



Streaming Video UK

Volume 32 | Quarterly Survey
800+ UK Consumers
Tickers Covered: NFLX, DIS.

Key Takeaways:

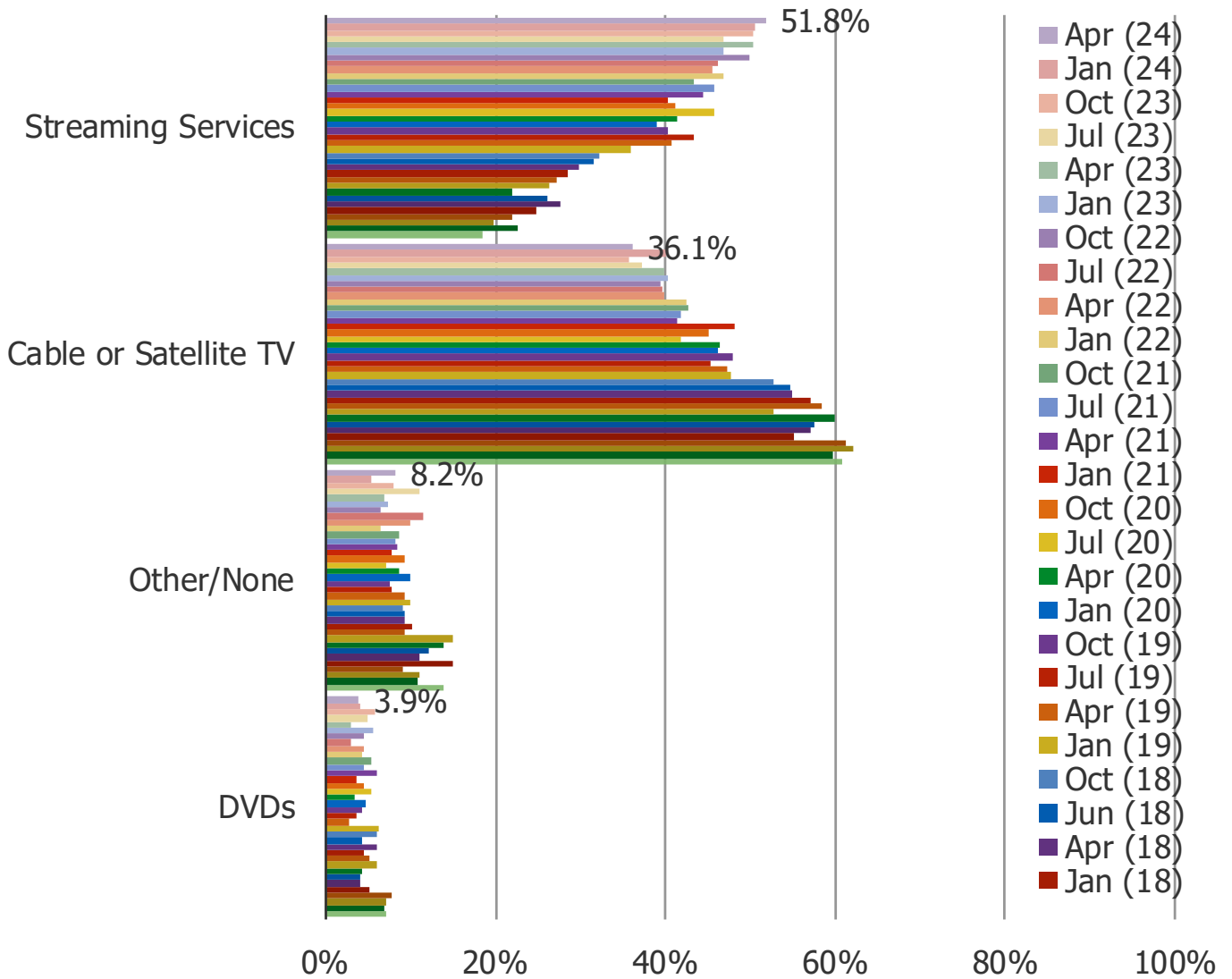
- ❑ Streaming is the preferred method for watching both television and movies.
- ❑ The share of consumers who subscribe to cable TV increased q/q, but over time this KPI has shown declines.
- ❑ The share of consumers in the UK who subscribe to Netflix increased q/q, but is still a touch behind series highs set in April of 2023.
- ❑ Over the past year+, the share of Netflix subscribers who access the service via someone's log-in who they do not live with has declined.
- ❑ Netflix Satisfaction and engagement metrics are positive and mostly unchanged q/q.
- ❑ Over time, Netflix satisfaction with value for the money has eroded slightly (but still net positive).
- ❑ The share of Netflix subscribers contemplating cancelling in the next few months dropped q/q and is near series lows.

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

UK STREAMING VIDEO

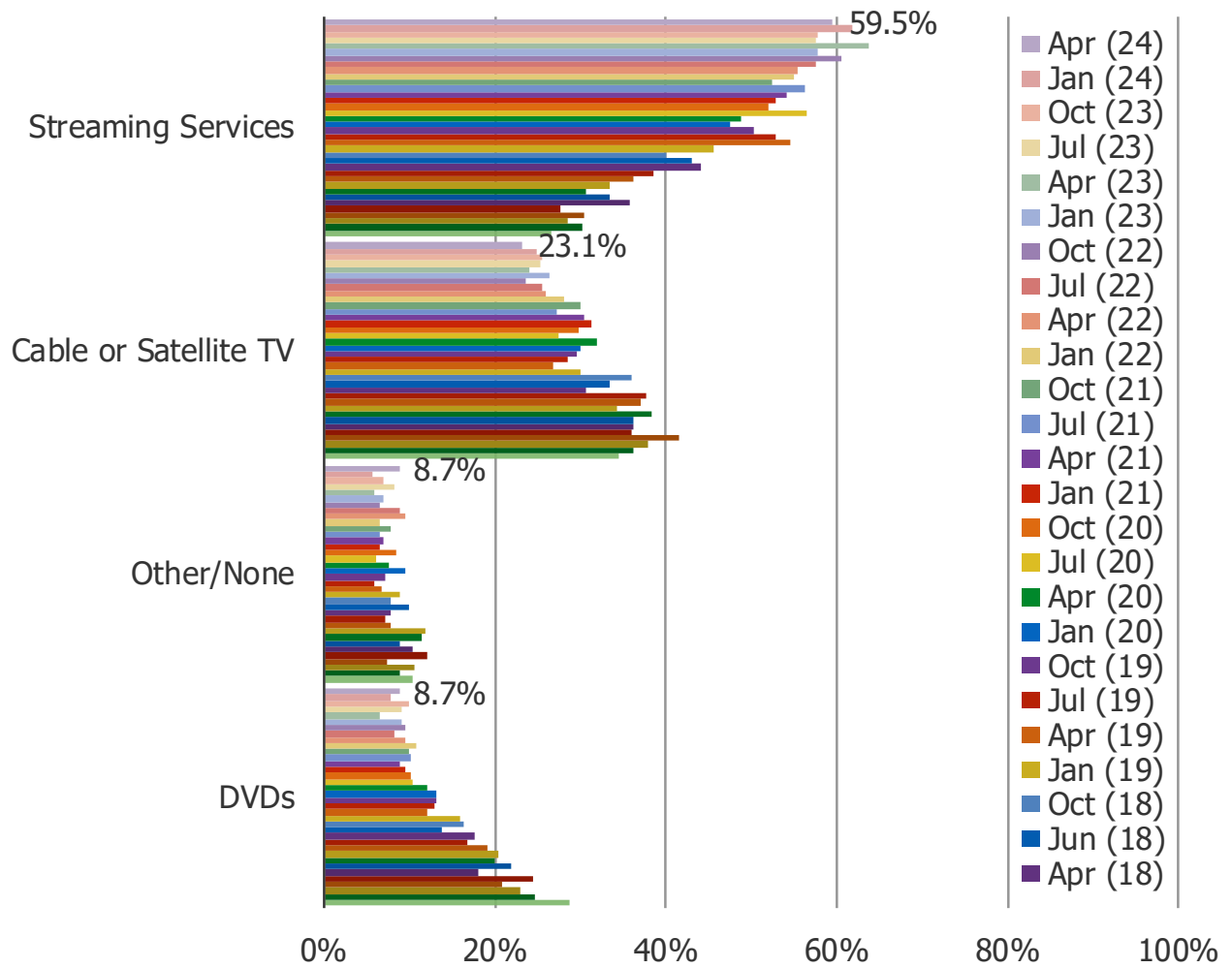
WHAT IS YOUR PREFERRED METHOD FOR WATCHING TELEVISION?

This question was posed to all respondents.



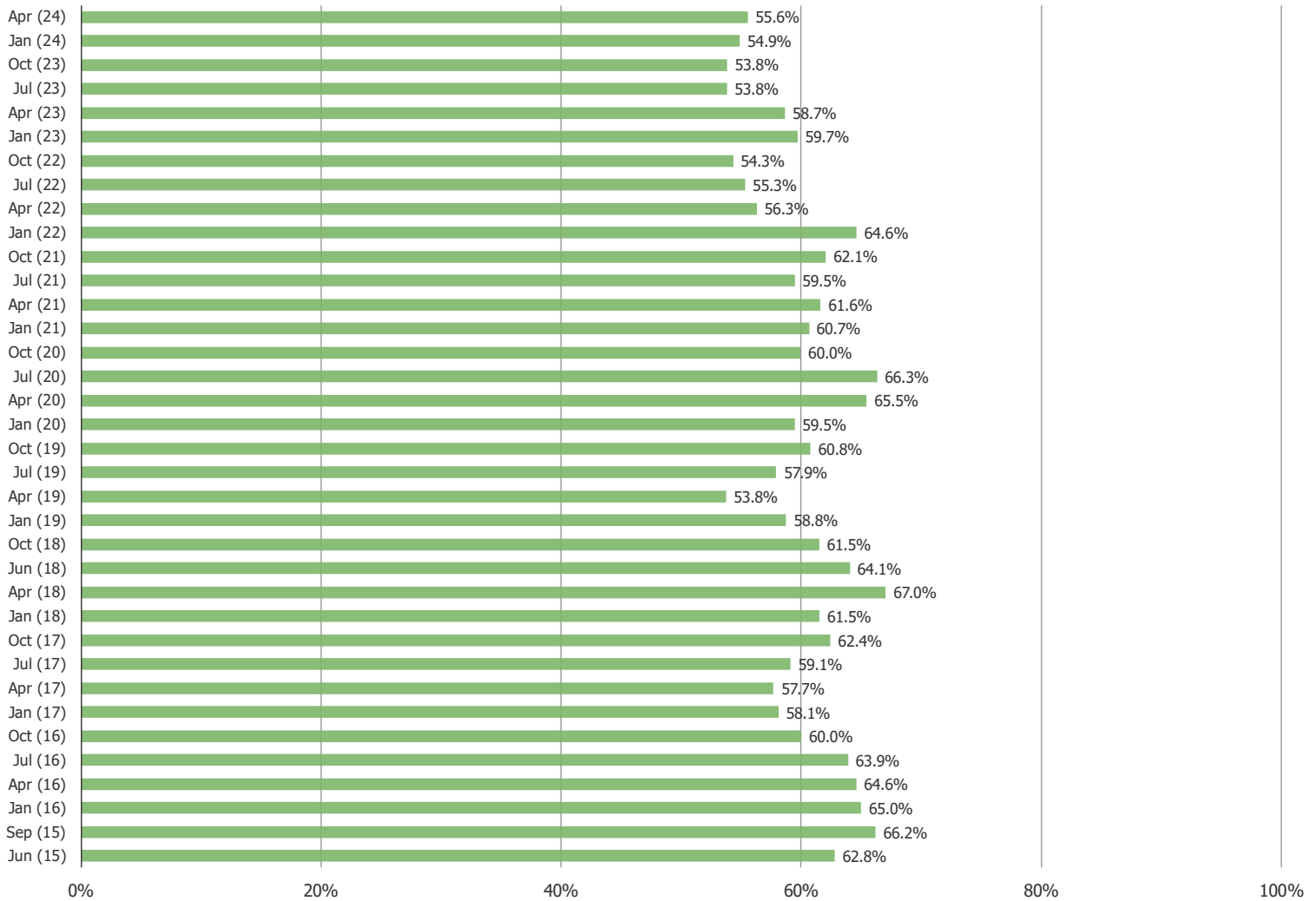
WHAT IS YOUR PREFERRED METHOD FOR WATCHING FILMS?

This question was posed to all respondents.



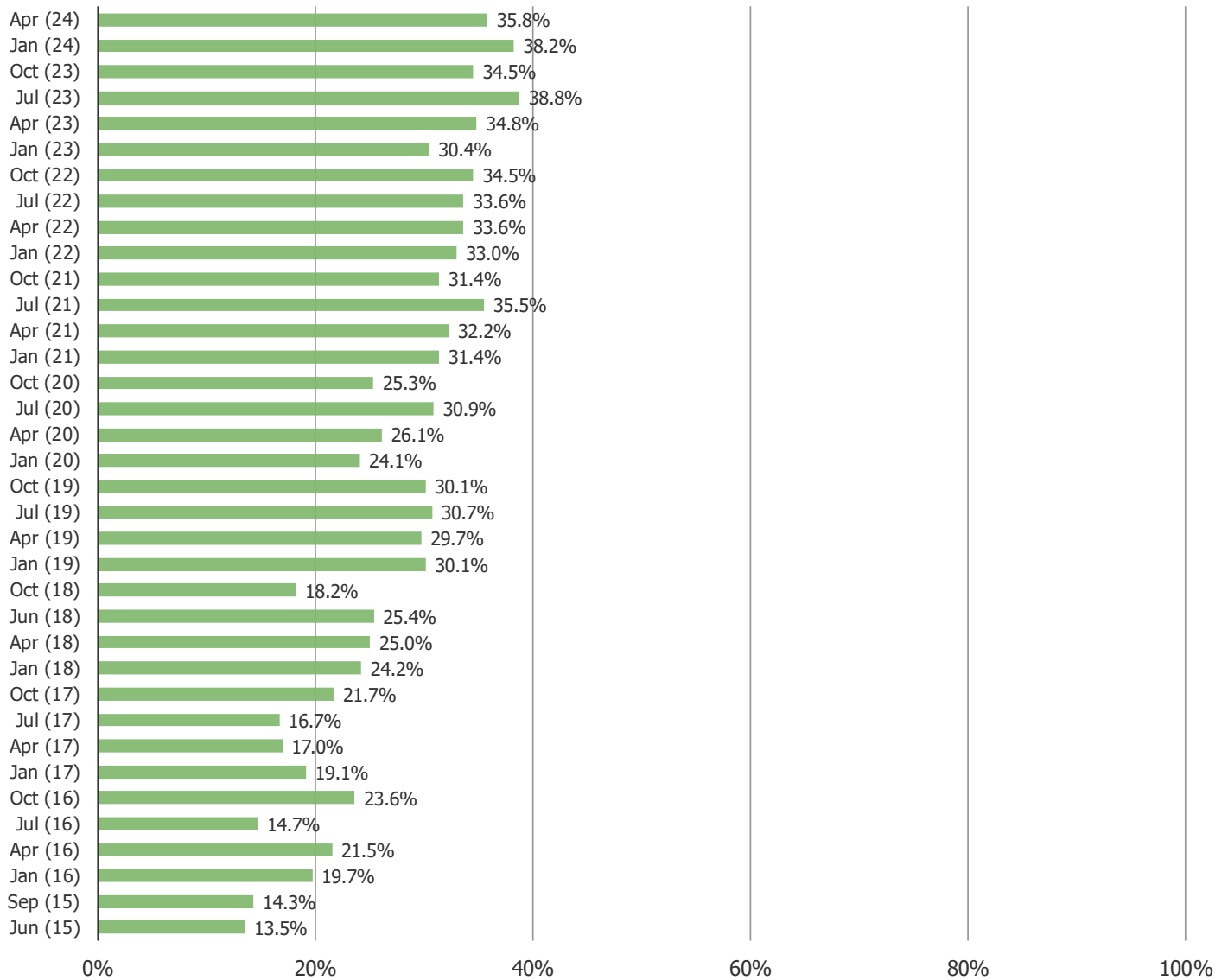
DO YOU CURRENTLY SUBSCRIBE TO CABLE, SATELLITE OR TELCO TELEVISION?

This question was posed to all respondents.



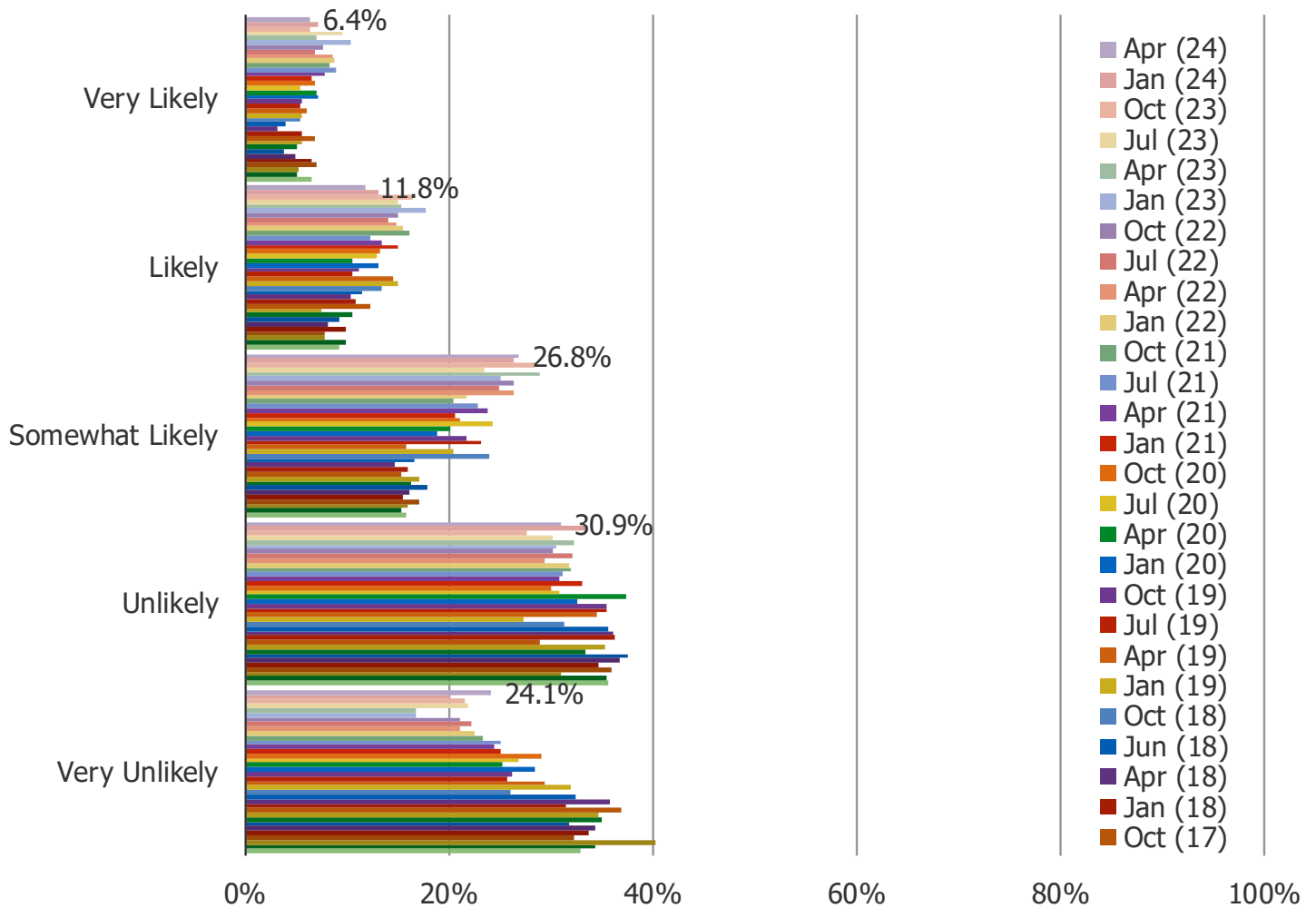
DID YOU CANCEL YOUR SUBSCRIPTION TO USE INTERNET STREAMING SERVICES INSTEAD?

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



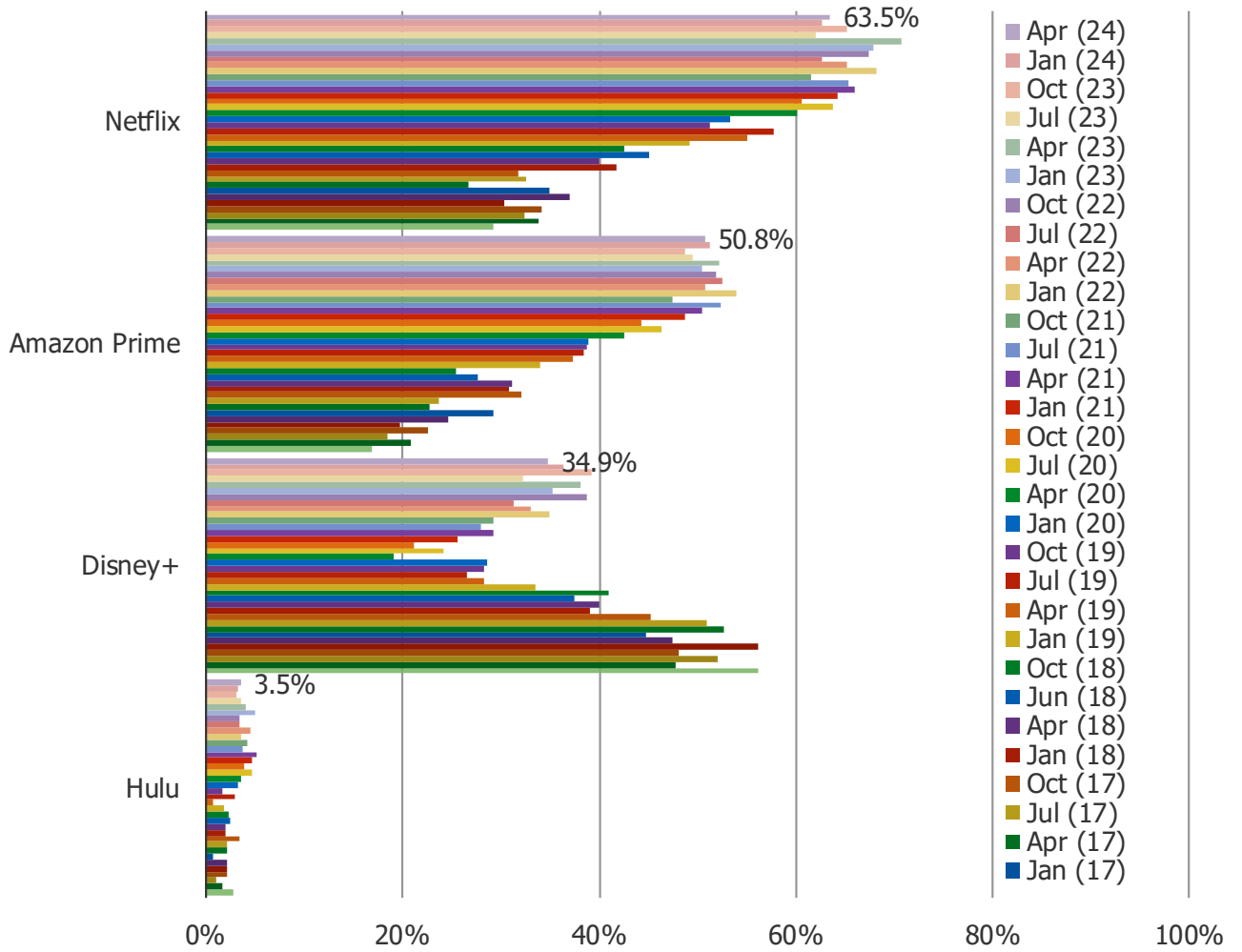
HOW LIKELY ARE YOU TO CANCEL YOU CABLE, SATELLITE OR TELCO TELEVISION SUBSCRIPTION WITHIN THE NEXT YEAR?

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



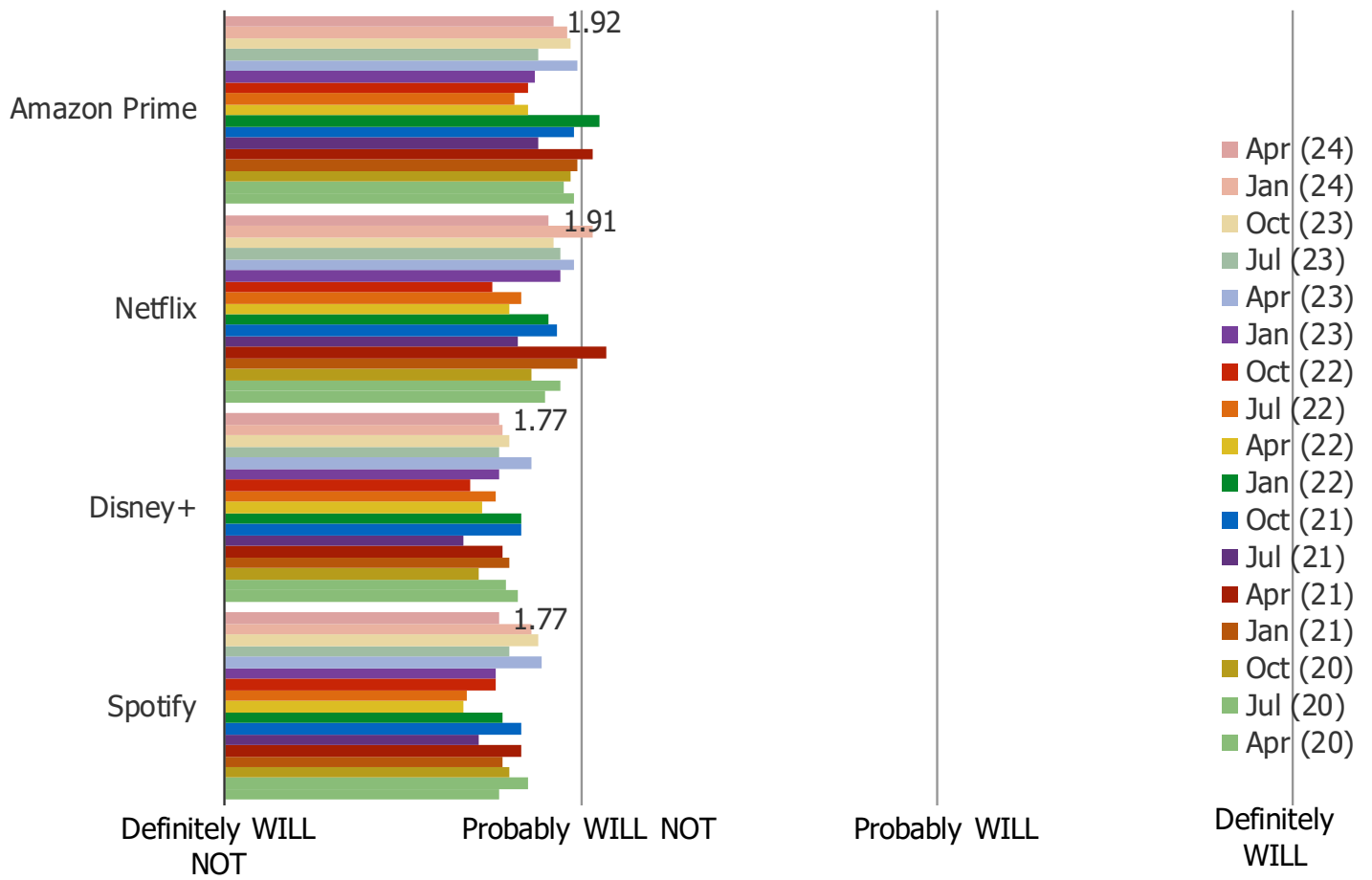
DO YOU CURRENTLY SUBSCRIBE TO ANY OF THE FOLLOWING SERVICES? (SELECT ALL THAT APPLY)

This question was posed to all respondents.



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

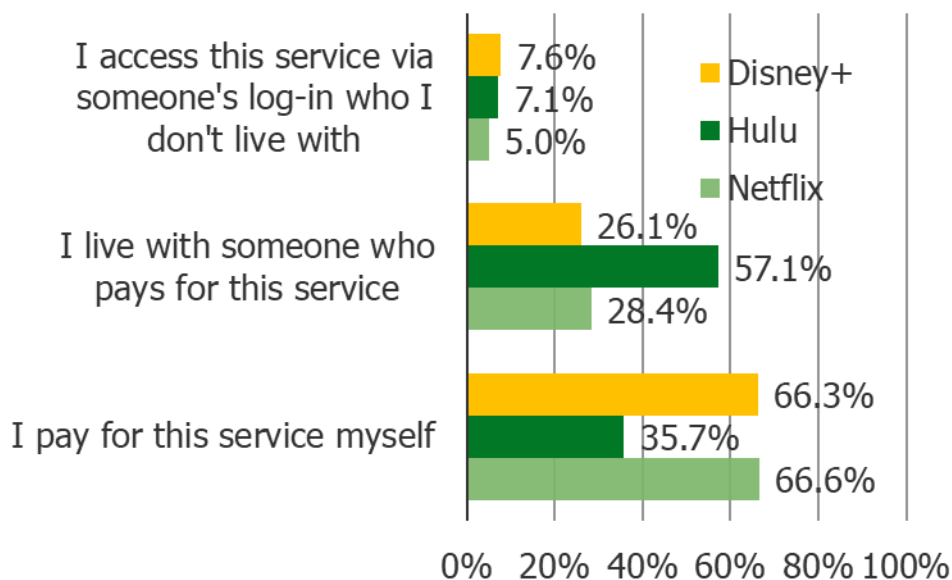
This question was posed to all non-subscribers of the below.



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

This question was posed to respondents who use the below.

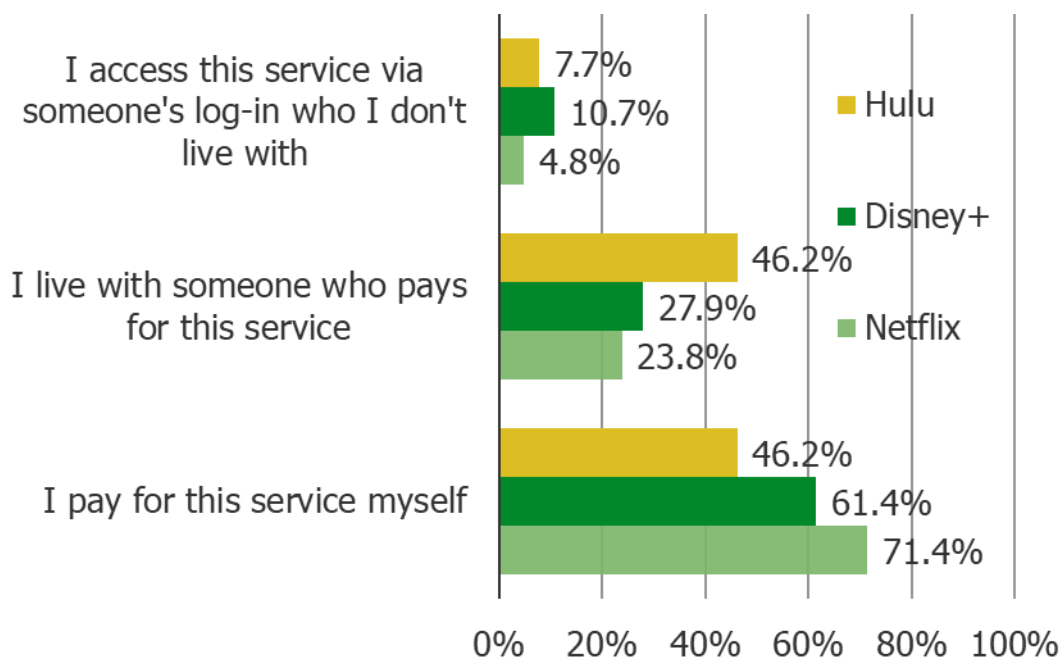
April 2024



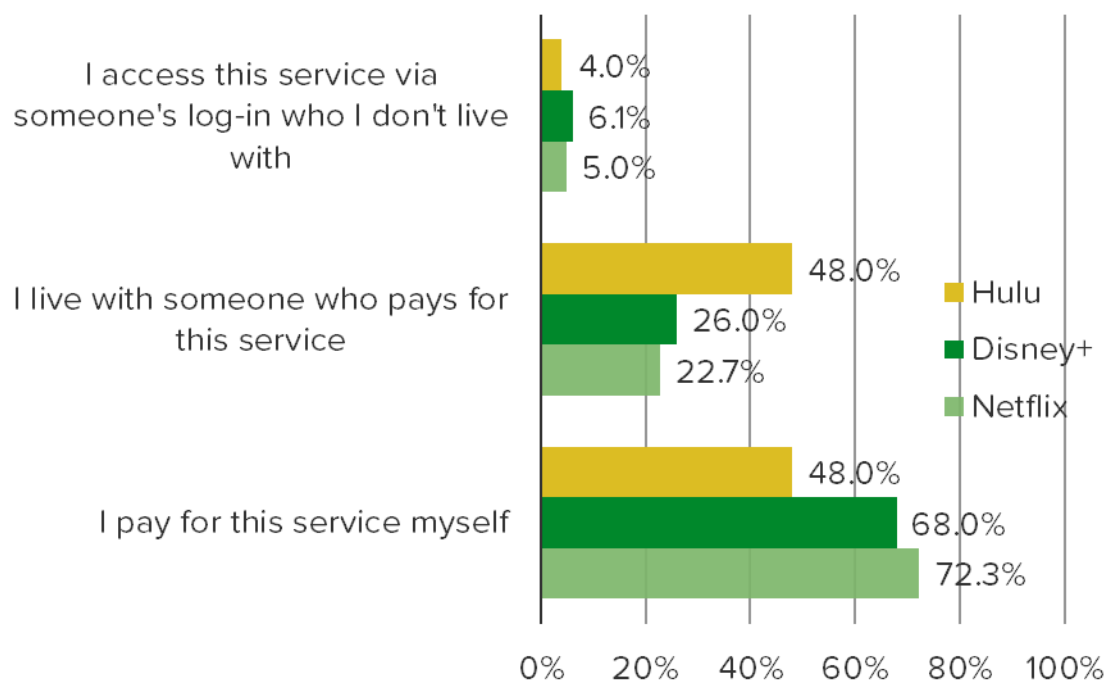
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

This question was posed to respondents who use the below.

January 2024



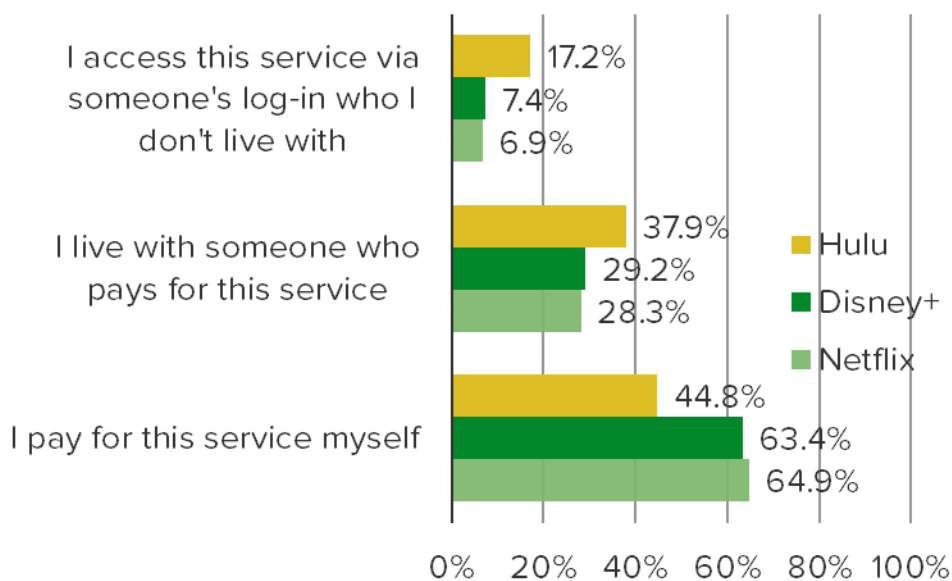
October 2023



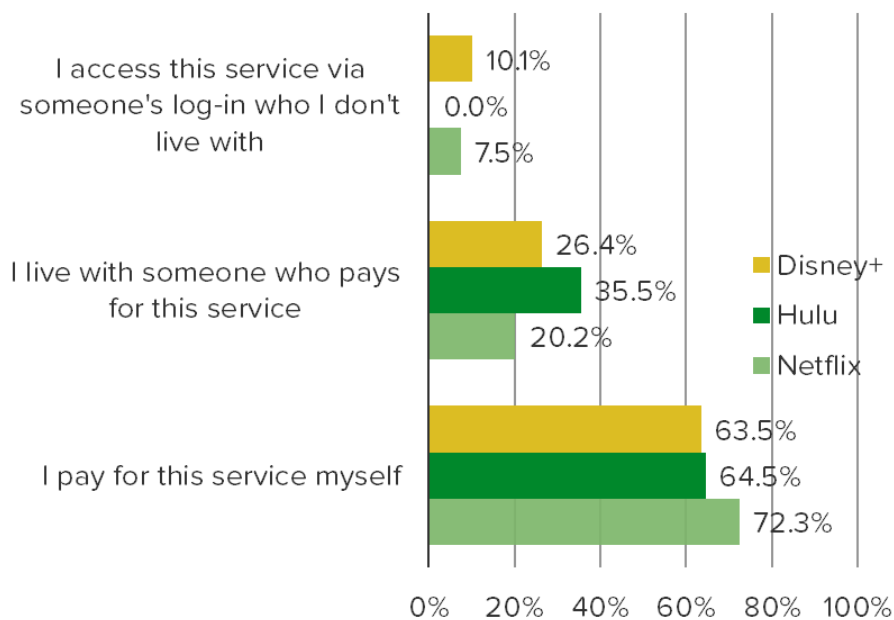
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July 2023



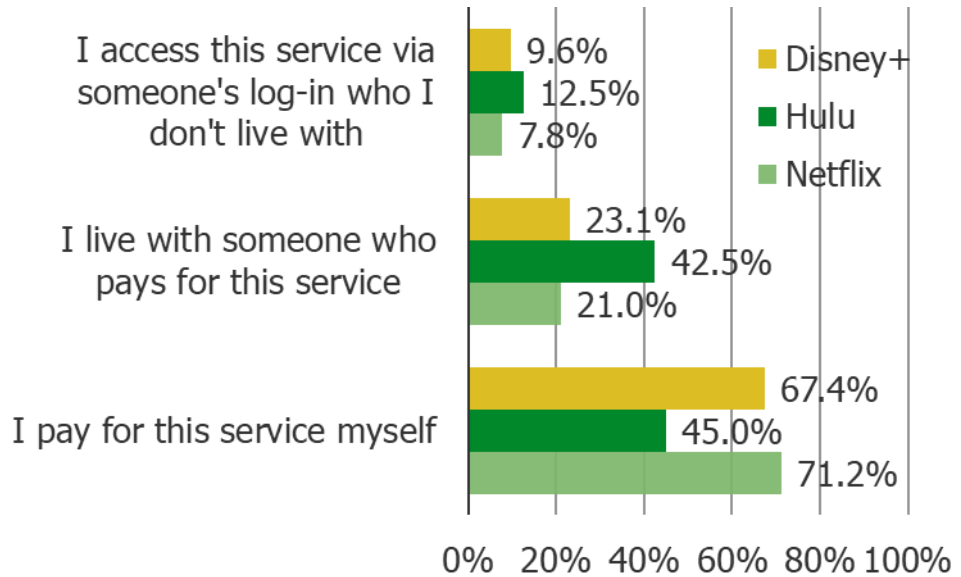
April 2023



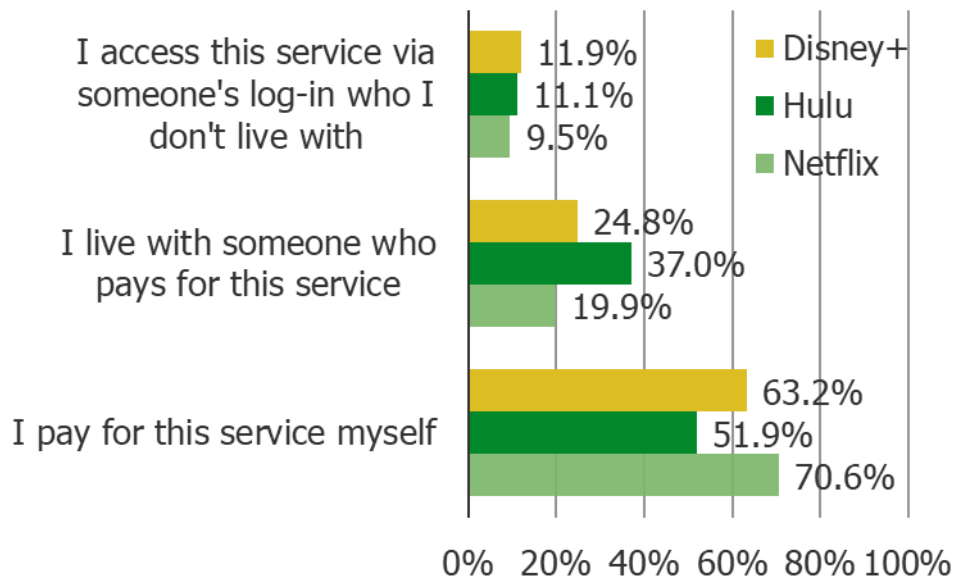
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January 2023

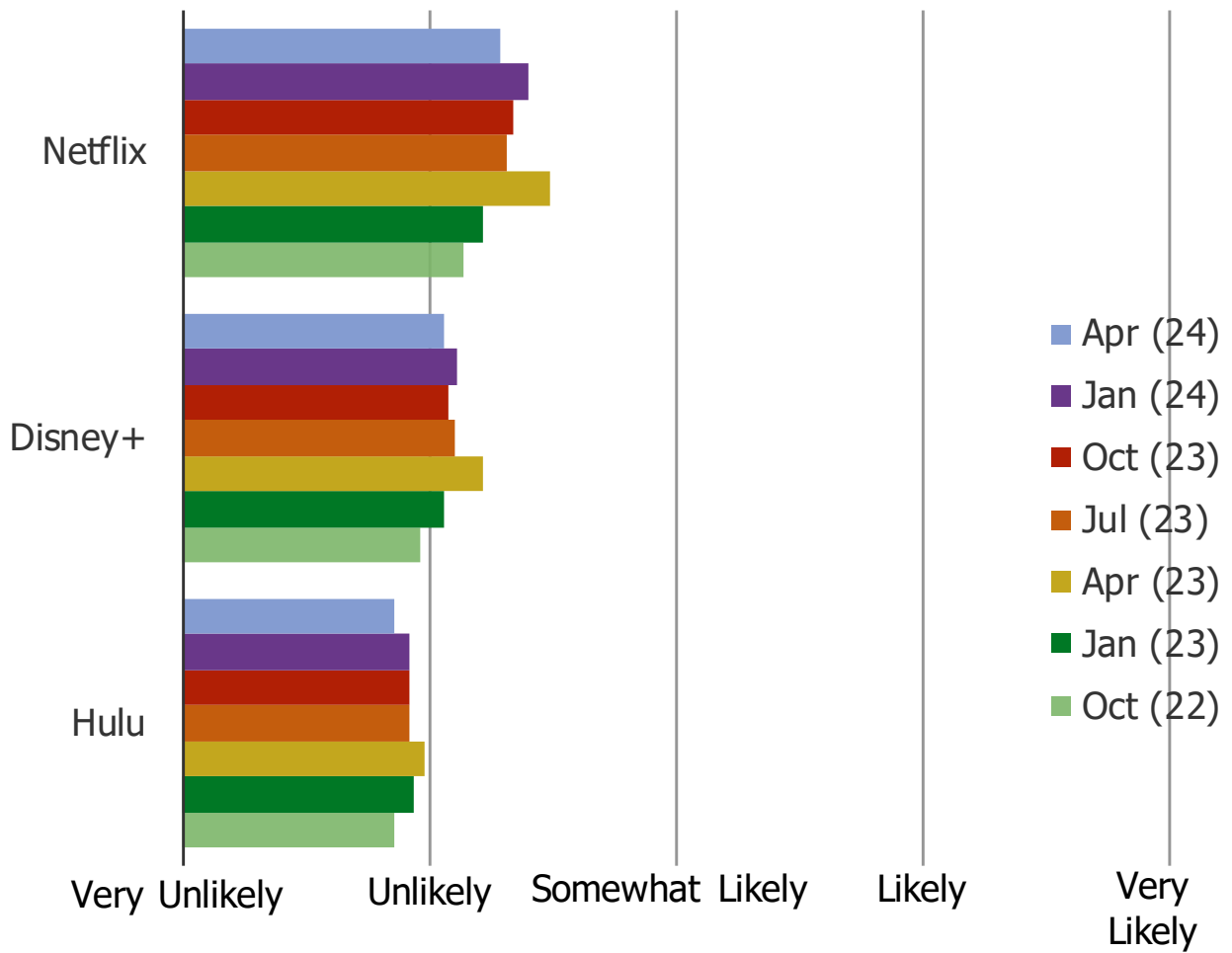


October 2022



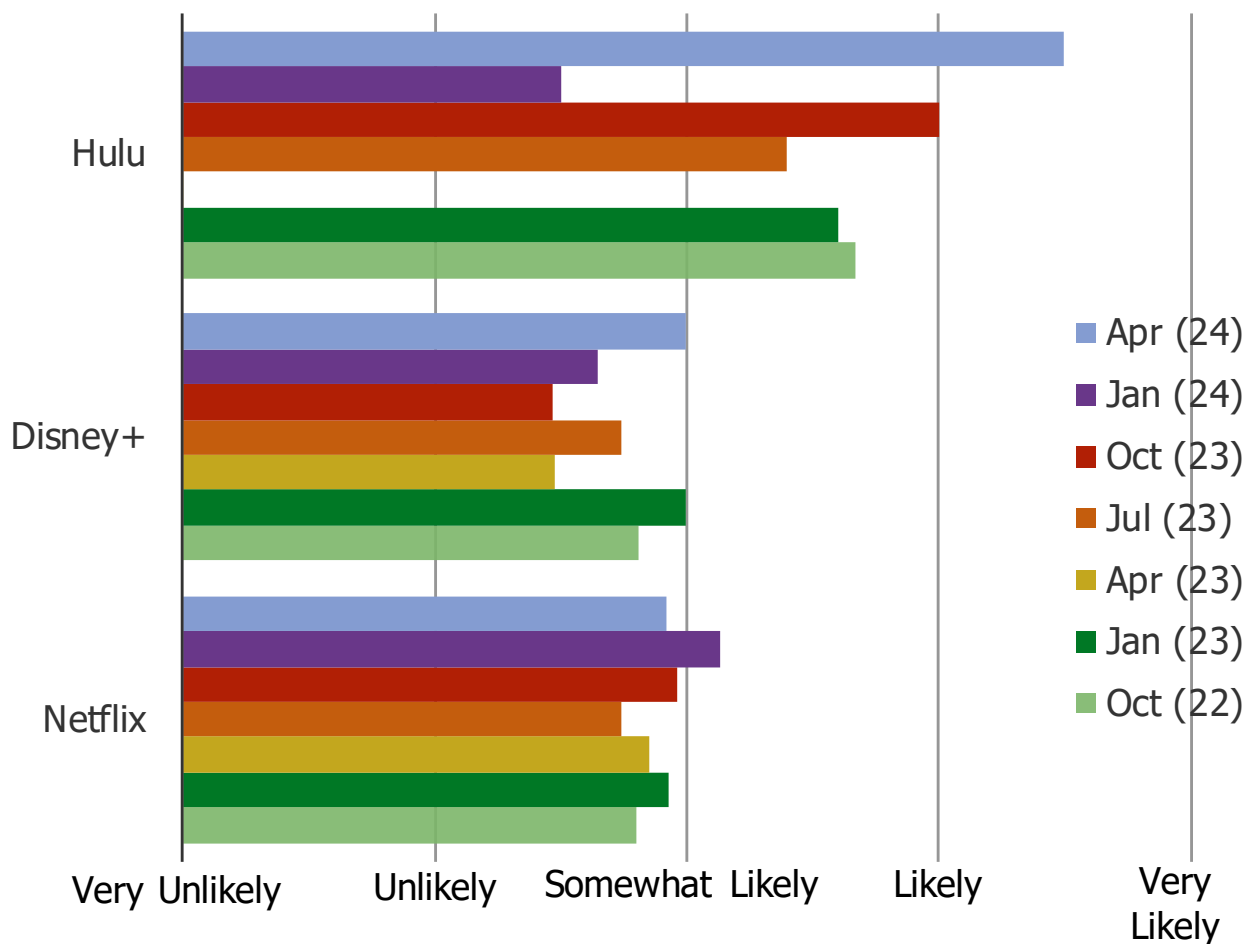
HOW LIKELY WOULD YOU BE TO SUBSCRIBE TO AN AD-SUPPORTED VERSION OF THIS PLATFORM, WITH COMMERCIALS, FOR A LOWER PRICE THAN ITS TYPICAL SUBSCRIPTION PRICE?

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?

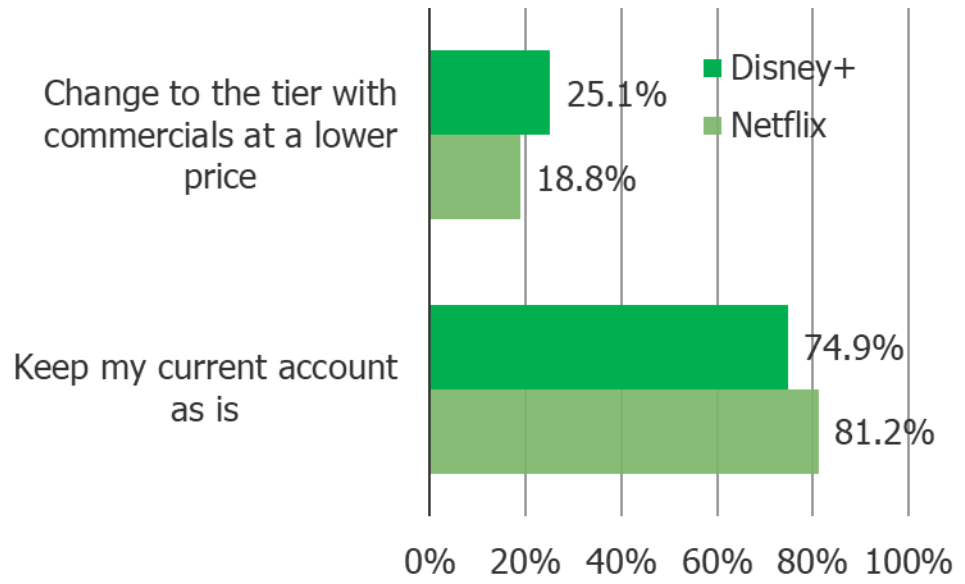
This question was posed to respondents who access someone else’s account.



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...

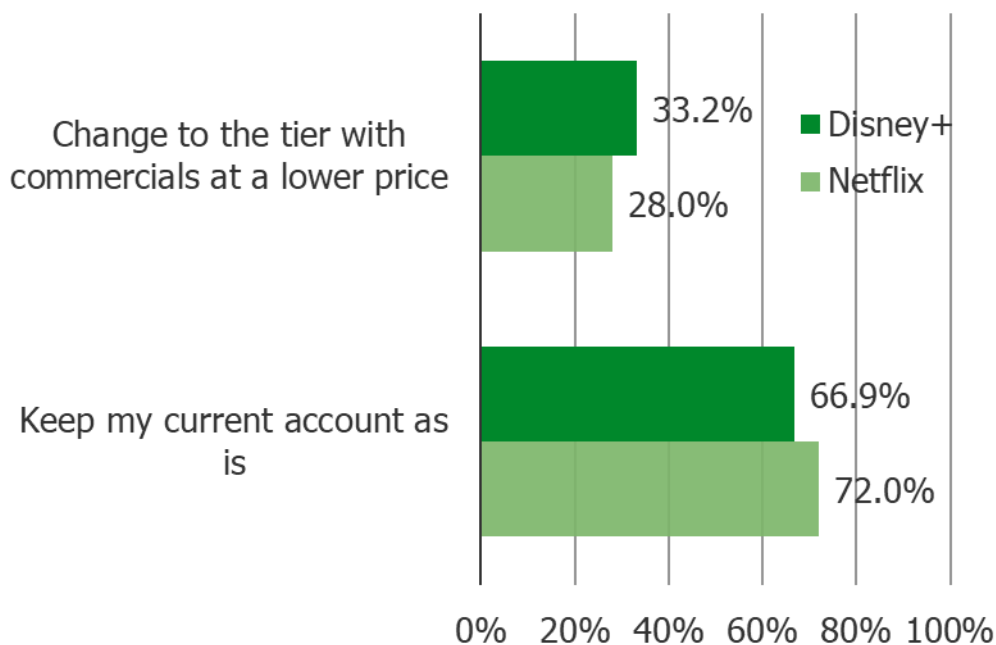
April 2024



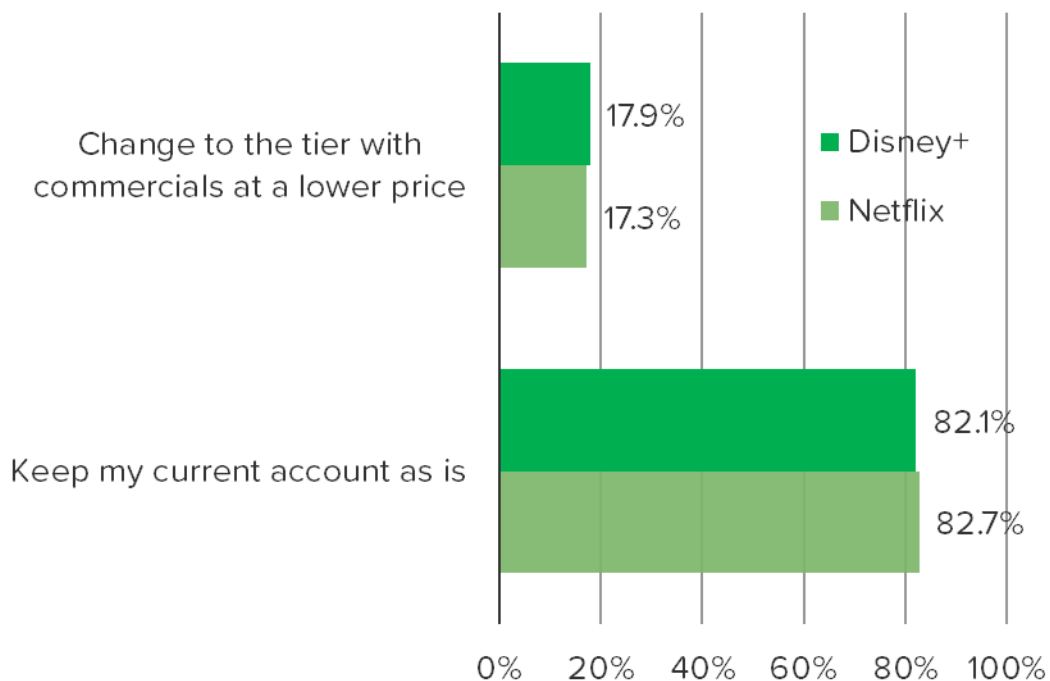
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January 2024



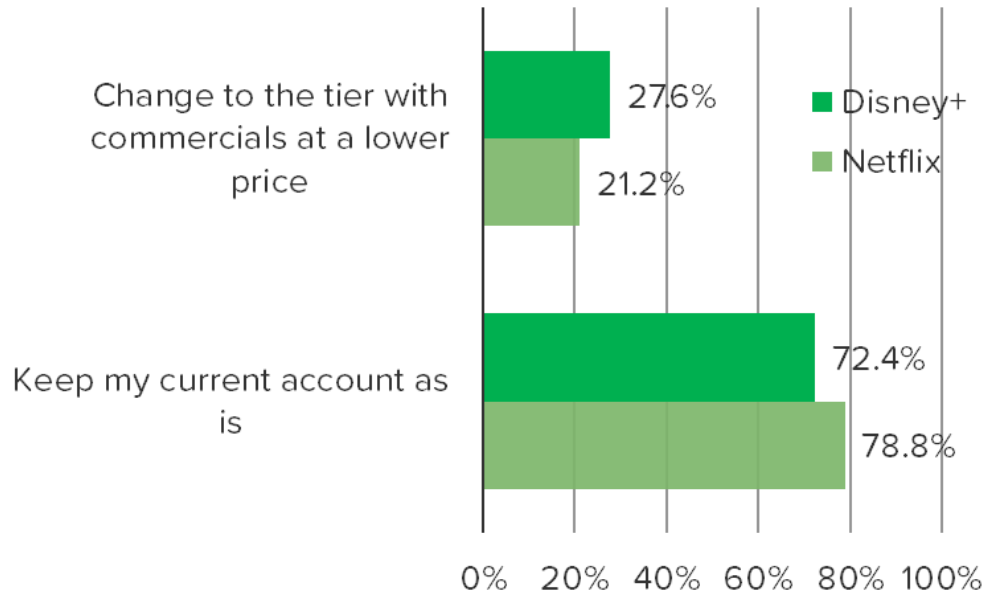
October 2023



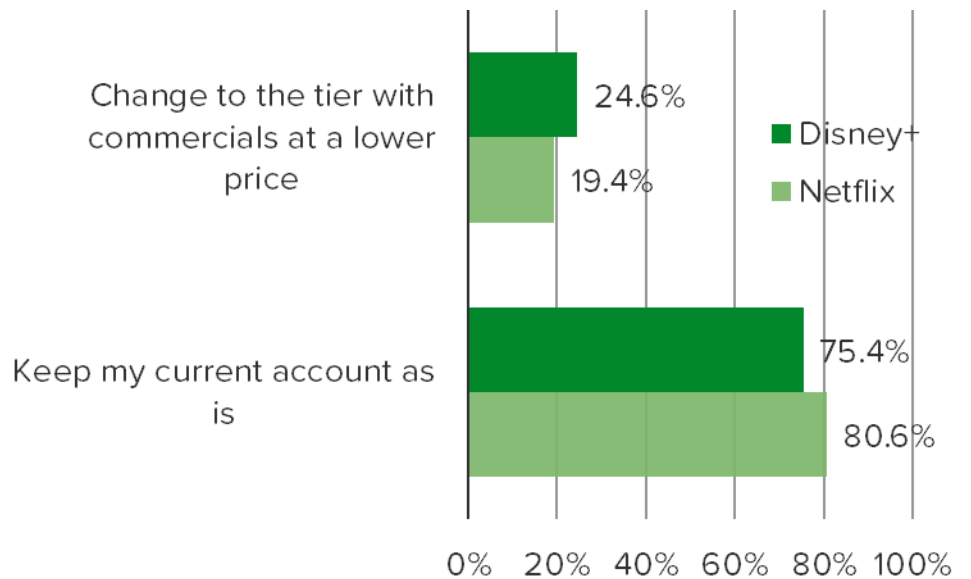
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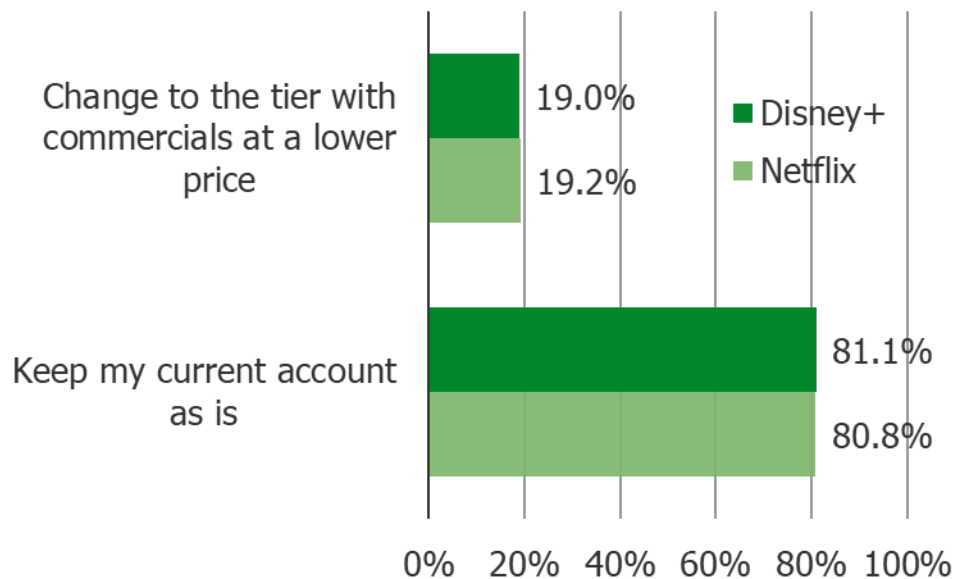
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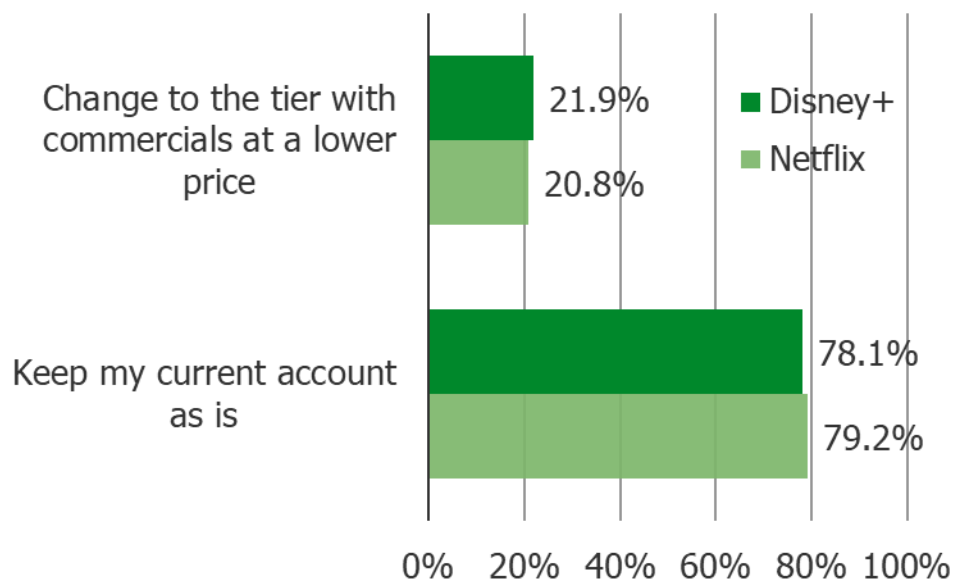
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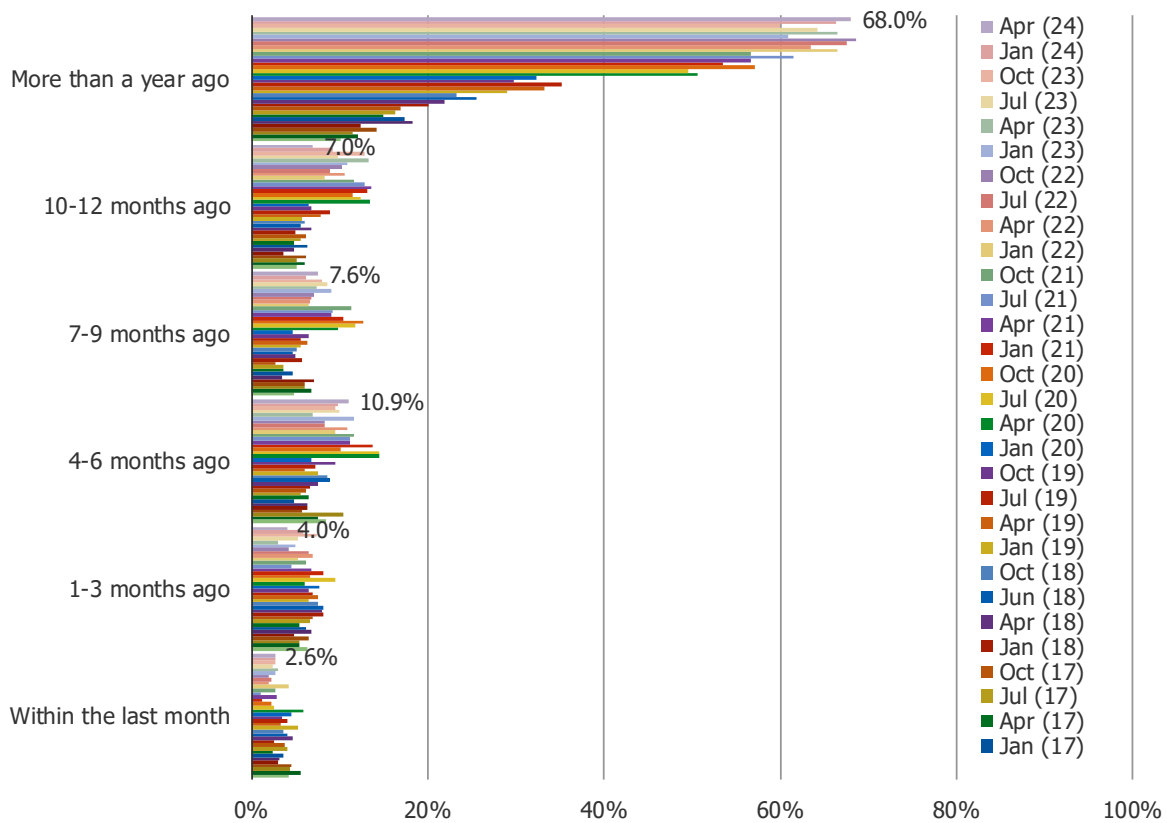


October 2022



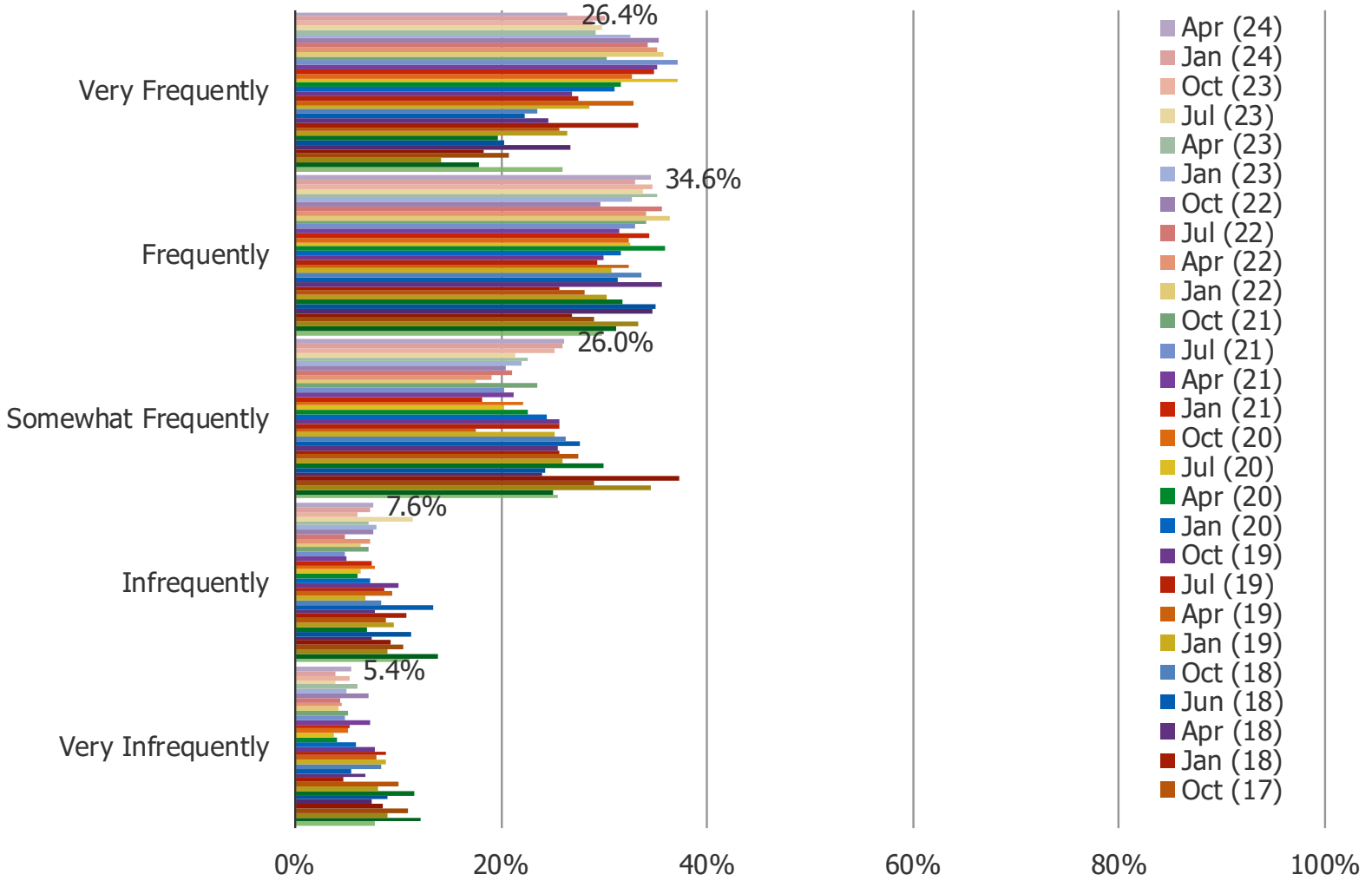
WHEN DID YOU BEGIN YOUR SUBSCRIPTION TO NETFLIX?

This question was posed to Netflix subscribers.



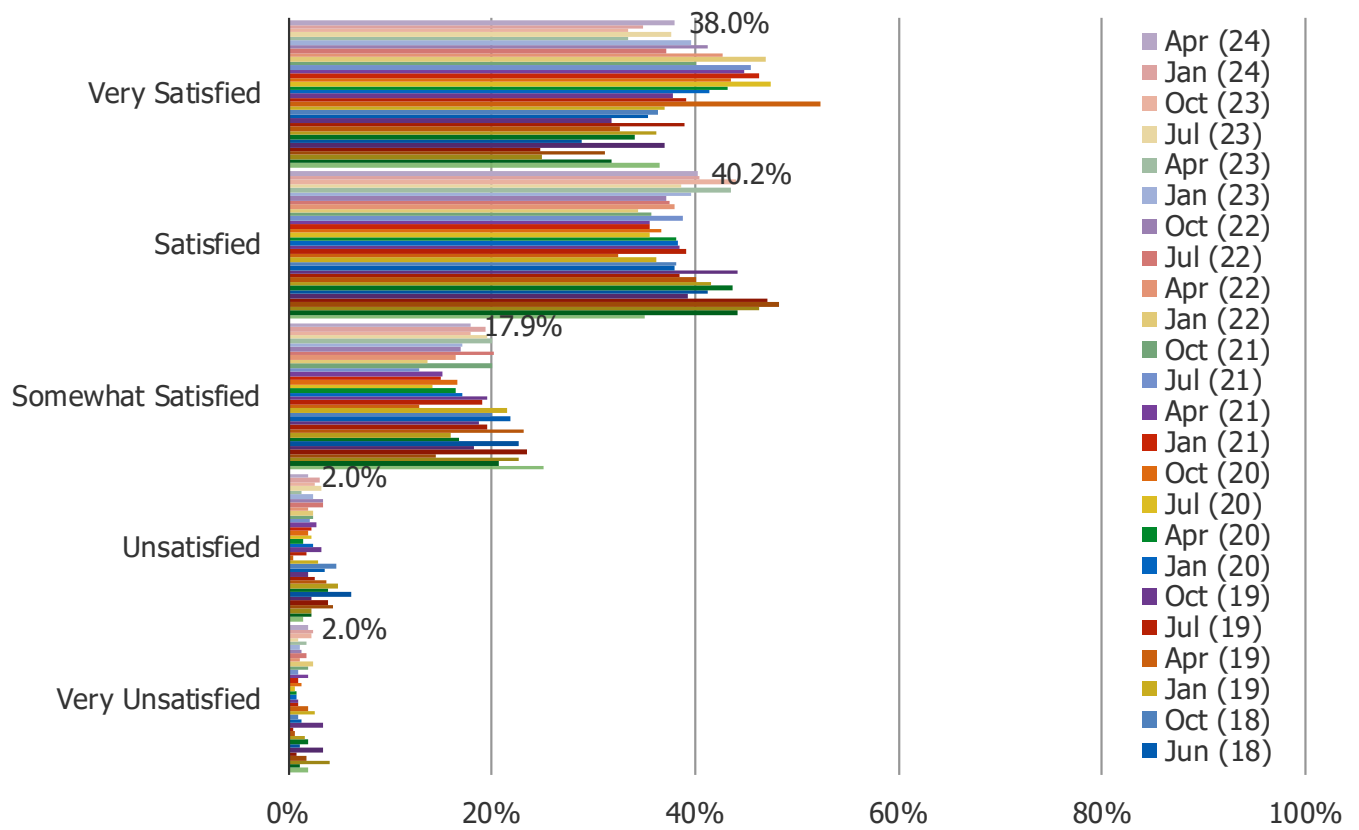
HOW FREQUENTLY DO YOU WATCH NETFLIX?

This question was posed to Netflix subscribers.



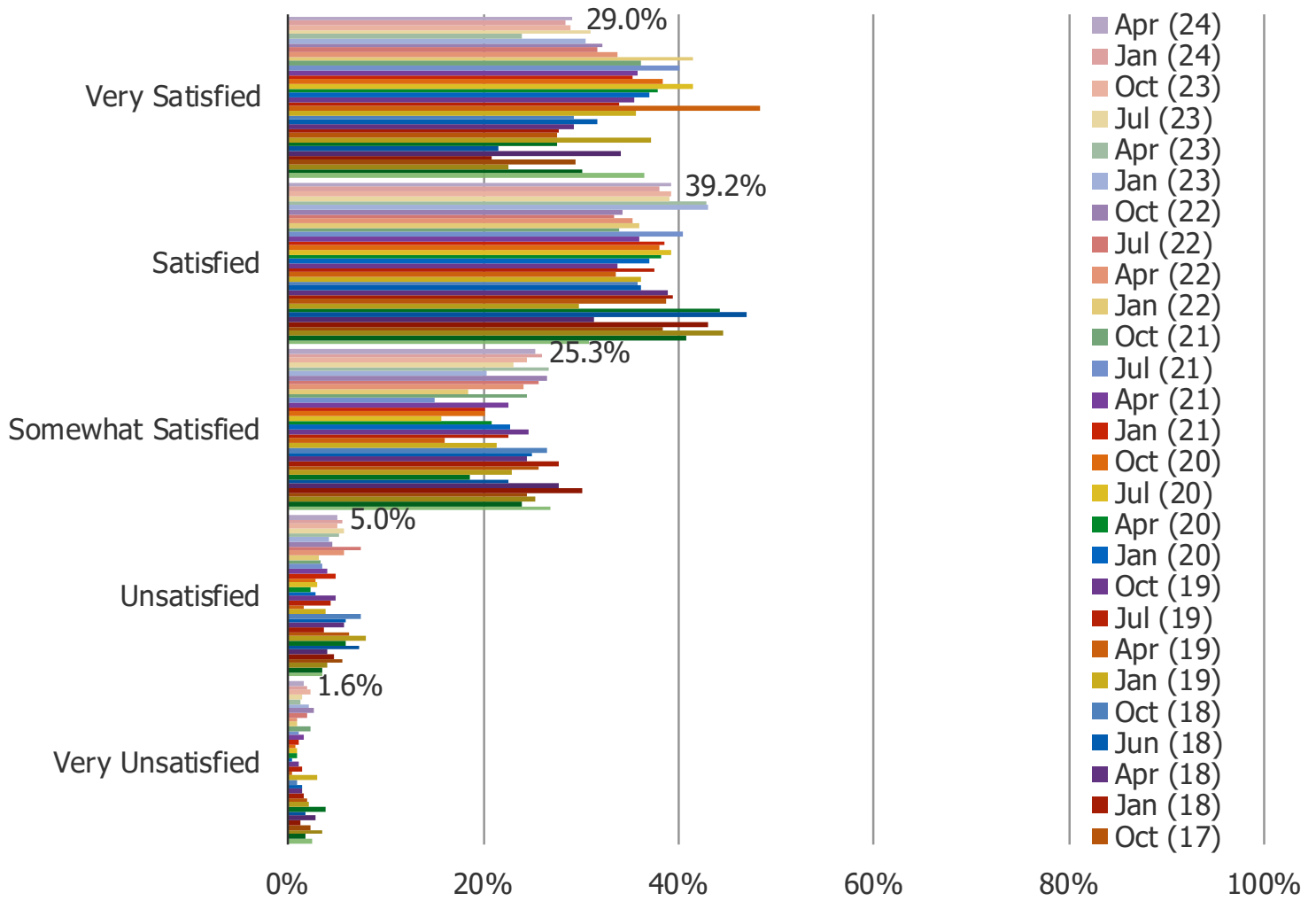
PLEASE RATE YOUR SATISFACTION WITH NETFLIX.

This question was posed to Netflix subscribers.



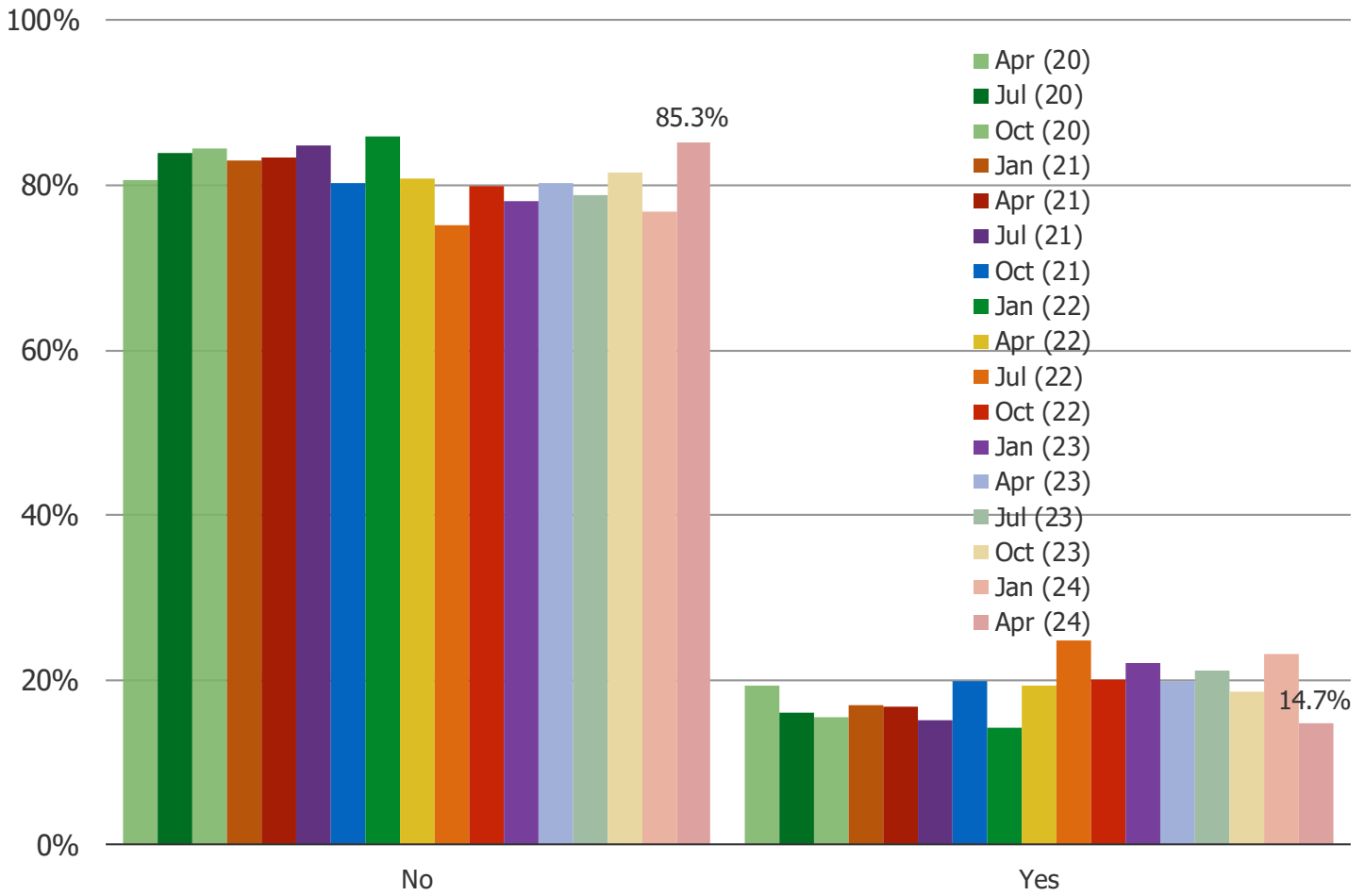
HOW SATISFIED ARE YOU WITH THE VALUE YOU RECEIVE FROM NETFLIX FOR YOUR MONEY?

This question was posed to Netflix subscribers.



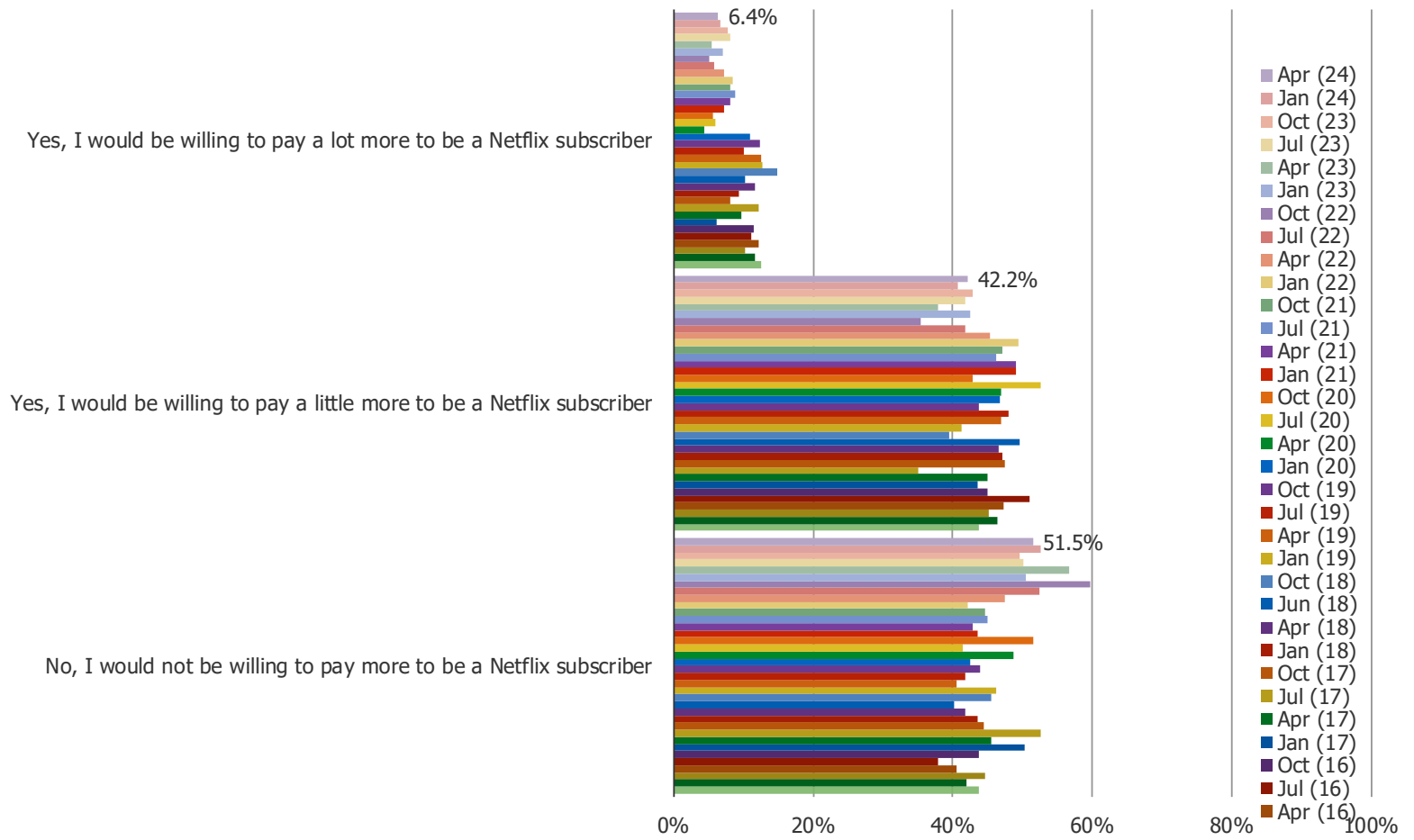
ARE YOU CONSIDERING CANCELLING YOUR NETFLIX SUBSCRIPTION IN THE NEXT FEW MONTHS?

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.

