

Bespoke Survey Research

October 2023

Streaming Video UK

Volume 30 | Quarterly Survey

800+ UK Consumers

Tickers Covered: NFLX, DIS.

KPIs and Key questions

STREAMING SERVICES MARKET SHARE

Streaming continues to lead cable and satellite TV when it comes to the preferred method for watching movies and television.

NETFLIX TRENDS

The percentage of consumers who subscribe to Netflix has increased q/q. Intentions to cancel a Netflix subscription have declined q/q.

AD-SUPPORTED TIER

Around 80% of Netflix paying subs would keep their current account vs. change to a tier with commercials for a lower price.

Noteworthy Stats:

82.7% Of NFLX subs would keep their account even if NFLX offered an ad supported tier for a lower price.

28.9% Of NFLX subs are very satisfied with the service.

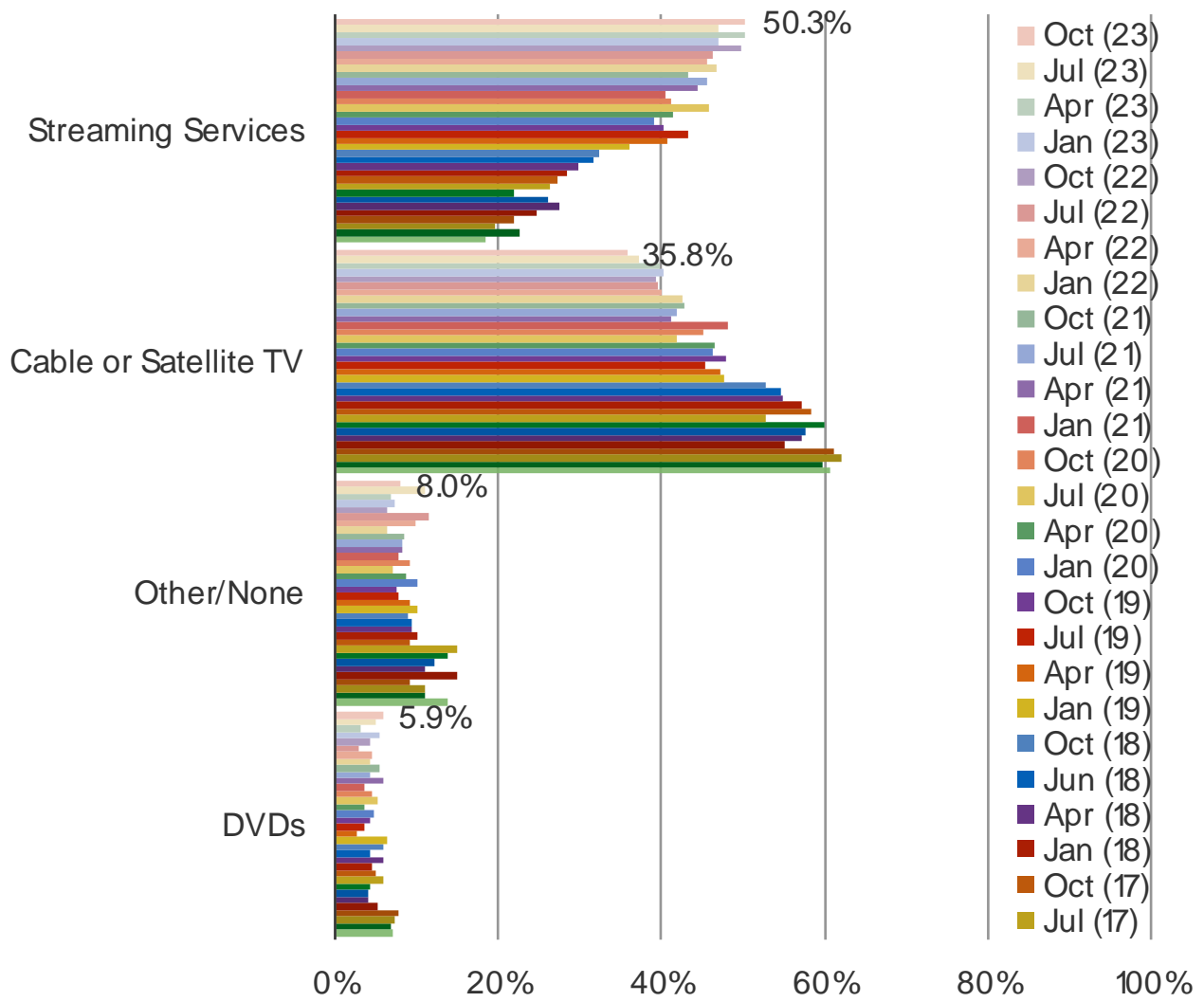
81.5% Of NFLX subs are not considering cancelling their subscription in the next few months.

Streaming Media Usage and Consumer
Attitudes/Engagement in the UK.

UK STREAMING VIDEO

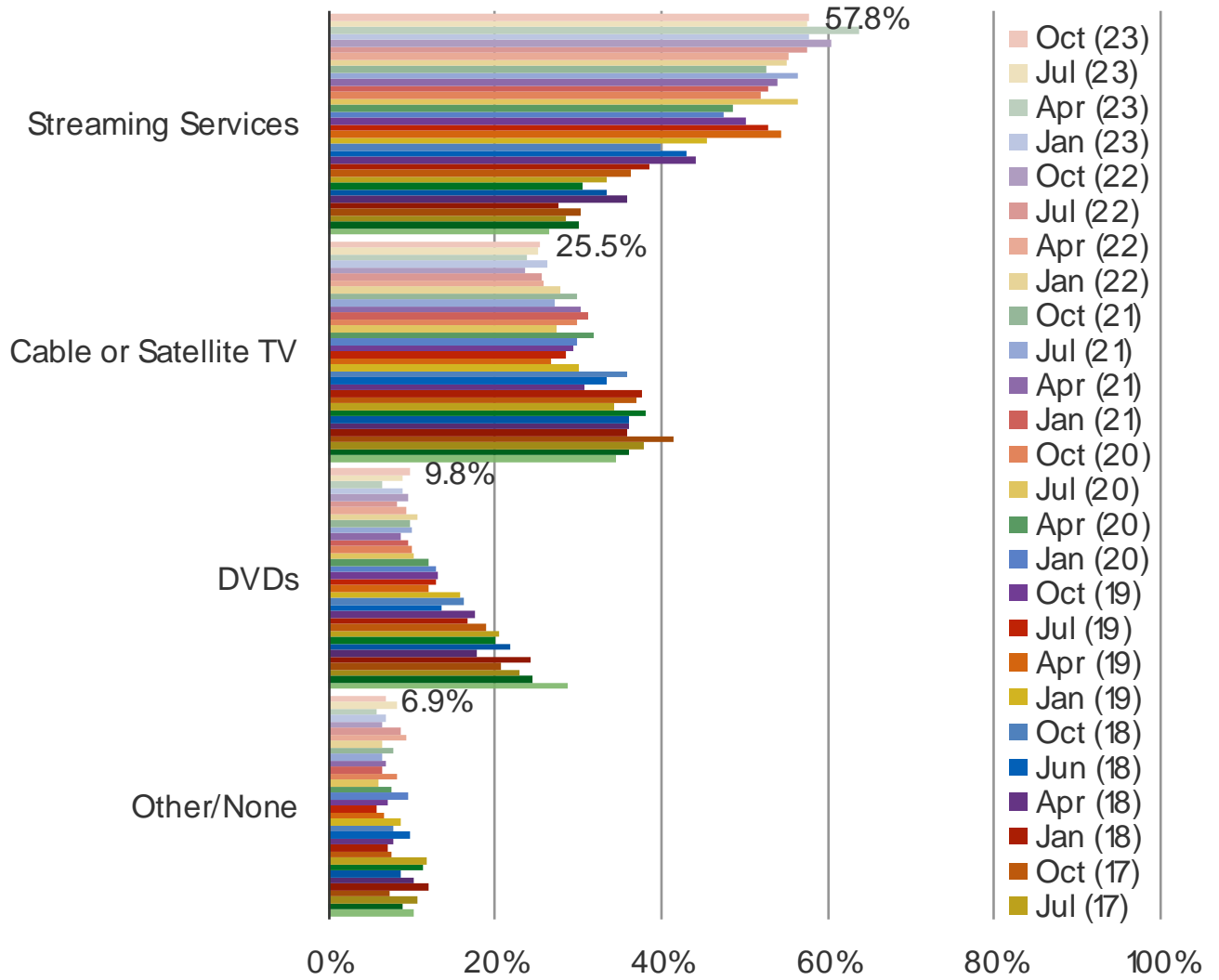
WHAT IS YOUR PREFERRED METHOD FOR WATCHING TELEVISION?

This question was posed to all respondents.



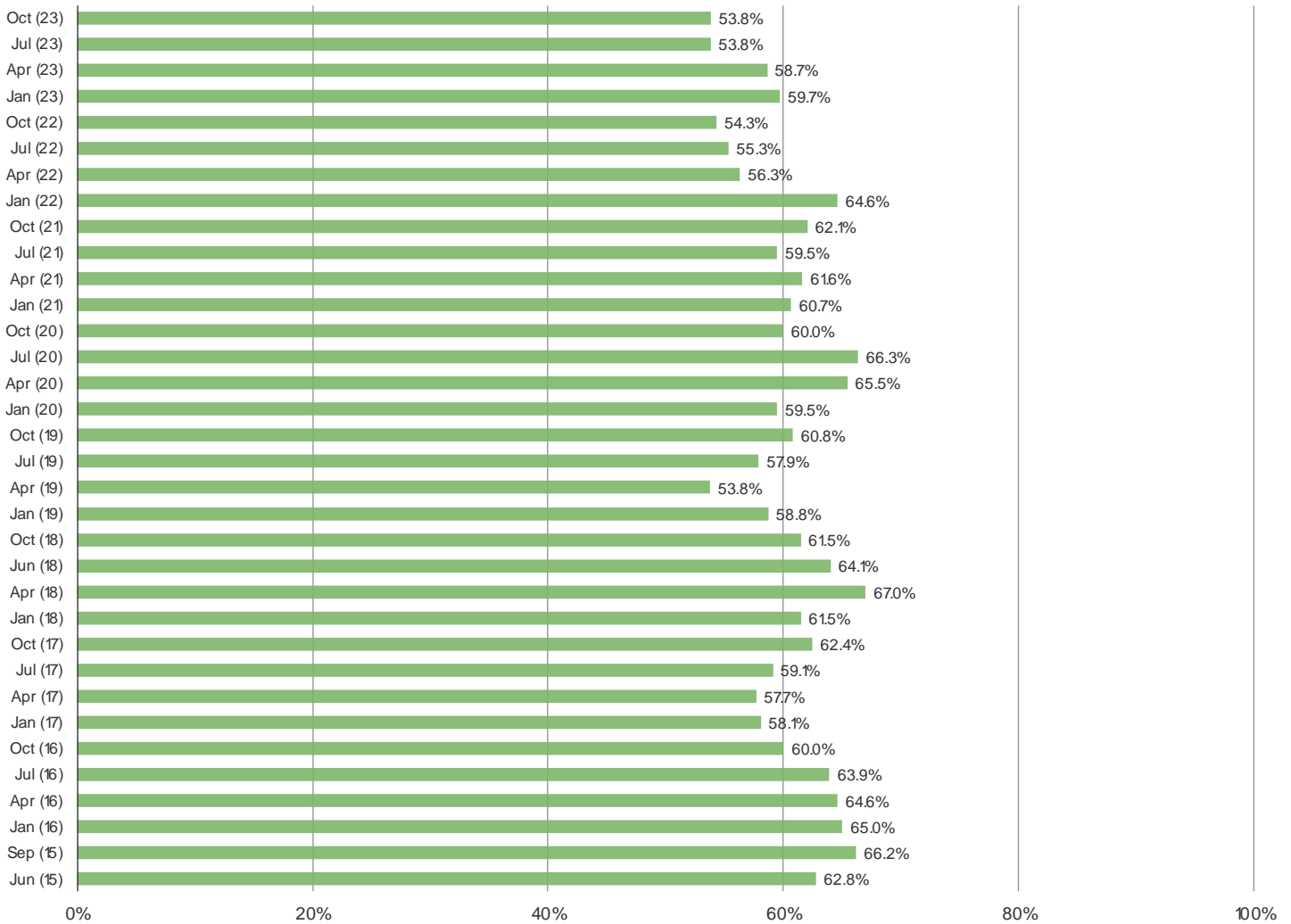
WHAT IS YOUR PREFERRED METHOD FOR WATCHING FILMS?

This question was posed to all respondents.



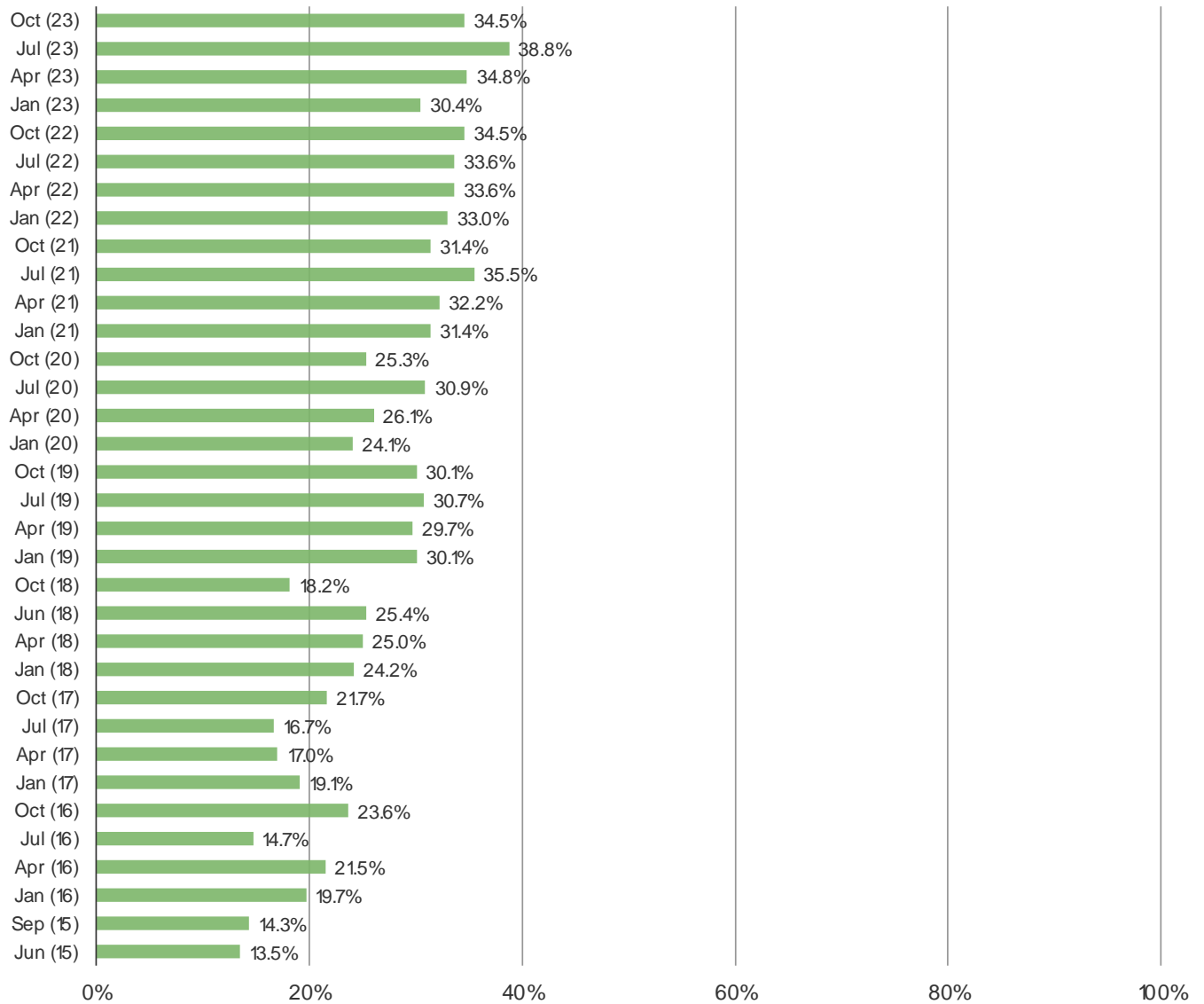
DO YOU CURRENTLY SUBSCRIBE TO CABLE, SATELLITE OR TELCO TELEVISION?

This question was posed to all respondents.



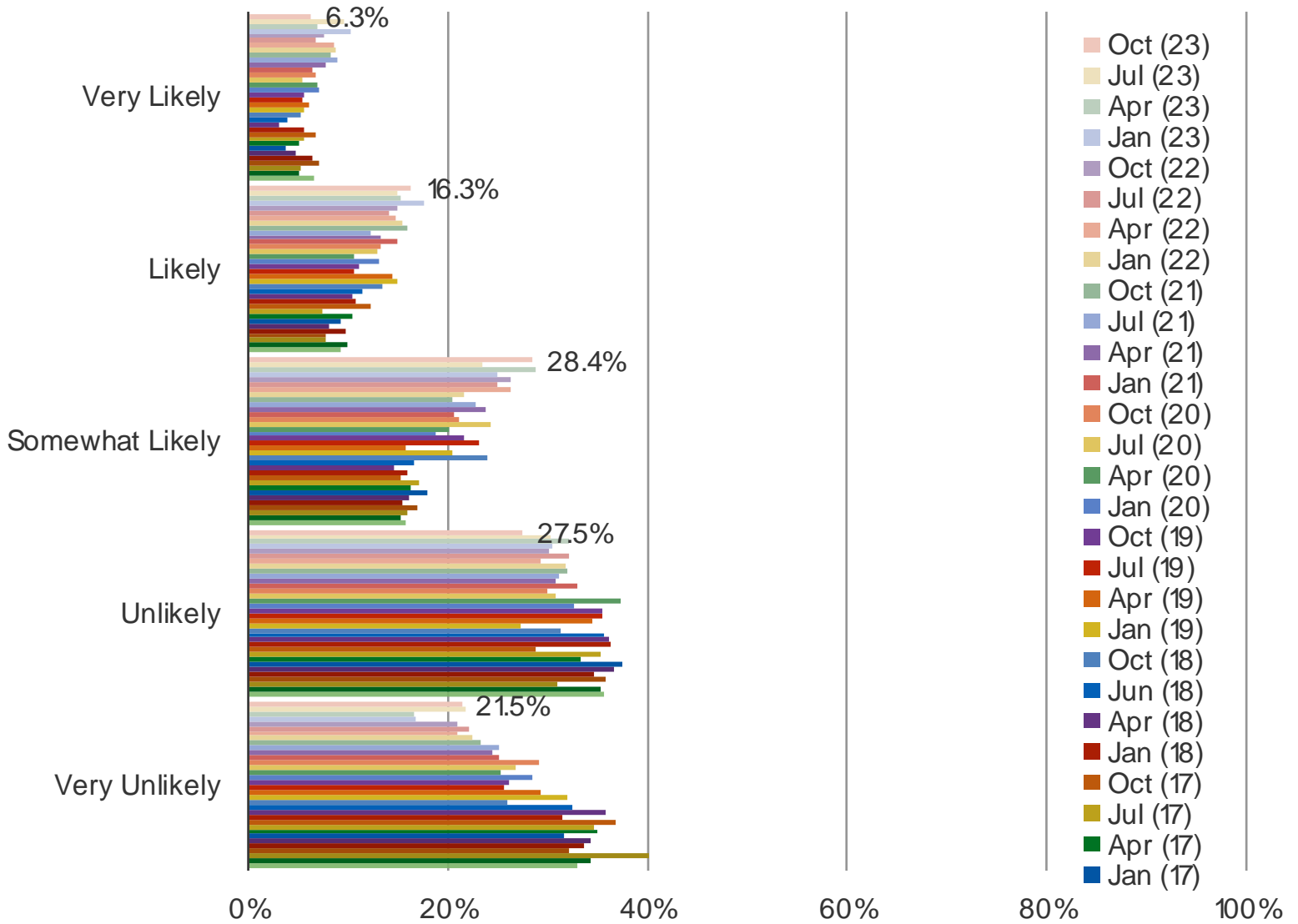
DID YOU CANCEL YOUR SUBSCRIPTION TO USE INTERNET STREAMING SERVICES INSTEAD?

This question was posed to all respondents who do not use cable, satellite or telco television.



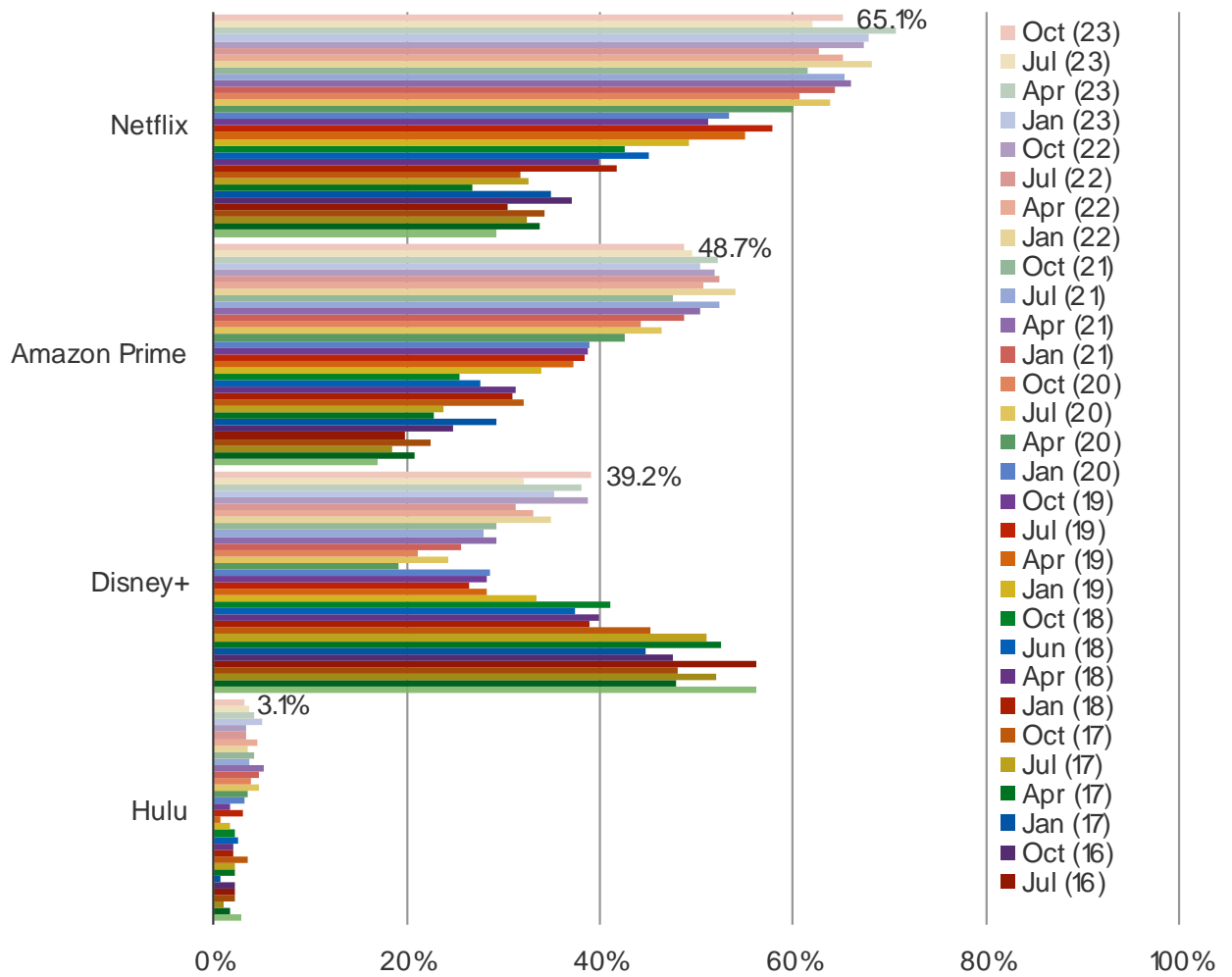
HOW LIKELY ARE YOU TO CANCEL YOU CABLE, SATELLITE OR TELCO TELEVISION SUBSCRIPTION WITHIN THE NEXT YEAR?

This question was posed to all respondents who use cable, satellite, or telco television.



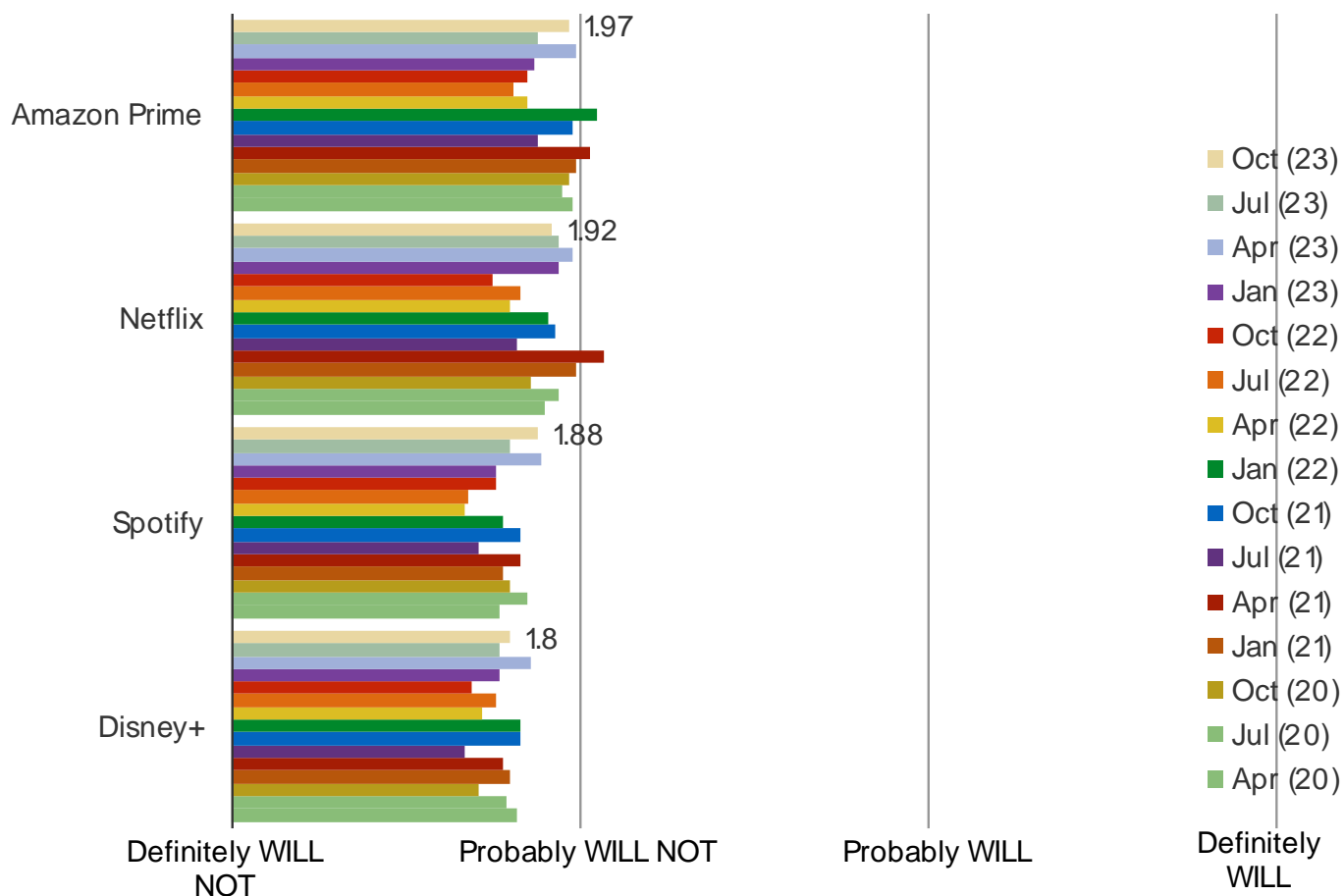
DO YOU CURRENTLY SUBSCRIBE TO ANY OF THE FOLLOWING SERVICES? (SELECT ALL THAT APPLY)

This question was posed to all respondents.



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

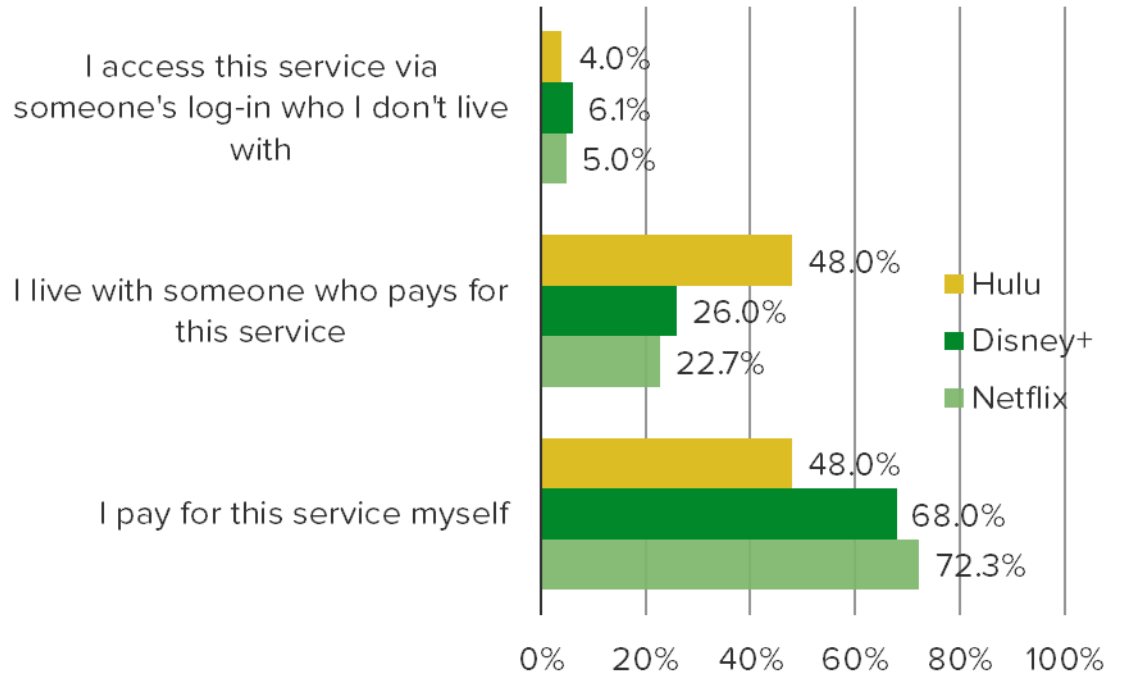
This question was posed to all non-subscribers of the below.



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

This question was posed to respondents who use the below.

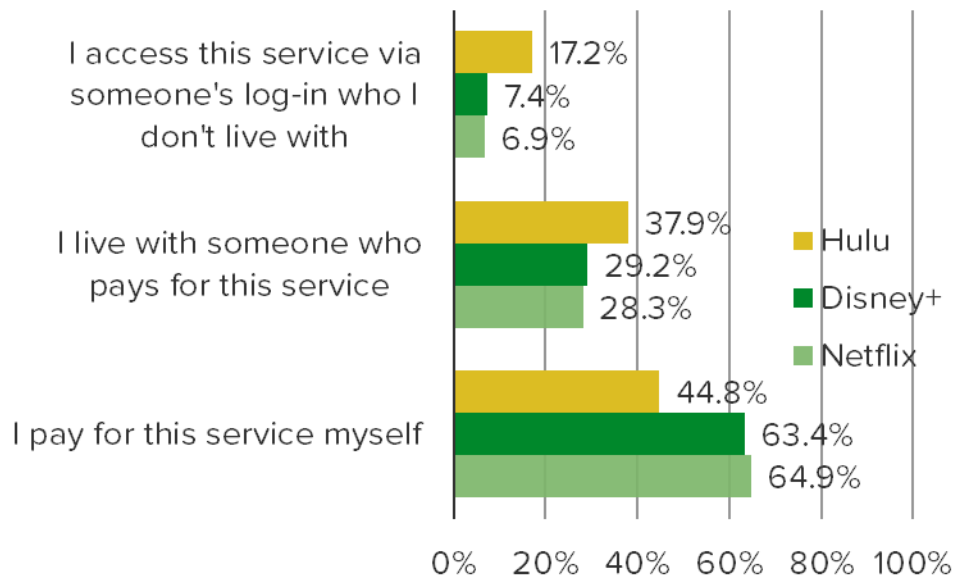
October 2023



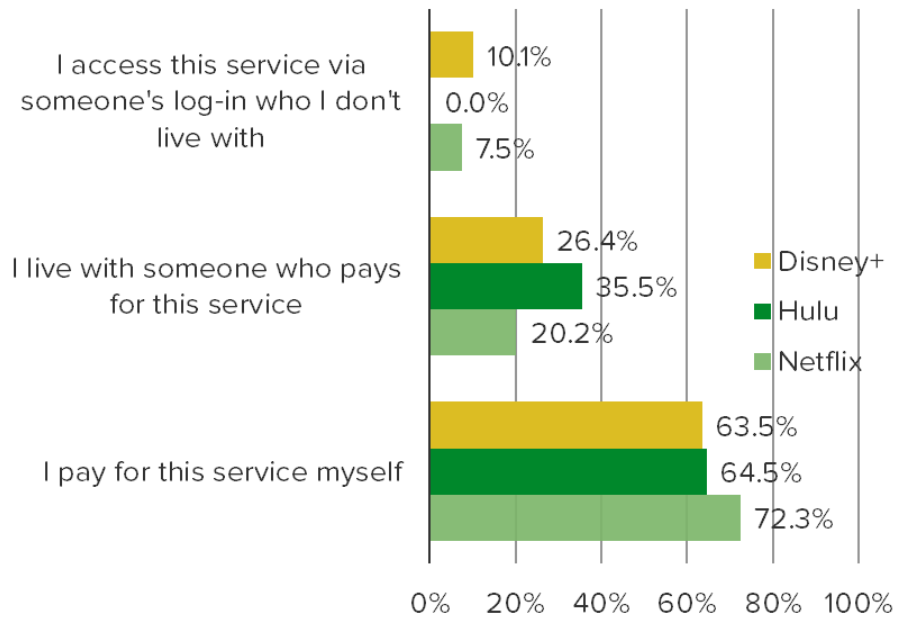
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

This question was posed to respondents who use the below.

July 2023



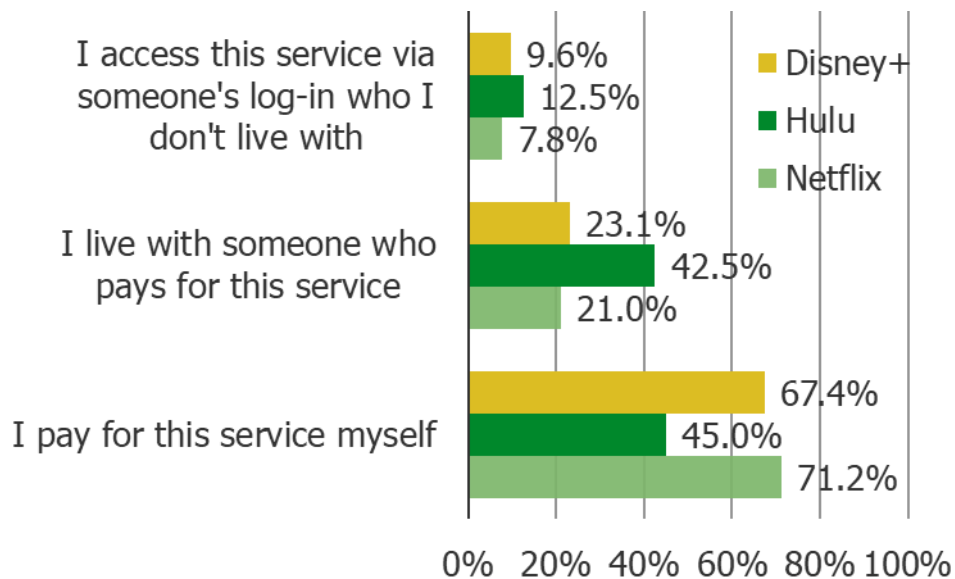
April 2023



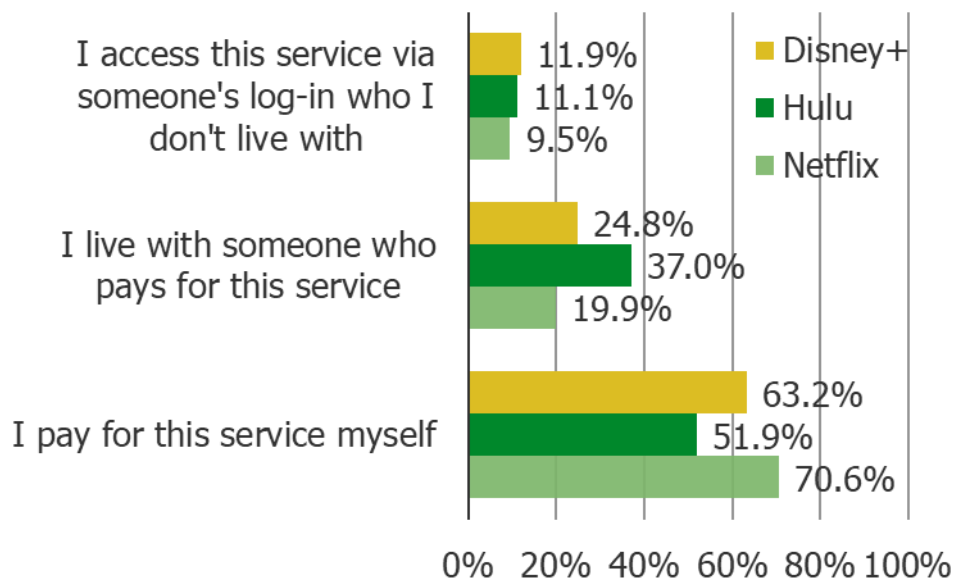
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

This question was posed to respondents who use the below.

January 2023

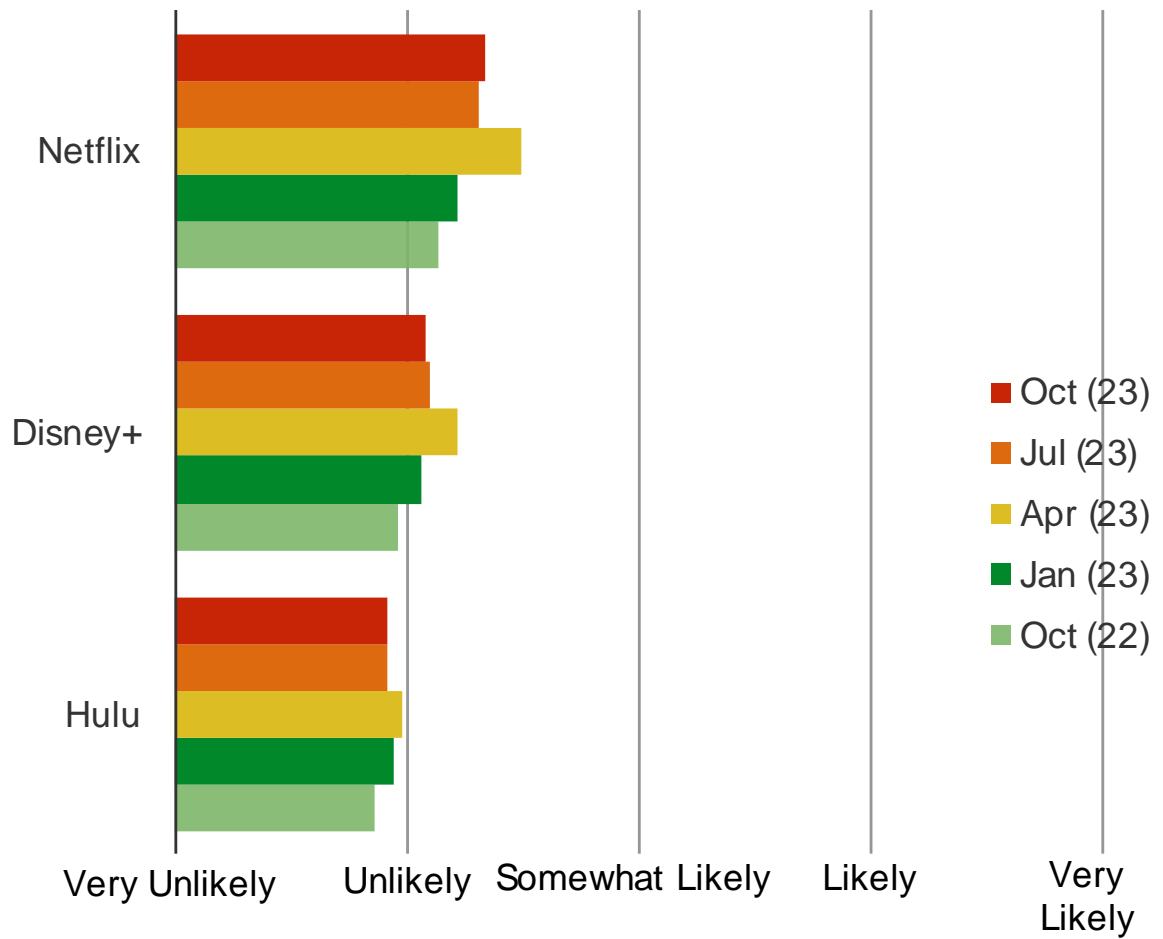


October 2022



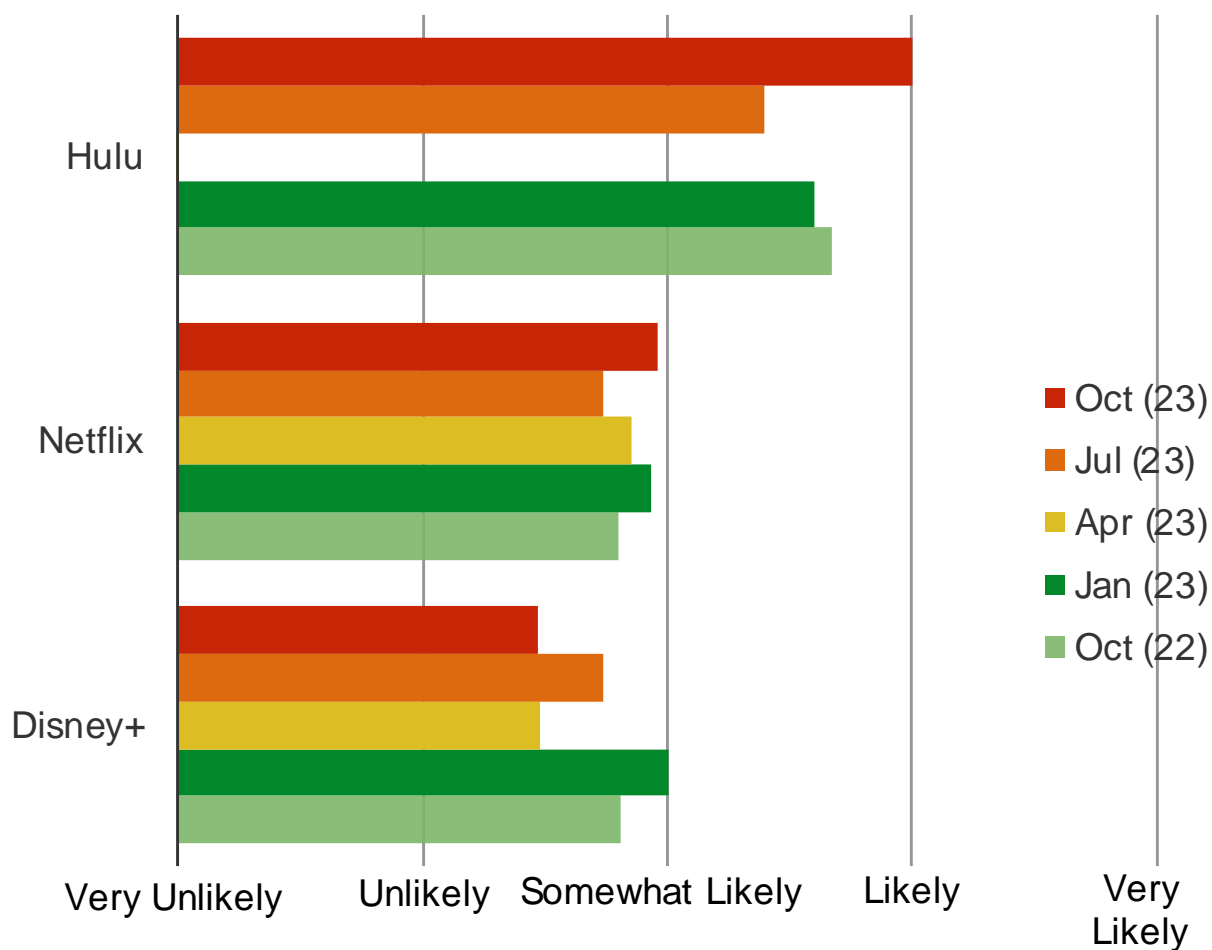
HOW LIKELY WOULD YOU BE TO SUBSCRIBE TO AN AD-SUPPORTED VERSION OF THIS PLATFORM, WITH COMMERCIALS, FOR A LOWER PRICE THAN ITS TYPICAL SUBSCRIPTION PRICE?

This question was posed to respondents who do not subscribe to each of the following.



HOW LIKELY WOULD YOU BE TO SIGN UP FOR YOUR OWN ACCOUNT IF THIS PLATFORM OFFERED AN AD-SUPPORTED TIER, WITH COMMERCIALS, FOR A LOWER PRICE THAN ITS TYPICAL PRICE?

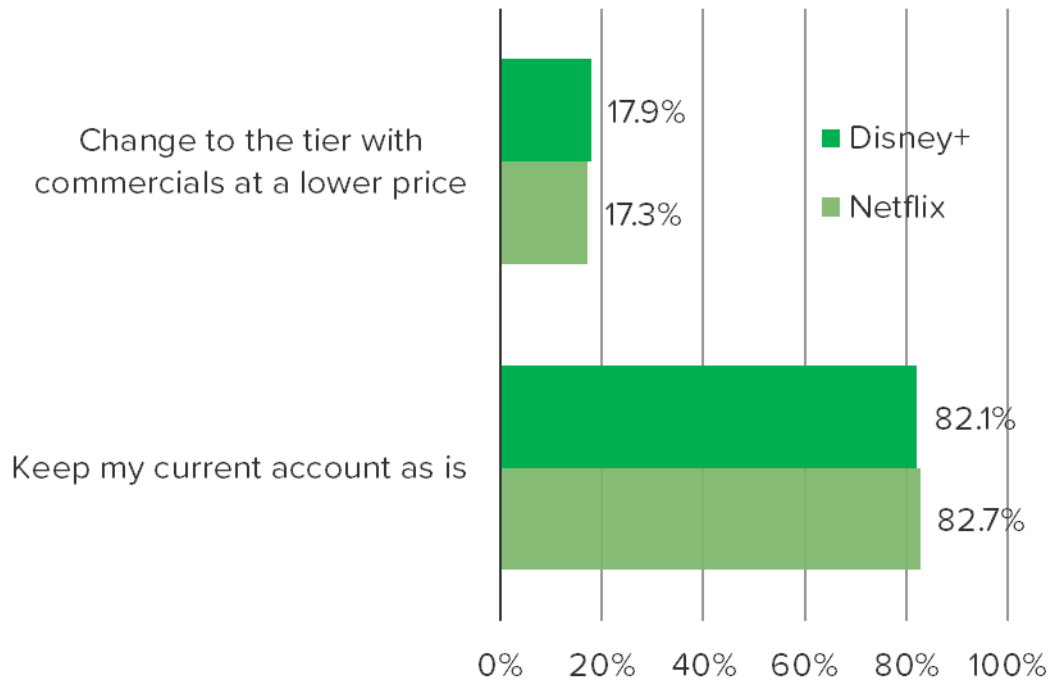
This question was posed to respondents who access someone else's account.



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

This question was posed to paying subscribers of each of the following...

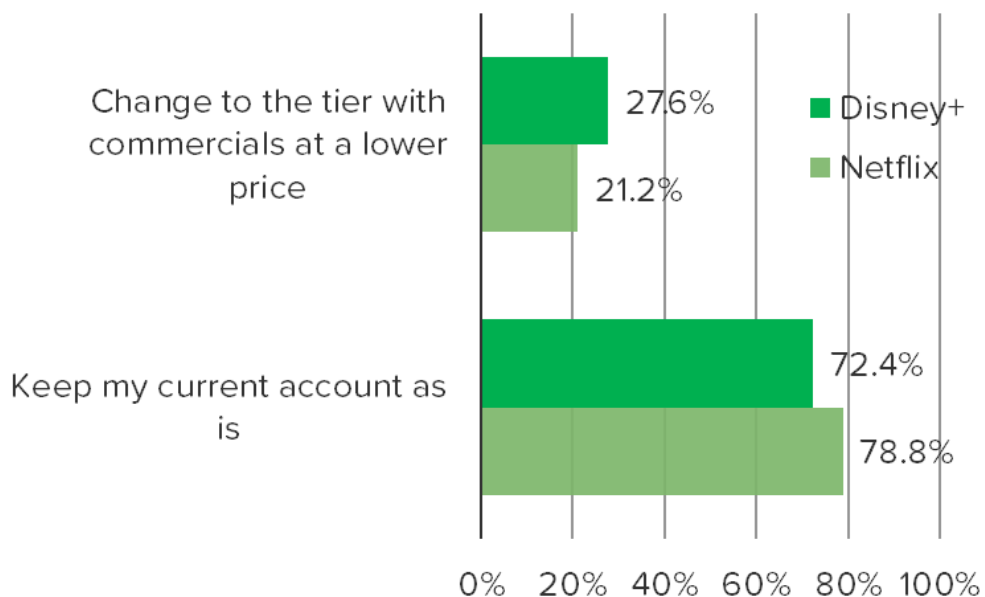
October 2023



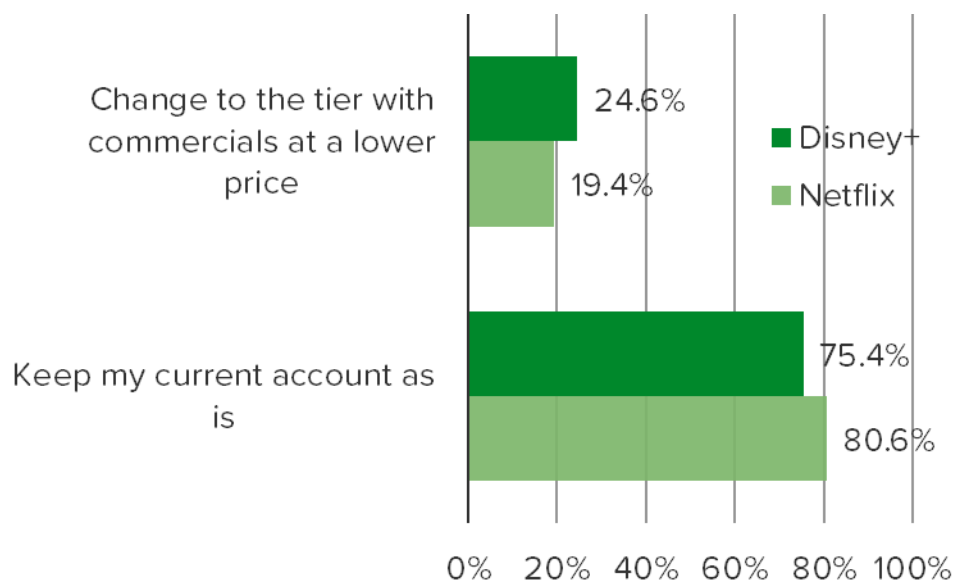
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This question was posed to paying subscribers of each of the following...

July 2023



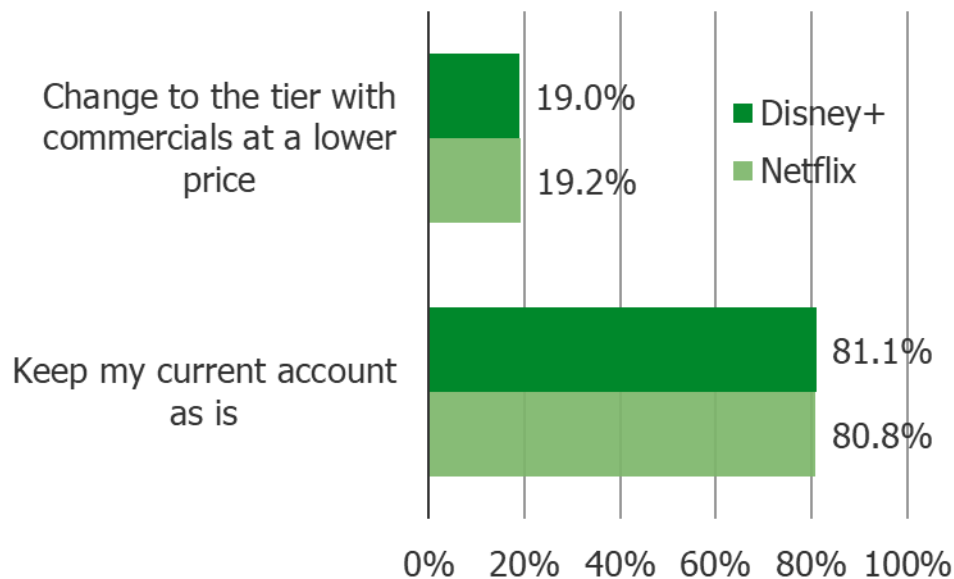
April 2023



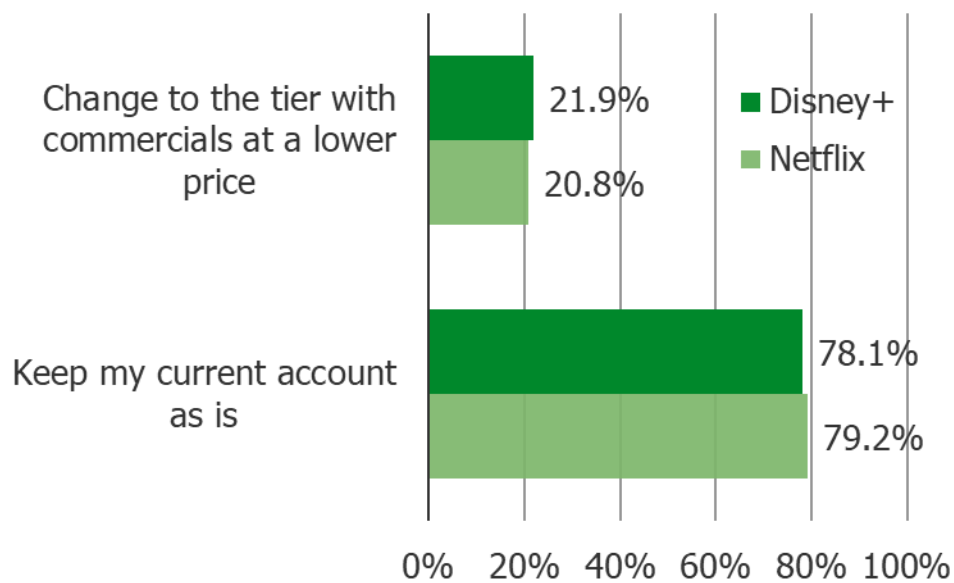
IF THE FOLLOWING OFFERED AN AD-SUPPORTED TIER, WITH COMMERCIALS, FOR A LOWER PRICE, WOULD YOU...

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January 2023

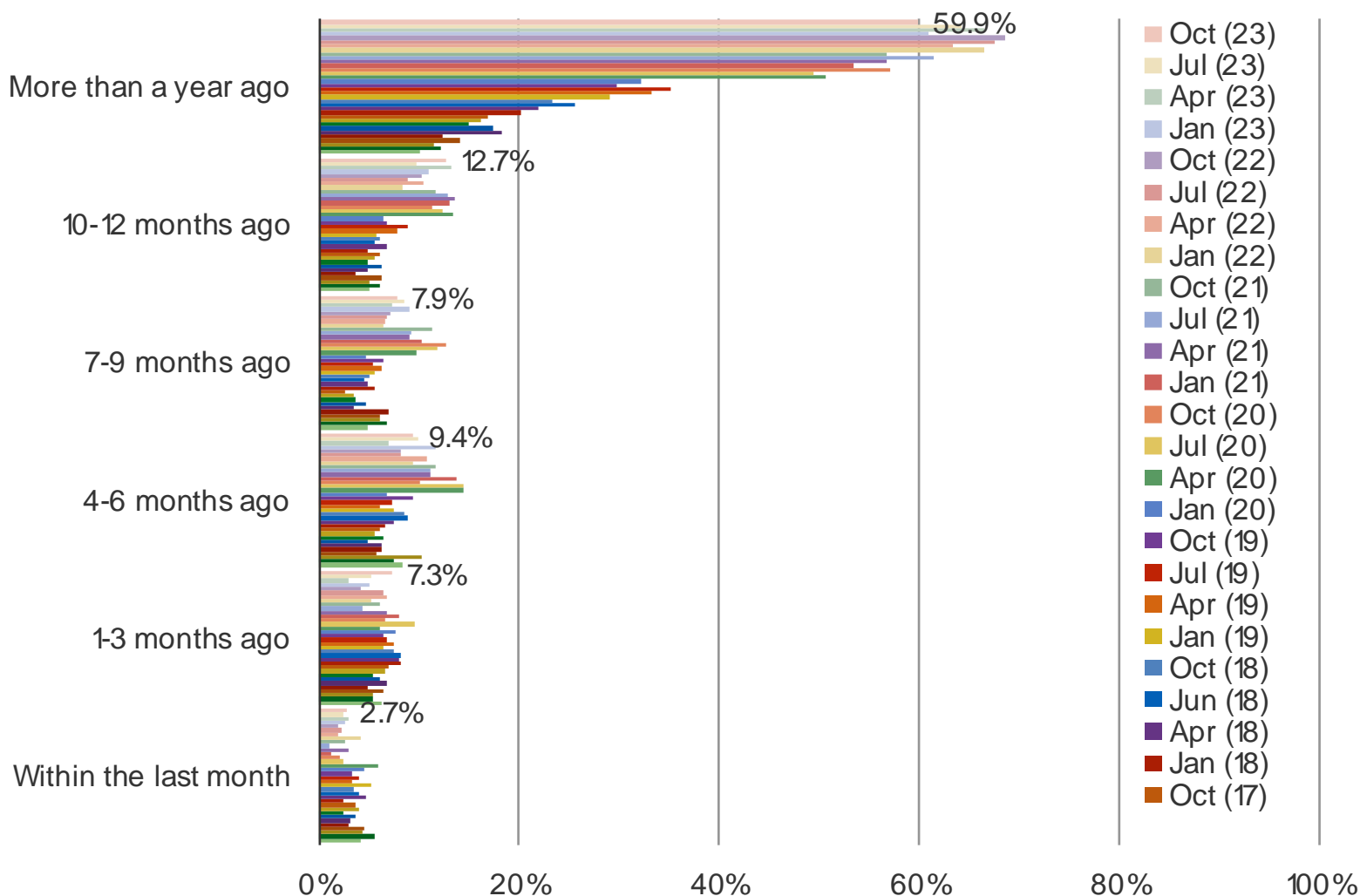


October 2022



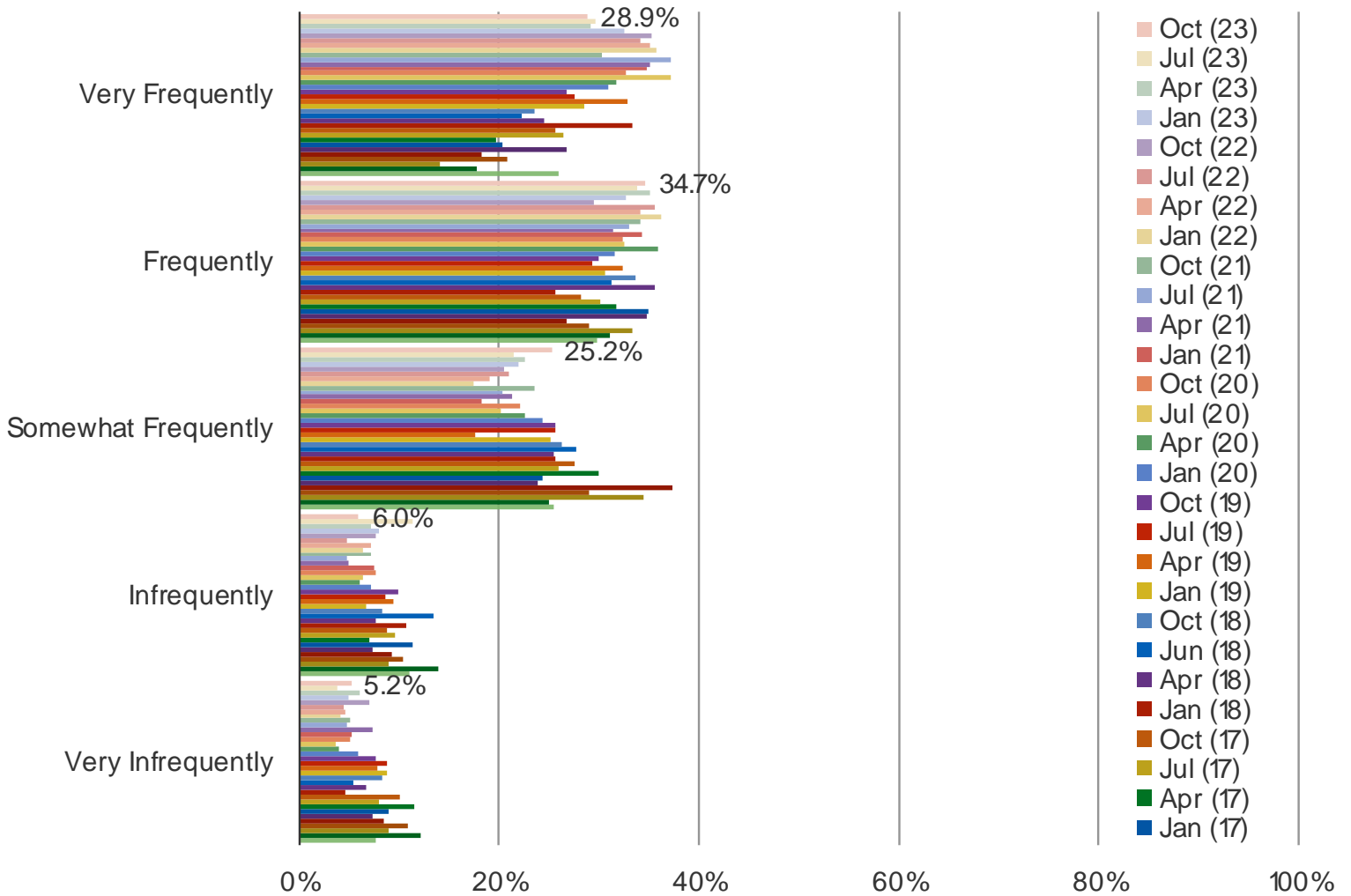
WHEN DID YOU BEGIN YOUR SUBSCRIPTION TO NETFLIX?

This question was posed to Netflix subscribers.



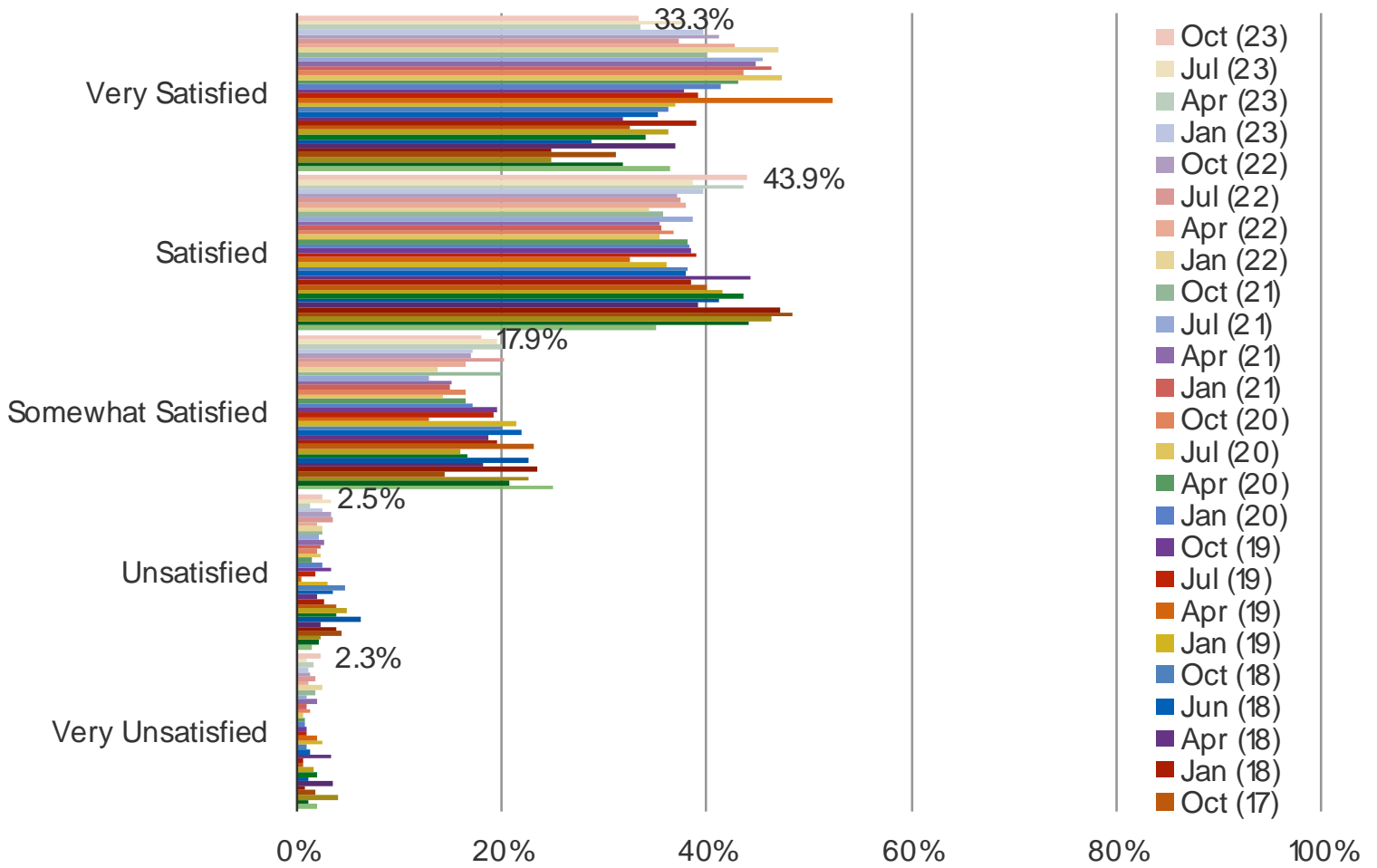
HOW FREQUENTLY DO YOU WATCH NETFLIX?

This question was posed to Netflix subscribers.



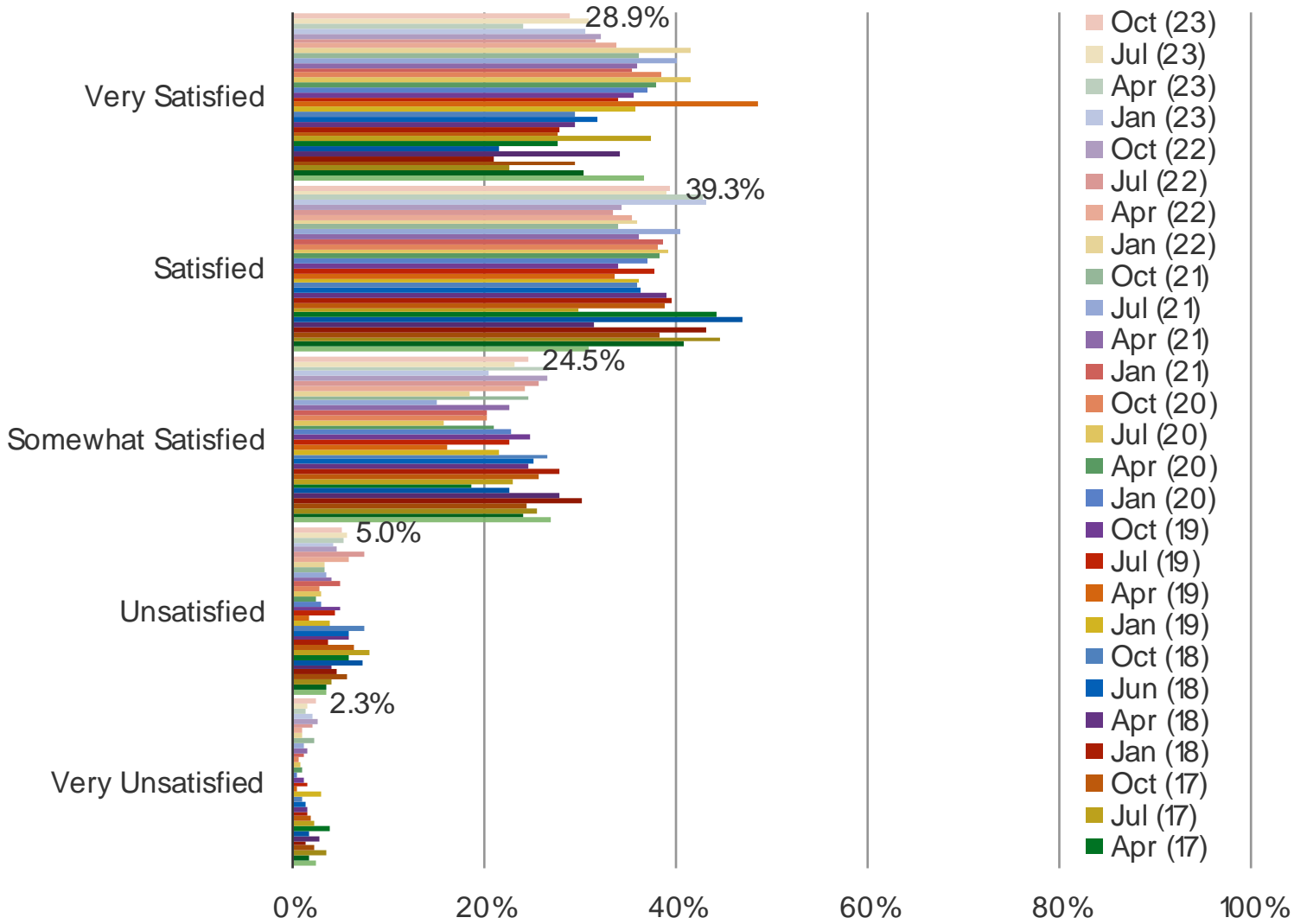
PLEASE RATE YOUR SATISFACTION WITH NETFLIX.

This question was posed to Netflix subscribers.



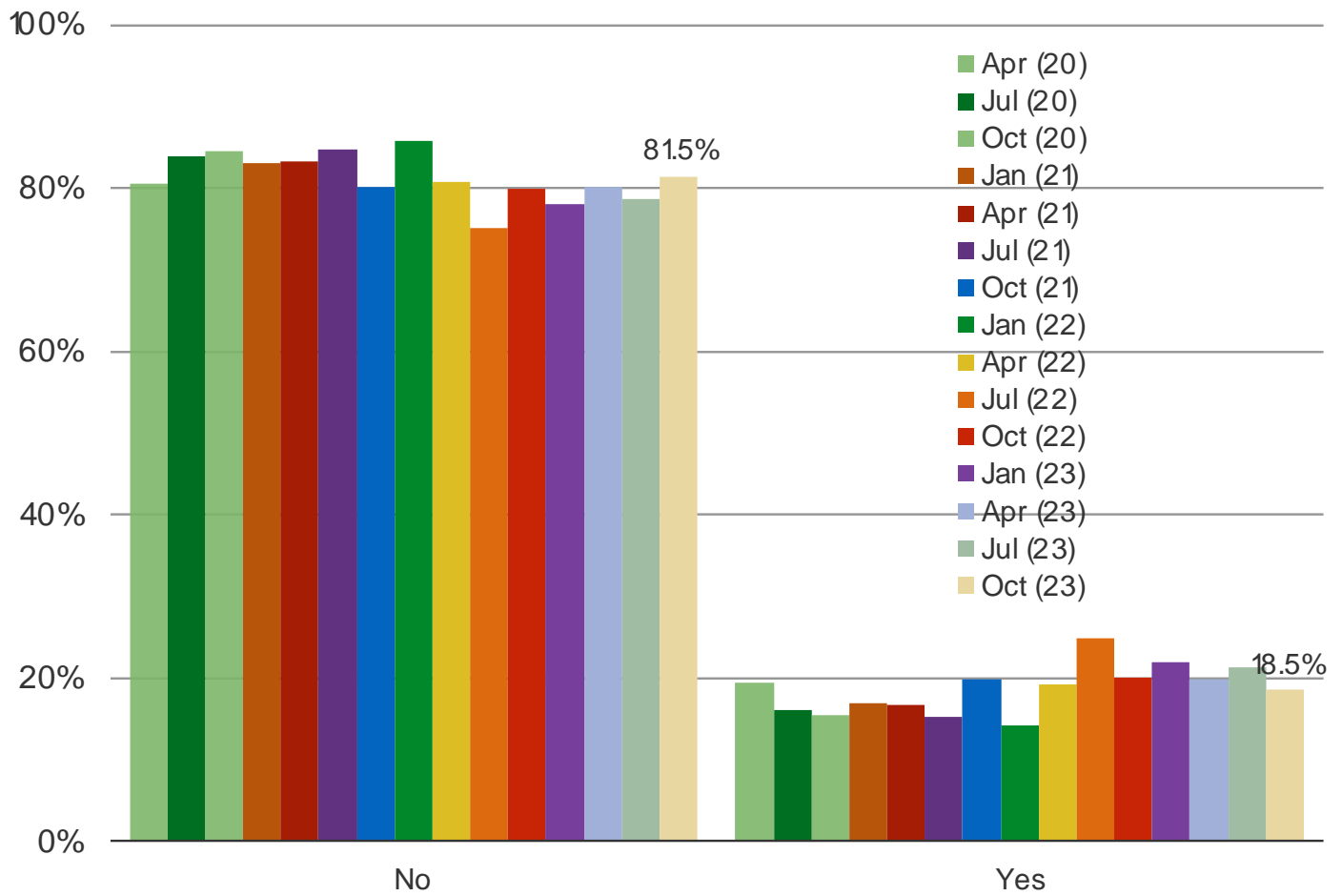
HOW SATISFIED ARE YOU WITH THE VALUE YOU RECEIVE FROM NETFLIX FOR YOUR MONEY?

This question was posed to Netflix subscribers.



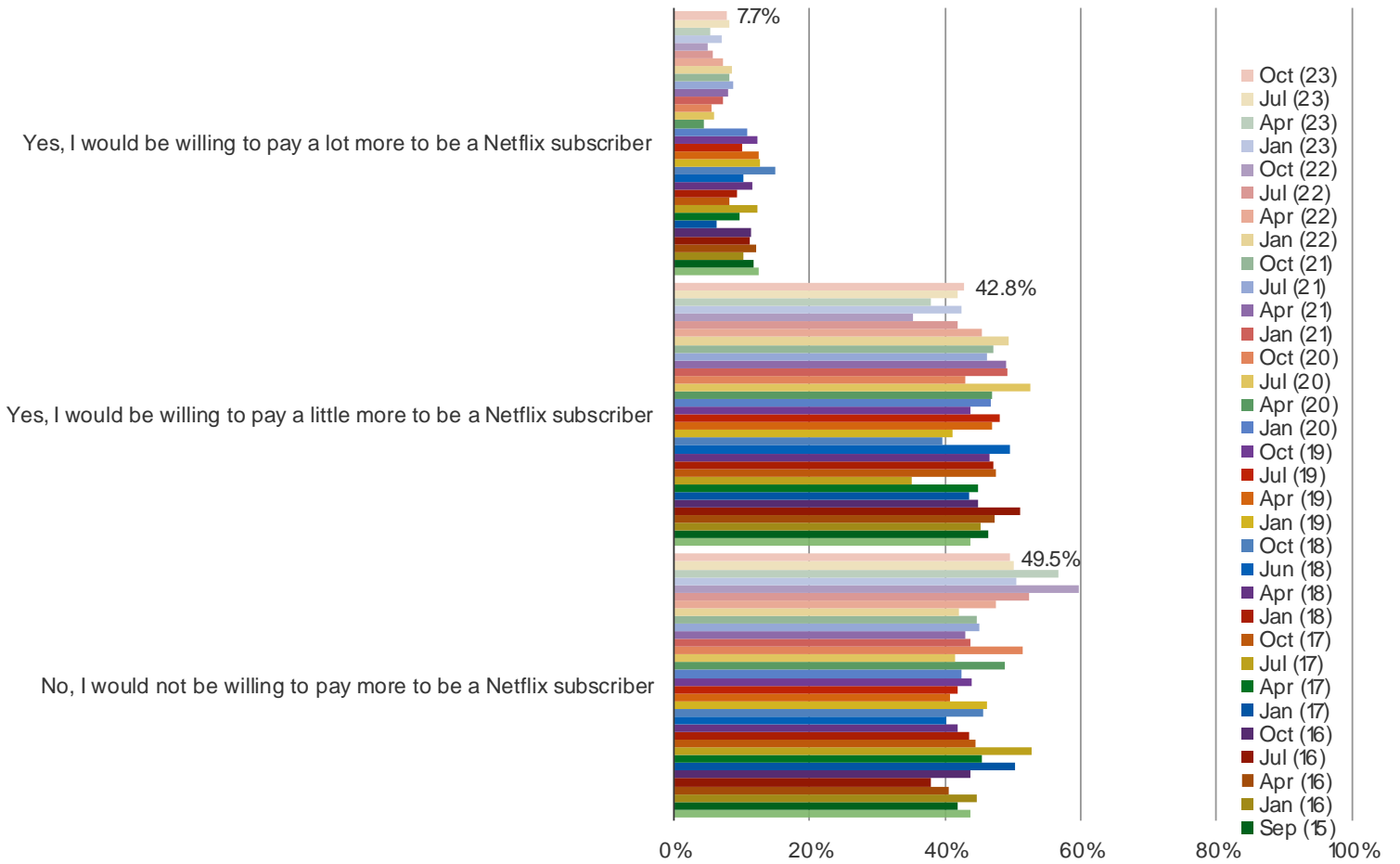
ARE YOU CONSIDERING CANCELLING YOUR NETFLIX SUBSCRIPTION IN THE NEXT FEW MONTHS?

This question was posed to Netflix subscribers.



WOULD YOU BE WILLING TO PAY MORE TO BE A NETFLIX SUBSCRIBER IF PRICES INCREASED?

This question was posed to Netflix subscribers.



HOW STRONG WOULD YOU SAY DEMAND IS FOR NETFLIX IN YOUR COUNTRY?

This question was posed to Netflix subscribers.

