

BESPOKE MARKET INTELLIGENCE

**Streaming Video
Monthly Update**

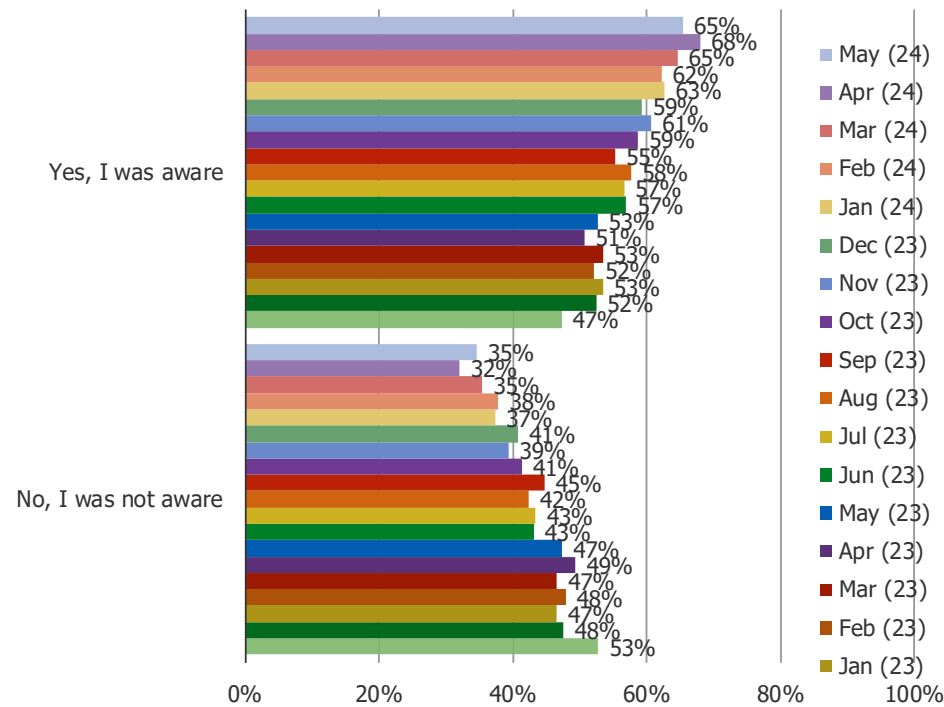
May 2024

Streaming Video



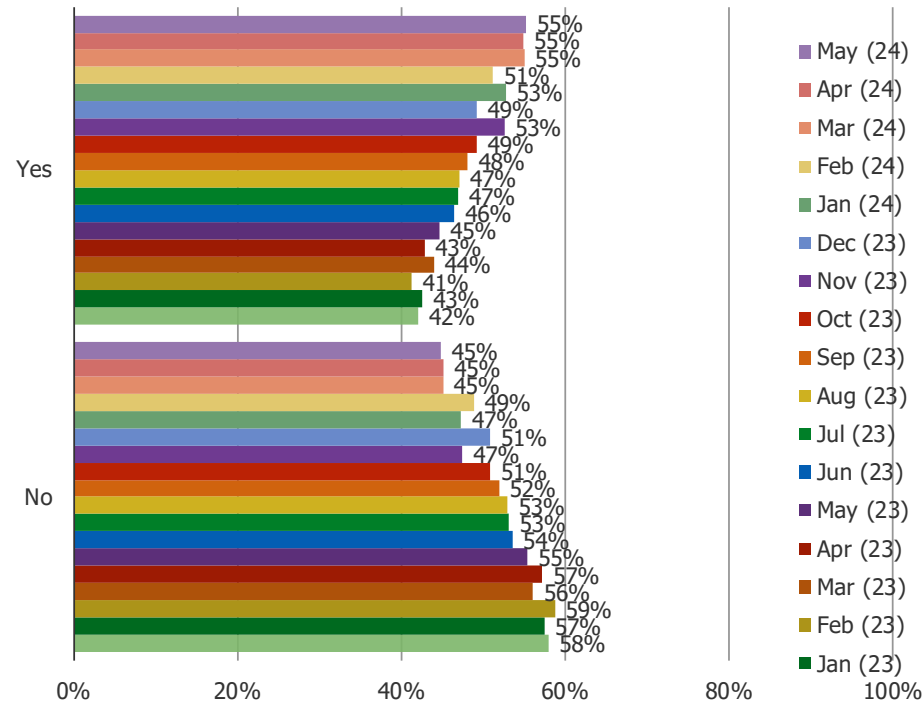
Before taking this survey, were you aware that Netflix has an ad-supported tier with commercials?

Posed to all respondents.



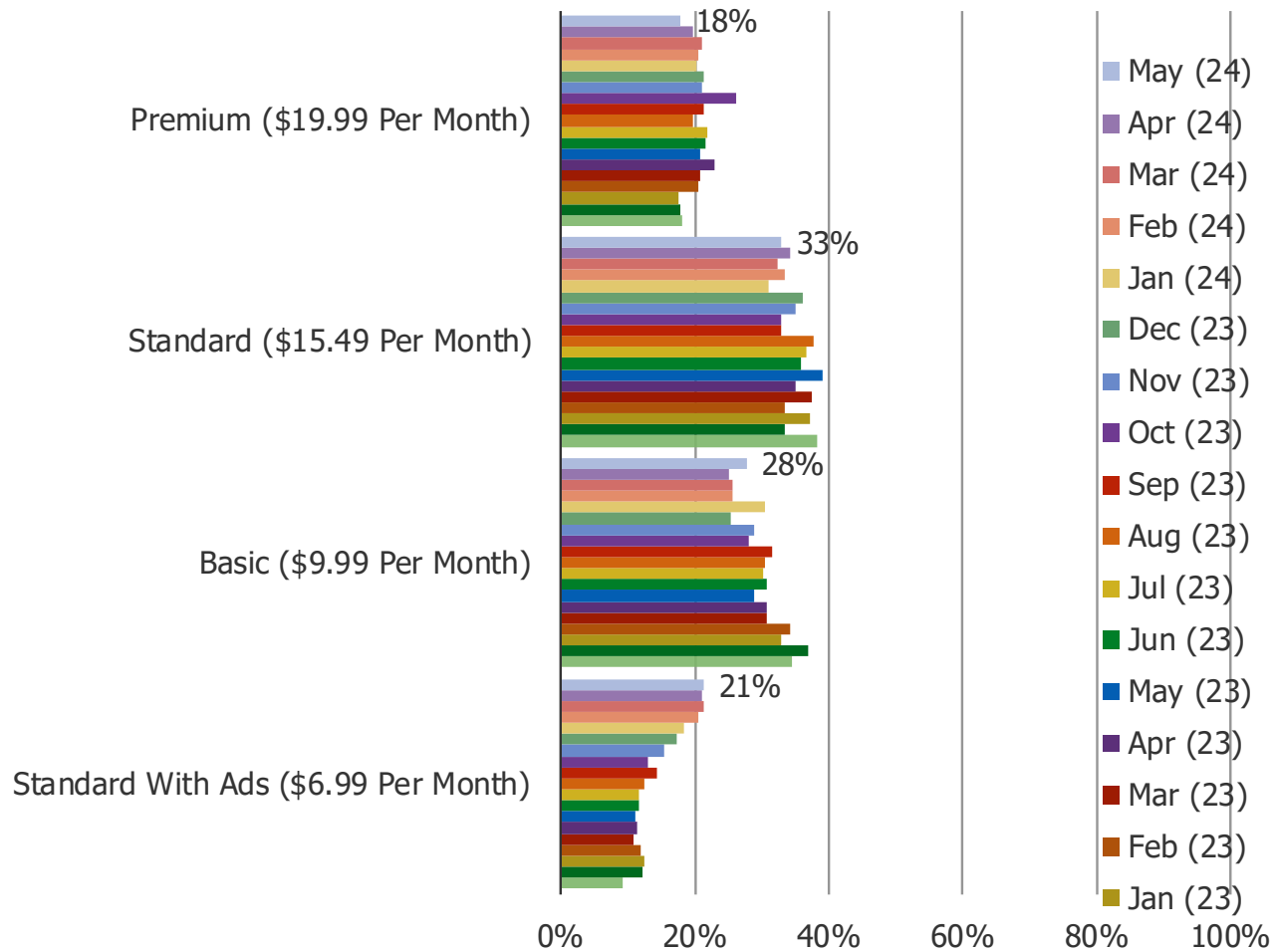
Before taking this survey, were you aware that Disney+ has an ad-supported tier with commercials?

Posed to all respondents.



Which of the following most accurately describes your Netflix subscription?

Posed to all respondents who have a NFLX sub.

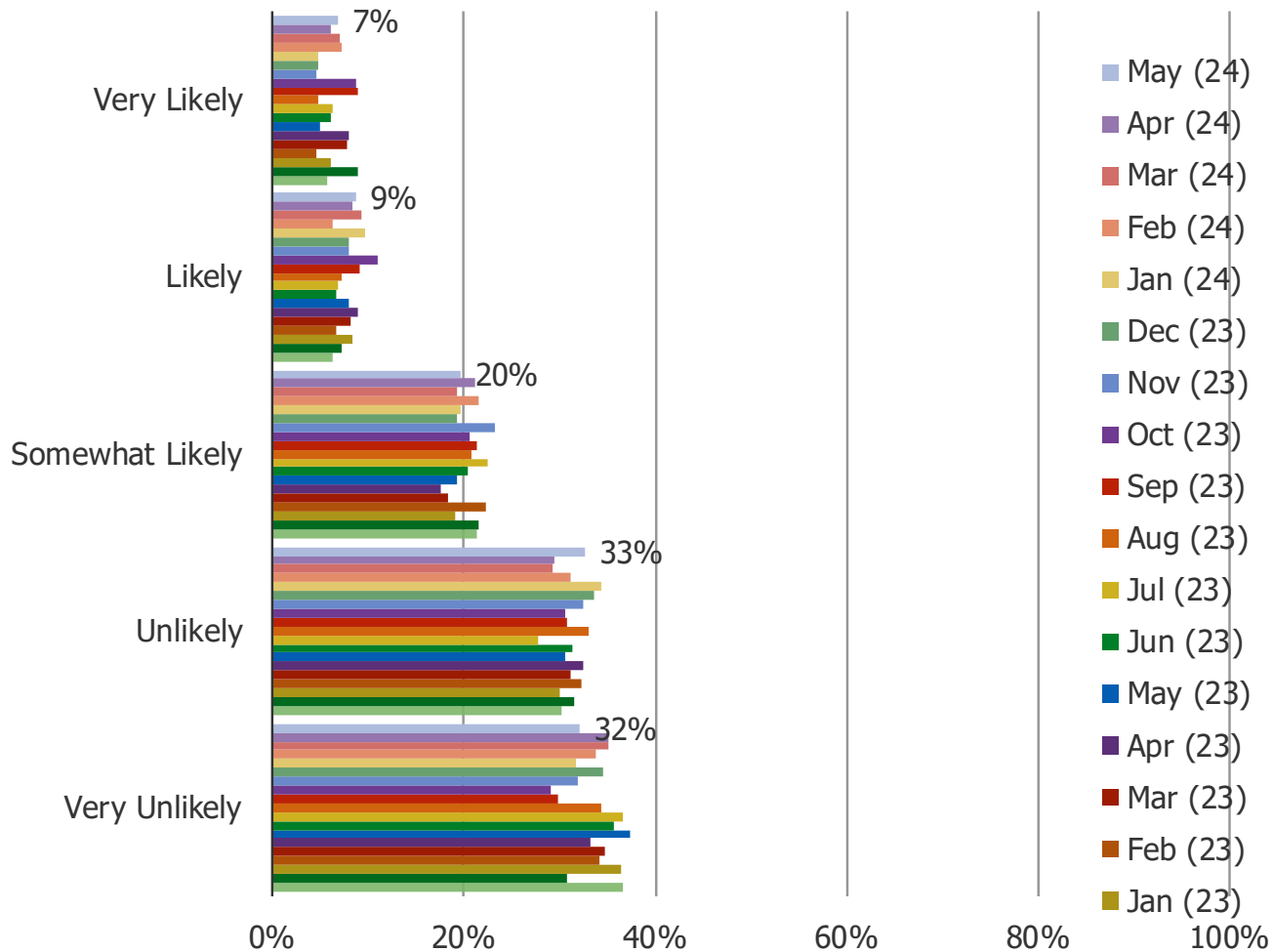


We changed this to “Standard With Ads” in the survey after Netflix made the change...



How likely are you to switch your Netflix subscription to Basic with ads for \$6.99 per month in the next month?

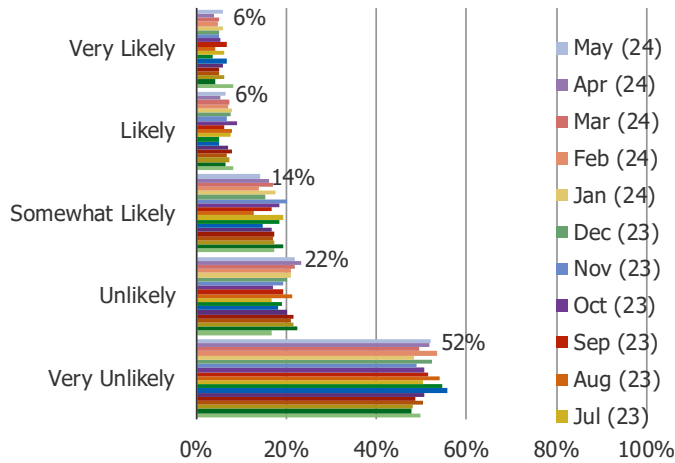
Posed to all respondents who have a NFLX sub but are not on the ad supported plan.



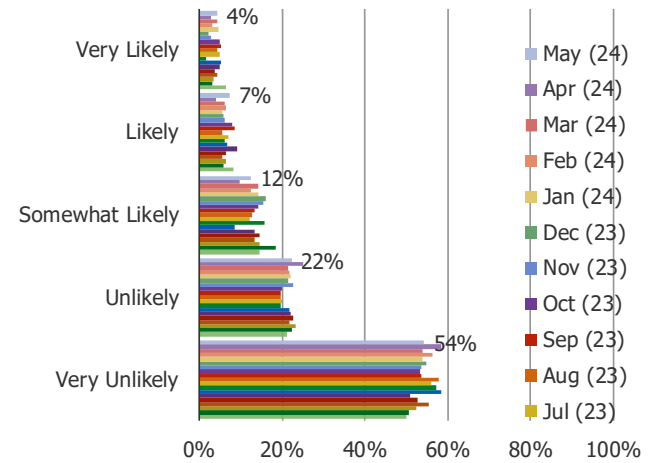
How likely are you to sign up for the following Netflix plans in the next month?

Posed to all respondents who are not currently a NFLX sub.

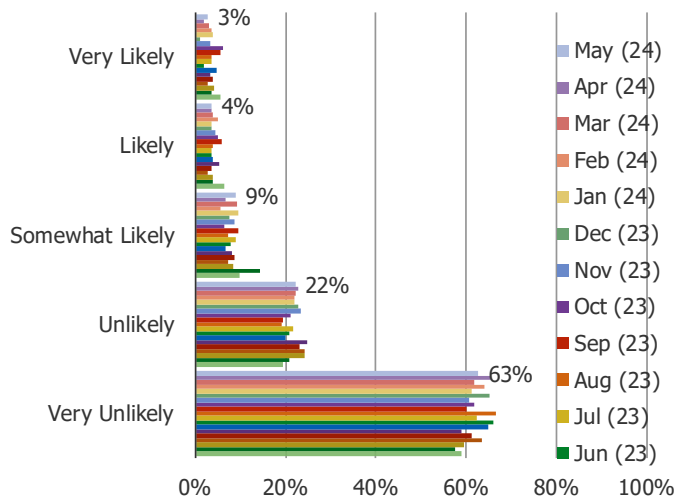
Standard with ads (\$6.99 Per Month)



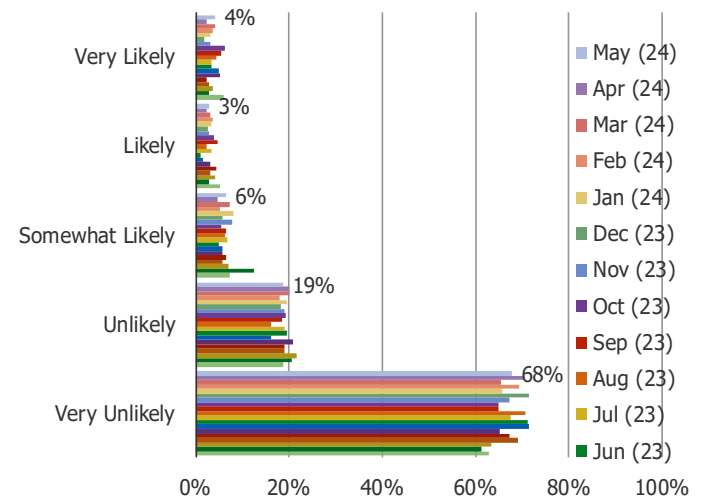
Basic (\$9.99 Per Month)



Standard (\$15.49 Per Month)

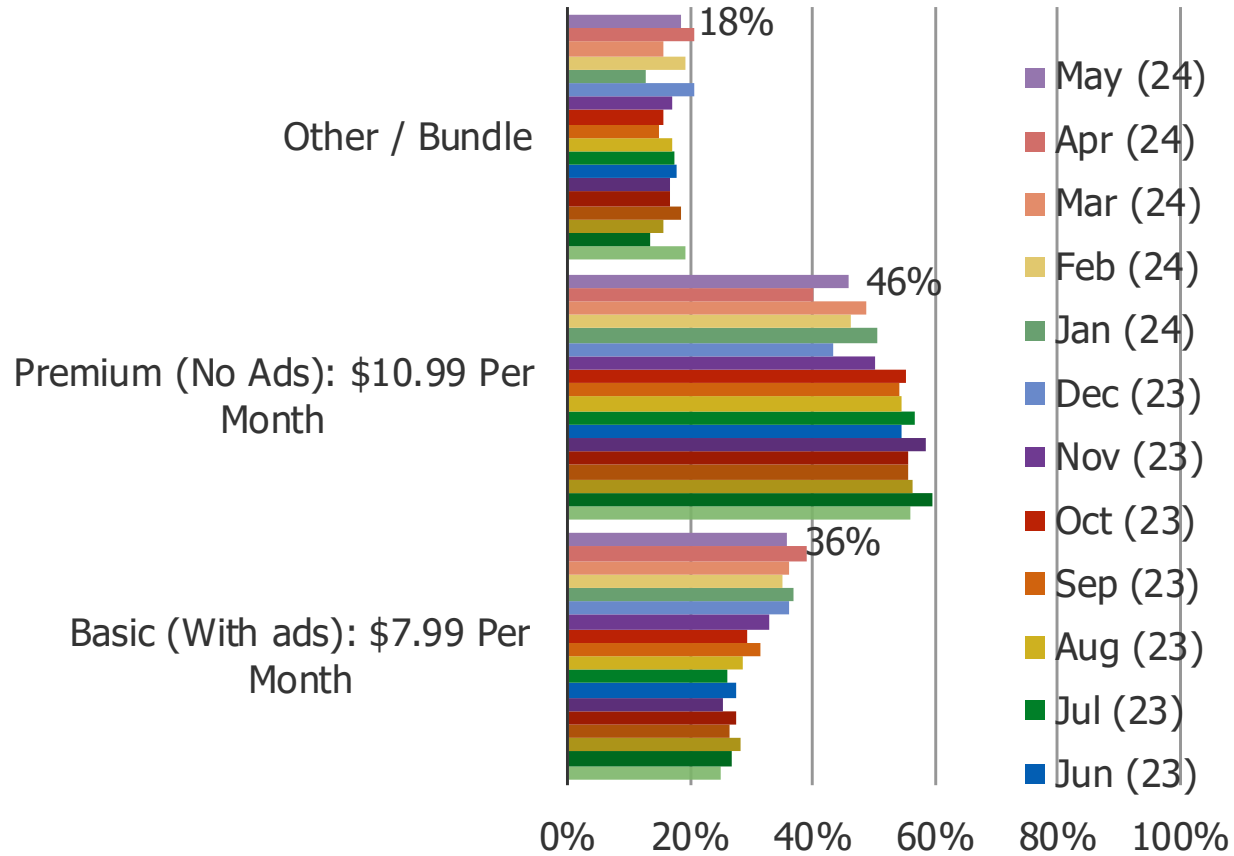


Premium (\$19.99 Per Month)



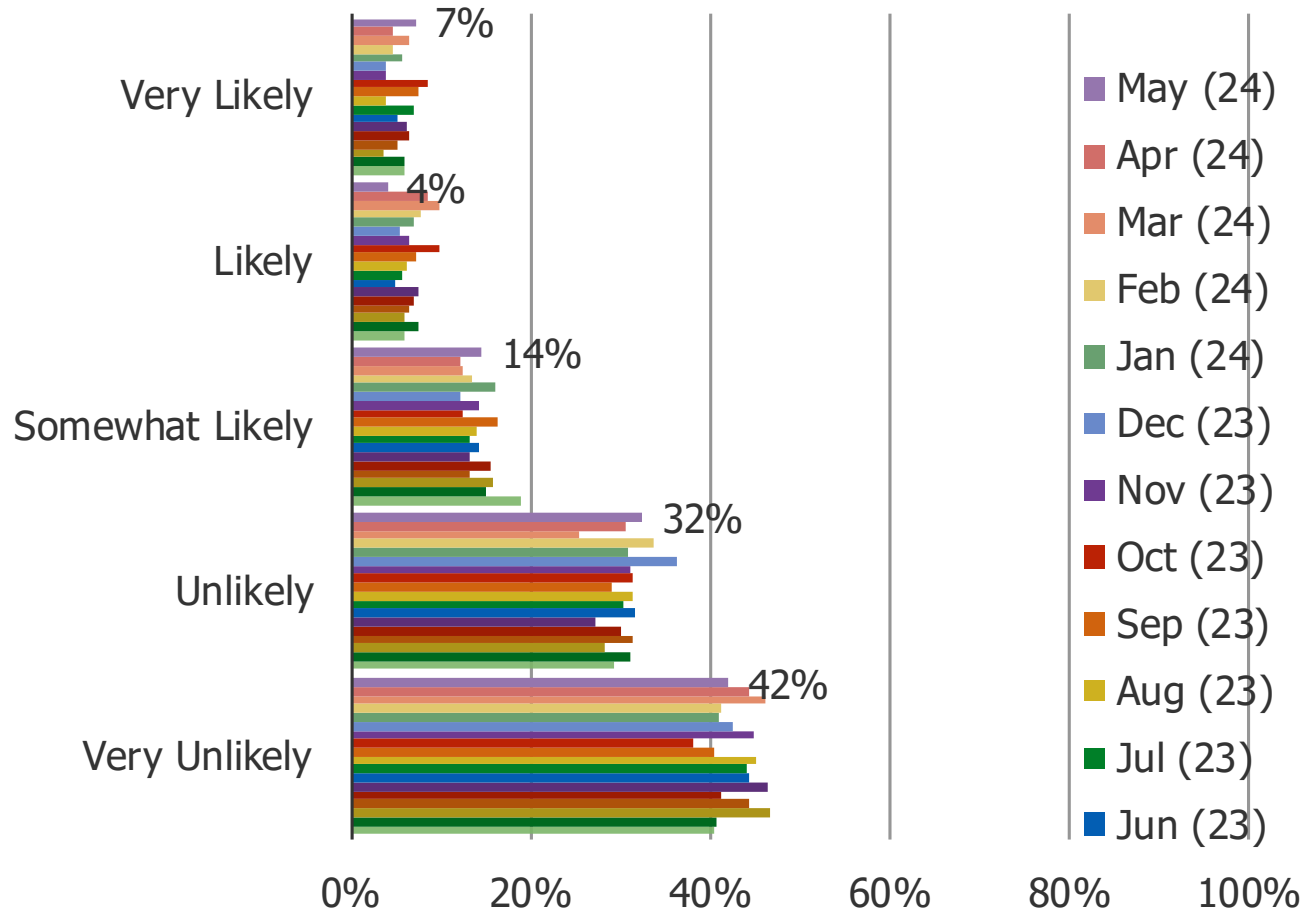
Which of the following best describes your Disney+ subscription?

Posed to all respondents who are Disney+ subs.



How likely are you to switch your Disney+ subscription to Basic with ads for \$7.99 per month in the next month?

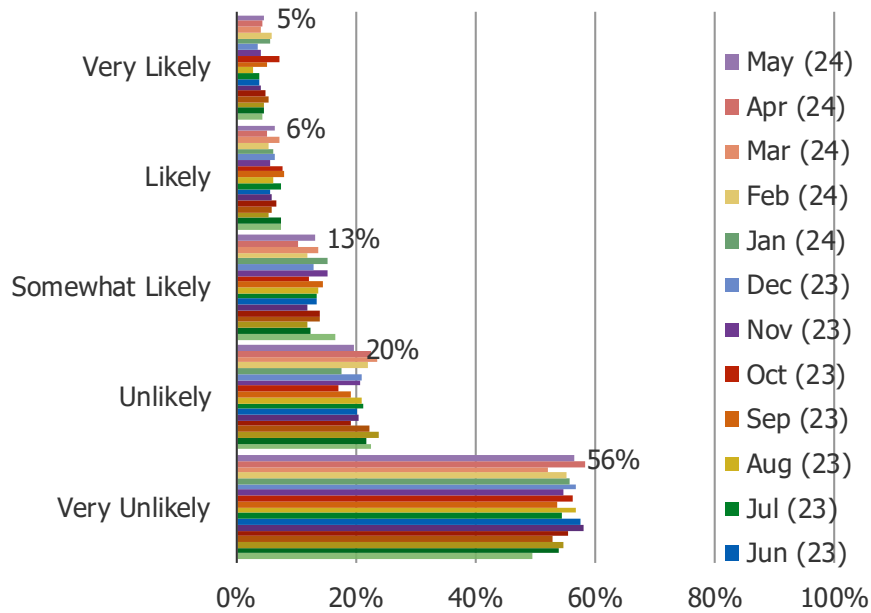
Posed to all respondents who are Disney+ subscribers but are not on the ad supported plan currently.



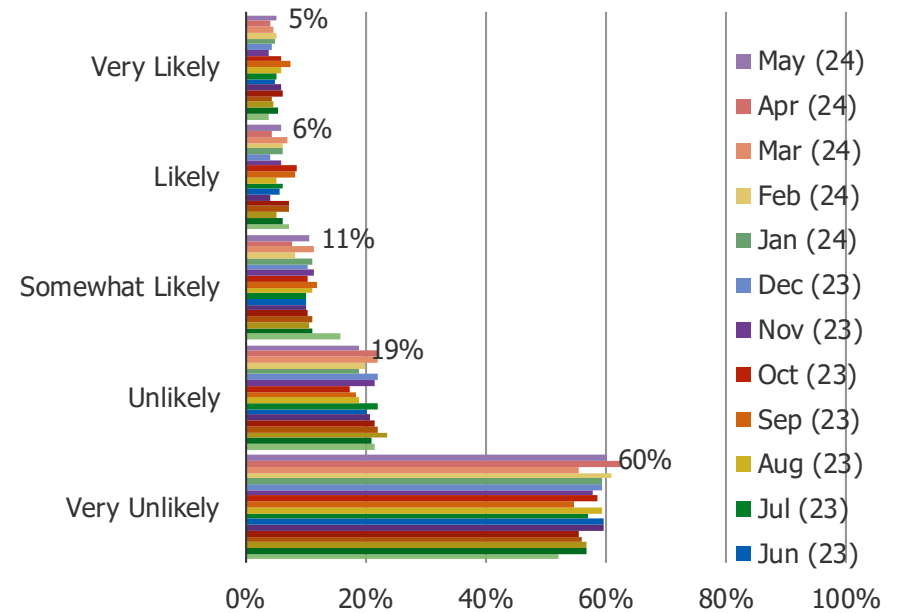
How likely are you to sign up for the following Disney+ plans in the next month?

Posed to all respondents who are not current Disney+ subs.

Basic (With ads): \$7.99 Per Month

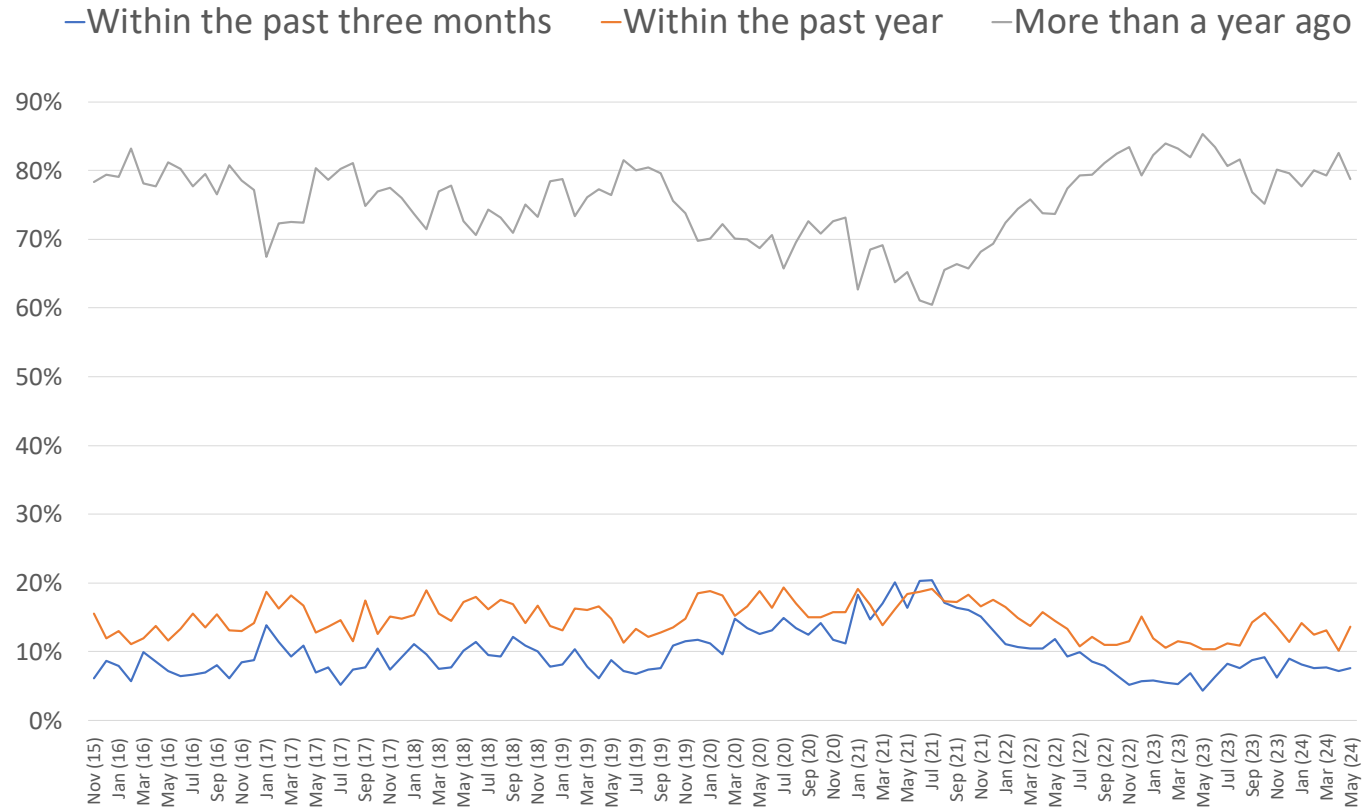


Premium (No Ads): \$10.99 Per Month



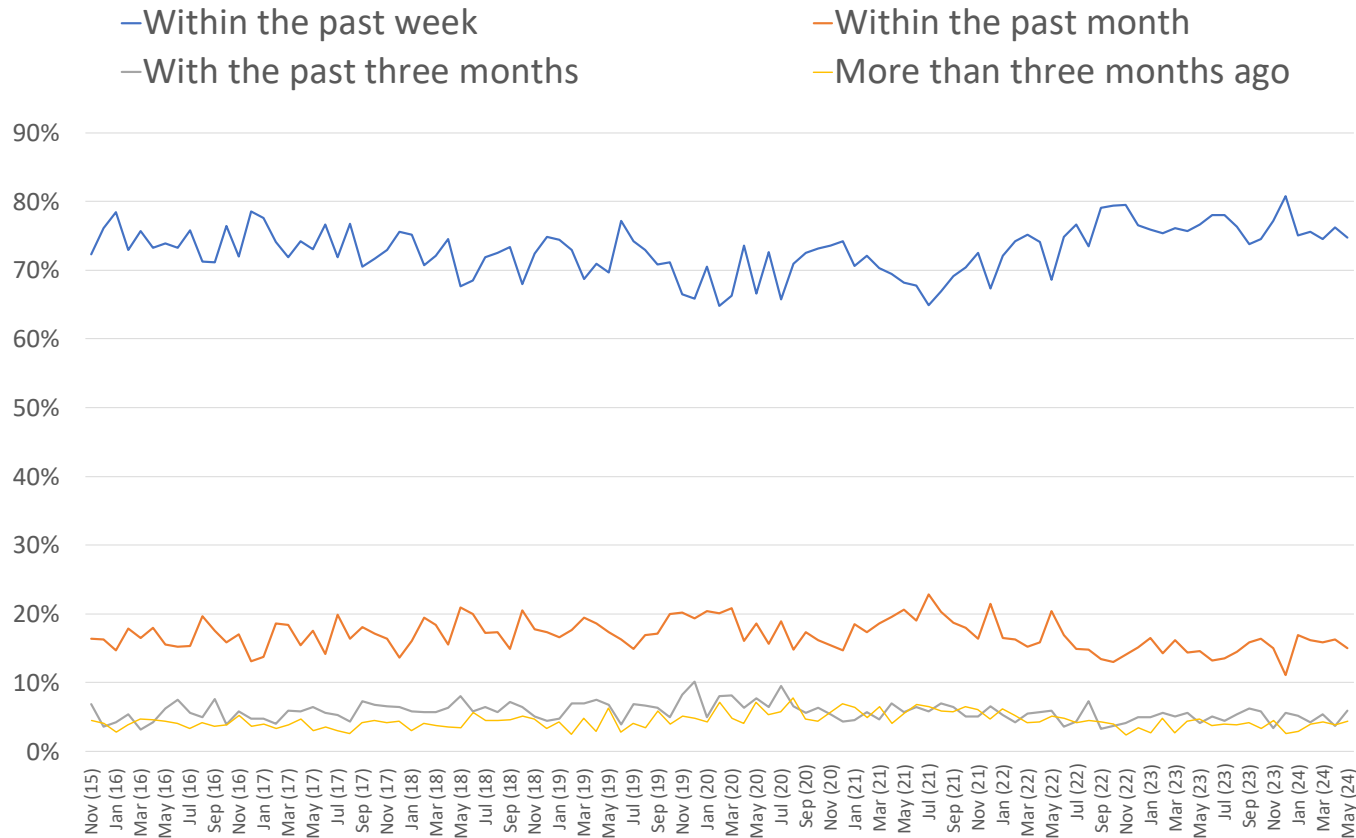
When did you sign up for Netflix?

Posed to all respondents with a Netflix account.



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

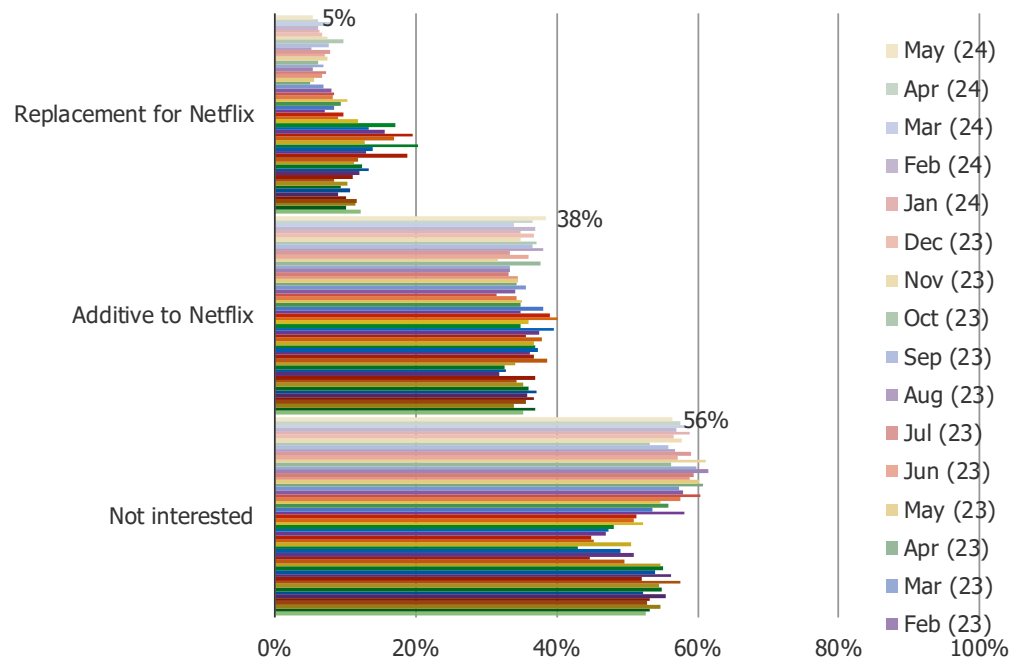
Posed to all respondents with a Netflix account.



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

Posed to Netflix subscribers.

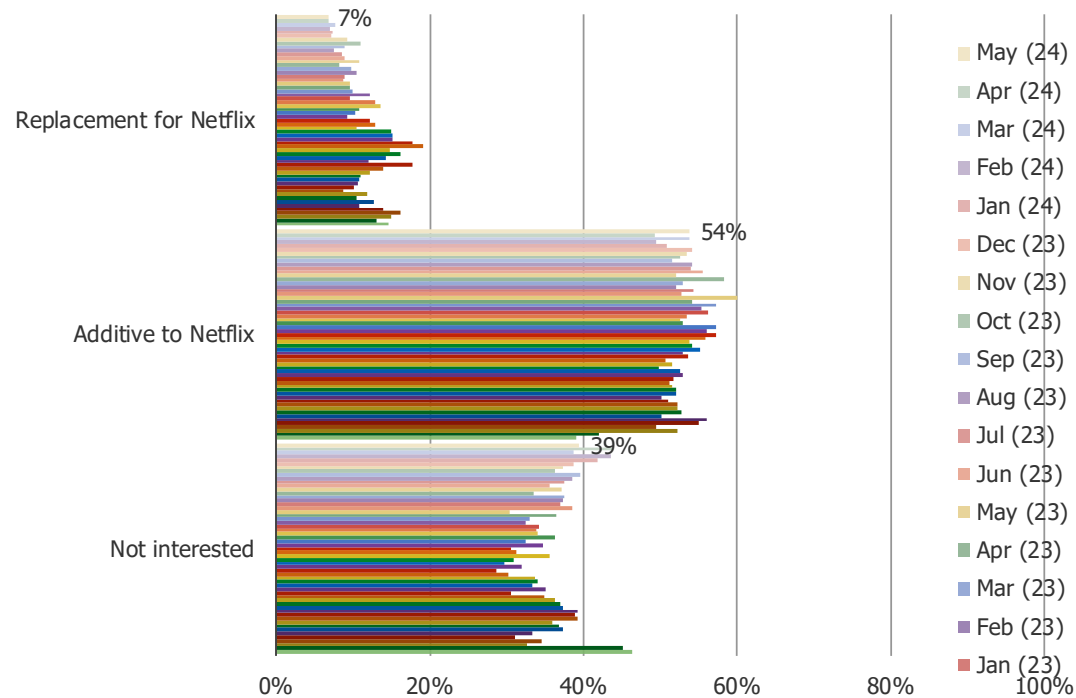
Apple TV+



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

Posed to Netflix subscribers.

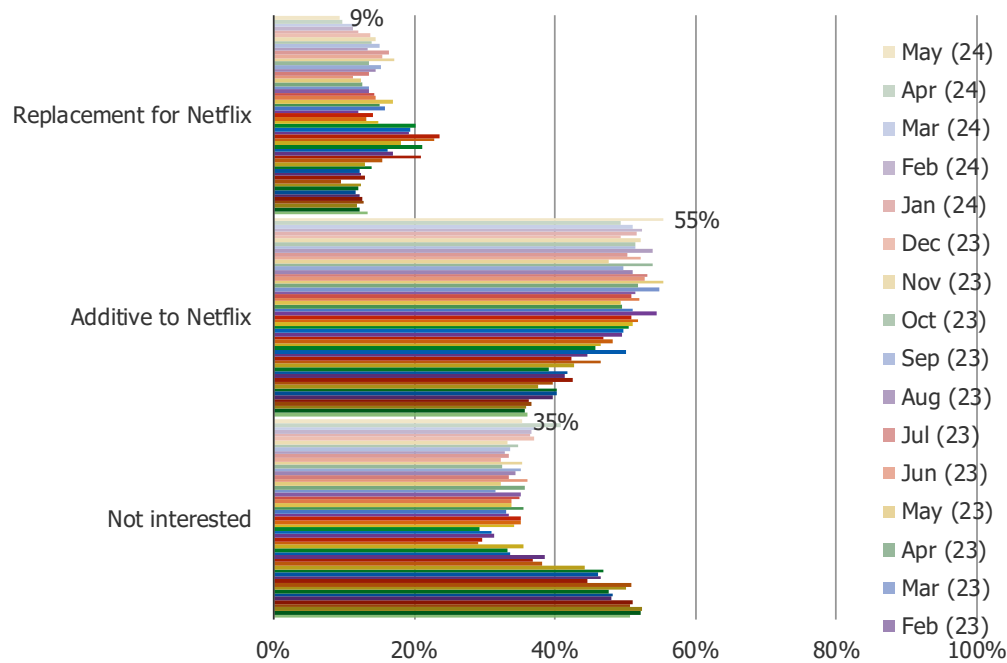
Disney+



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

Posed to Netflix subscribers.

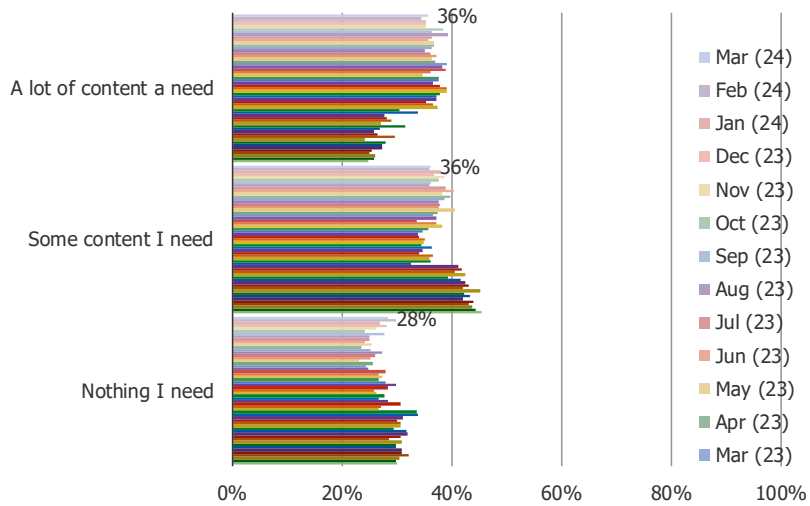
HBO Max



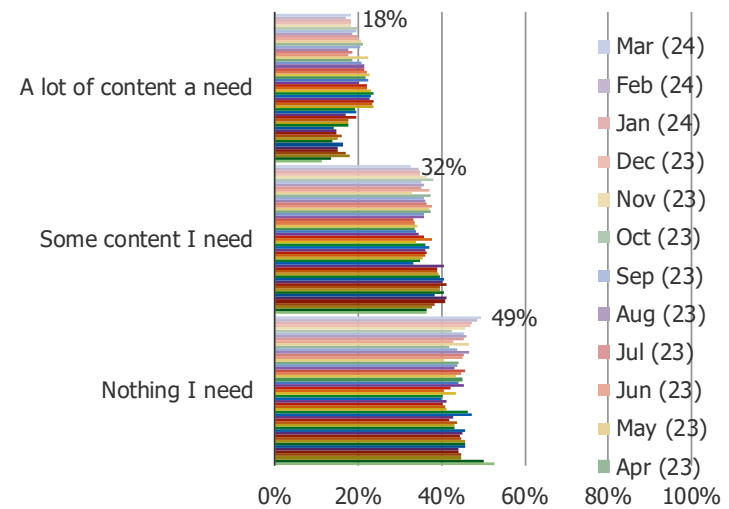
What are your expectations for the content that will be on each of these platforms?

Posed to all respondents.

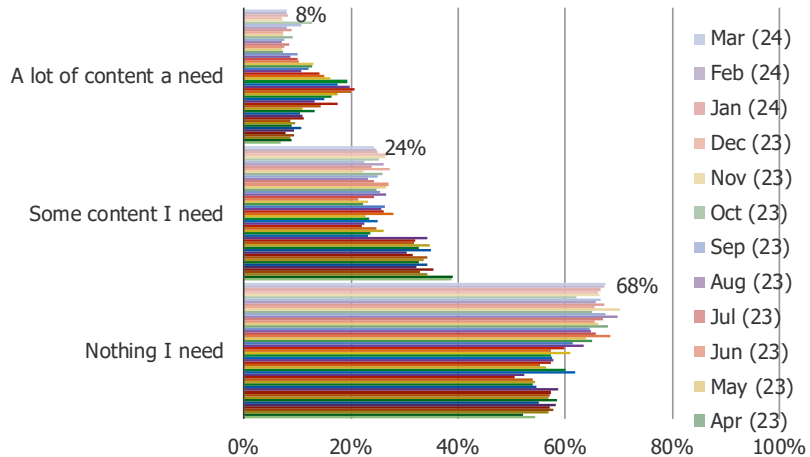
Netflix



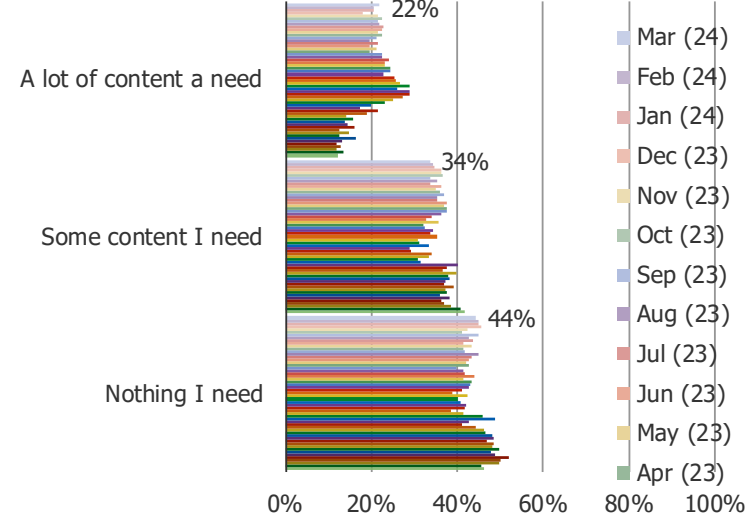
Disney+



Apple TV+

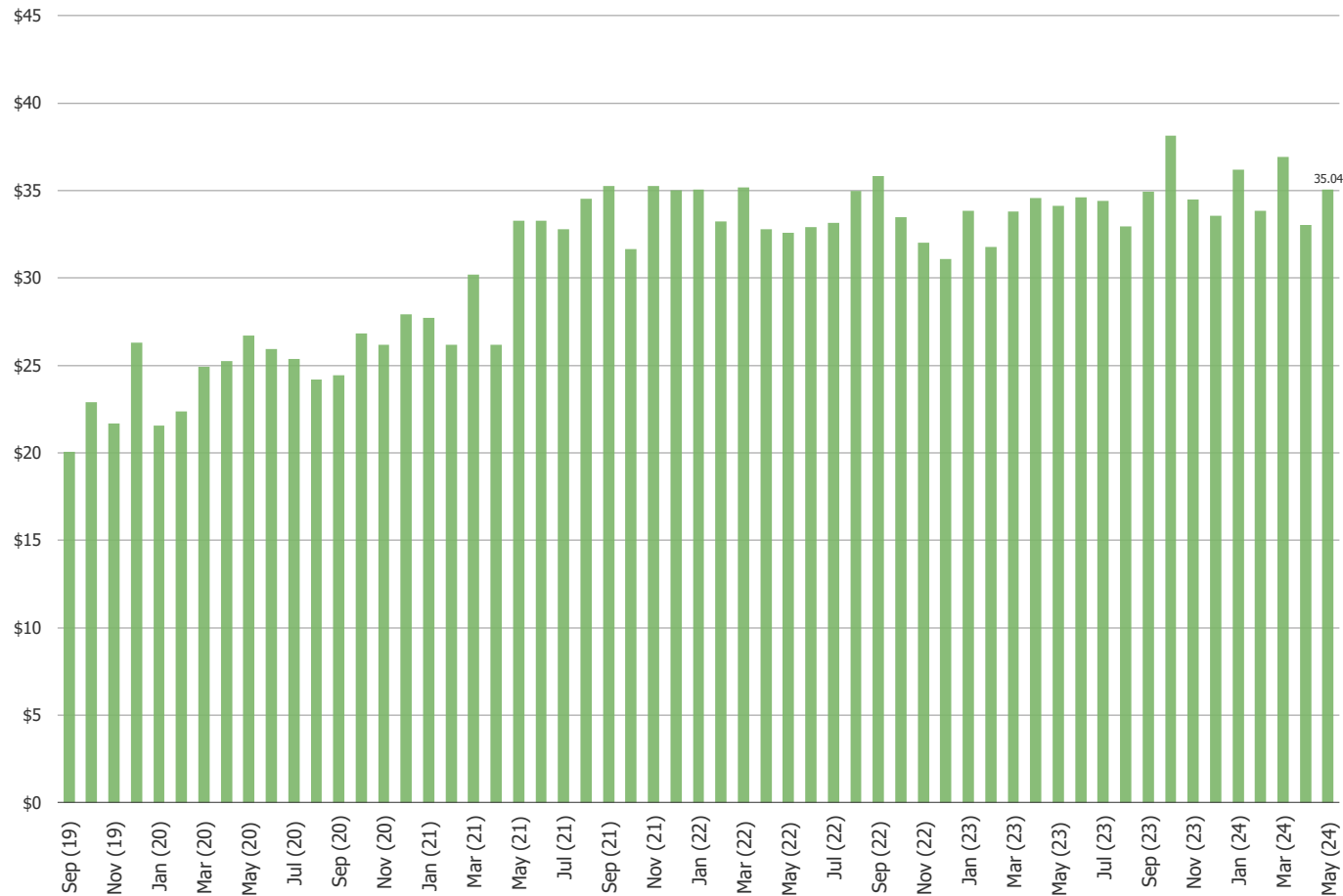


HBO Max



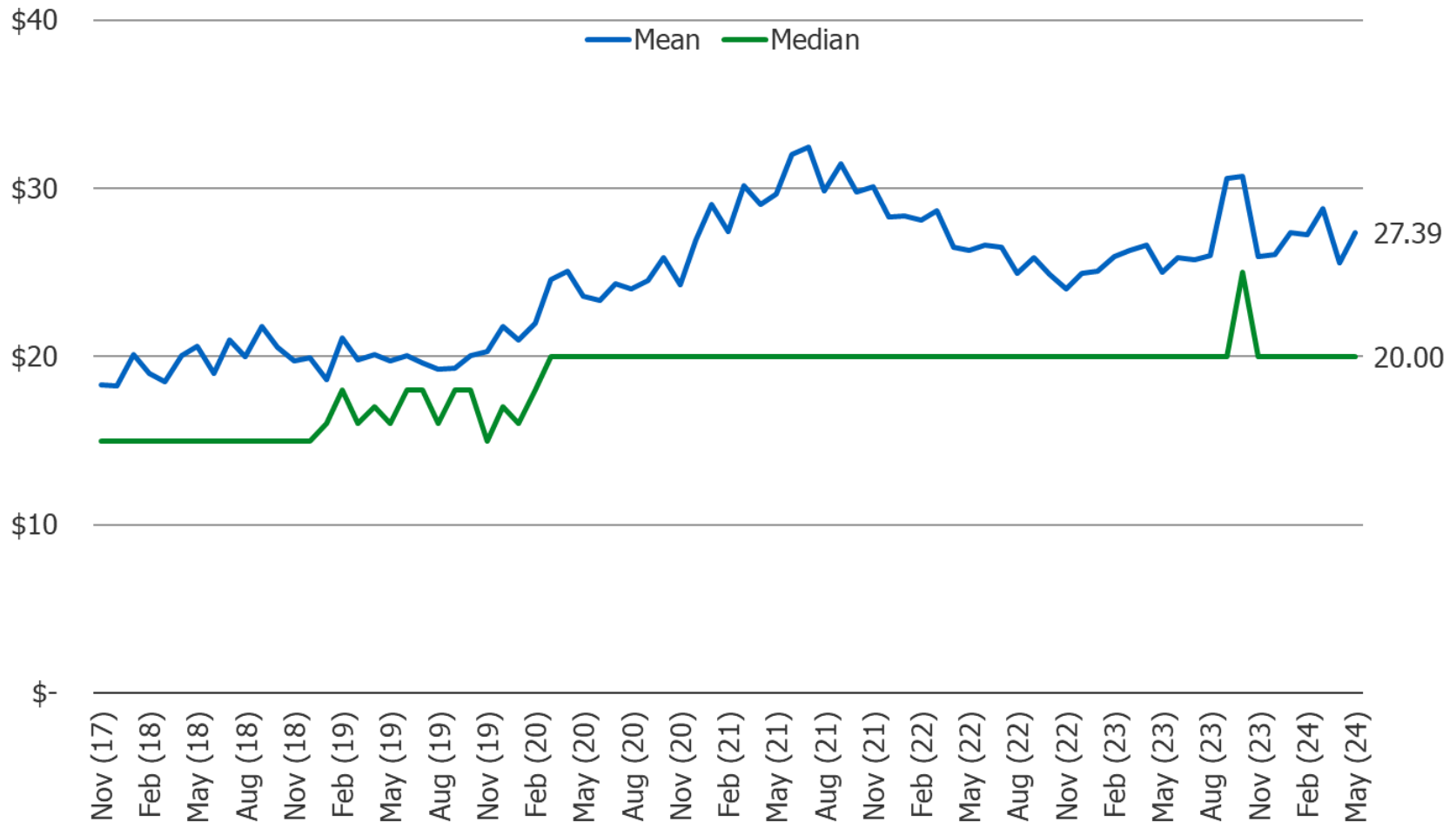
How much do you think is appropriate to spend on streaming video services, in total, per month?

Posed to all respondents.



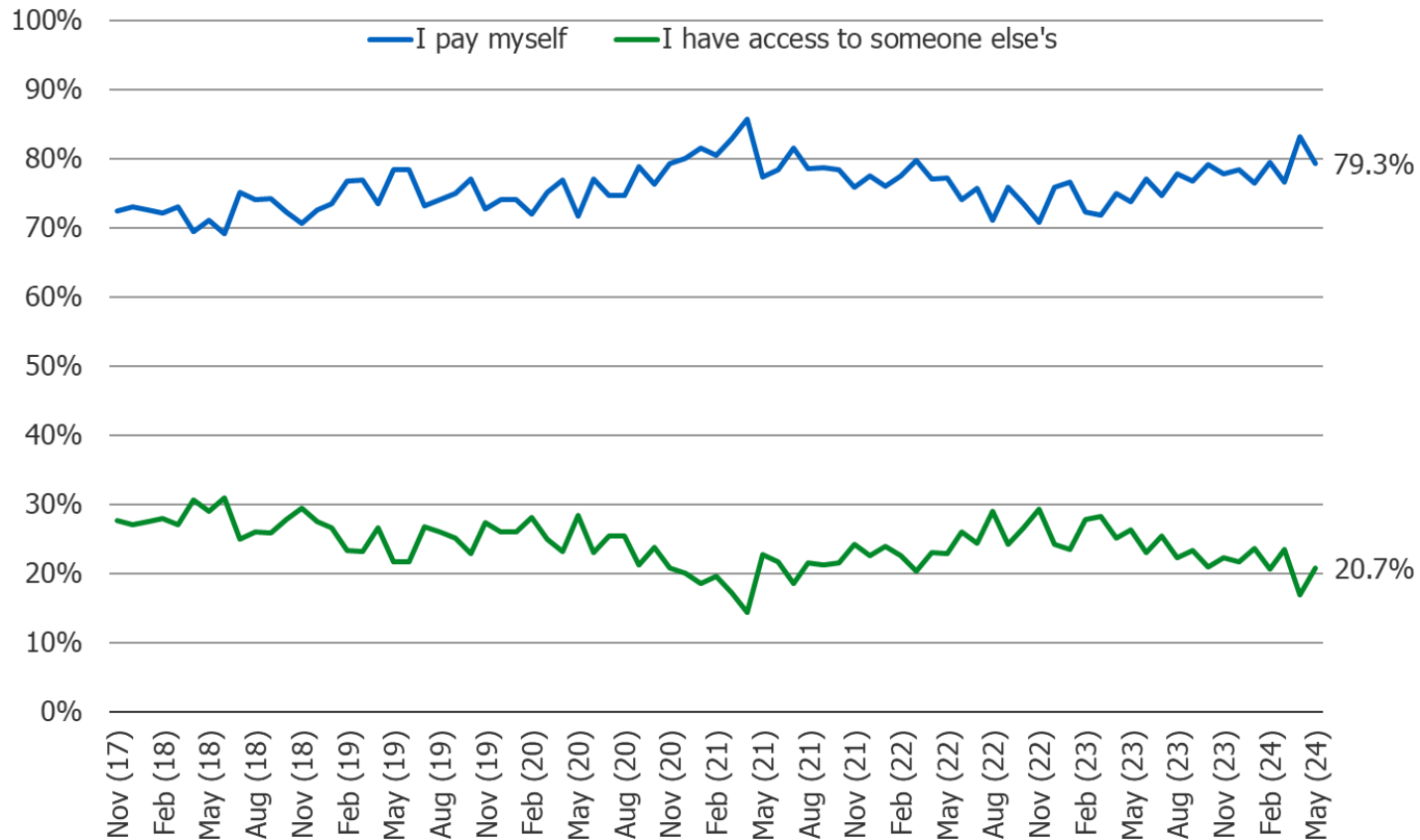
**At what MONTHLY price point would you decide to cancel your Netflix subscription?
(IE, if Netflix continues to raise prices, what price point PER MONTH would trigger
your cancellation of Netflix)?**

Posed to paying Netflix subscribers...



Do you pay for your Netflix subscription yourself, or do you have access to a friend or family member's account?

Posed to Netflix subscribers...



**In this survey, having access to someone else's account could mean EITHER someone they live with or someone they do not live with.*



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

Posed to paying Netflix subscribers...

