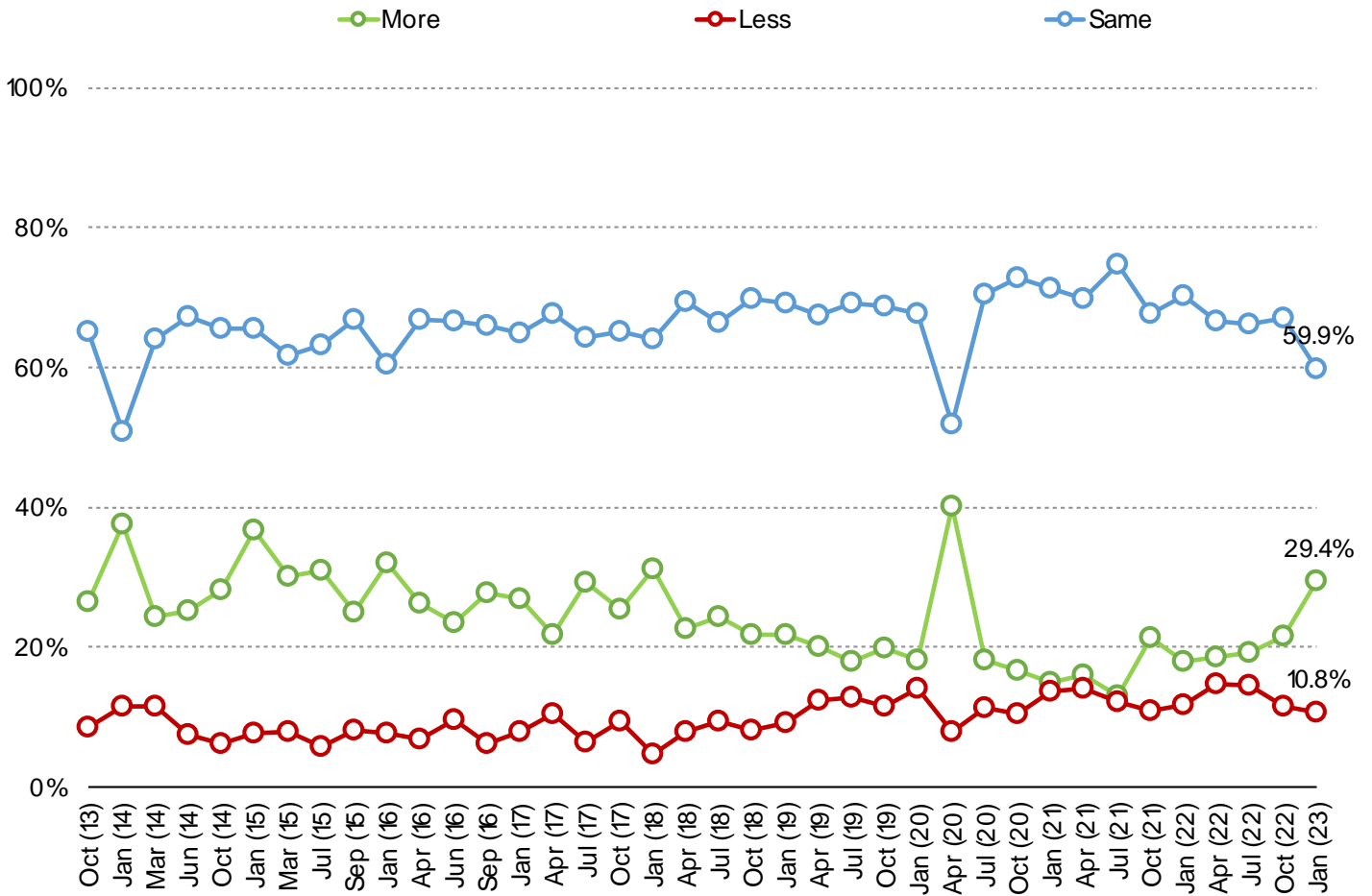
PLEASE COMPARE YOUR CURRENT USAGE OF NETFLIX WITH YOUR USAGE 3-6 MONTHS AGO.

Posed to Netflix subscribers.



DO YOU EXPECT TO USE NETFLIX MORE OR LESS OVER THE NEXT FEW MONTHS?

Posed to Netflix subscribers.

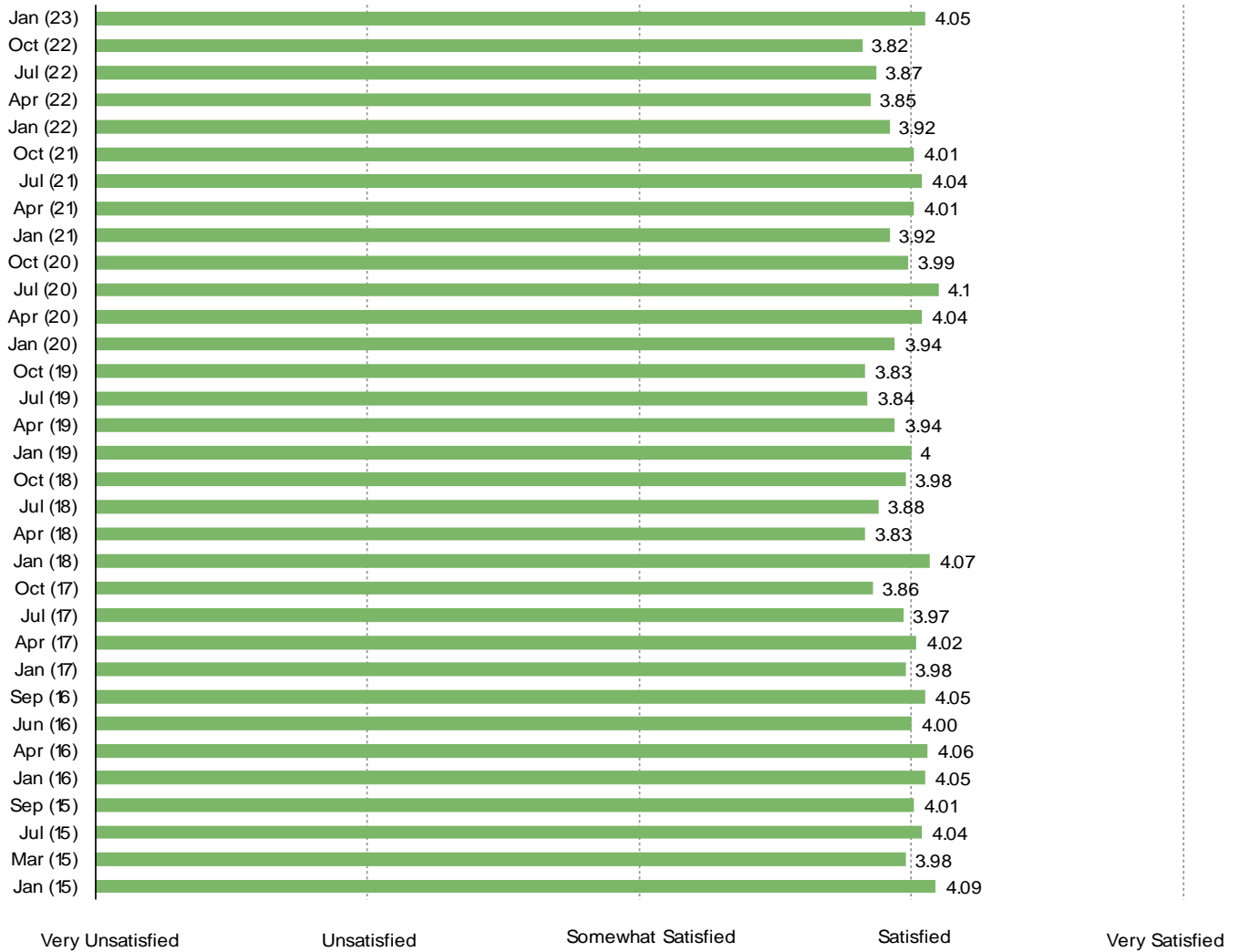


Streaming Wars

NETFLIX PRICING POWER

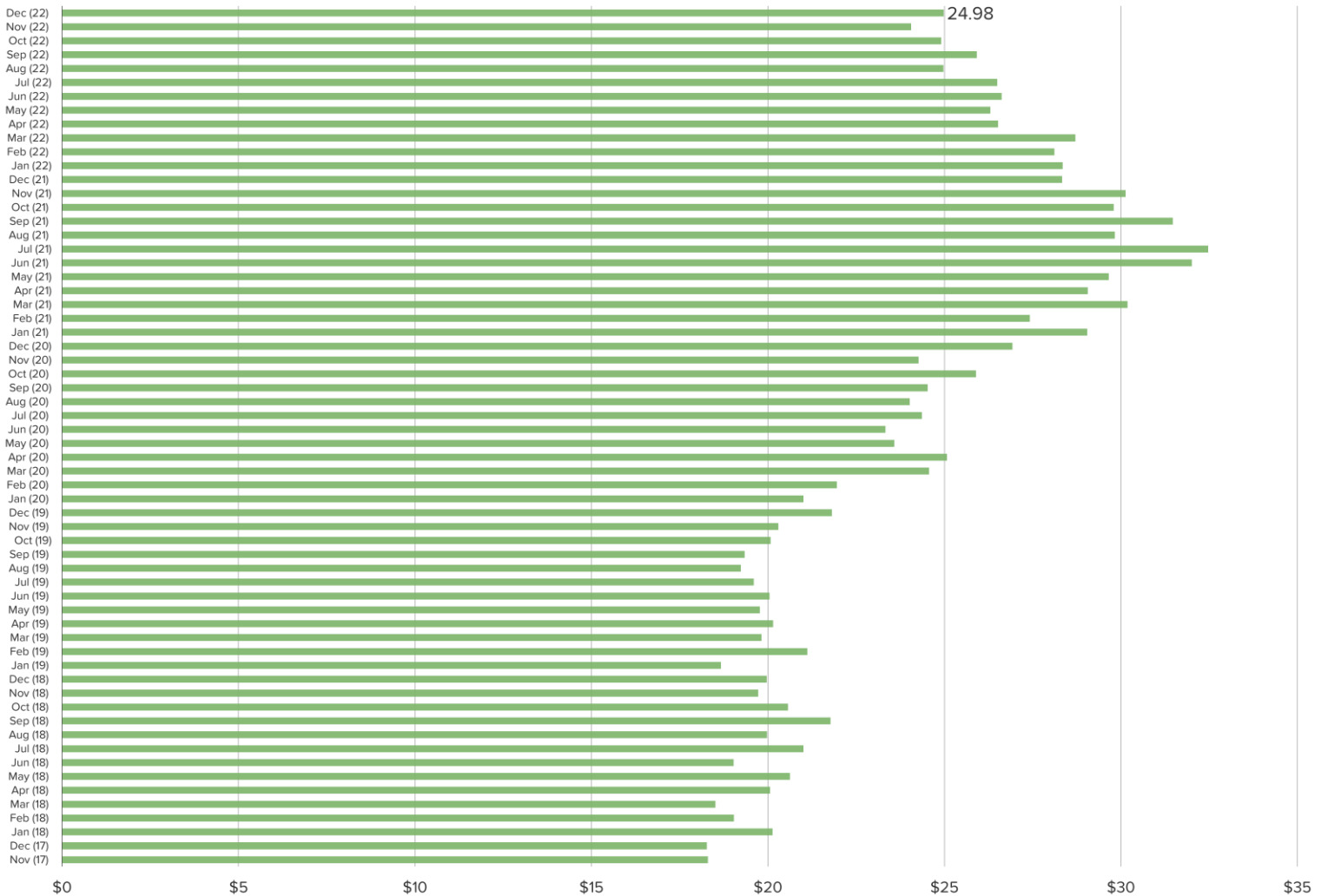
SATISFACTION WITH THE VALUE THEY RECEIVE FOR THE MONEY WITH NETFLIX

Posed to Netflix subscribers.



AT WHAT MONTHLY PRICE POINT WOULD YOU DECIDE TO CANCEL YOUR NETFLIX SUBSCRIPTION? (IF NETFLIX CONTINUES TO INCREASE, WHAT PRICE PER MONTH WOULD TRIGGER YOU CANCELLATION?)

Posed to Netflix subscribers.

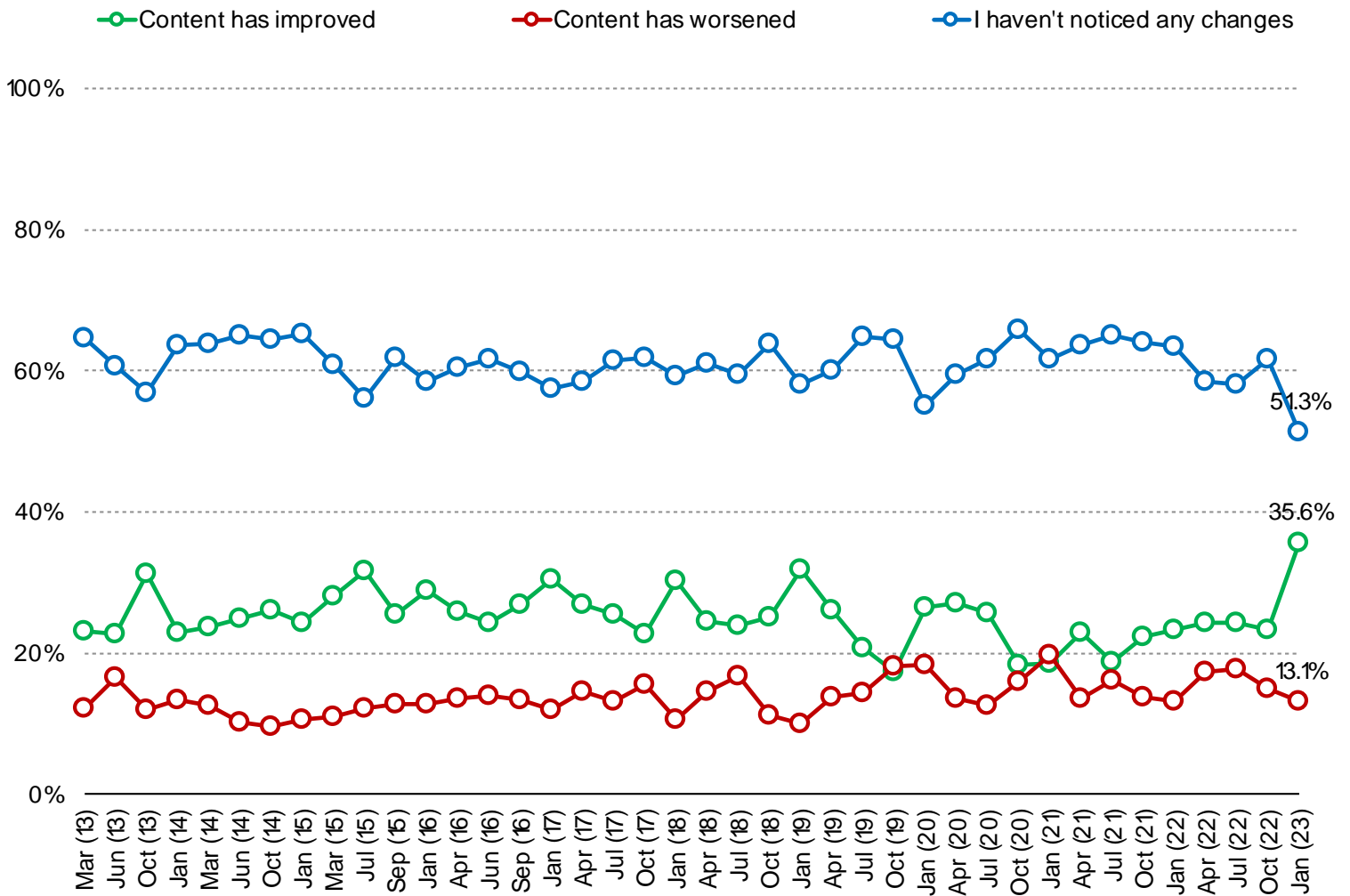


Streaming Wars

NETFLIX CONTENT

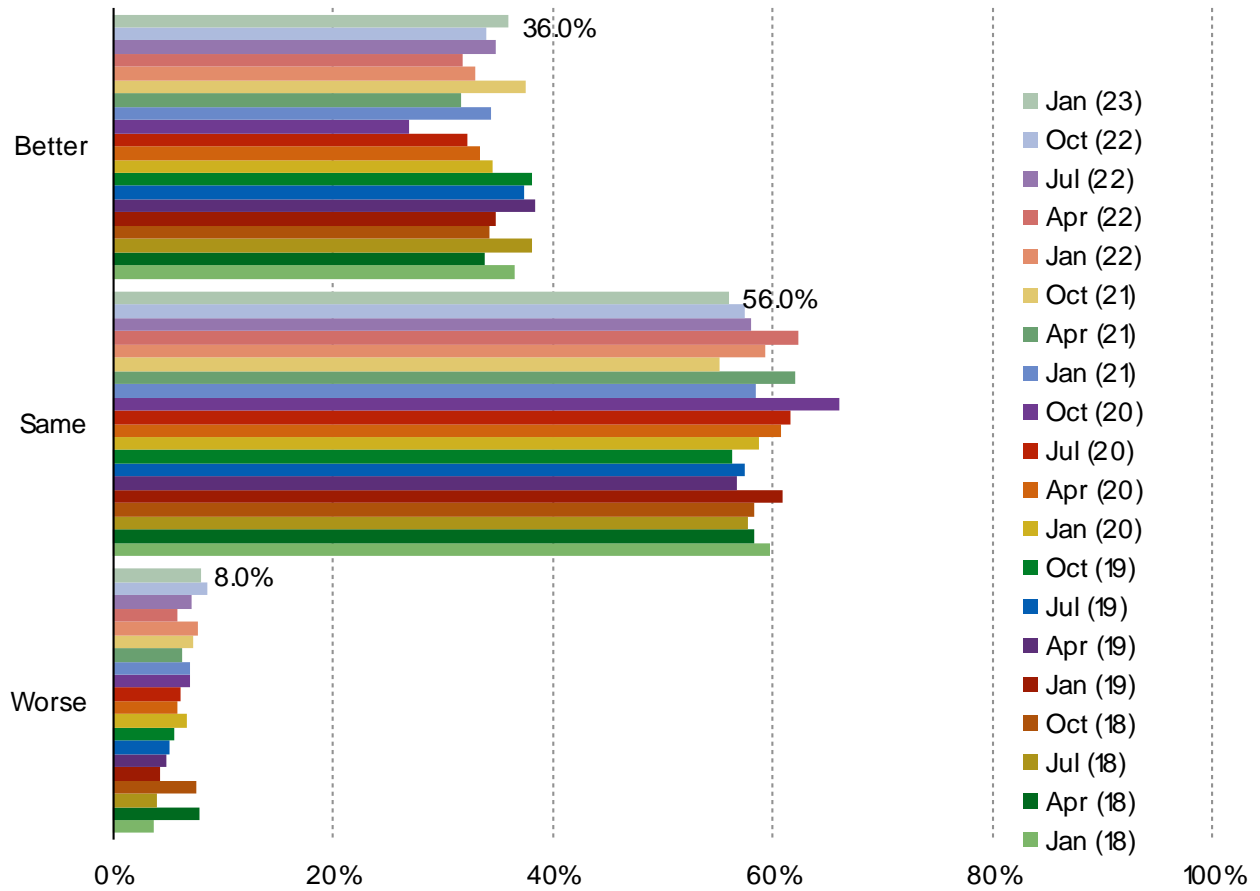
HAVE YOU NOTICED ANY CHANGES TO NETFLIX'S CONTENT OVER THE LAST SIX MONTHS?

Posed to Netflix subscribers.



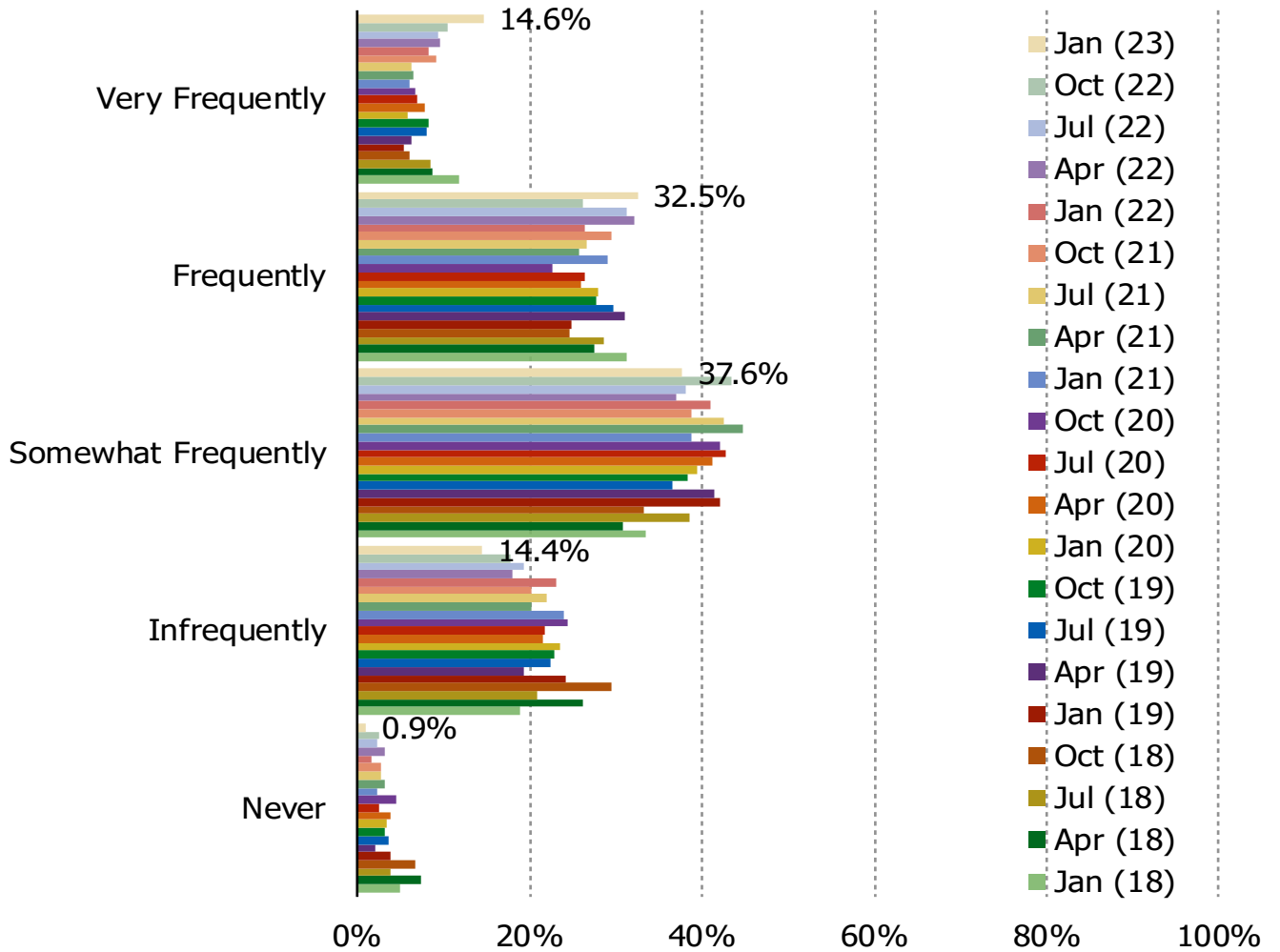
HOW DO YOU COMPARE NETFLIX ORIGINAL CONTENT SHOWS AGAINST SHOWS YOU VIEW ON OTHER NETWORKS OR SERVICES?

Posed to Netflix subscribers.



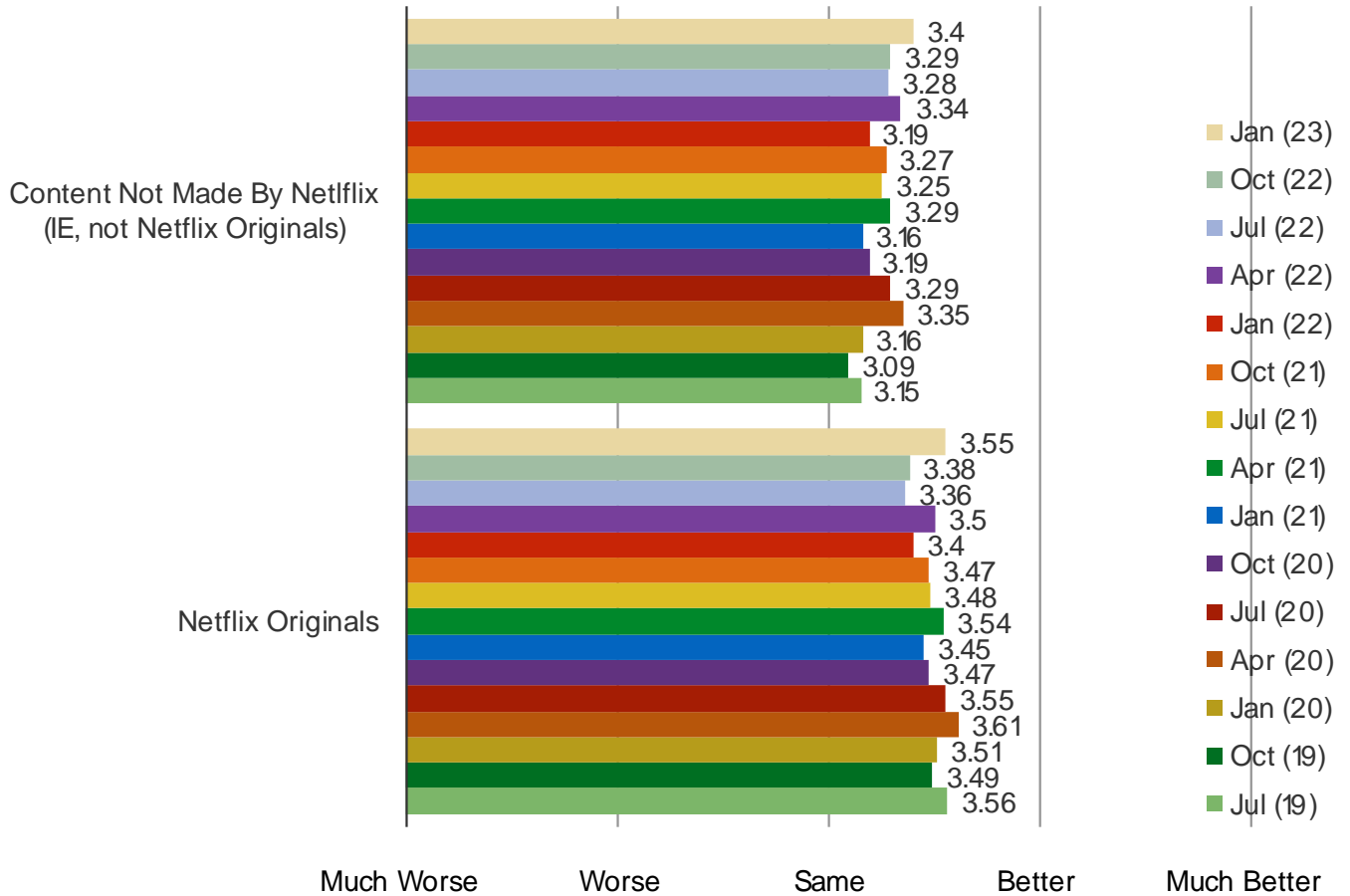
HOW OFTEN DO YOU WATCH NETFLIX ORIGINAL CONTENT SHOWS?

Posed to Netflix subscribers.



ONE YEAR FROM NOW, DO YOU EXPECT THE CONTENT AVAILABLE ON NETFLIX TO BE BETTER OR WORSE THAN IT IS TODAY?

Posed to Netflix subscribers.

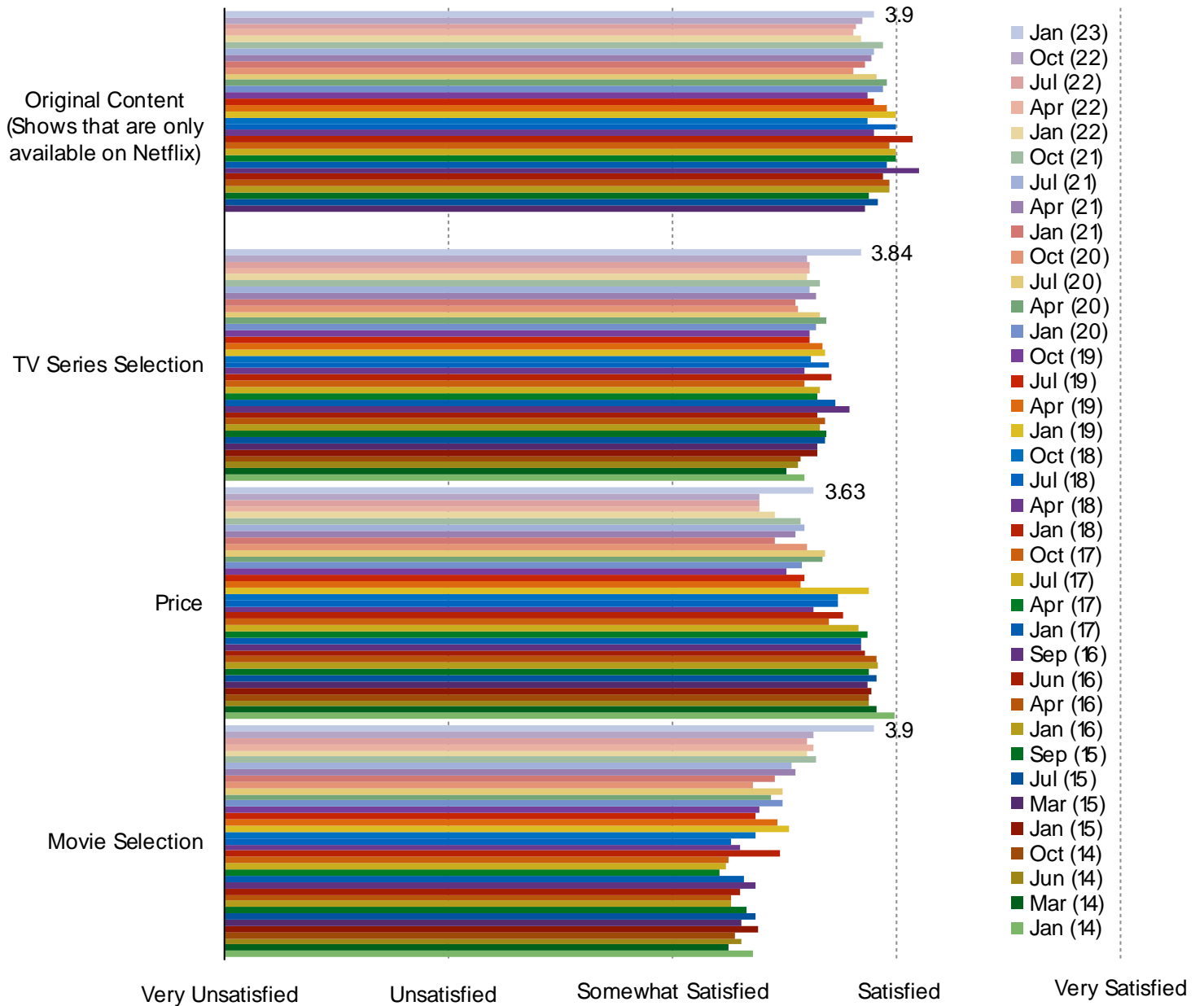


Streaming Wars

NFLX SENTIMENT

SATISFACTION WITH NETFLIX

Posed to Netflix subscribers.

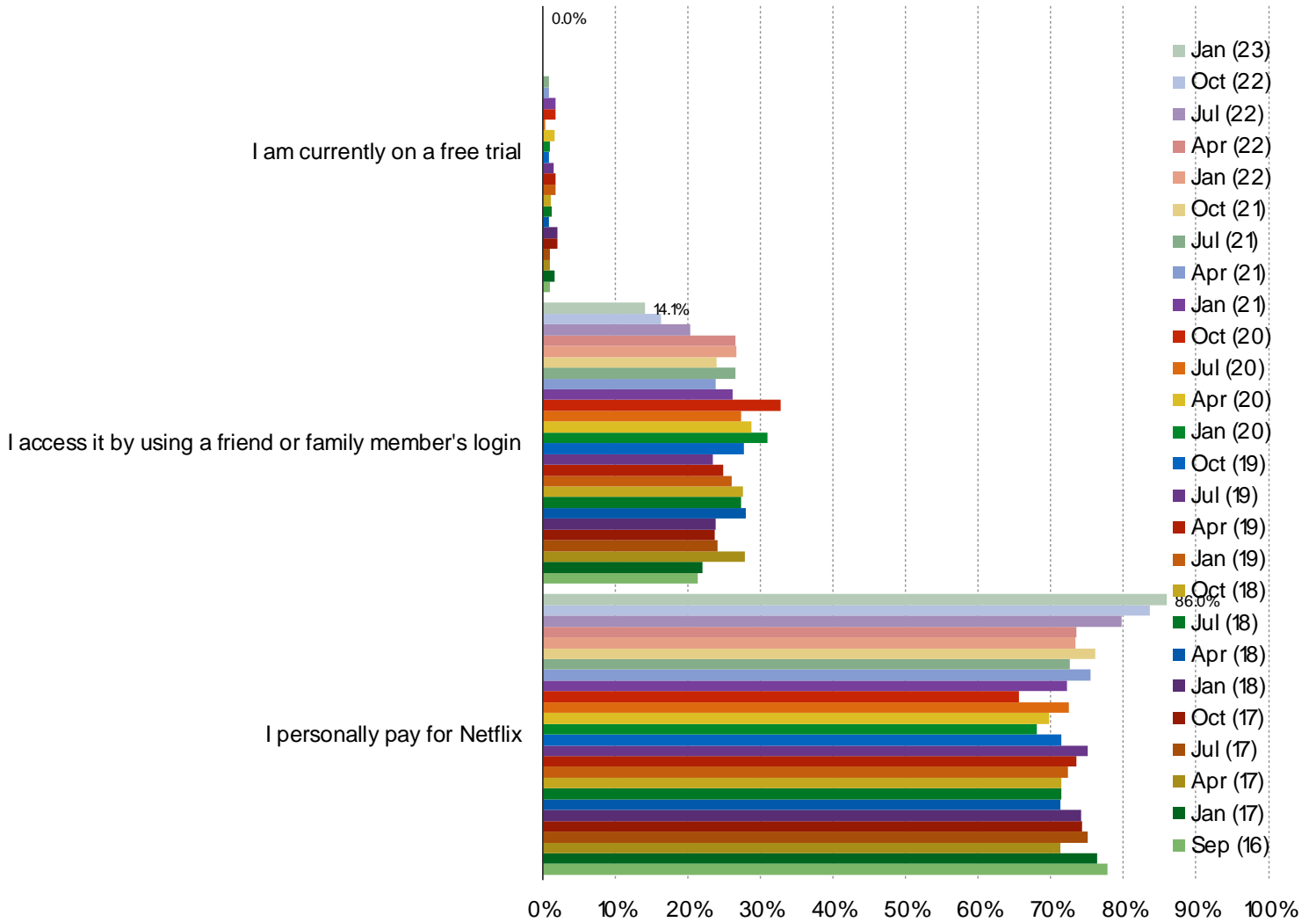


Streaming Wars

NFLX ACCOUNT SHARING

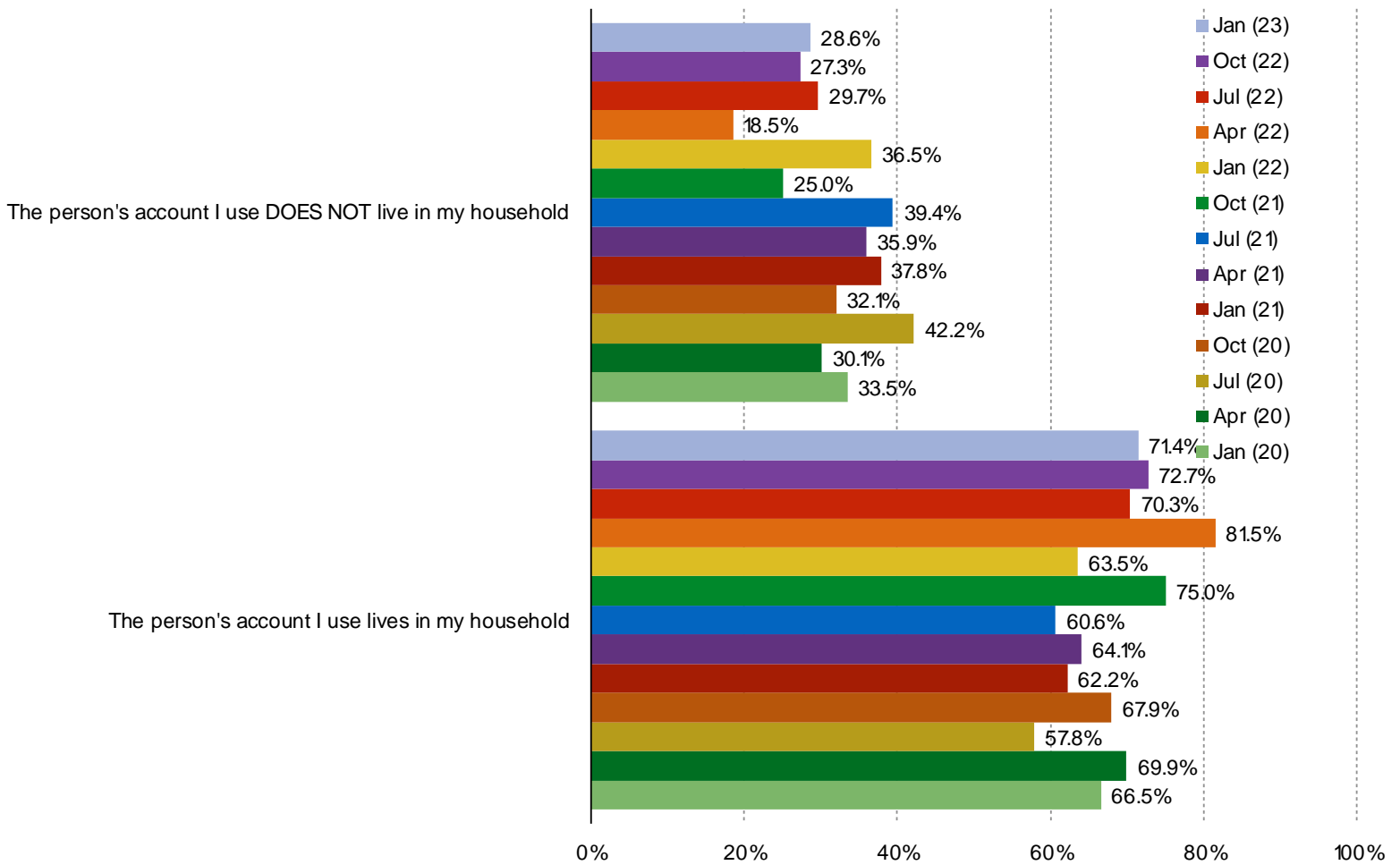
DO YOU SHARE A PASSWORD WITH SOMEONE WHO LIVES IN YOUR HOUSEHOLD, OR SOMEONE WHO DOES NOT LIVE IN YOUR HOUSEHOLD?

Posed to Netflix subscribers.



DO YOU SHARE A PASSWORD WITH SOMEONE WHO LIVES IN YOUR HOUSEHOLD, OR SOMEONE WHO DOES NOT LIVE IN YOUR HOUSEHOLD?

Posed to Netflix subscribers who access it by using a family or friend’s login (31% of subscribers).

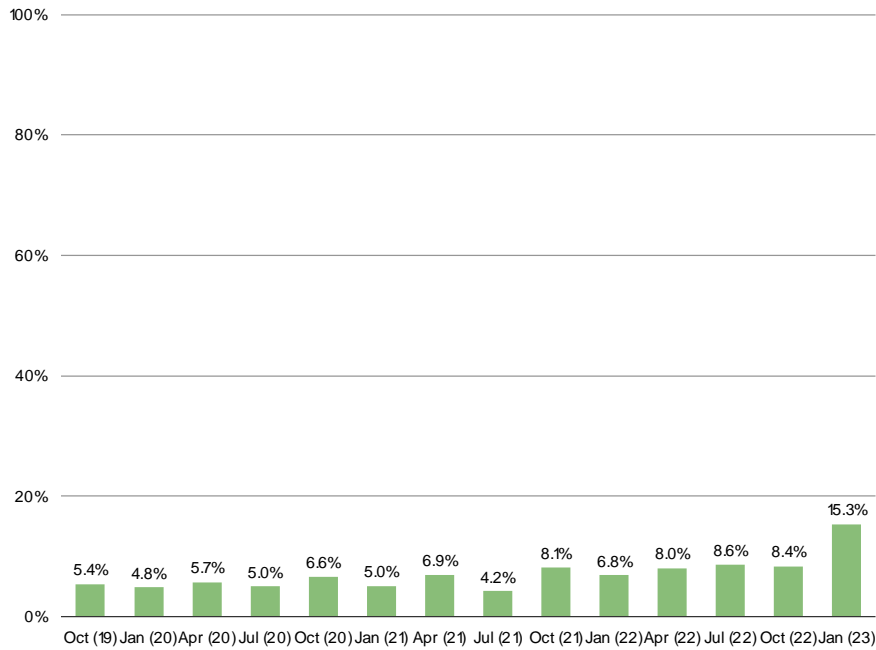


Streaming Wars

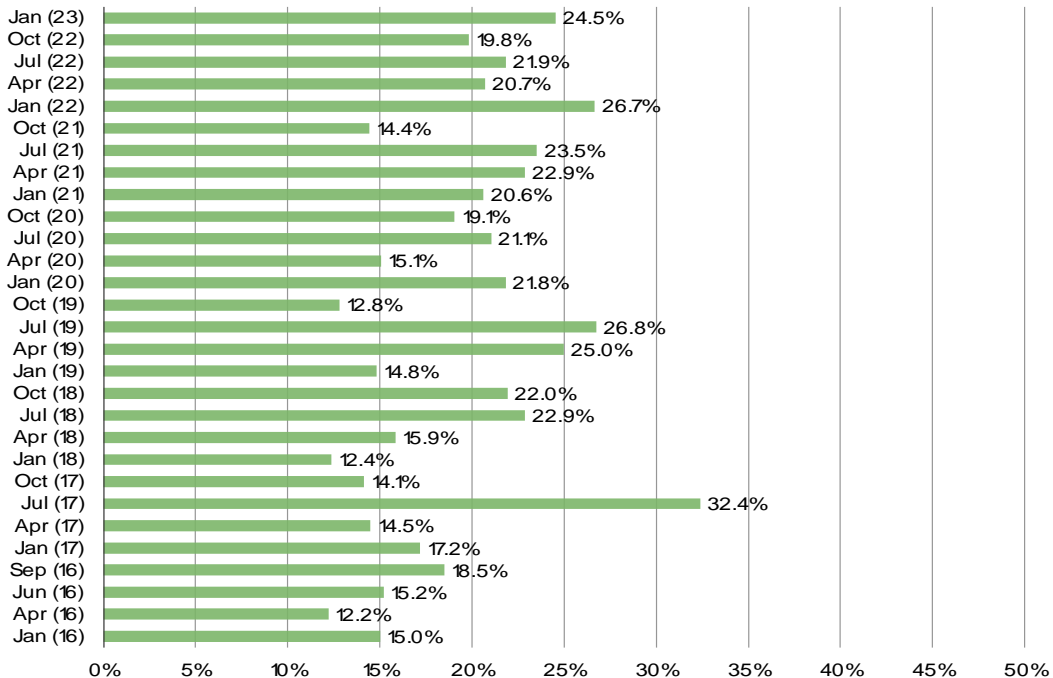
CYCLING IN AND OUT OF NETFLIX

DO YOU SIGN UP FOR NETFLIX FOR A PERIOD OF TIME AND THEN CANCEL, OR DO YOU CONSISTENTLY REMAIN A SUBSCRIBER?

Posed to respondents who said they are Netflix subscribers.



Posed to respondents who are not current Netflix subscribers but have been in the past.

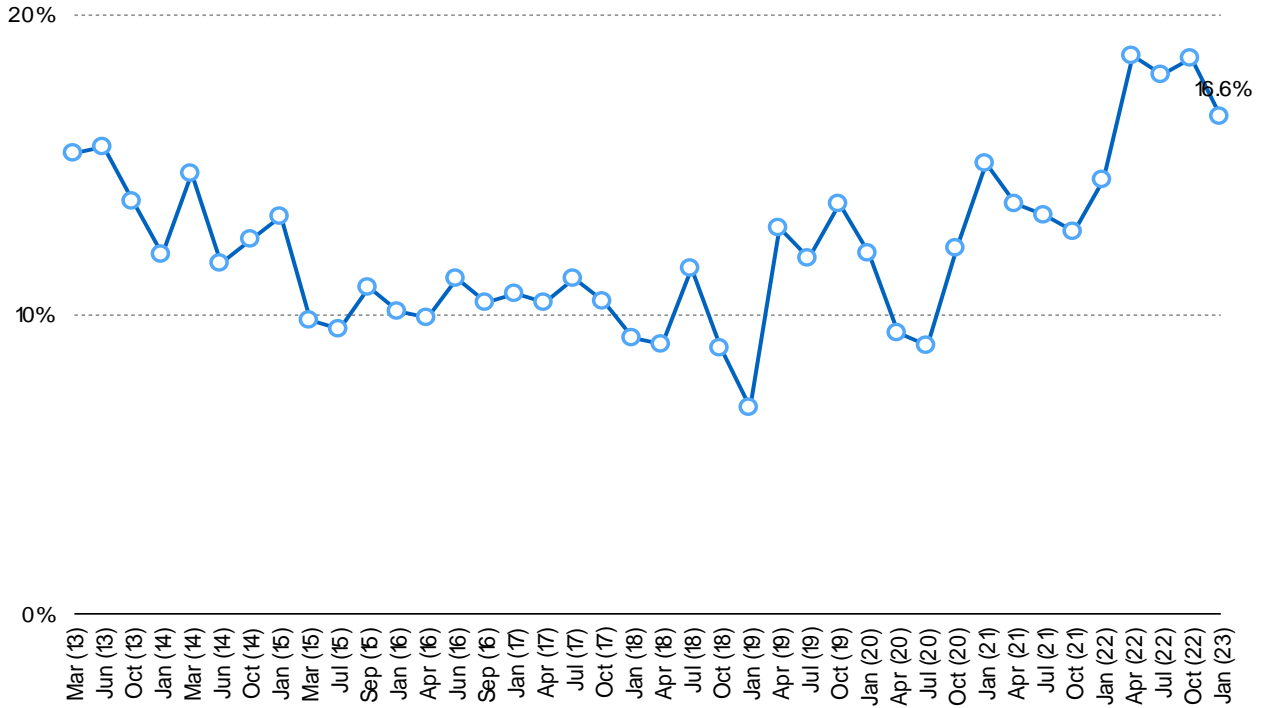


Streaming Wars

NFLX CHURN

ARE YOU CONSIDERING CANCELLING YOUR NETFLIX SUBSCRIPTION?

Posed to Netflix subscribers.



WHY ARE YOU CONSIDERING CANCELLING?

Posed to Netflix subscribers who said they are considering cancelling.

It is too expensive and not worth it

Better things to do

Money

The selection just isn't good enough for the price

Less content

Original content has dipped in quality aside from Wednesday

It does not have good content anymore

Cost

Netflix has gotten too pricey

Too many subscription

Don't use it enough

Worse content

Too many fluff movies

It gets expensive

Netflix does not have a lot of great shows for people like me

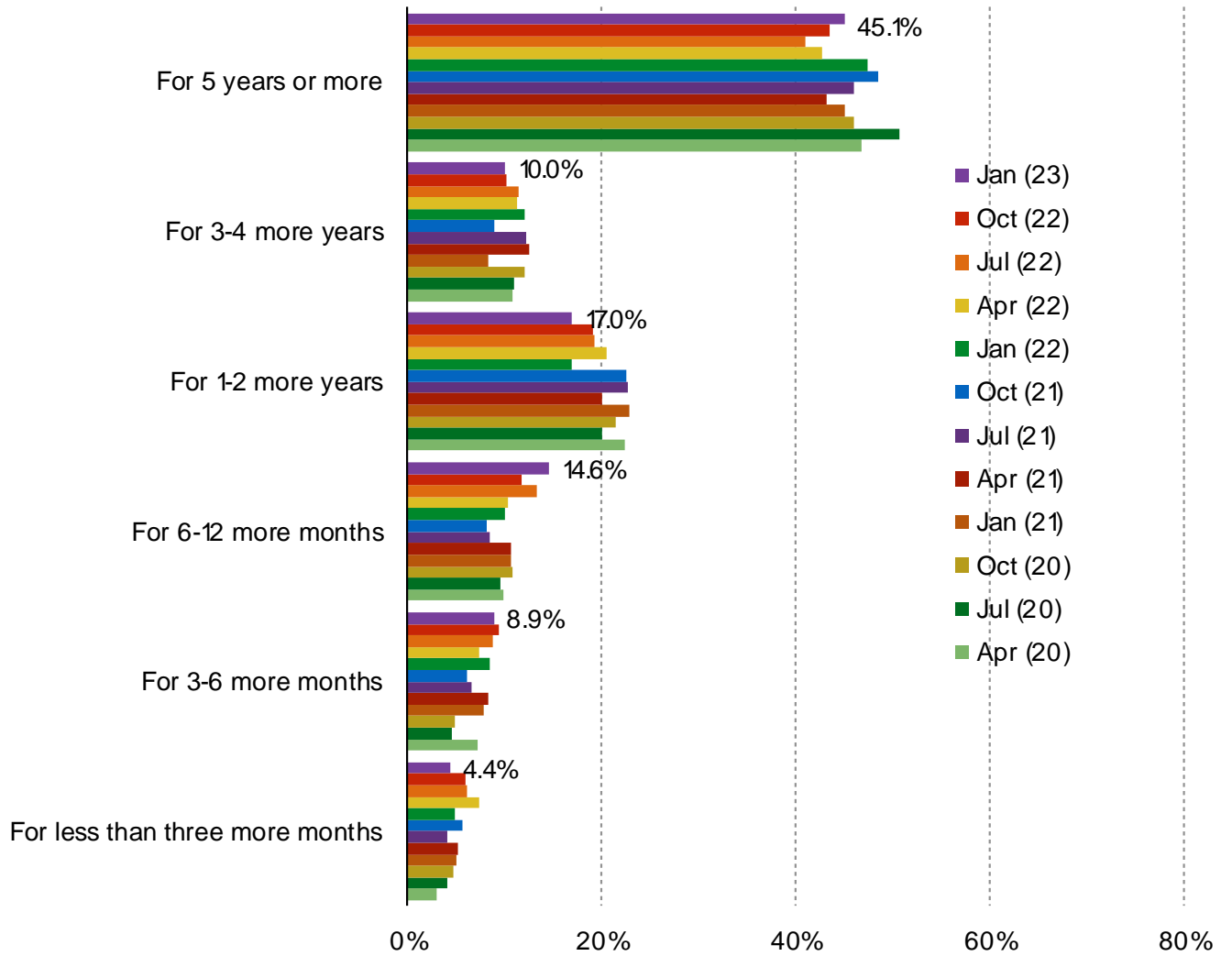
If the price has gone down but I am being charged more as a legacy customer, I feel taken advantage of

Most of the tv shows and movies are English dubbed. They are not even American movies!

The cost of everything has gone up including Netflix. It just doesn't seem worth it to continue at the premium rate.

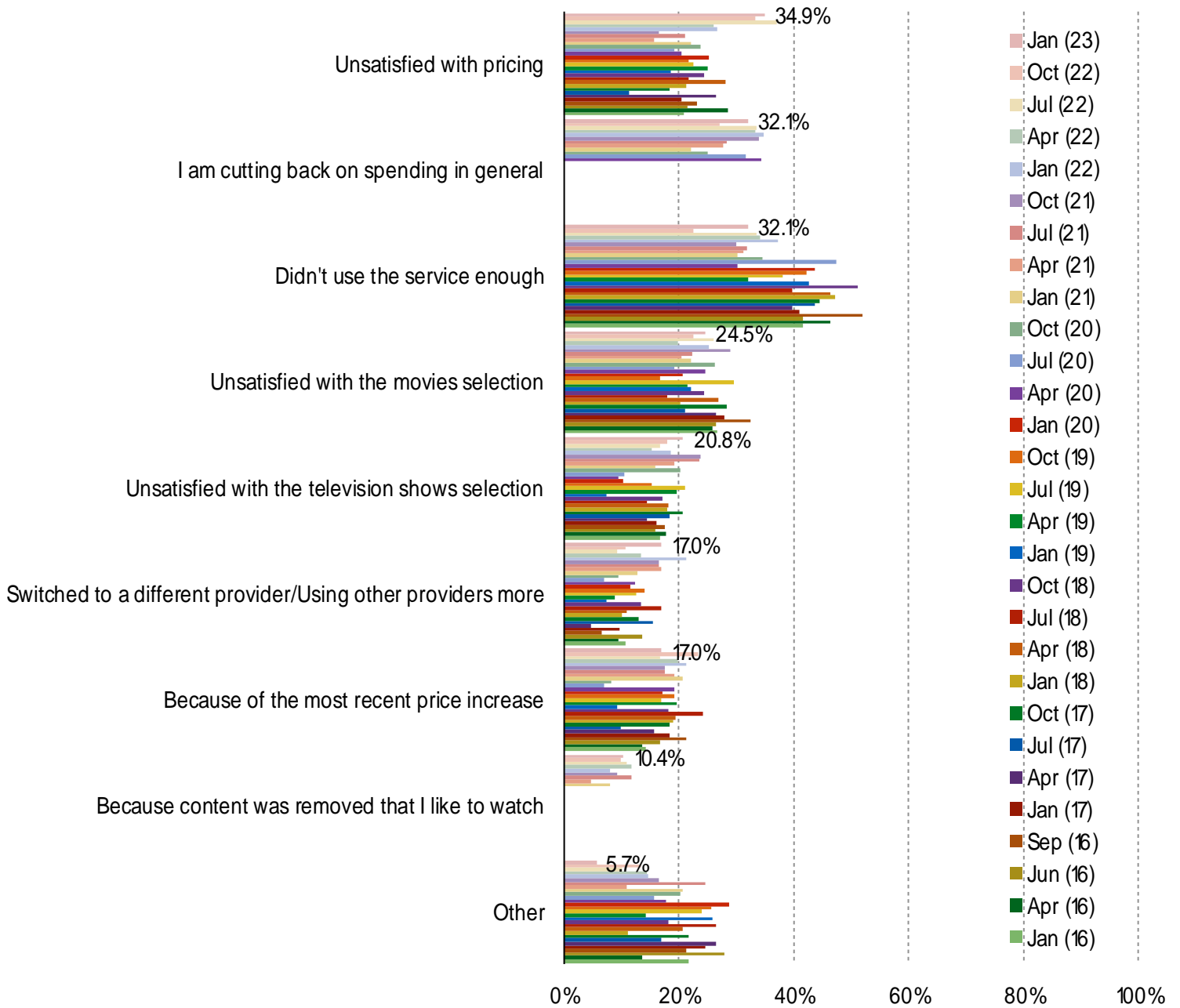
FOR HOW MUCH LONGER DO YOU EXPECT TO BE A NETFLIX SUBSCRIBER?

Posed to Netflix subscribers



FORMER NETFLIX SUBSCRIBERS – WHY DID YOU CANCEL?

Posed to former Netflix subscribers.

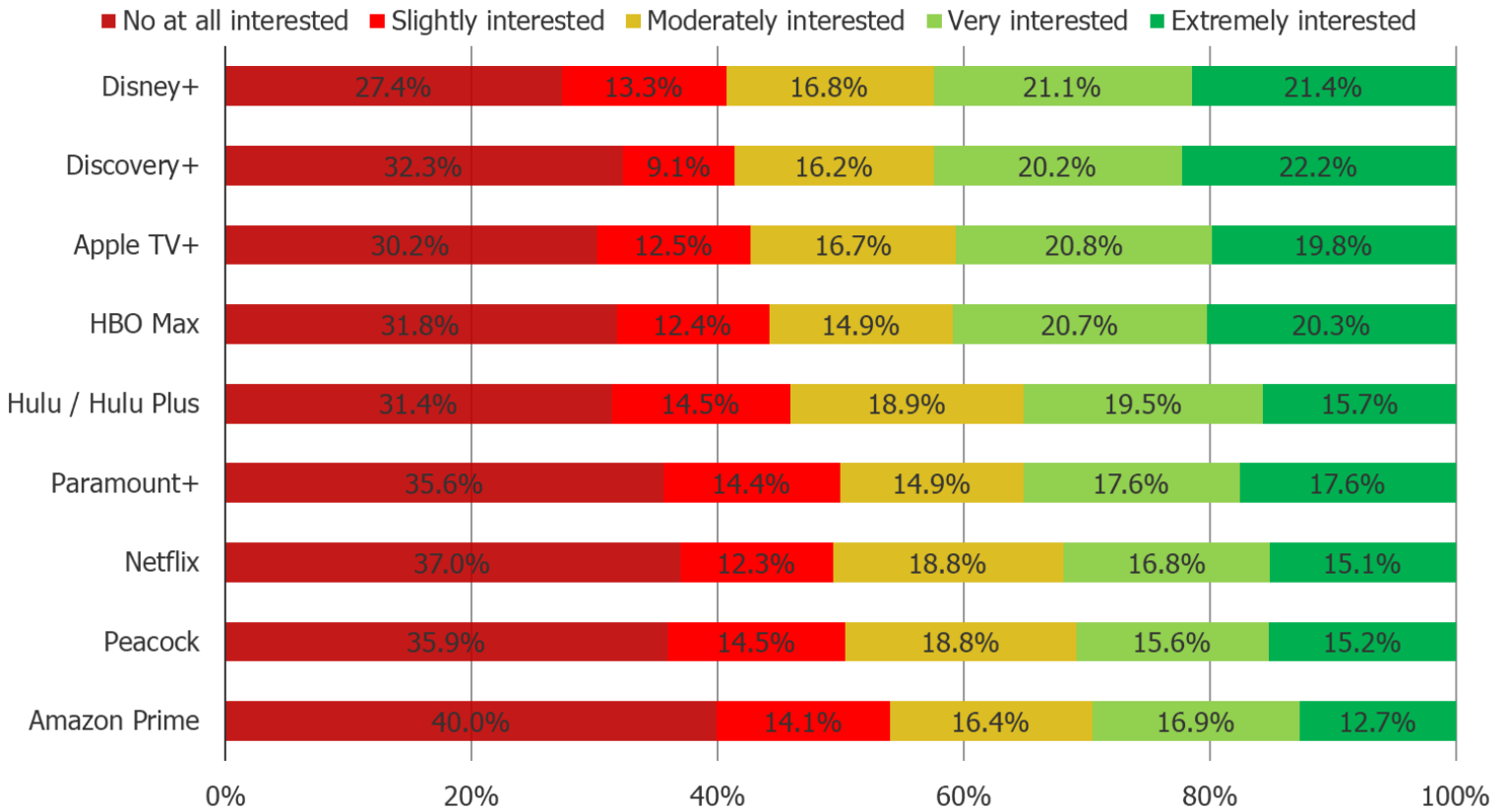


Streaming Wars

MOBILE GAMES AND STREAMING PLATFORMS

HOW MUCH INTEREST WOULD YOU HAVE IN PLAYING MOBILE GAMES BASED ON SHOWS/CHARACTERS FROM THE FOLLOWING PLATFORMS?

Posed to respondents who use each of the following platforms.



	N =
Amazon Prime	433
Peacock	256
Netflix	543
Paramount+	222
Hulu / Hulu Plus	344
HBO Max	242
Apple TV+	96
Discovery+	99
Disney+	285