

Bespoke Survey Research

January 2024

Streaming Video UK

Volume 31 | Quarterly Survey

800+ UK Consumers

Tickers Covered: NFLX, DIS.

KPIs and Key questions

- Streaming video has gained as the preferred method for consuming TV and film content over the history of our survey.
- The share of consumers who subscribe to cable, satellite, or telco television has declined over the history of our survey. An increasing share of those who do not have cable TV said they cancelled to use internet streaming services instead.
- Interest in ad-supported streaming platforms has grown sequentially over the past 4-6 quarters.
- Most of the engagement related topics on Netflix are consistent with what we observed in recent prior waves.

Noteworthy Stats:

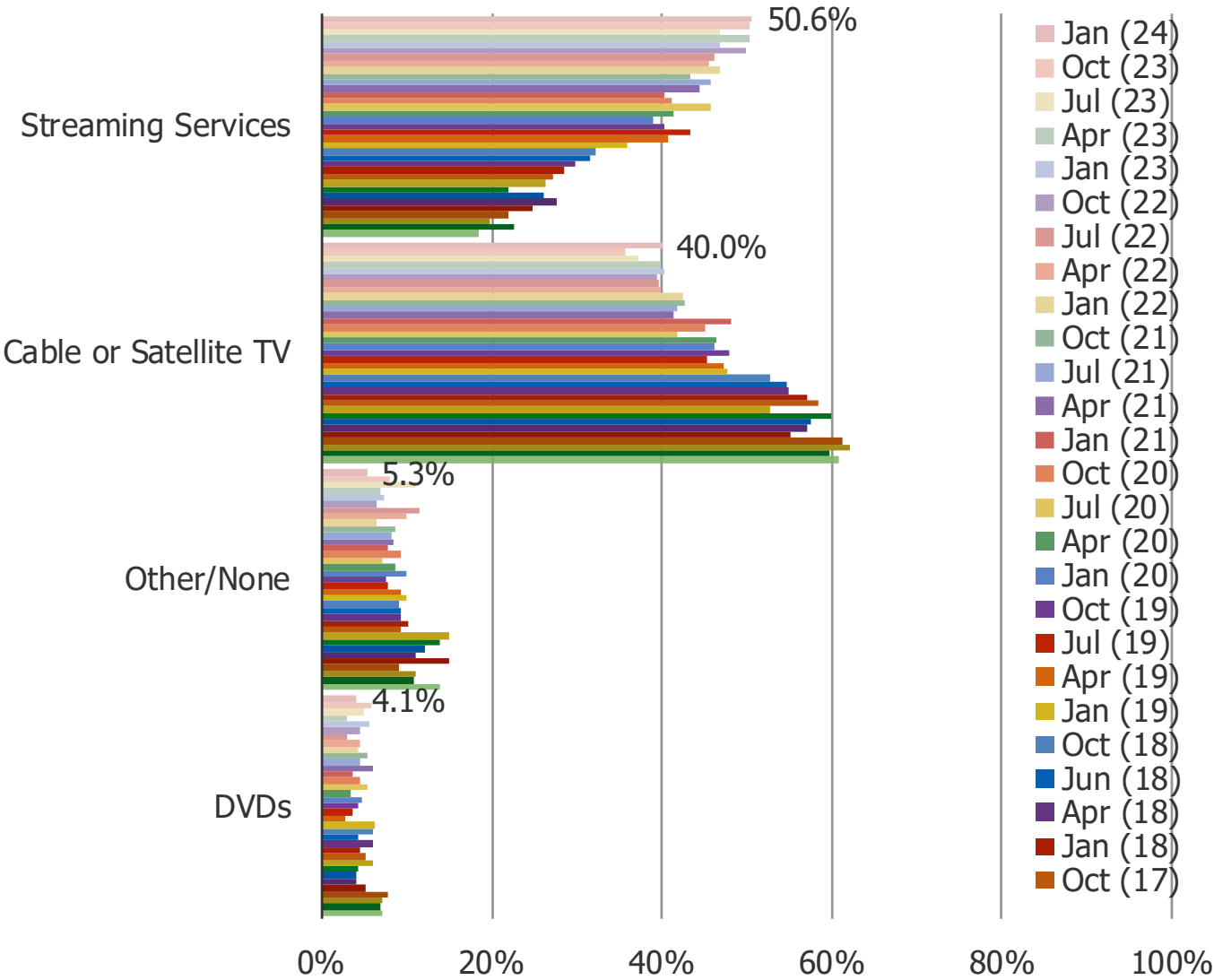
- 72.0%** Of NFLX subs would keep their account even if NFLX offered an ad supported tier for a lower price.
- 34.8%** Of NFLX subs are very satisfied with the service.
- 76.8%** Of NFLX subs are not considering cancelling their subscription in the next few months.

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

UK STREAMING VIDEO

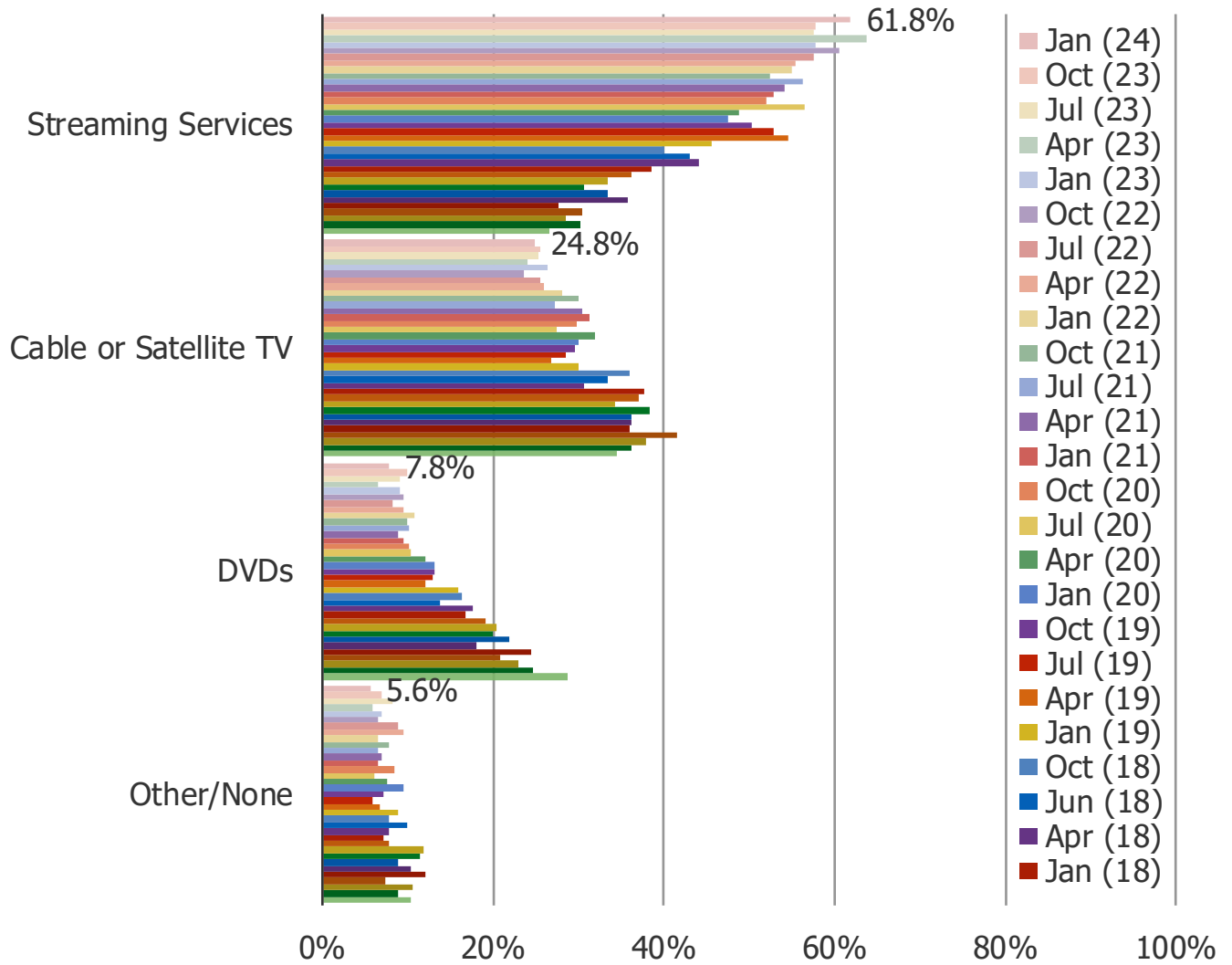
WHAT IS YOUR PREFERRED METHOD FOR WATCHING TELEVISION?

This question was posed to all respondents.



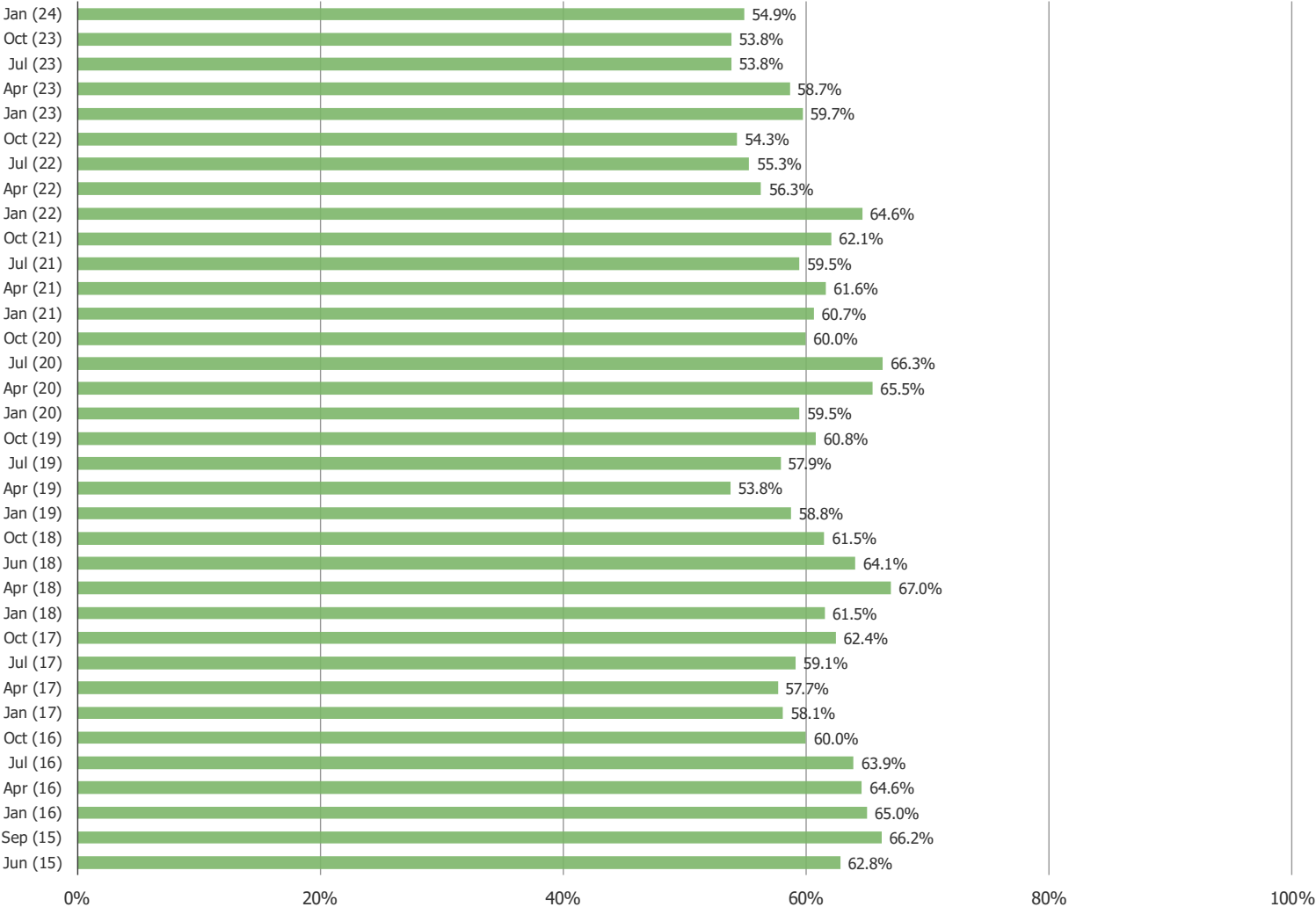
WHAT IS YOUR PREFERRED METHOD FOR WATCHING FILMS?

This question was posed to all respondents.



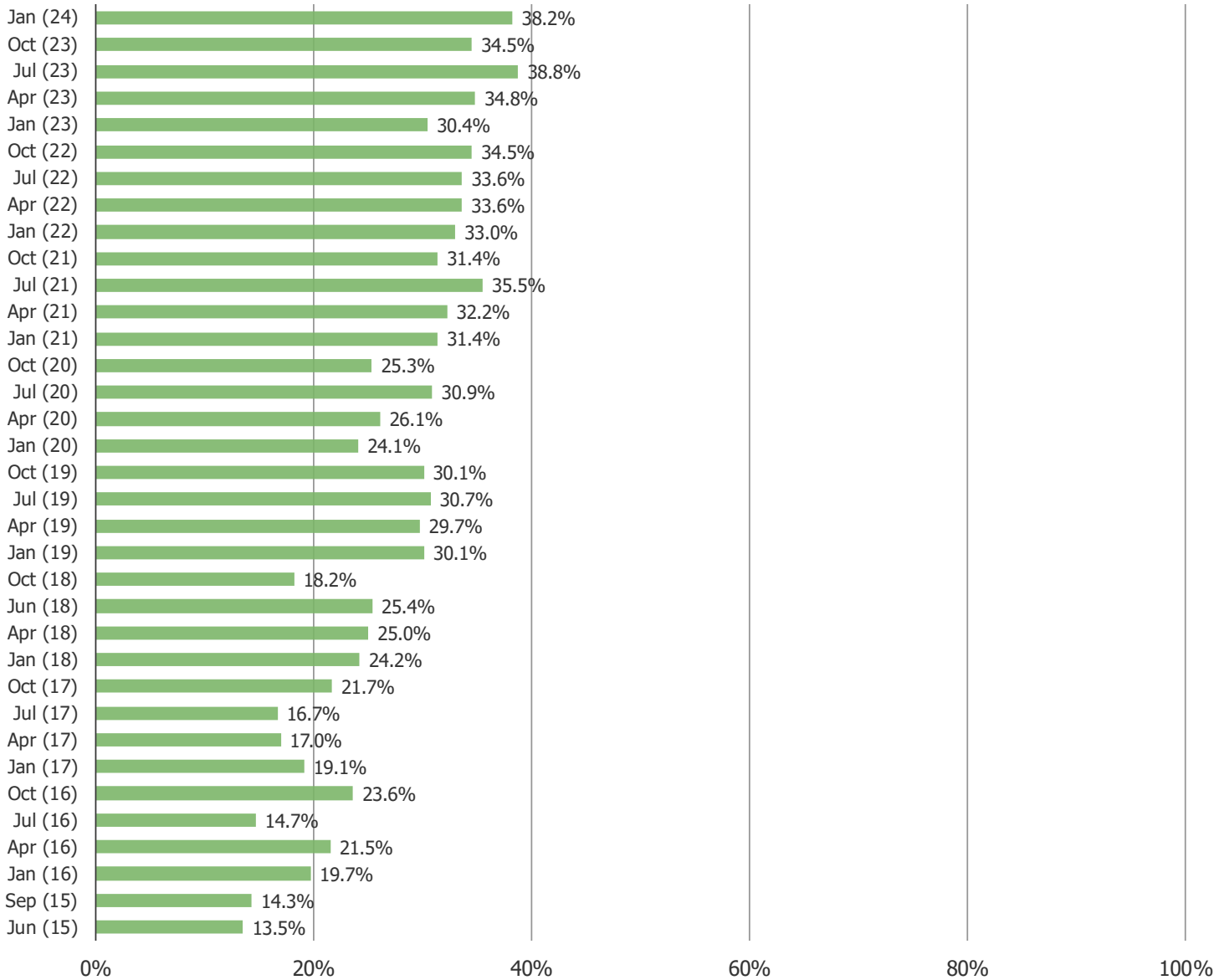
DO YOU CURRENTLY SUBSCRIBE TO CABLE, SATELLITE OR TELCO TELEVISION?

This question was posed to all respondents.



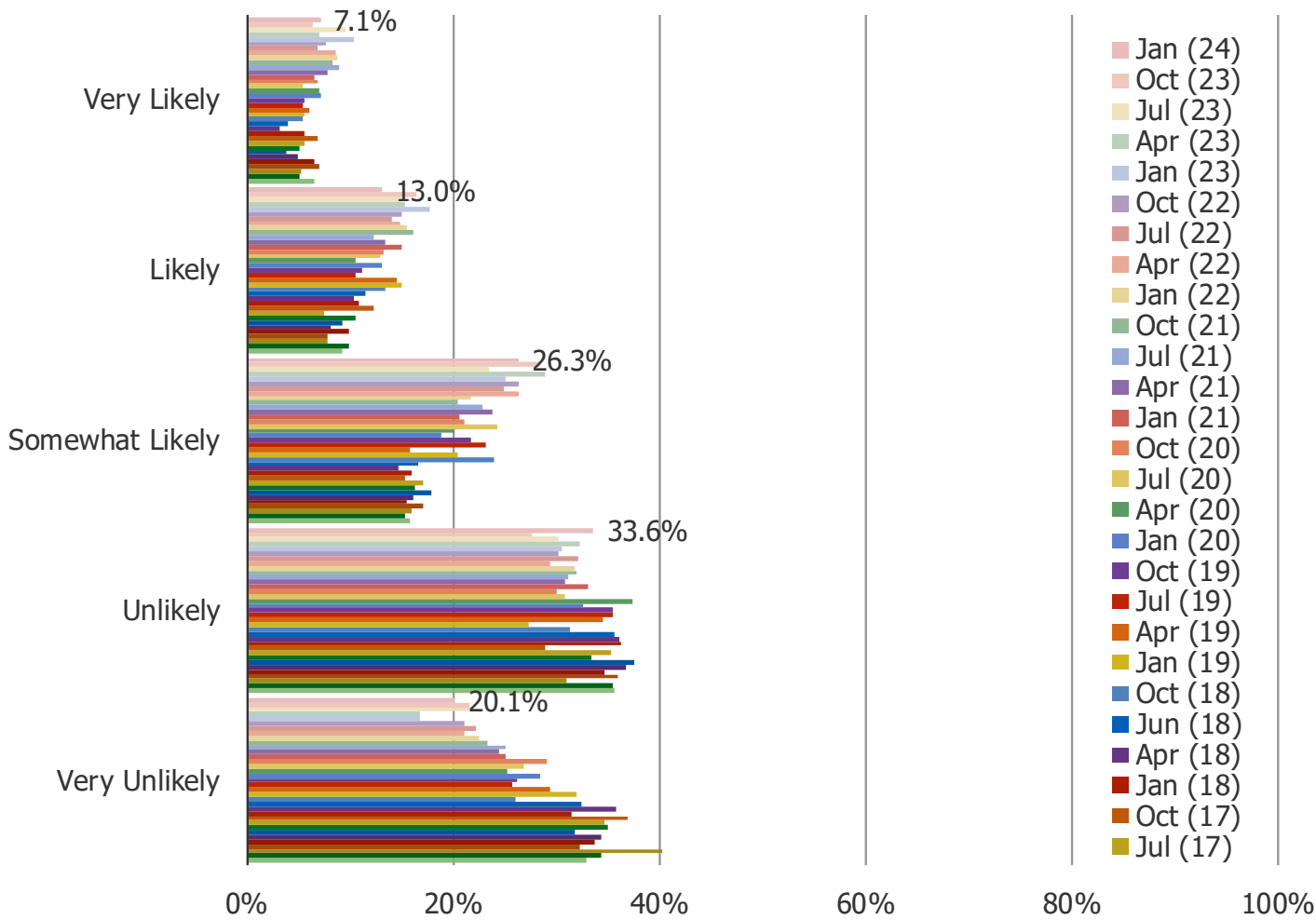
DID YOU CANCEL YOUR SUBSCRIPTION TO USE INTERNET STREAMING SERVICES INSTEAD?

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



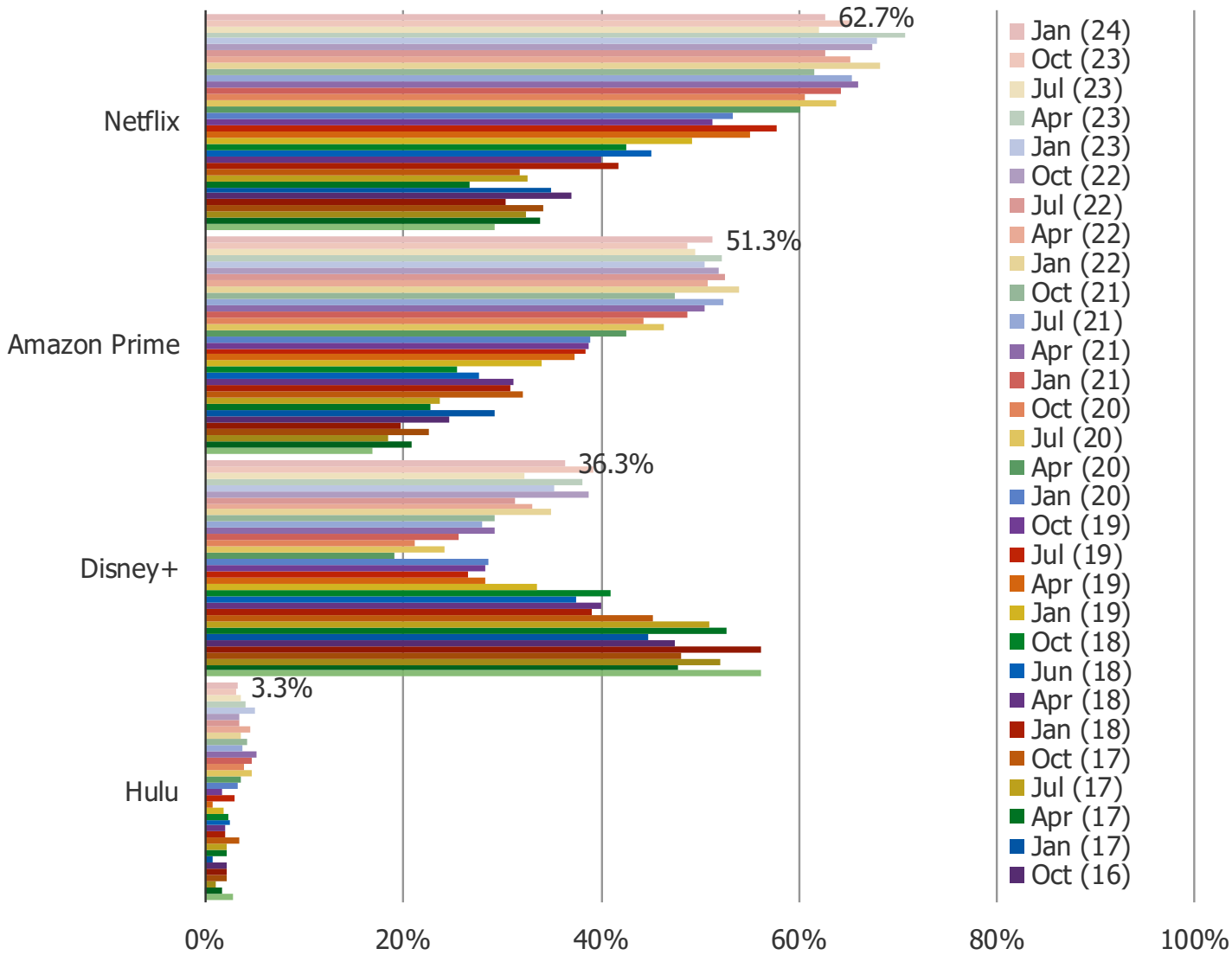
HOW LIKELY ARE YOU TO CANCEL YOUR CABLE, SATELLITE OR TELCO TELEVISION SUBSCRIPTION WITHIN THE NEXT YEAR?

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



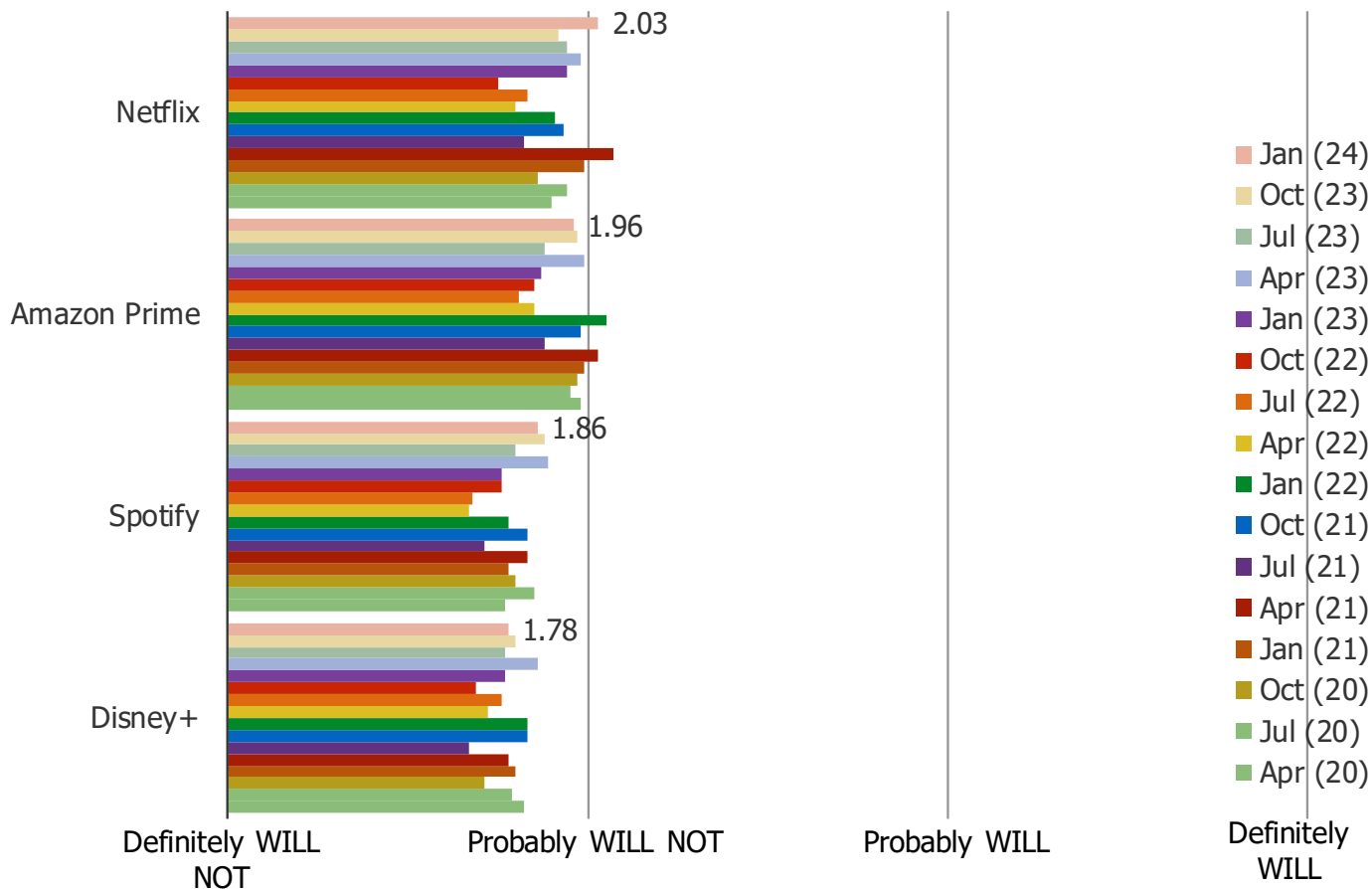
DO YOU CURRENTLY SUBSCRIBE TO ANY OF THE FOLLOWING SERVICES? (SELECT ALL THAT APPLY)

This question was posed to all respondents.



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

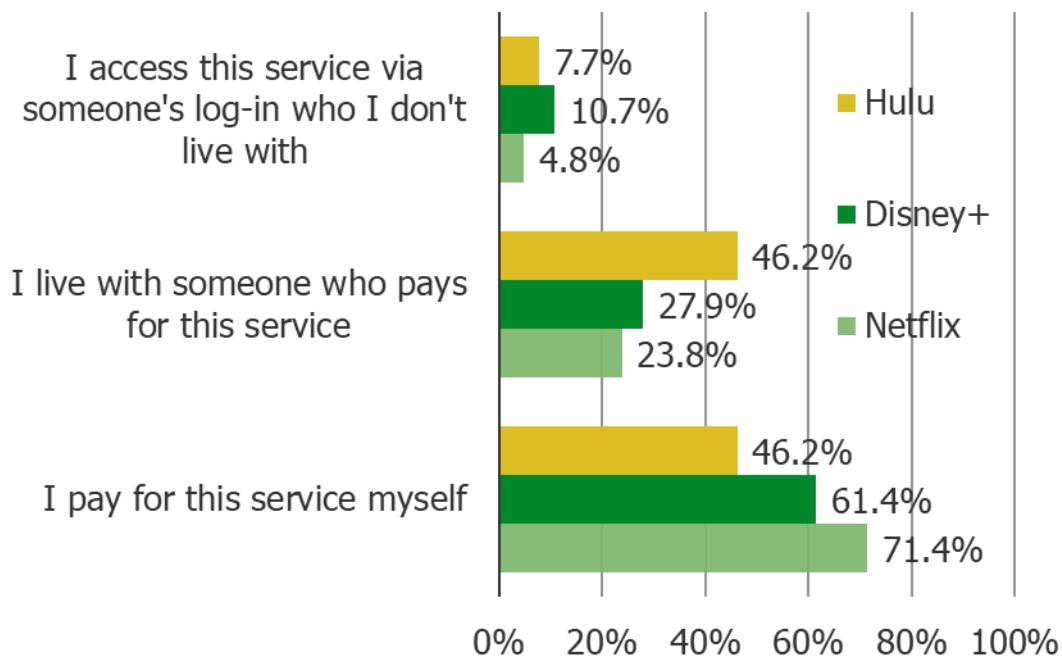
This question was posed to all non-subscribers of the below.



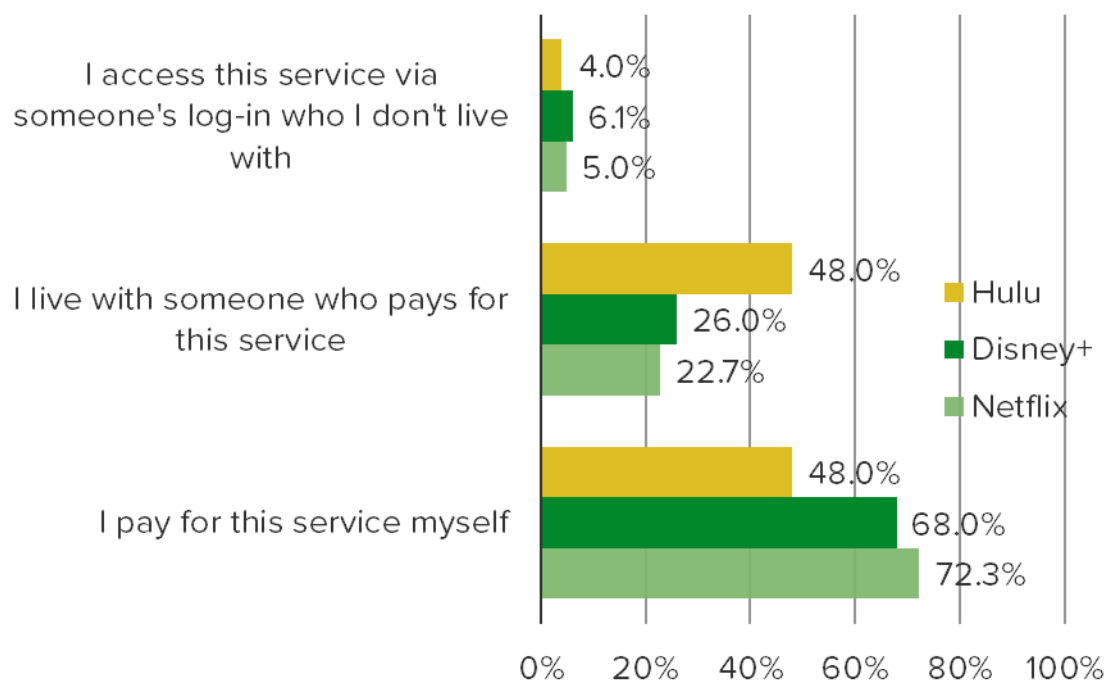
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

This question was posed to respondents who use the below.

January 2024



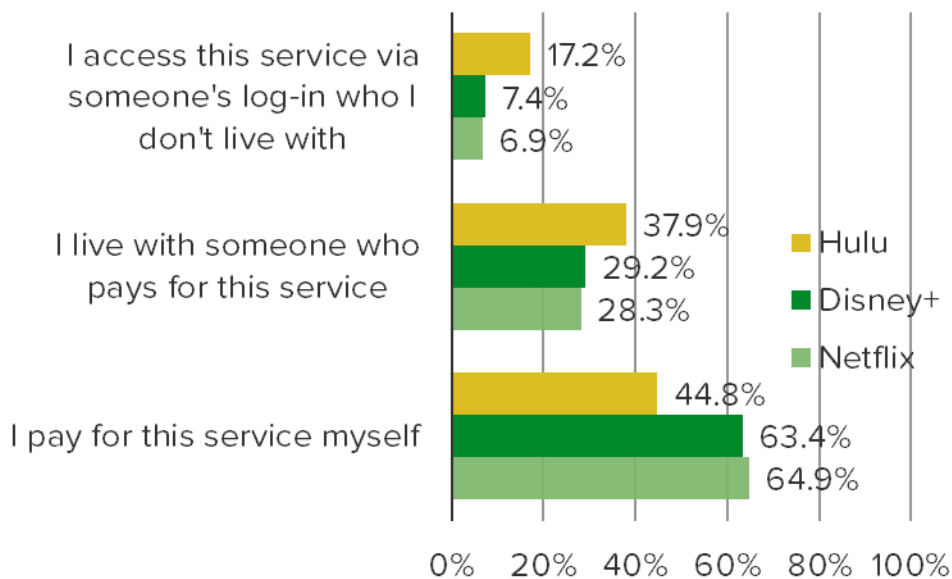
October 2023



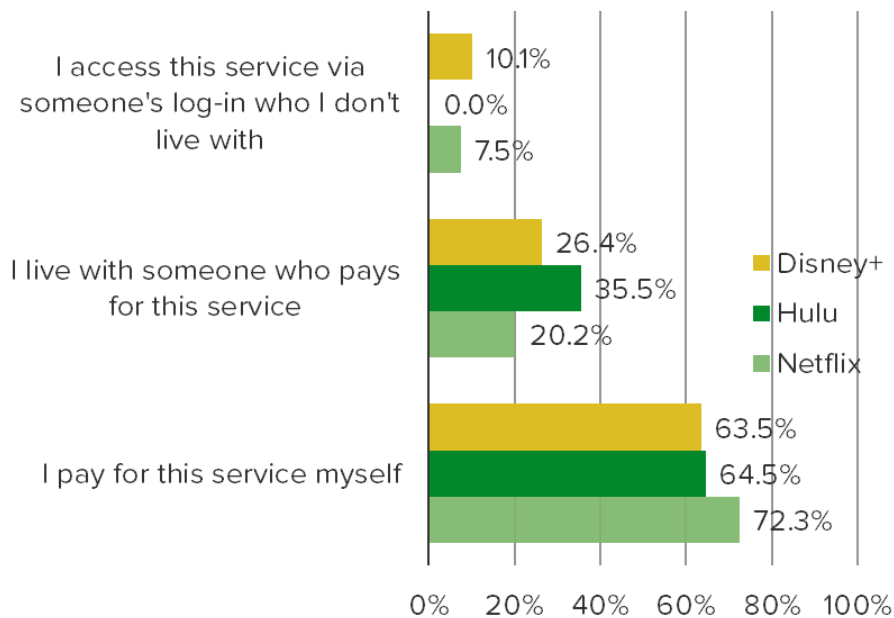
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July 2023



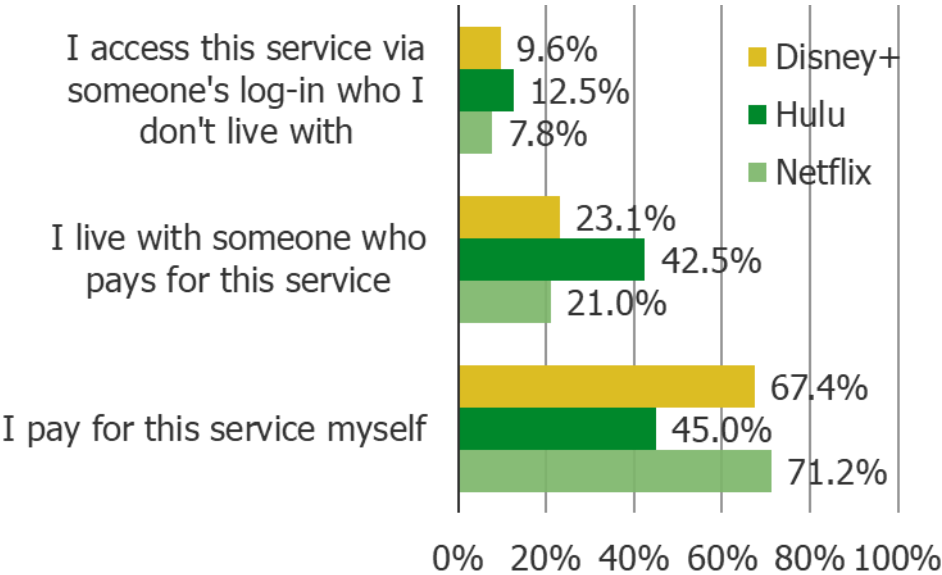
April 2023



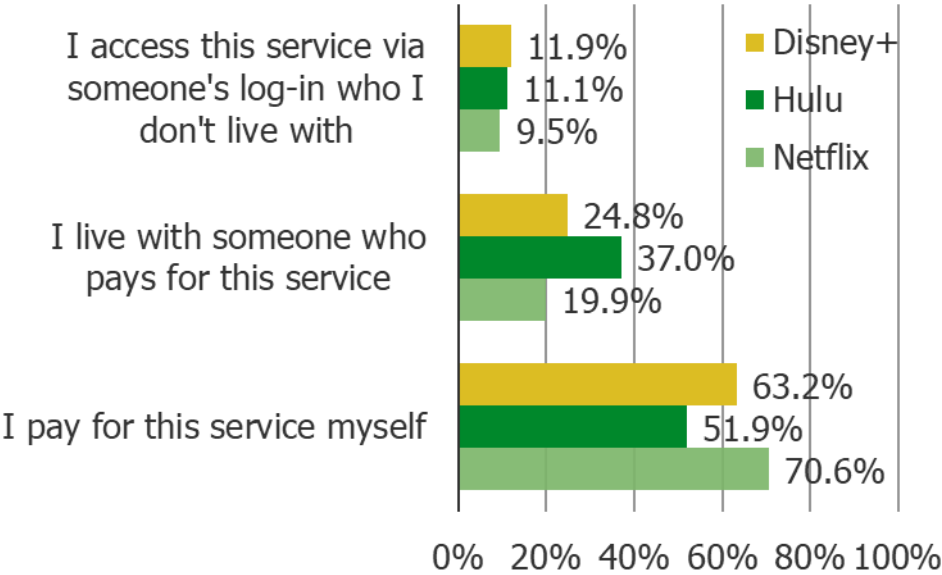
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January 2023

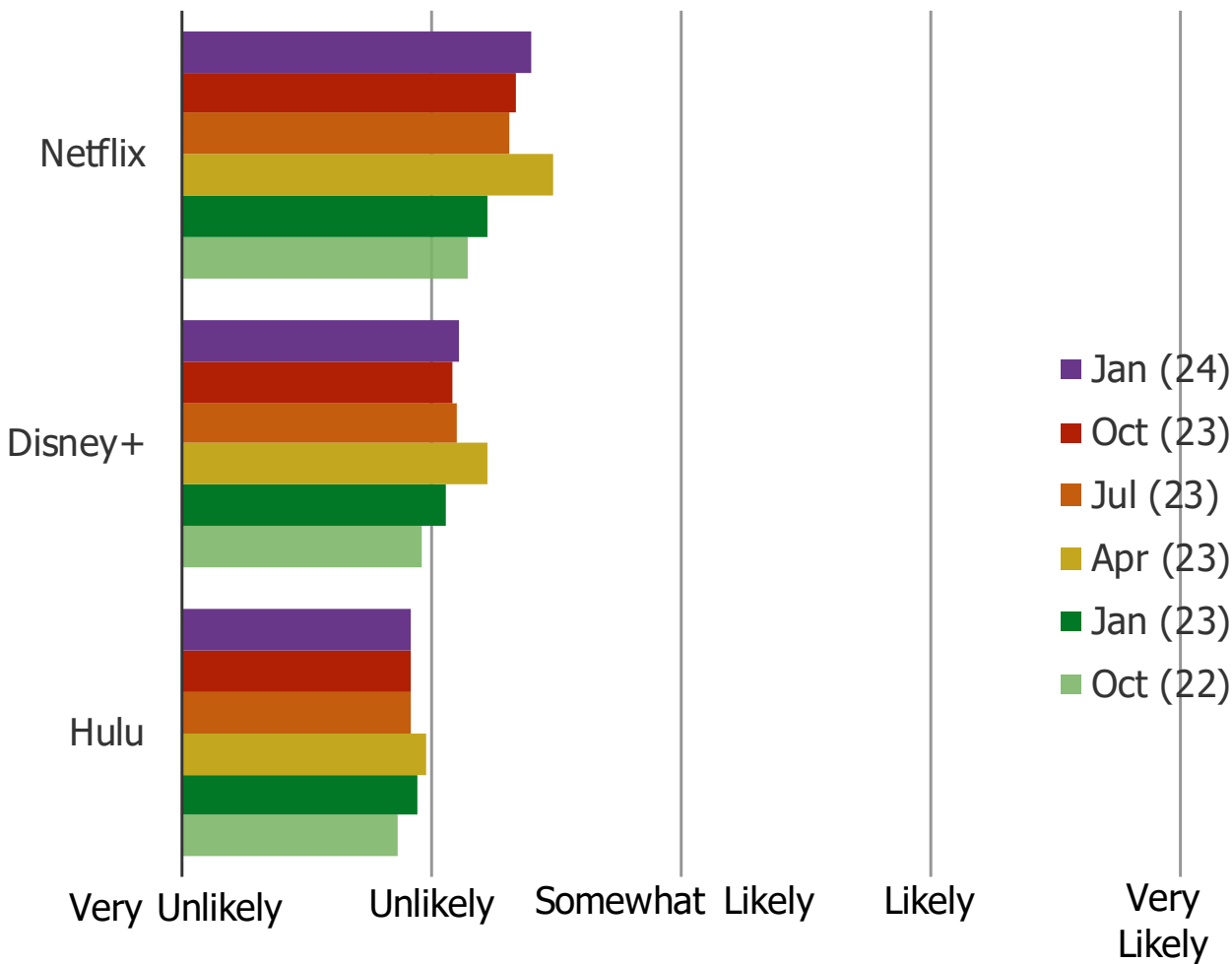


October 2022



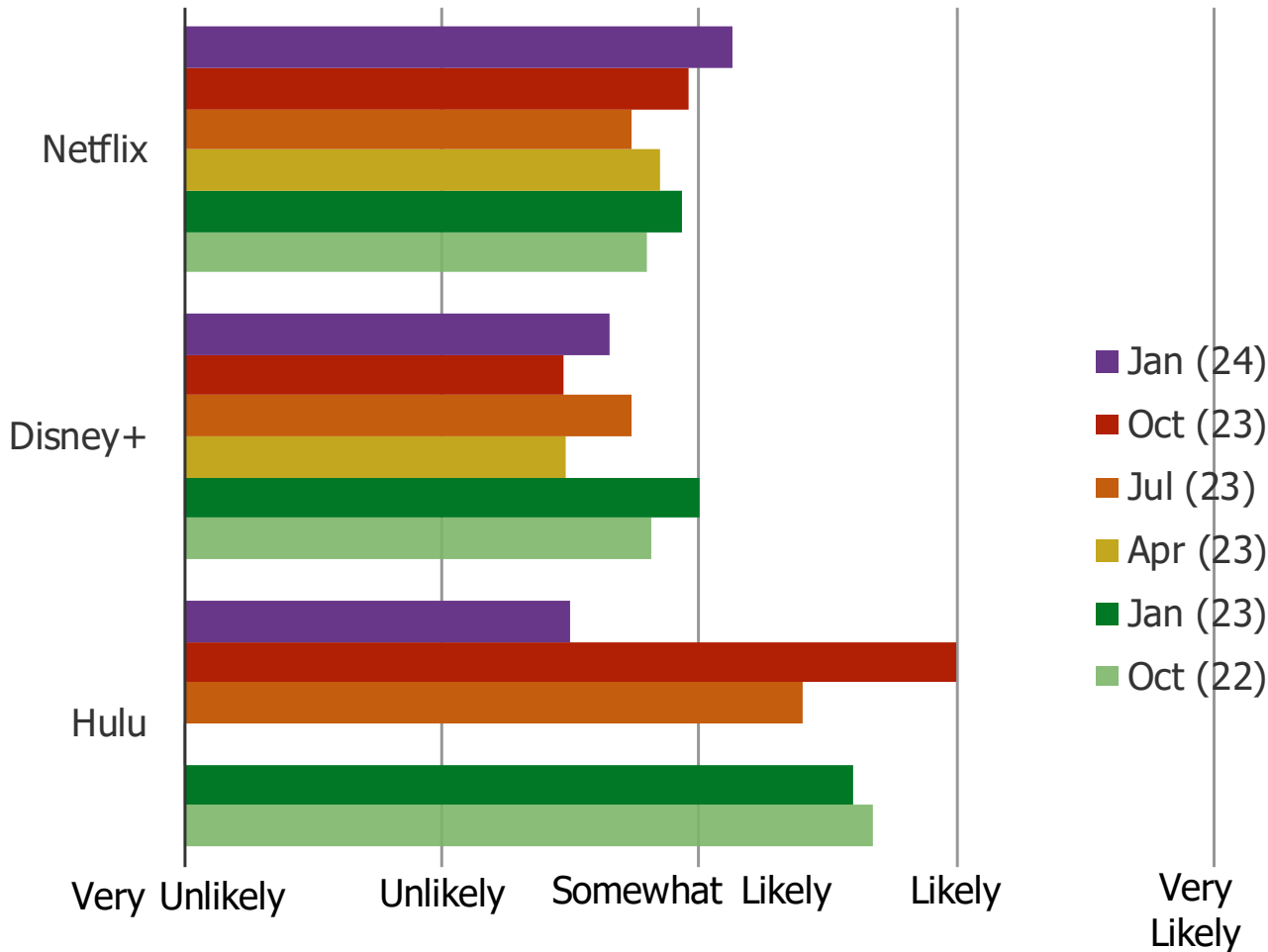
HOW LIKELY WOULD YOU BE TO SUBSCRIBE TO AN AD-SUPPORTED VERSION OF THIS PLATFORM, WITH COMMERCIALS, FOR A LOWER PRICE THAN ITS TYPICAL SUBSCRIPTION PRICE?

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?

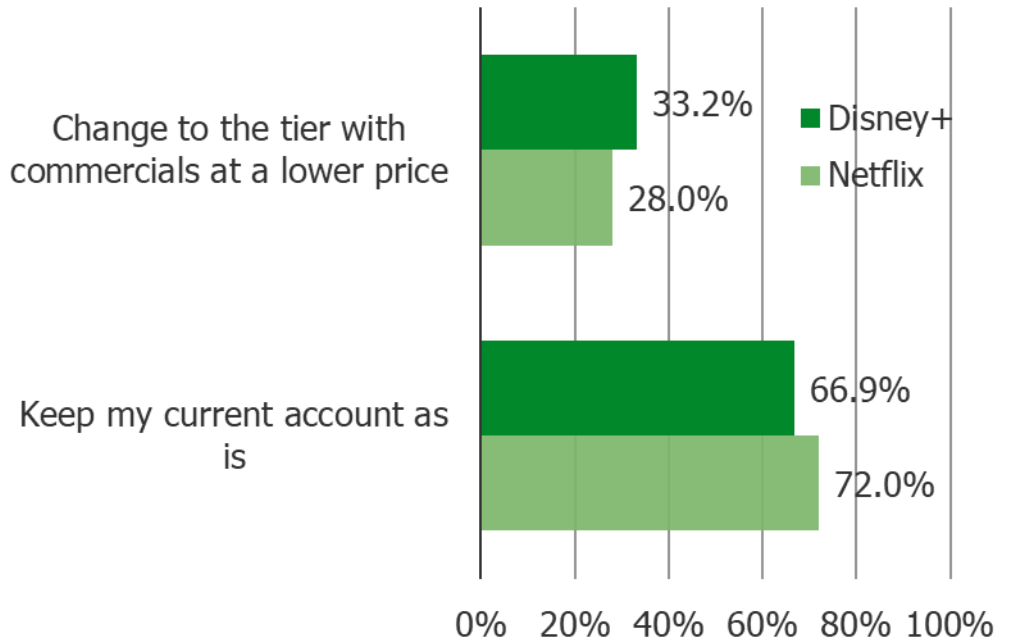
This question was posed to respondents who access someone else’s account.



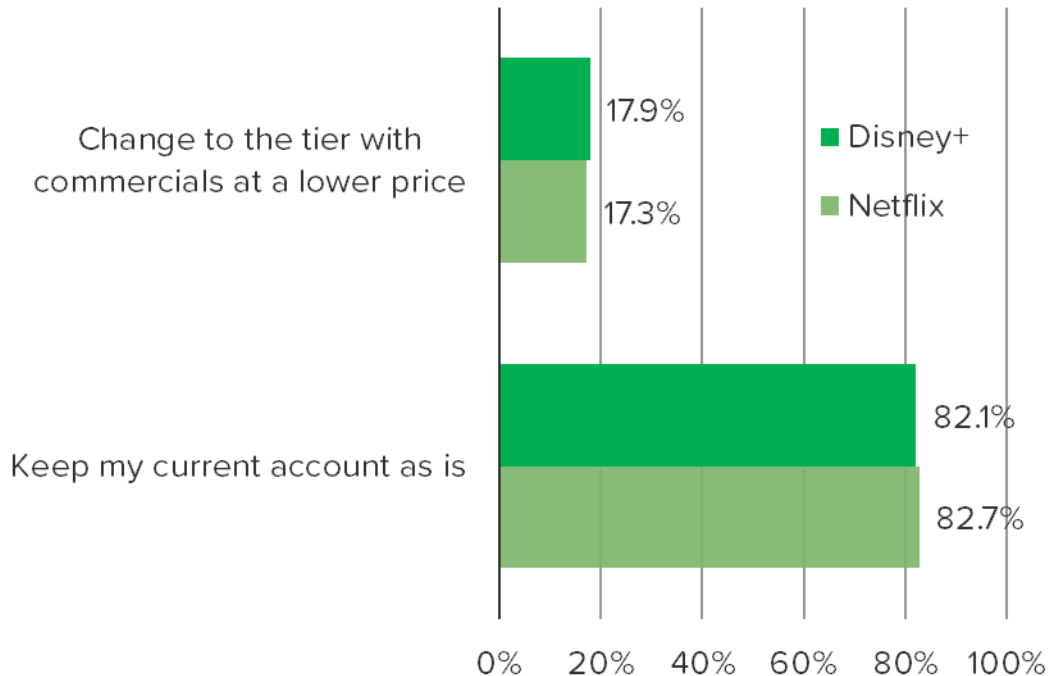
IF THE FOLLOWING OFFERED AN AD-SUPPORTED TIER, WITH COMMERCIALS, FOR A LOWER PRICE, WOULD YOU...

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

January 2024



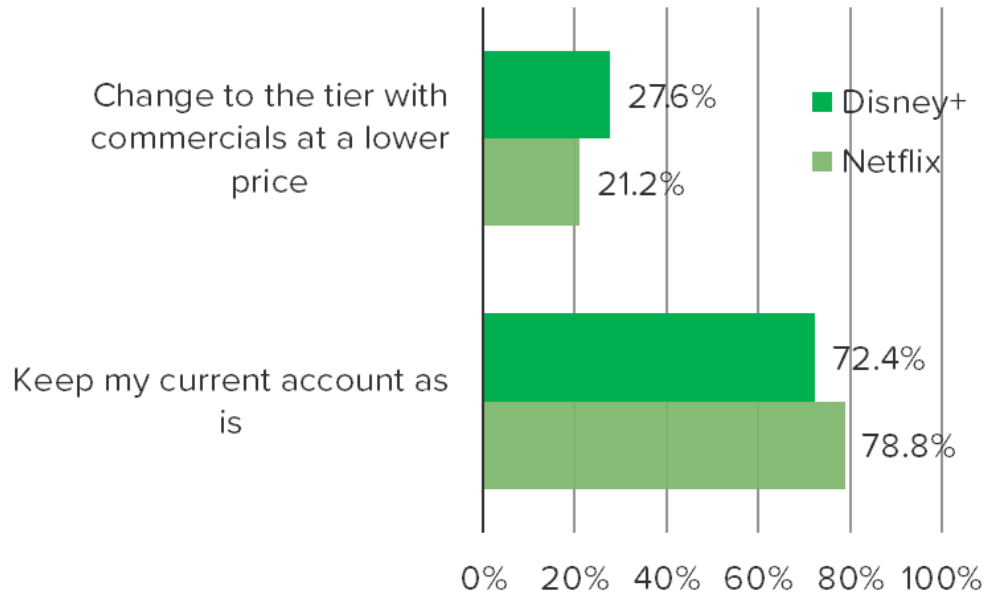
October 2023



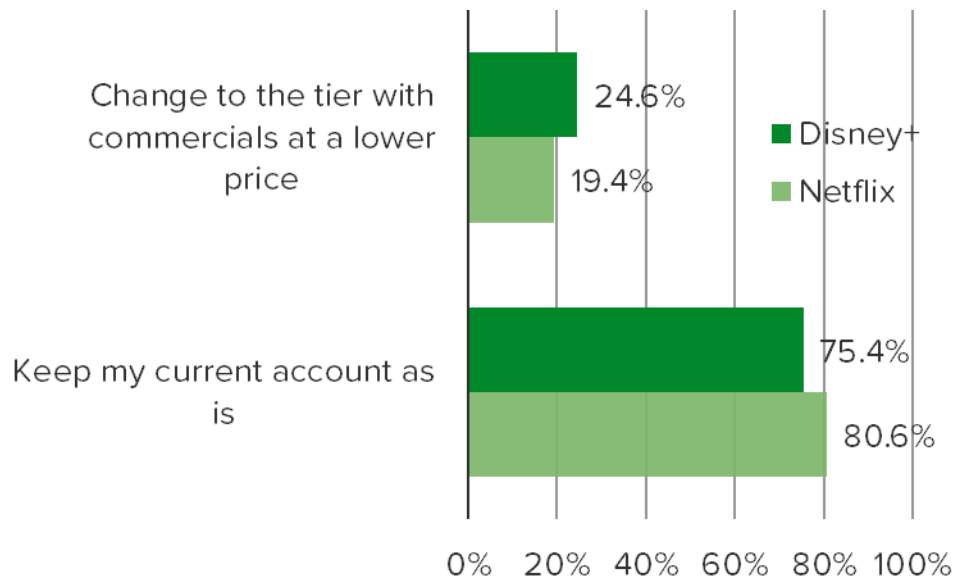
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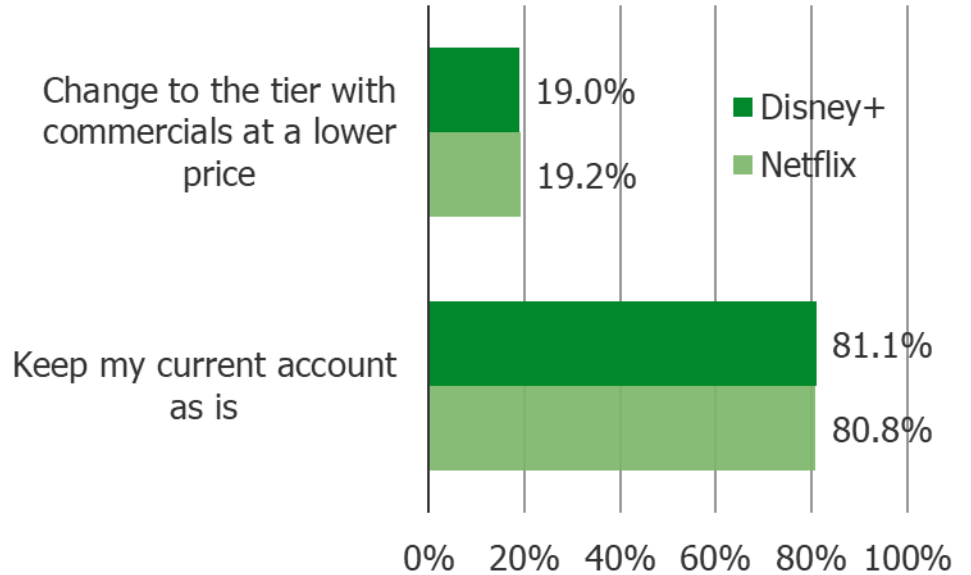
April 2023



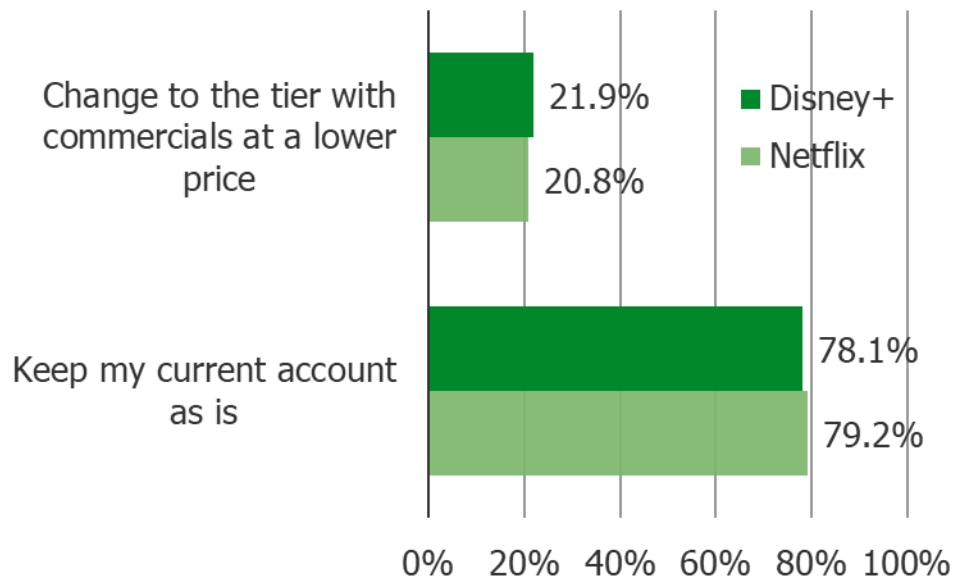
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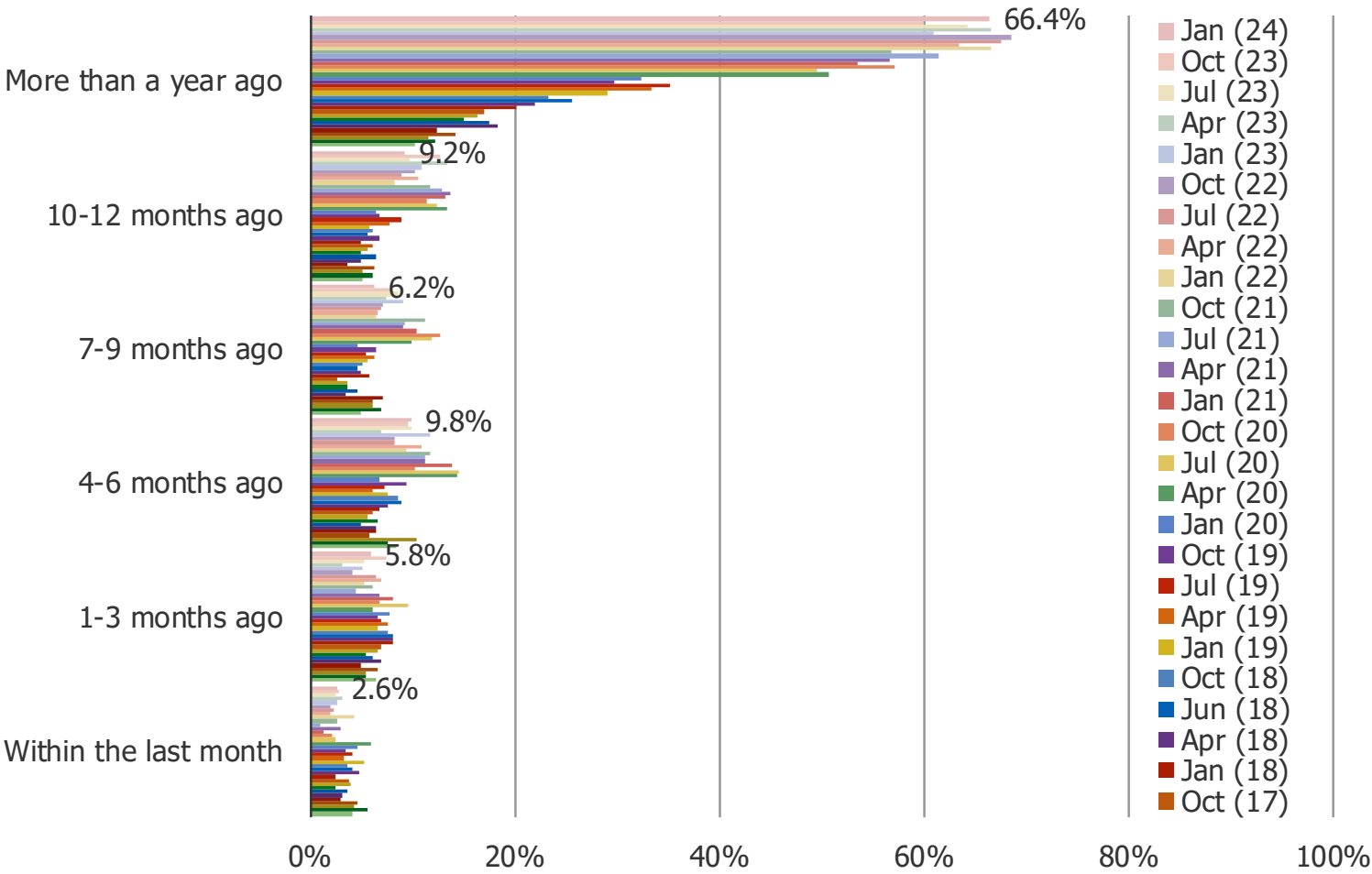


October 2022



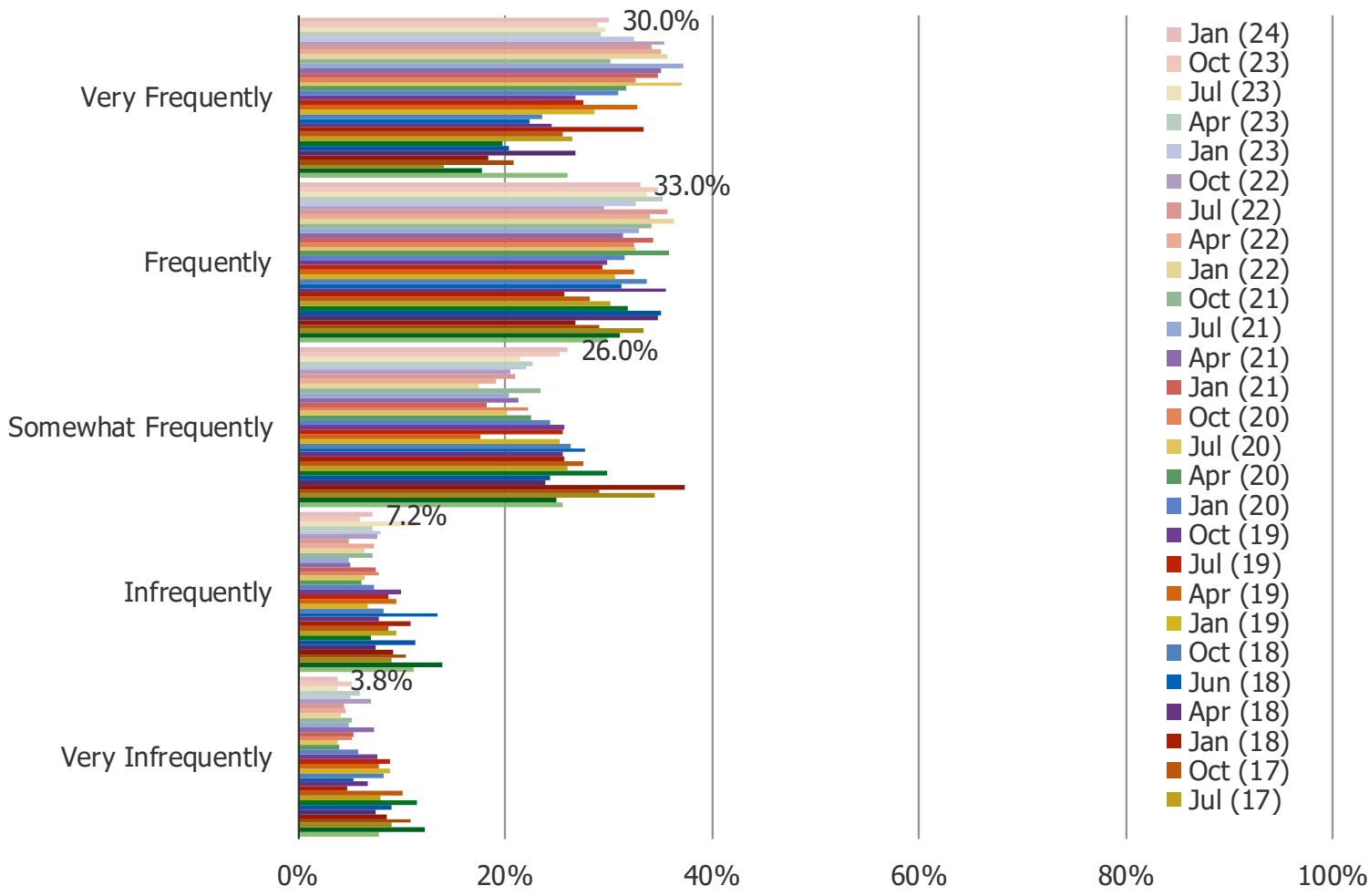
WHEN DID YOU BEGIN YOUR SUBSCRIPTION TO NETFLIX?

This question was posed to Netflix subscribers.



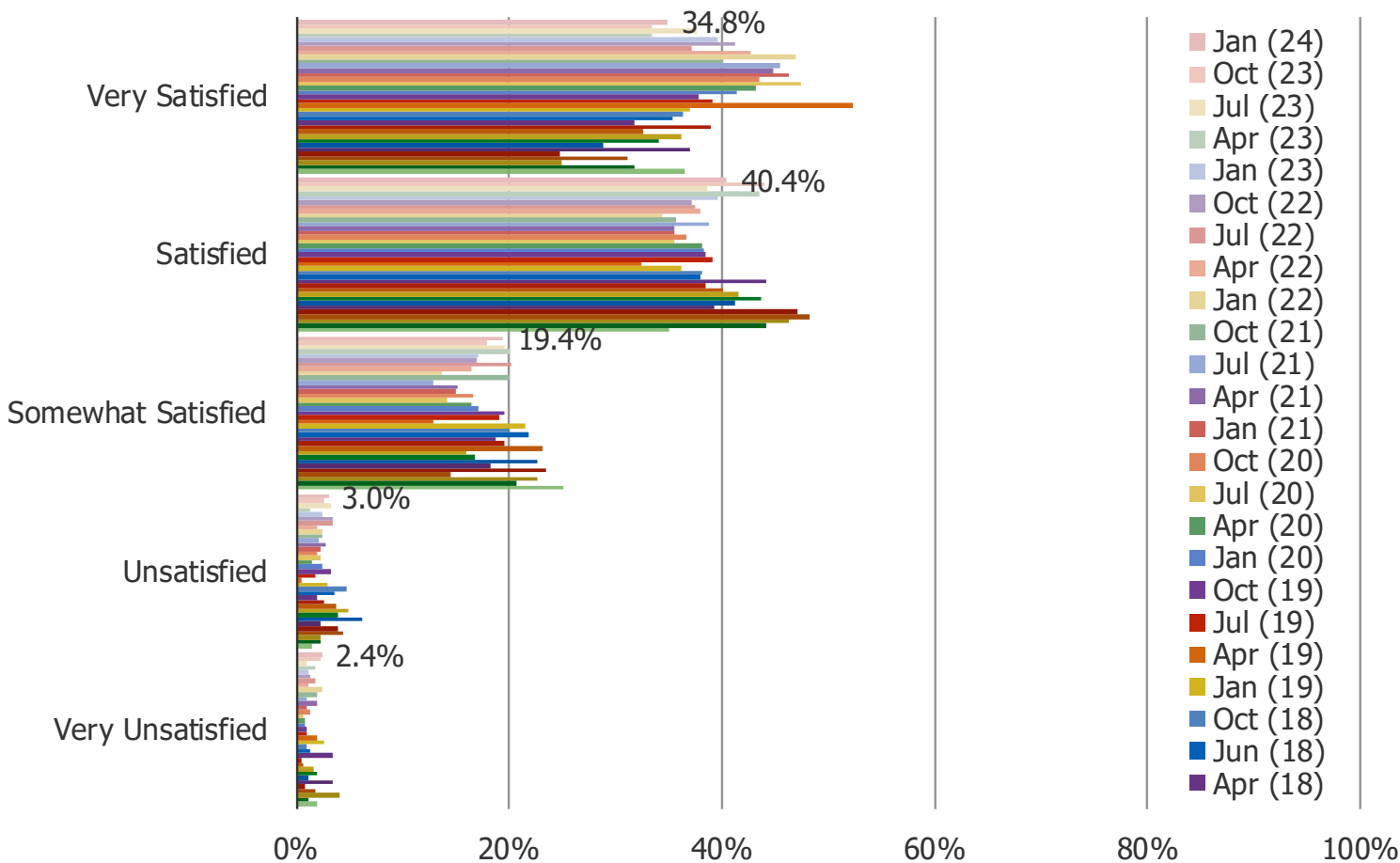
HOW FREQUENTLY DO YOU WATCH NETFLIX?

This question was posed to Netflix subscribers.



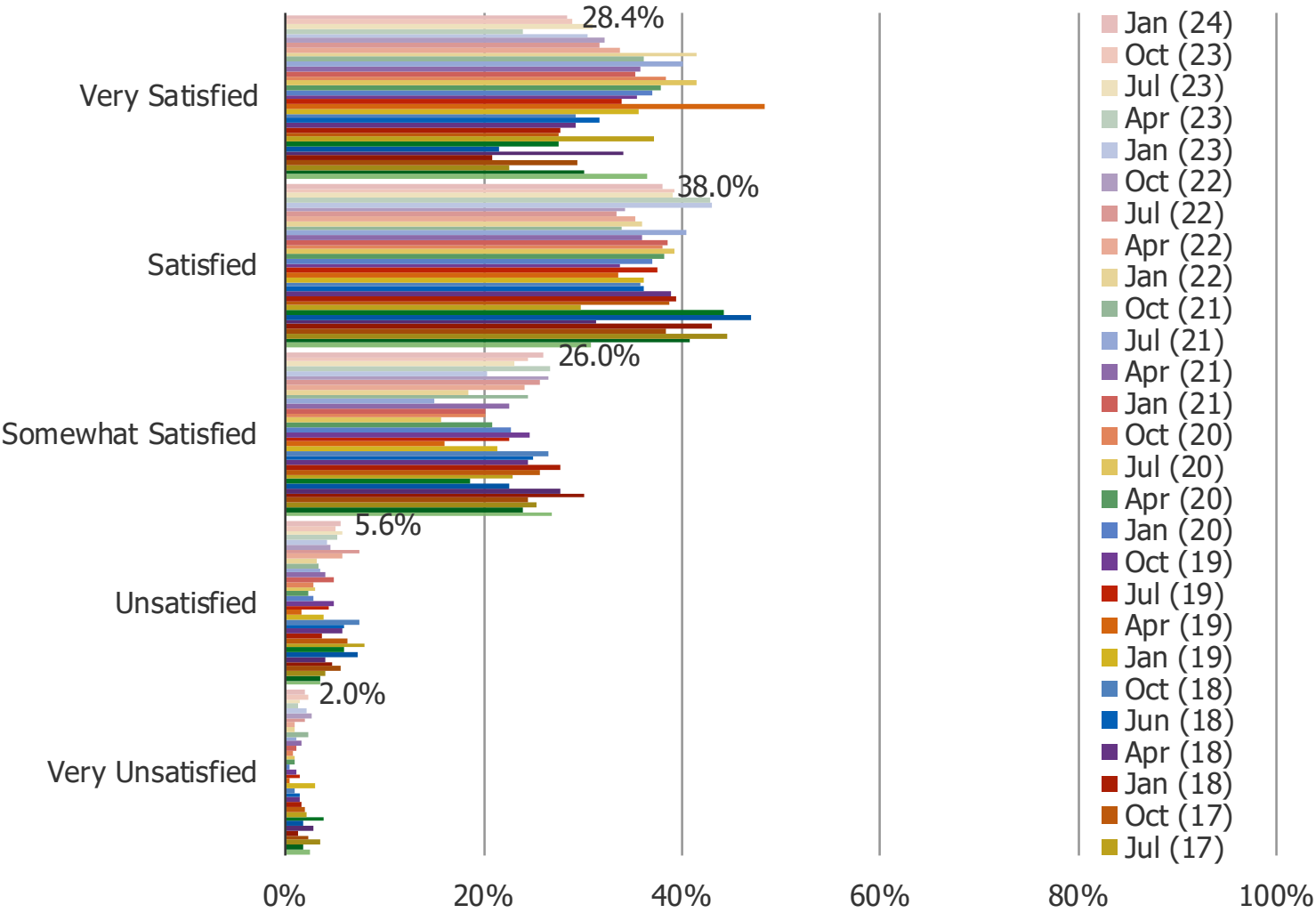
PLEASE RATE YOUR SATISFACTION WITH NETFLIX.

This question was posed to Netflix subscribers.



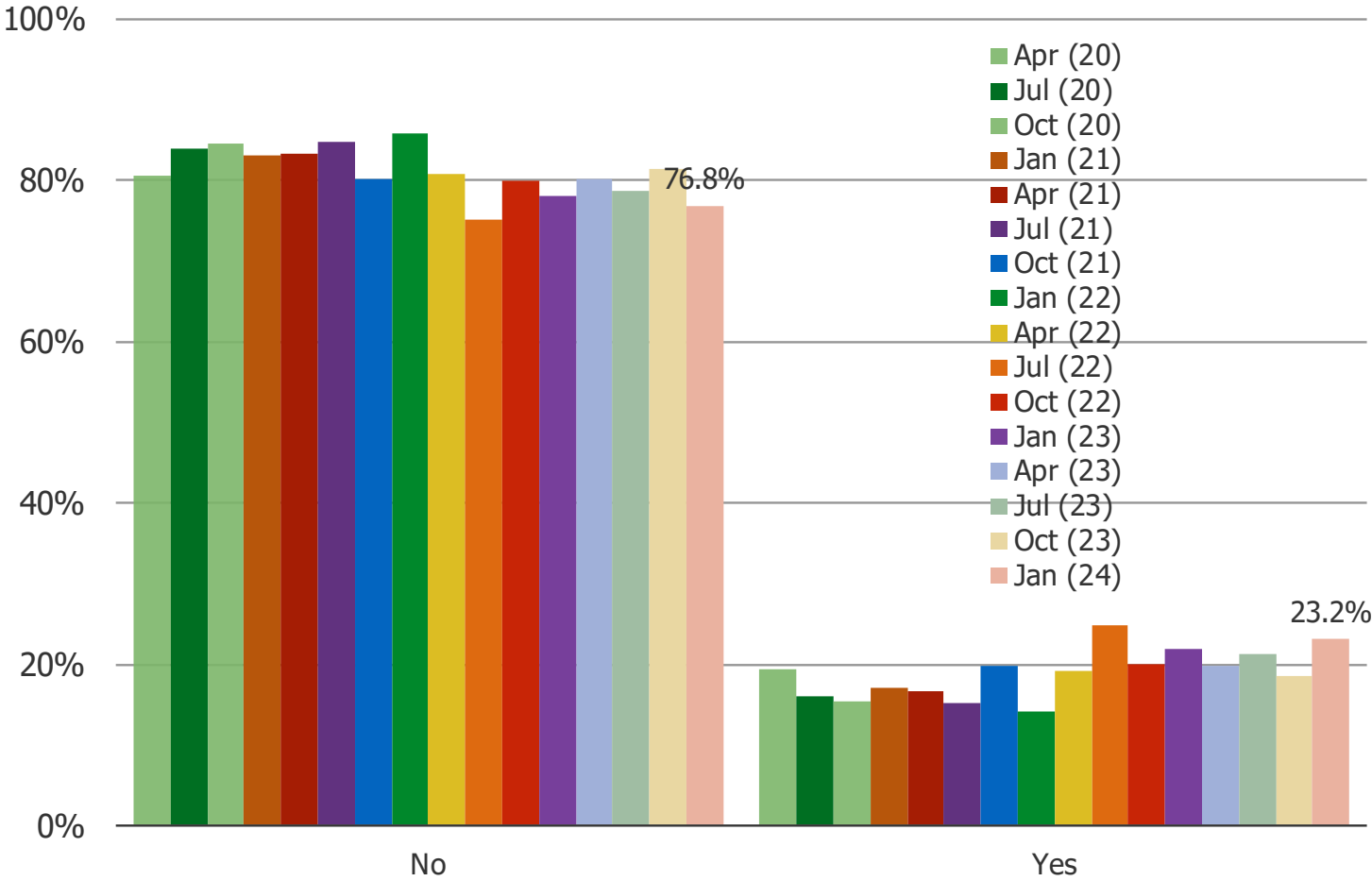
HOW SATISFIED ARE YOU WITH THE VALUE YOU RECEIVE FROM NETFLIX FOR YOUR MONEY?

This question was posed to Netflix subscribers.



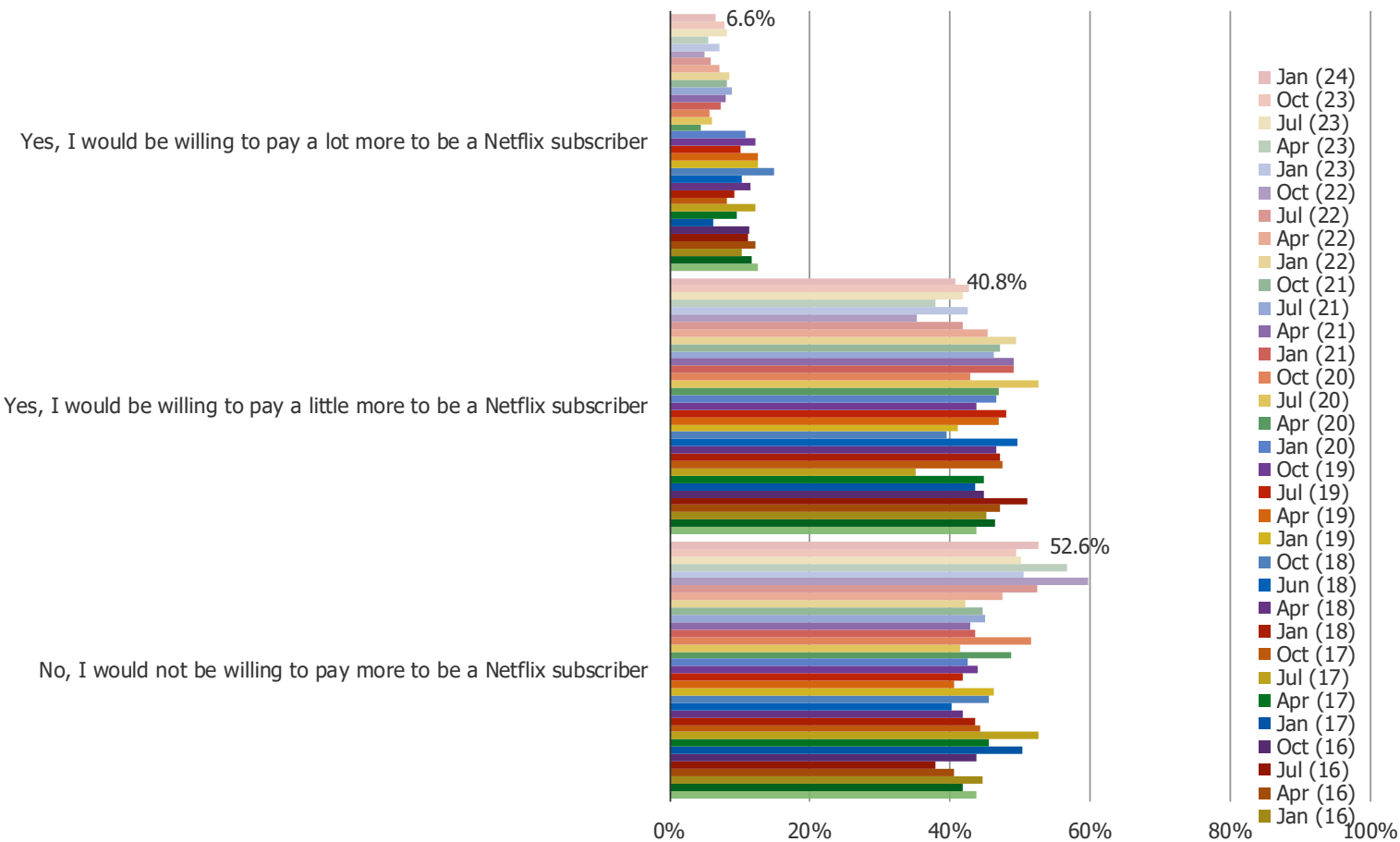
ARE YOU CONSIDERING CANCELLING YOUR NETFLIX SUBSCRIPTION IN THE NEXT FEW MONTHS?

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.

