

BESPOKE SURVEYS

Streaming Video, UK, Vol 34

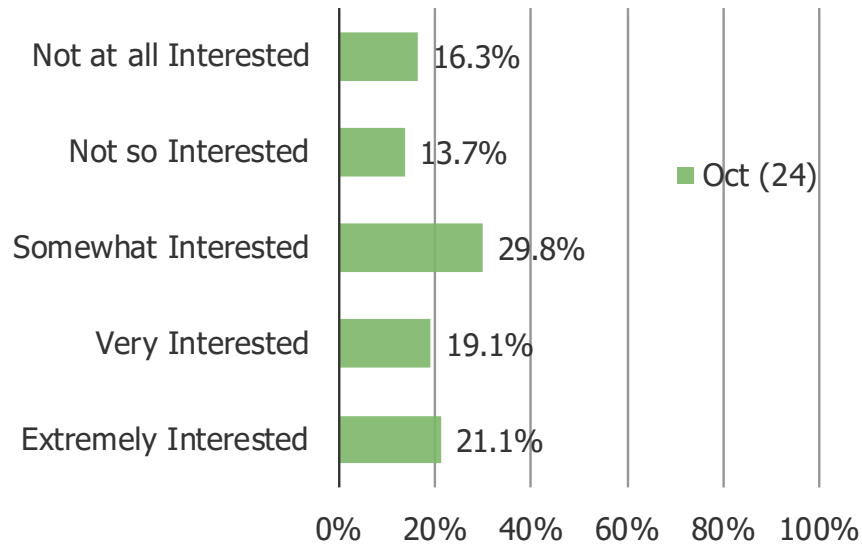
800+ UK Consumers Per Quarter

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

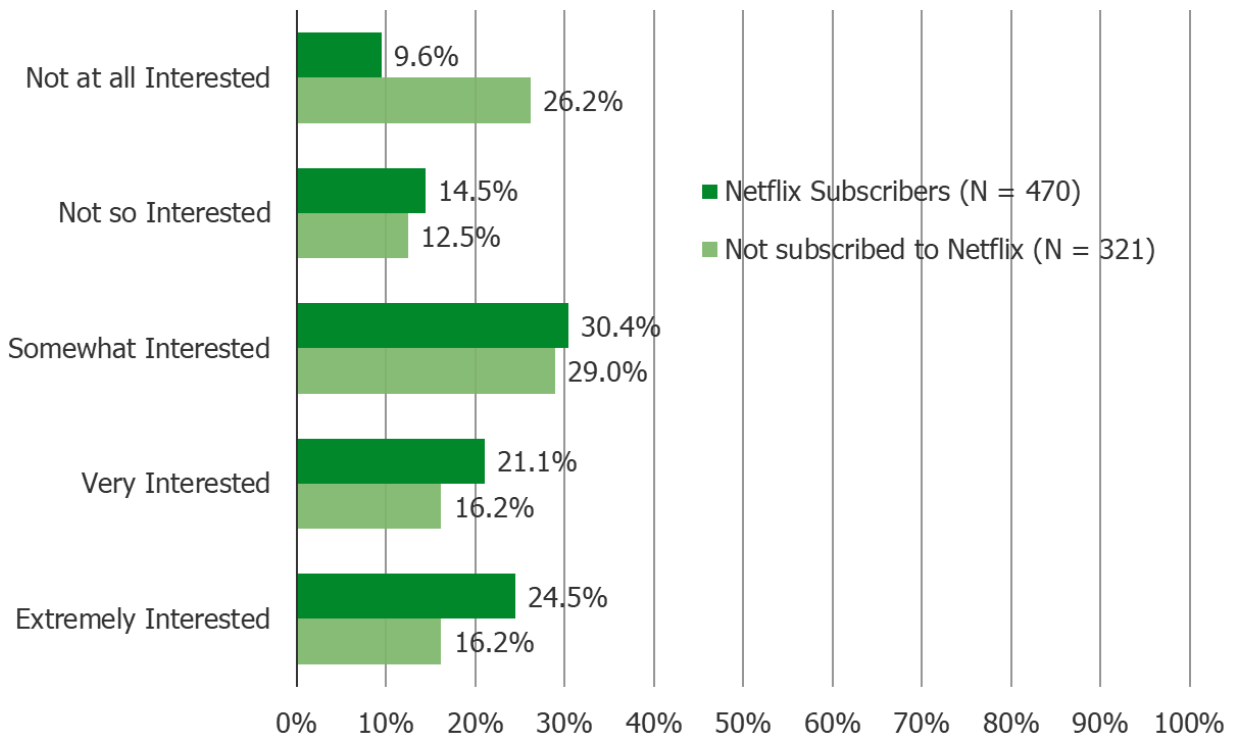
NEW QUESTIONS

HOW MUCH INTEREST WOULD YOU HAVE IN A FREE VERSION OF NETFLIX WITH ADS?

This question was posed to all respondents.

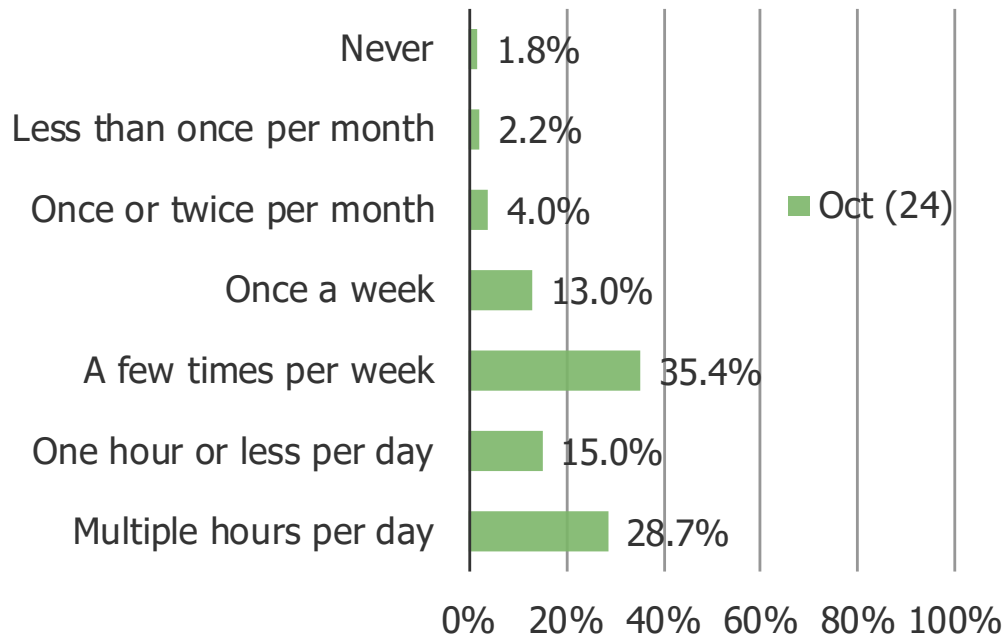


Filtering the data

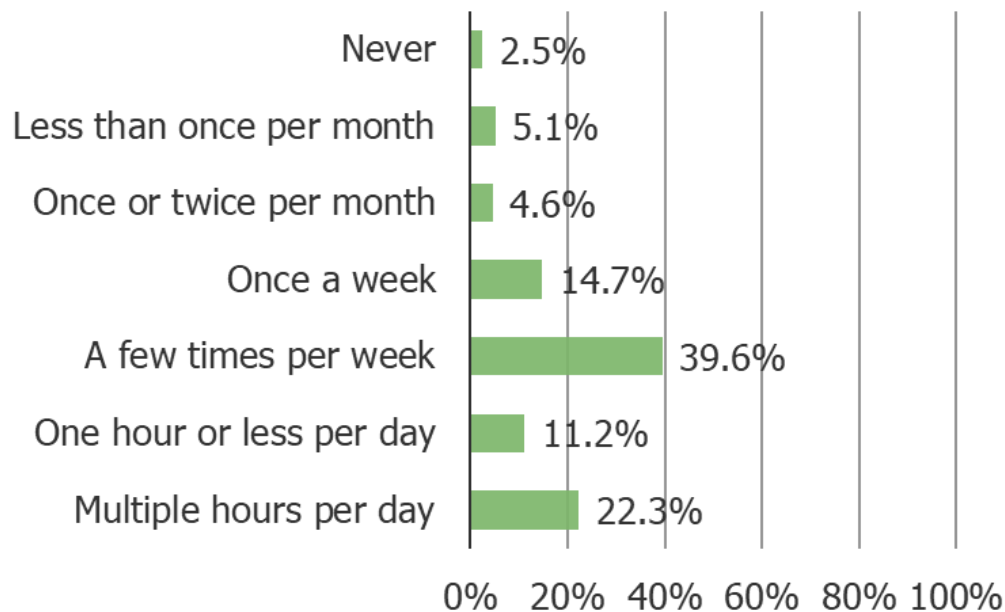


IF THERE WAS A FREE VERSION OF NETFLIX WITH ADS, HOW OFTEN DO YOU THINK YOU WOULD WATCH IT?

This question was posed to all respondents who are at least somewhat interested in a free version of NFLX with ads.



Posed to respondents who do not currently have Netflix subscriptions but said they would be at least somewhat interested in a free version of Netflix with ads (N = 197)

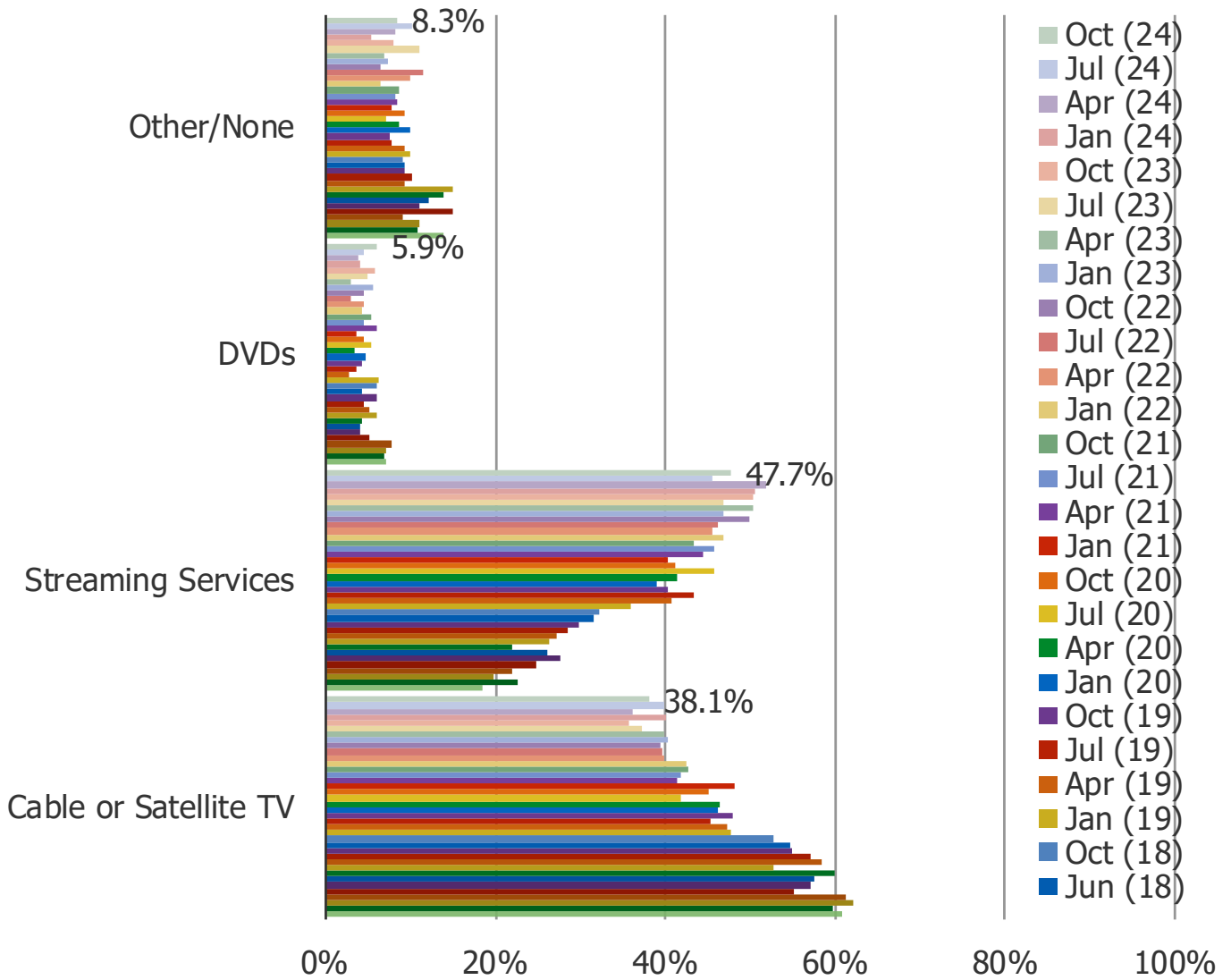


Streaming Media Usage and Consumer
Attitudes/Engagement in the UK.

UK STREAMING VIDEO

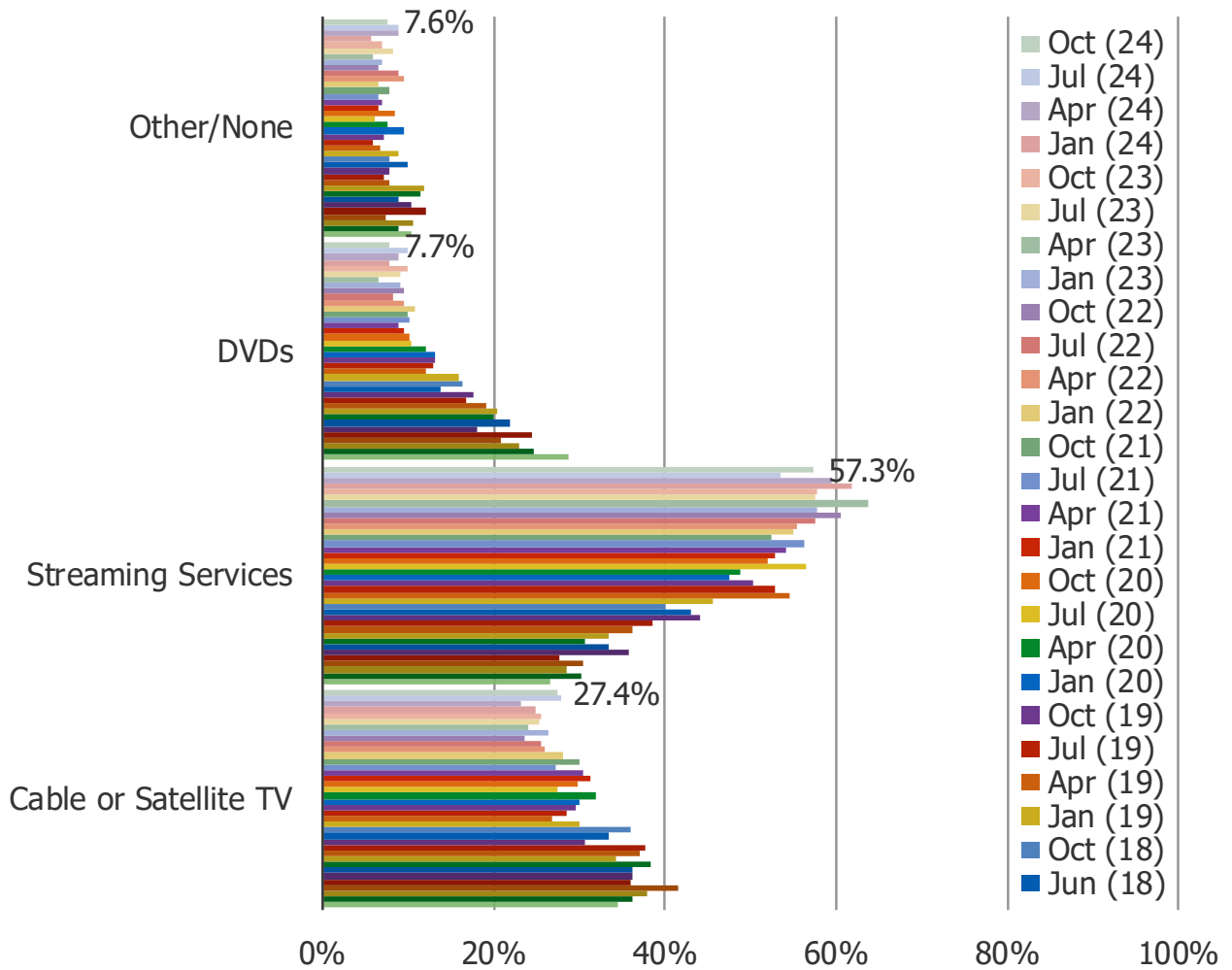
WHAT IS YOUR PREFERRED METHOD FOR WATCHING TELEVISION?

This question was posed to all respondents.



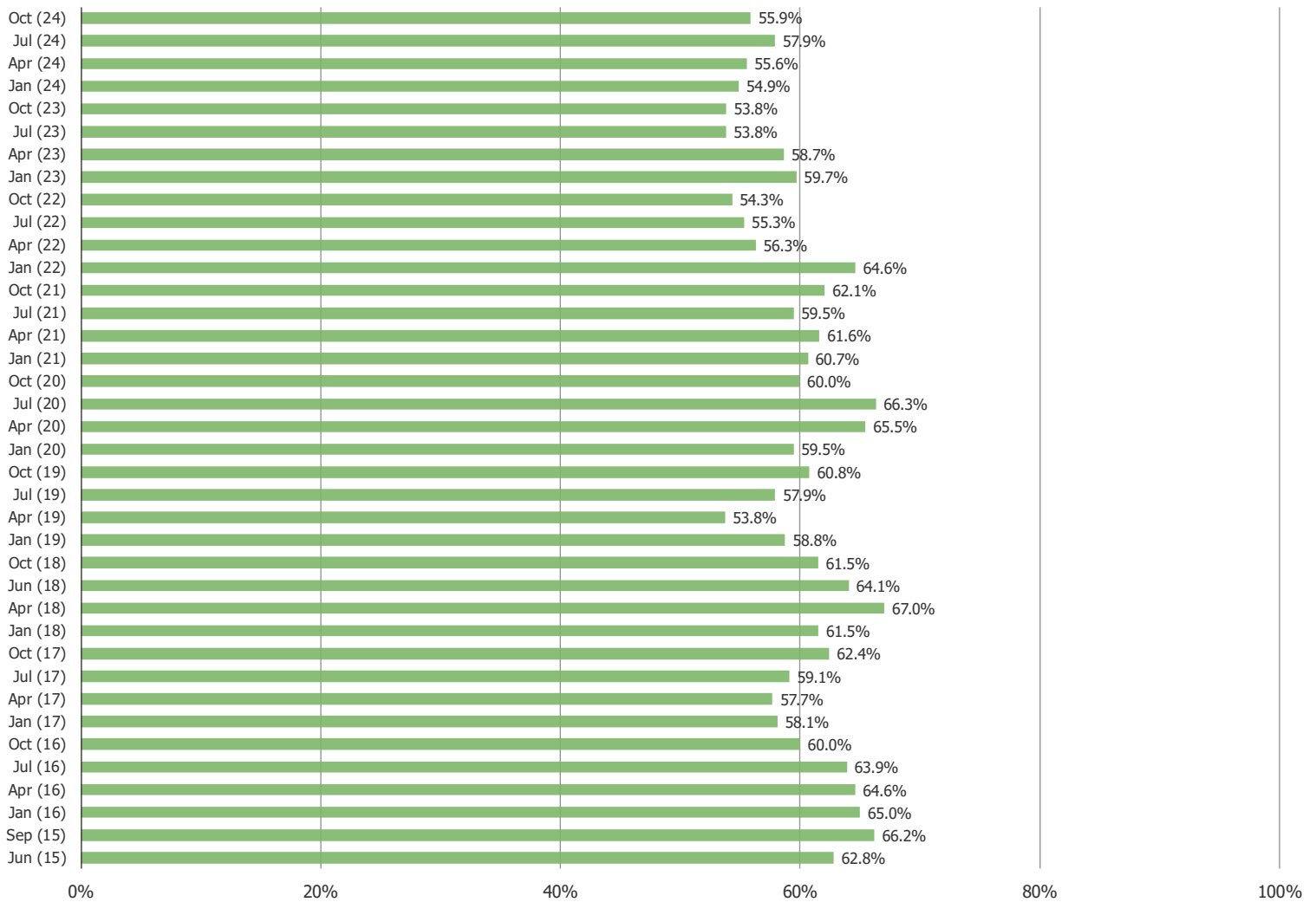
WHAT IS YOUR PREFERRED METHOD FOR WATCHING FILMS?

This question was posed to all respondents.



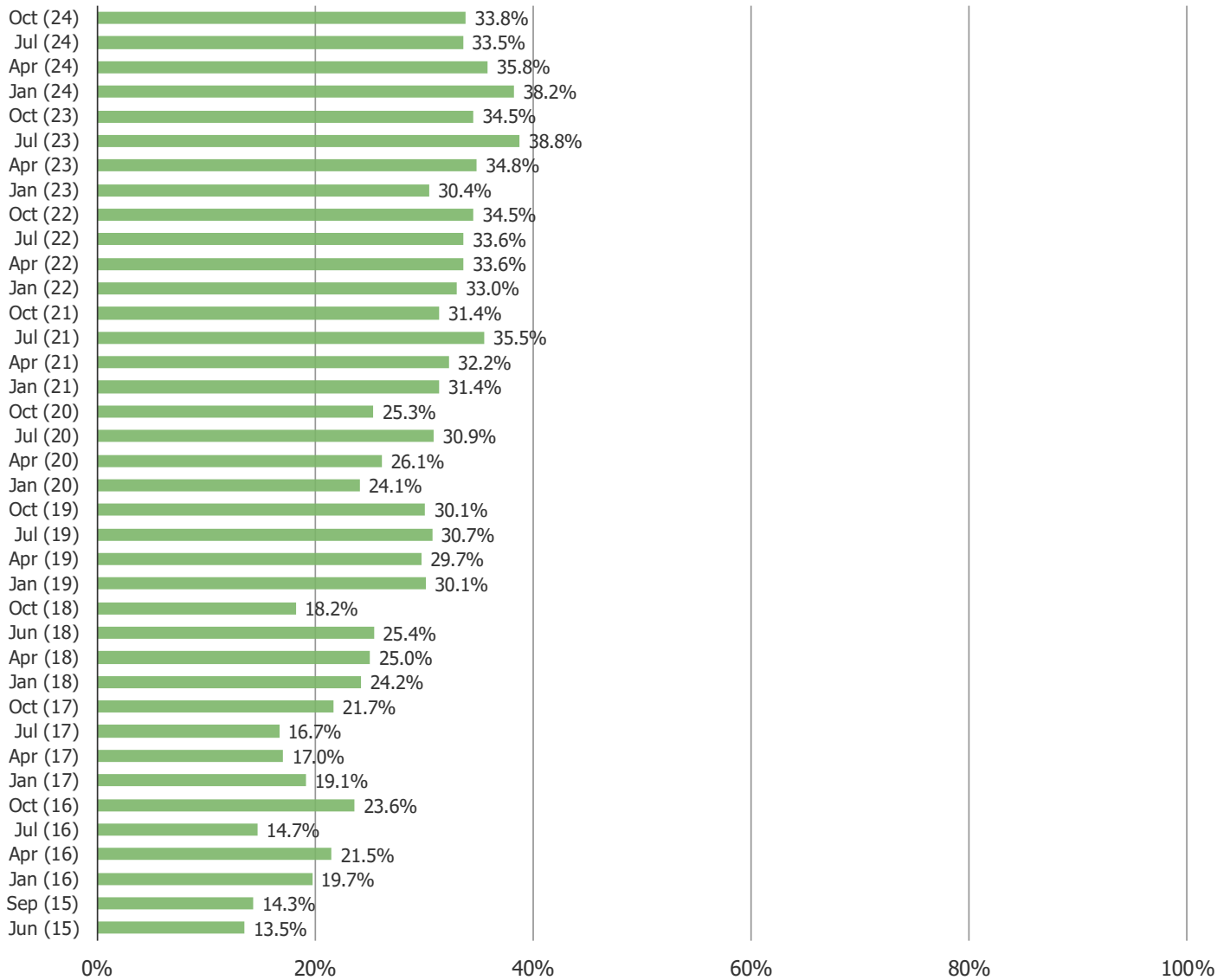
DO YOU CURRENTLY SUBSCRIBE TO CABLE, SATELLITE OR TELCO TELEVISION?

This question was posed to all respondents.



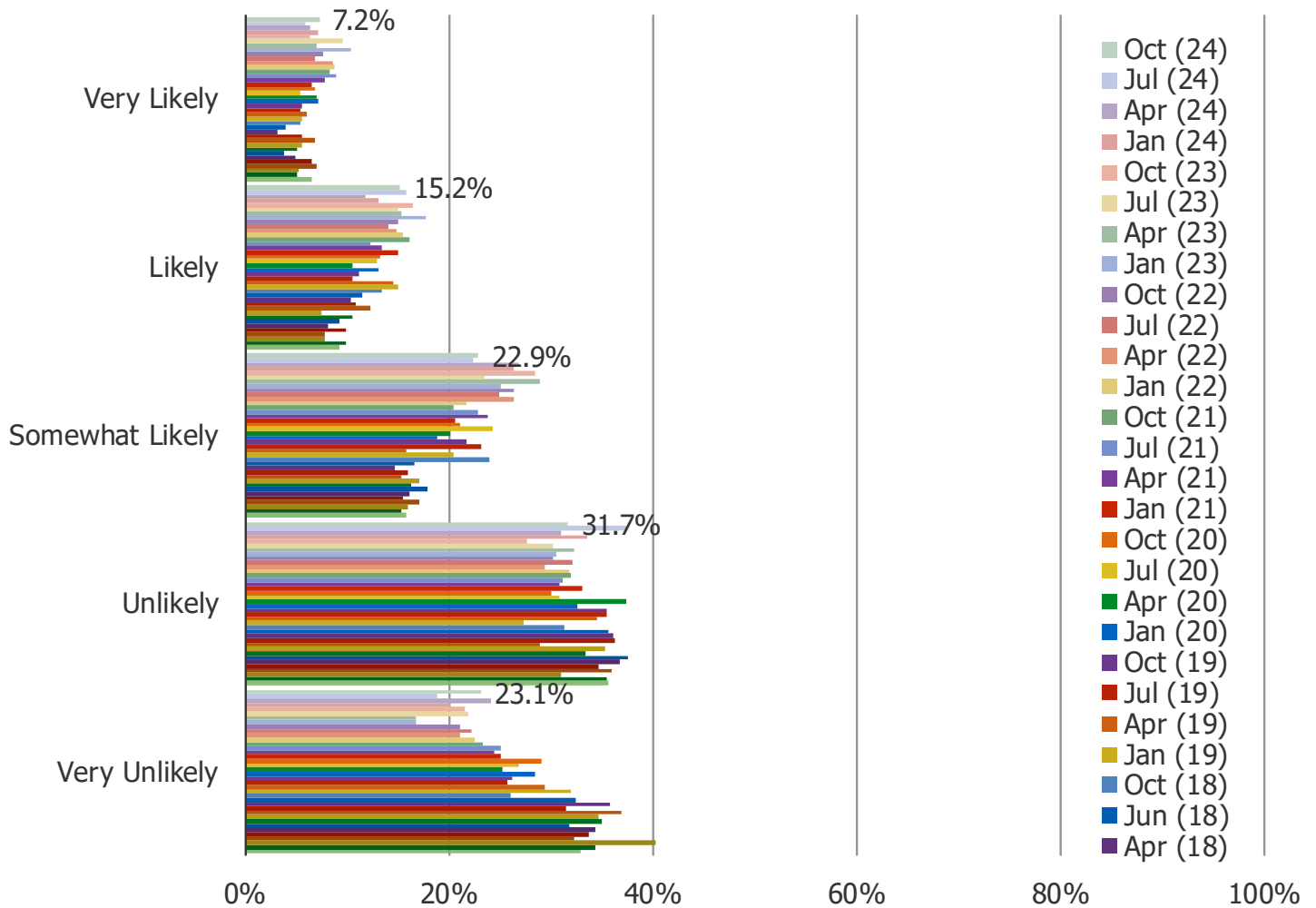
DID YOU CANCEL YOUR SUBSCRIPTION TO USE INTERNET STREAMING SERVICES INSTEAD?

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



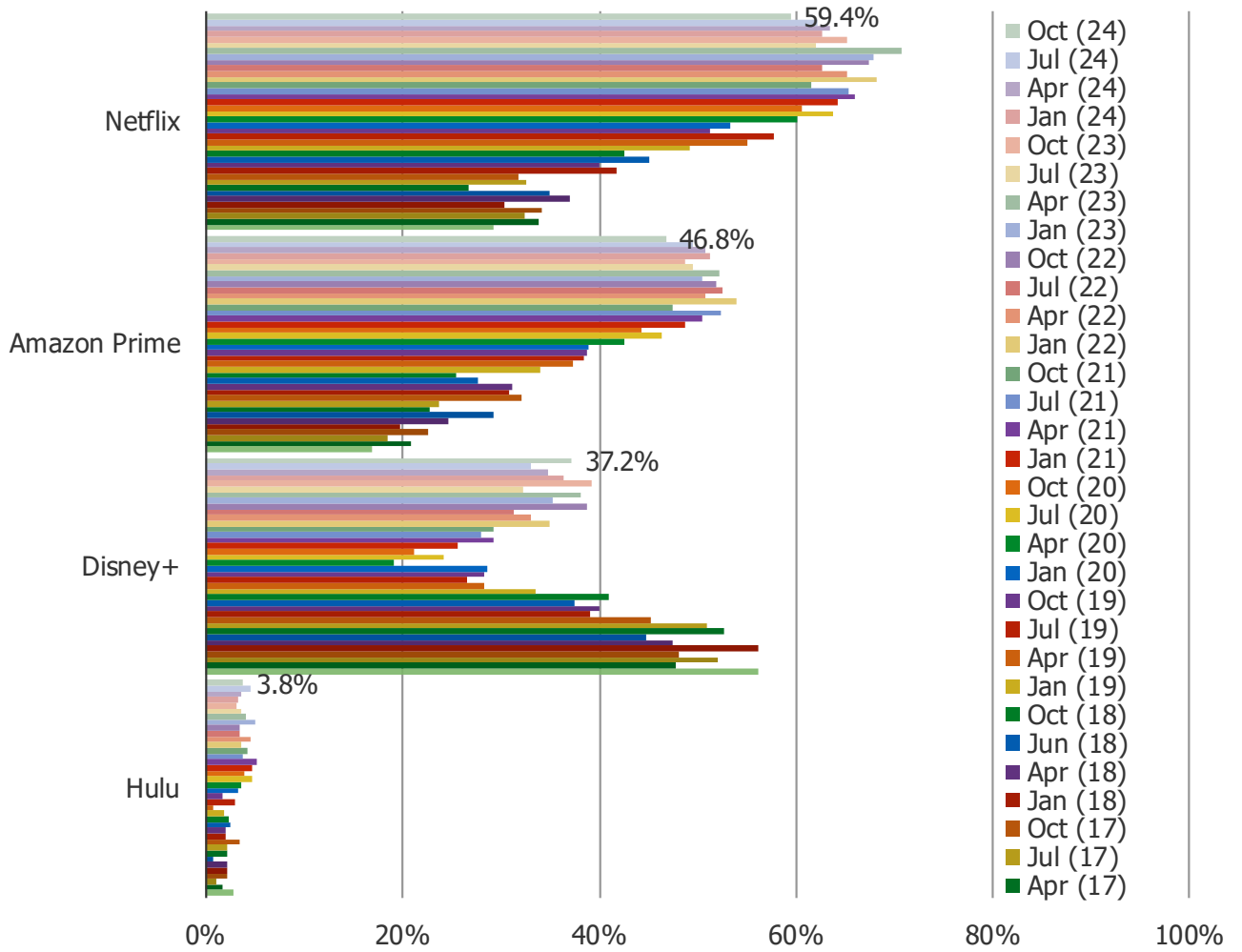
HOW LIKELY ARE YOU TO CANCEL YOUR CABLE, SATELLITE OR TELCO TELEVISION SUBSCRIPTION WITHIN THE NEXT YEAR?

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



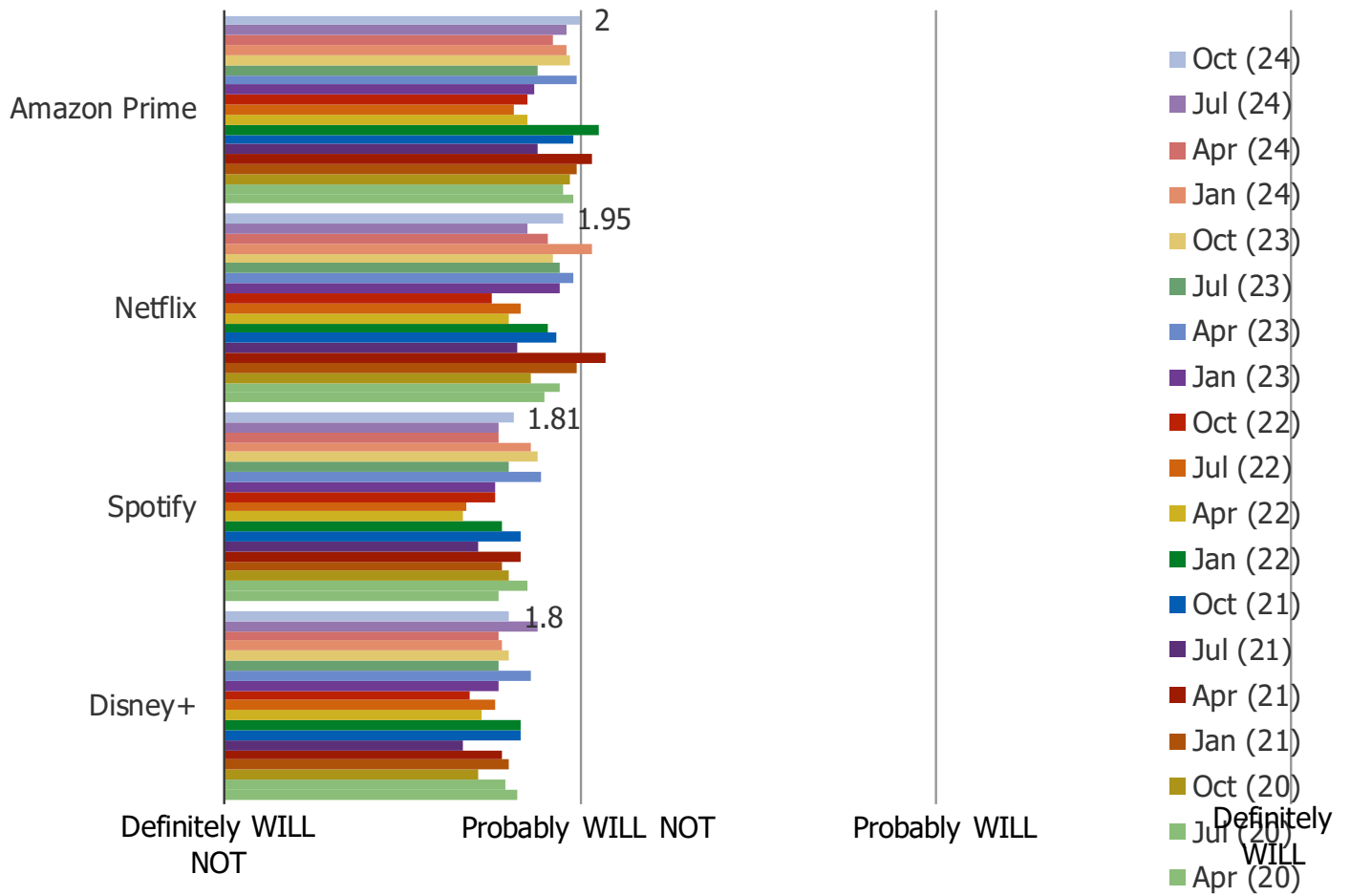
DO YOU CURRENTLY SUBSCRIBE TO ANY OF THE FOLLOWING SERVICES? (SELECT ALL THAT APPLY)

This question was posed to all respondents.



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

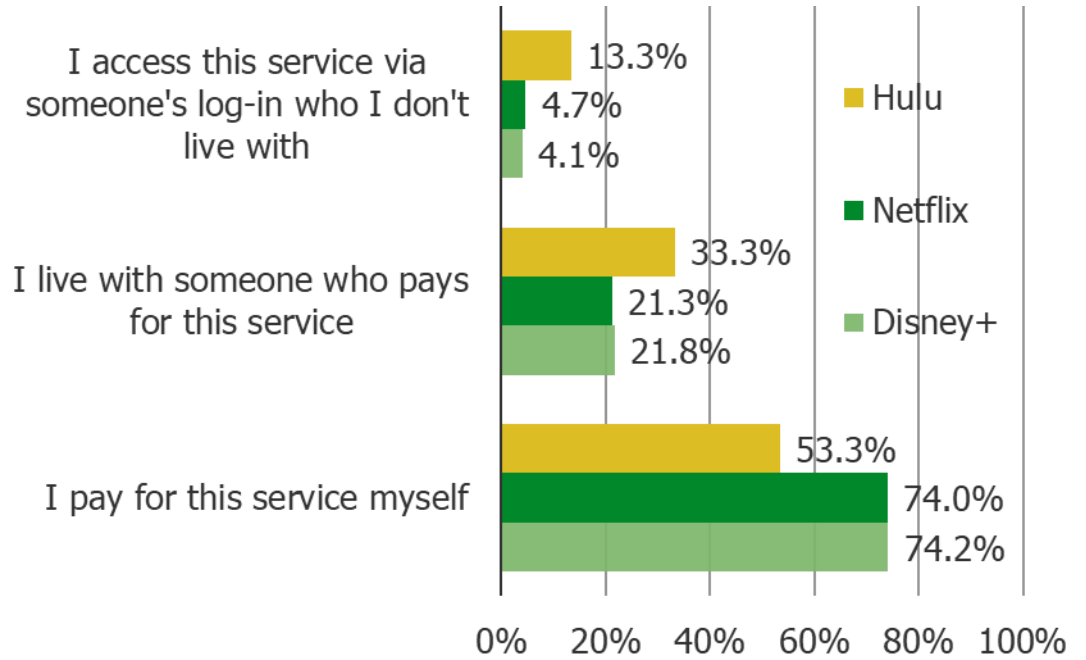
This question was posed to all non-subscribers of the below.



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

This question was posed to respondents who use the below.

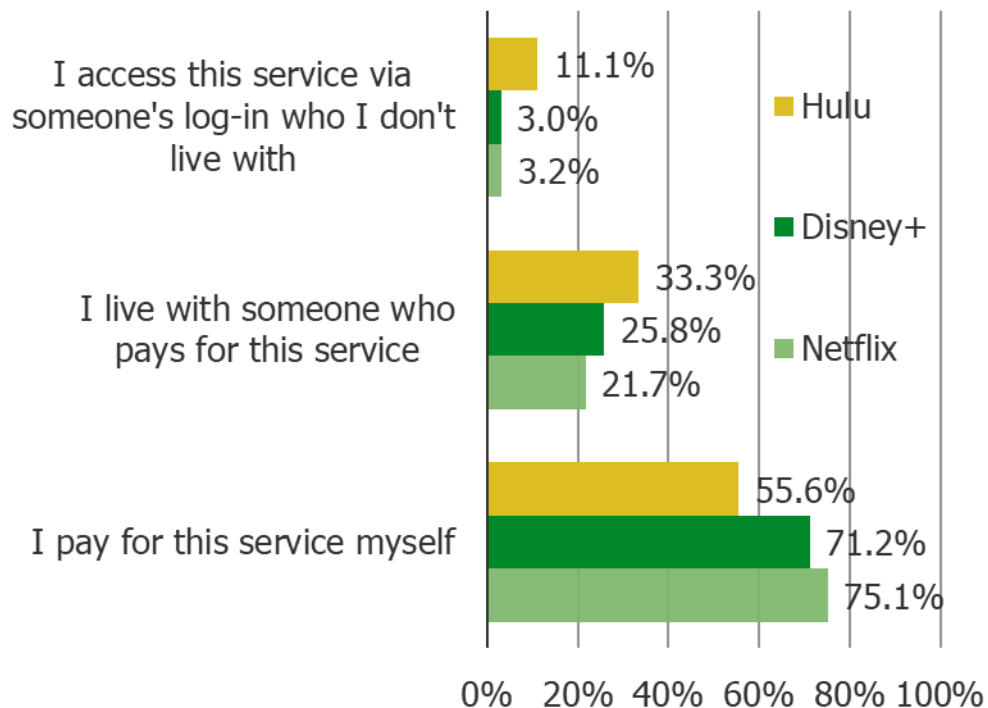
October 2024



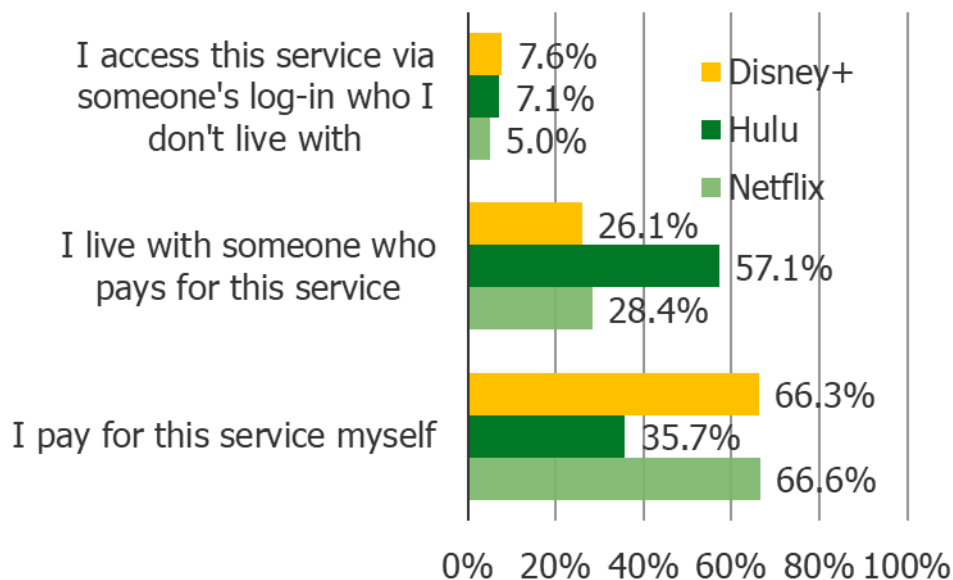
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

This question was posed to respondents who use the below.

July 2024



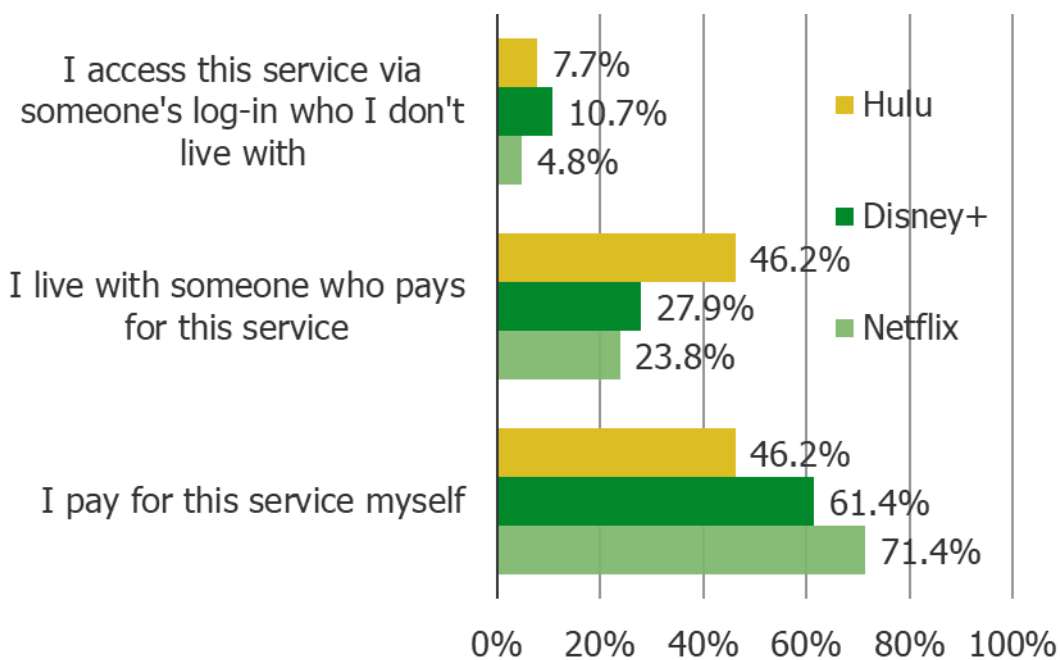
April 2024



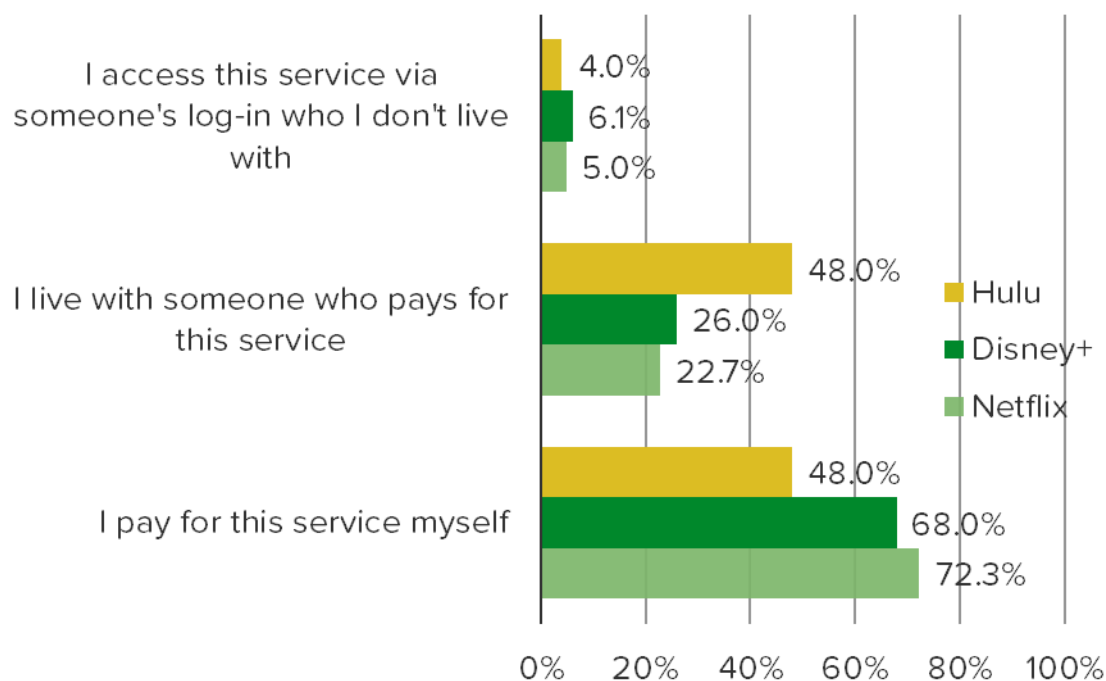
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

This question was posed to respondents who use the below.

January 2024



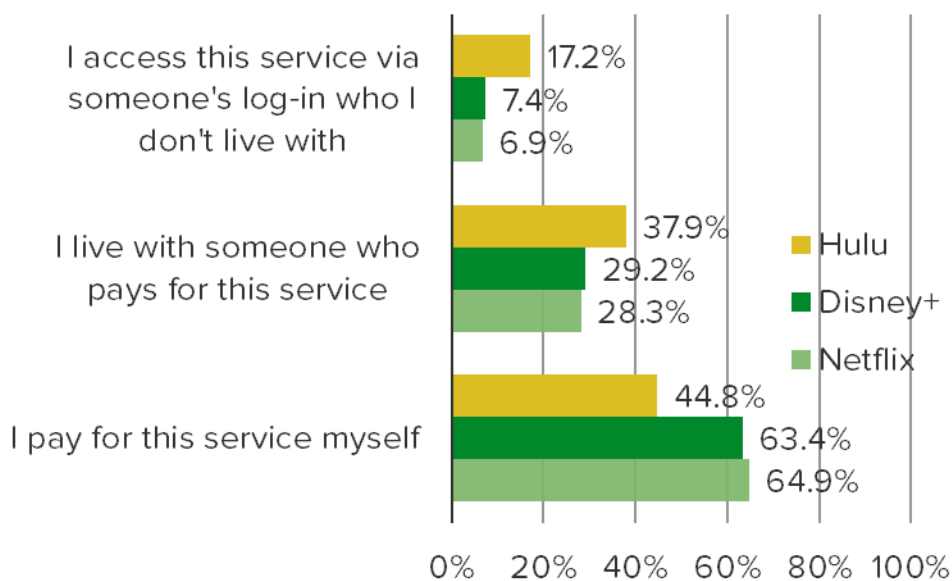
October 2023



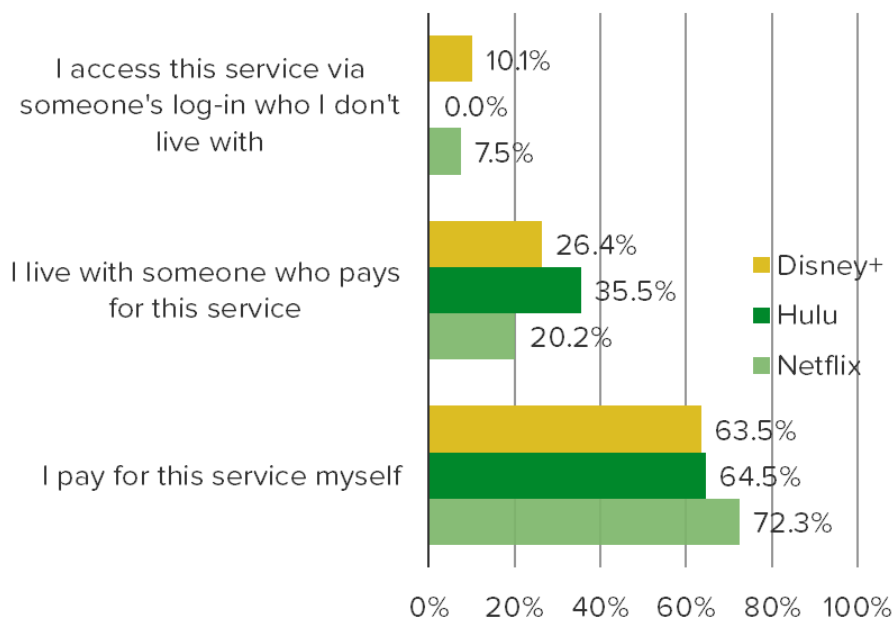
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

This question was posed to respondents who use the below.

July 2023



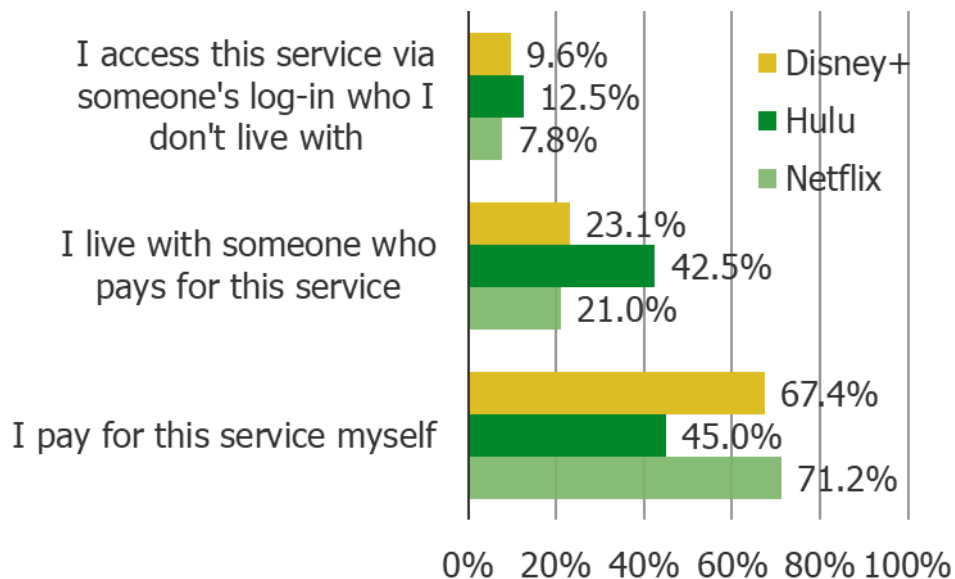
April 2023



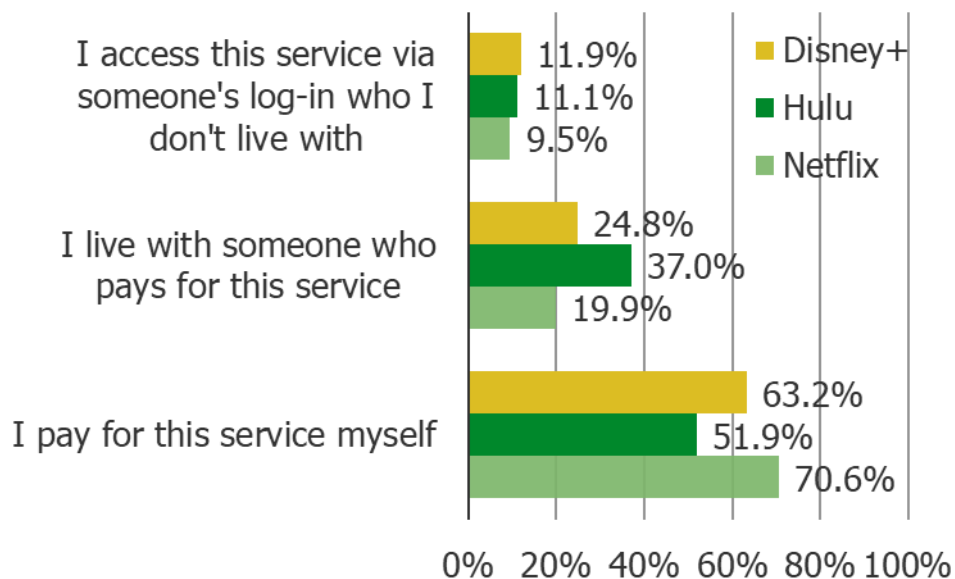
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR USAGE OF THE FOLLOWING:

This question was posed to respondents who use the below.

January 2023

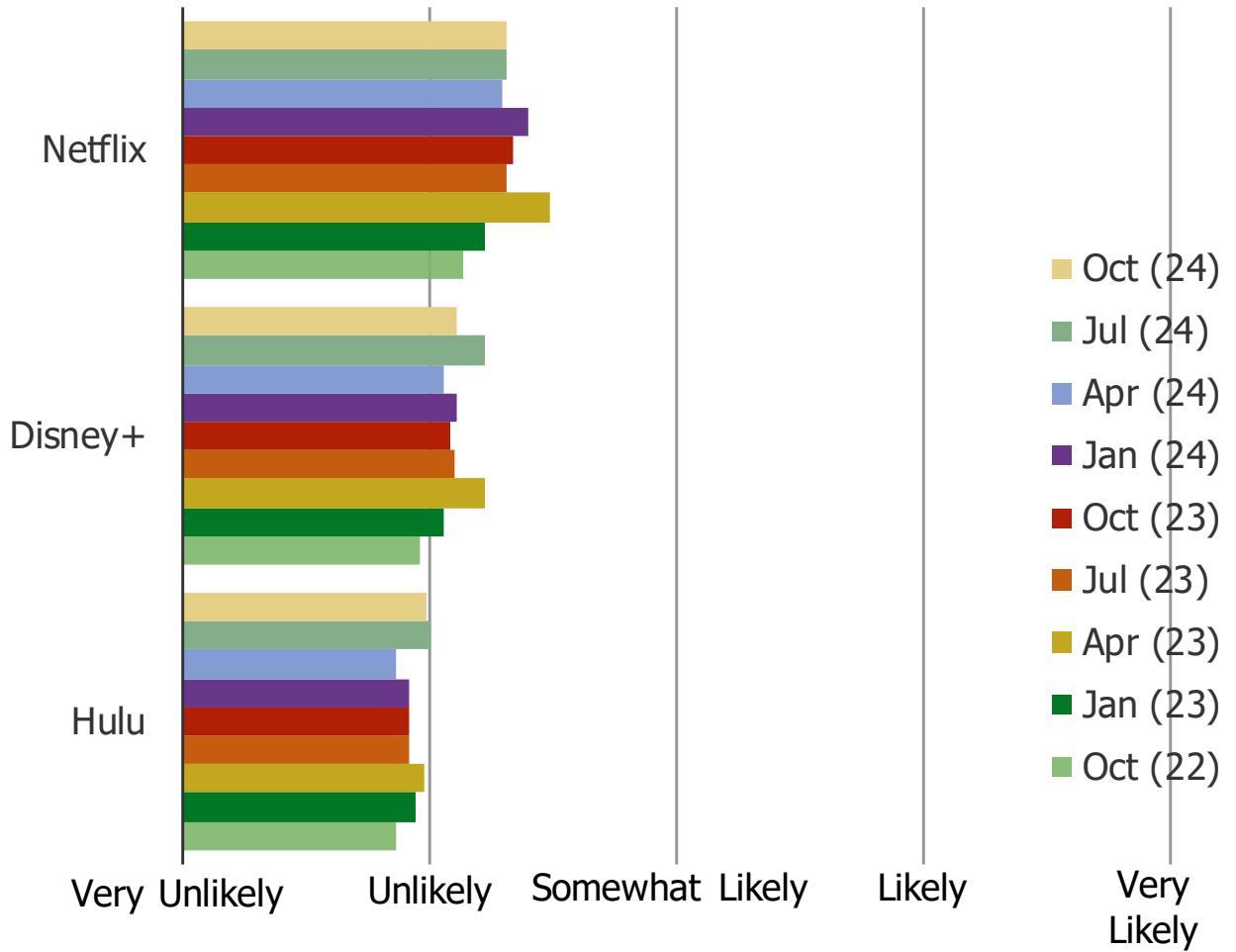


October 2022



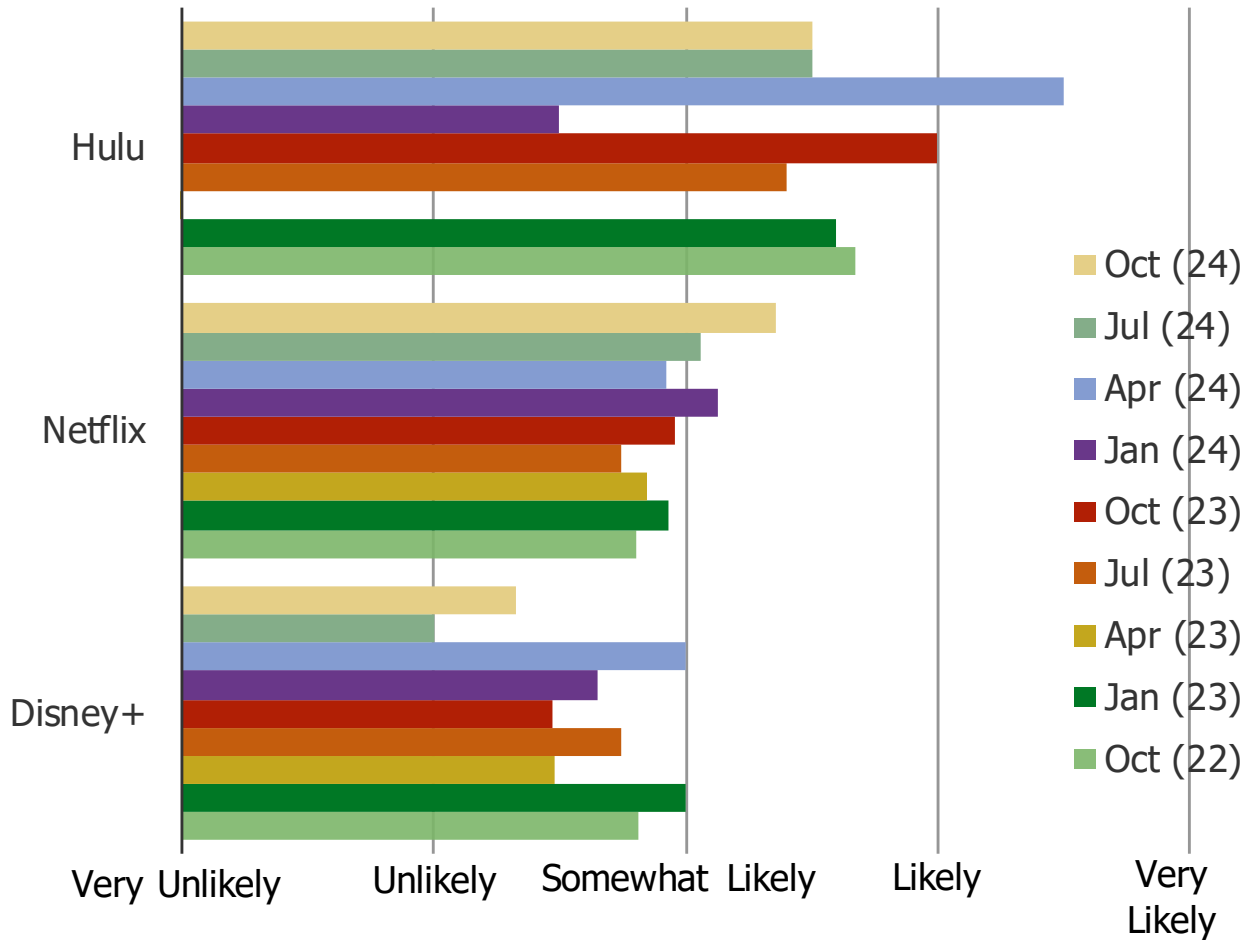
HOW LIKELY WOULD YOU BE TO SUBSCRIBE TO AN AD-SUPPORTED VERSION OF THIS PLATFORM, WITH COMMERCIALS, FOR A LOWER PRICE THAN ITS TYPICAL SUBSCRIPTION PRICE?

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?

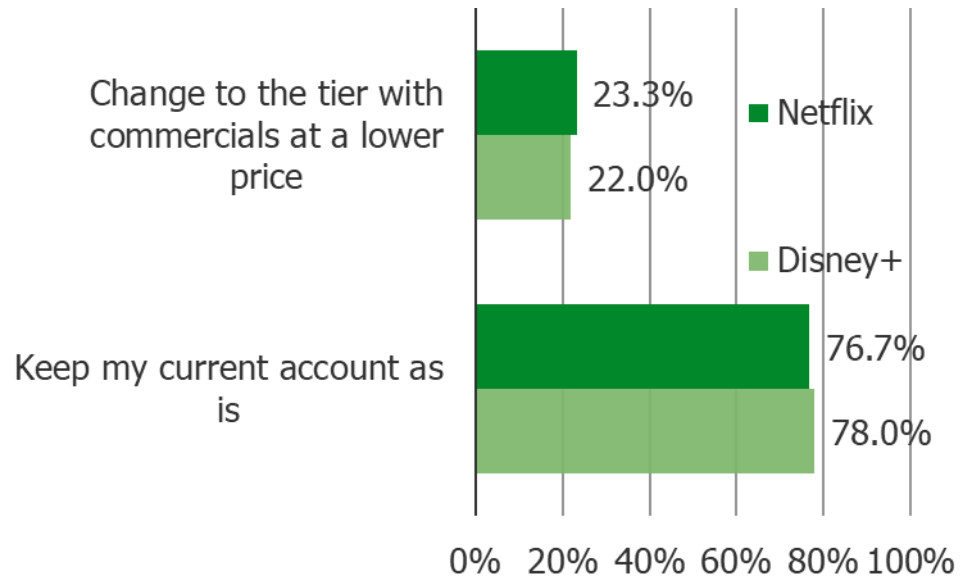
This question was posed to respondents who access someone else’s account.



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...

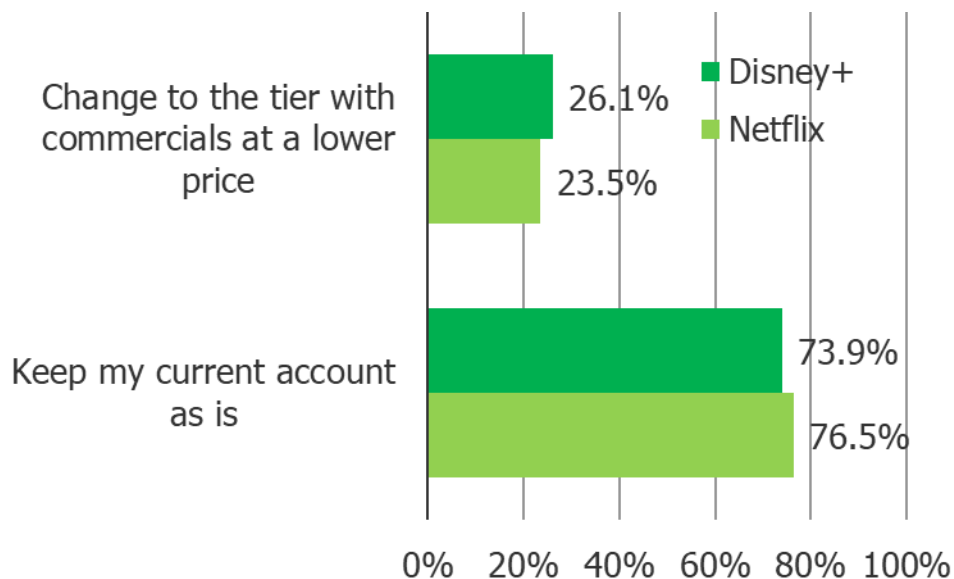
October 2024



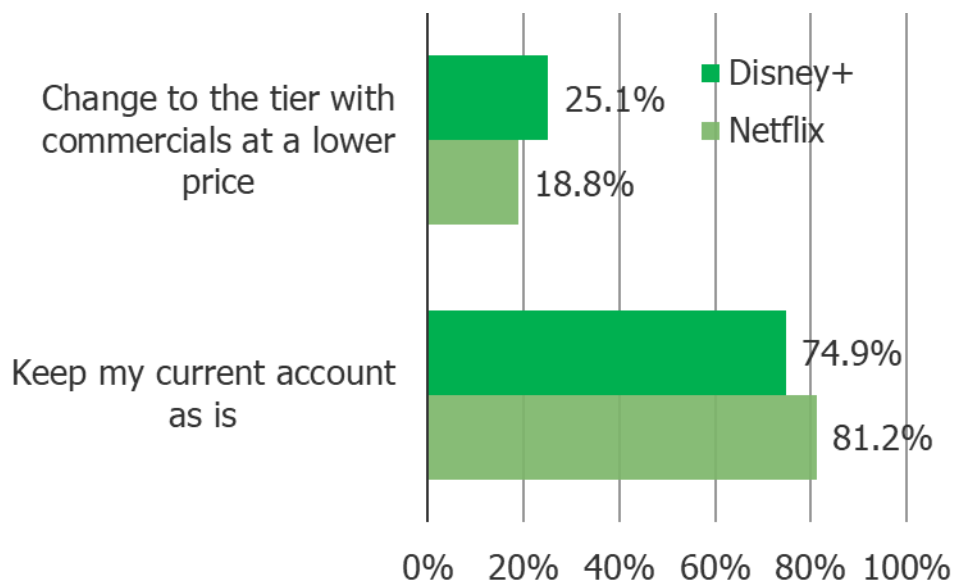
IF THE FOLLOWING OFFERED AN AD-SUPPORTED TIER, WITH COMMERCIALS, FOR A LOWER PRICE, WOULD YOU...

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

July 2024



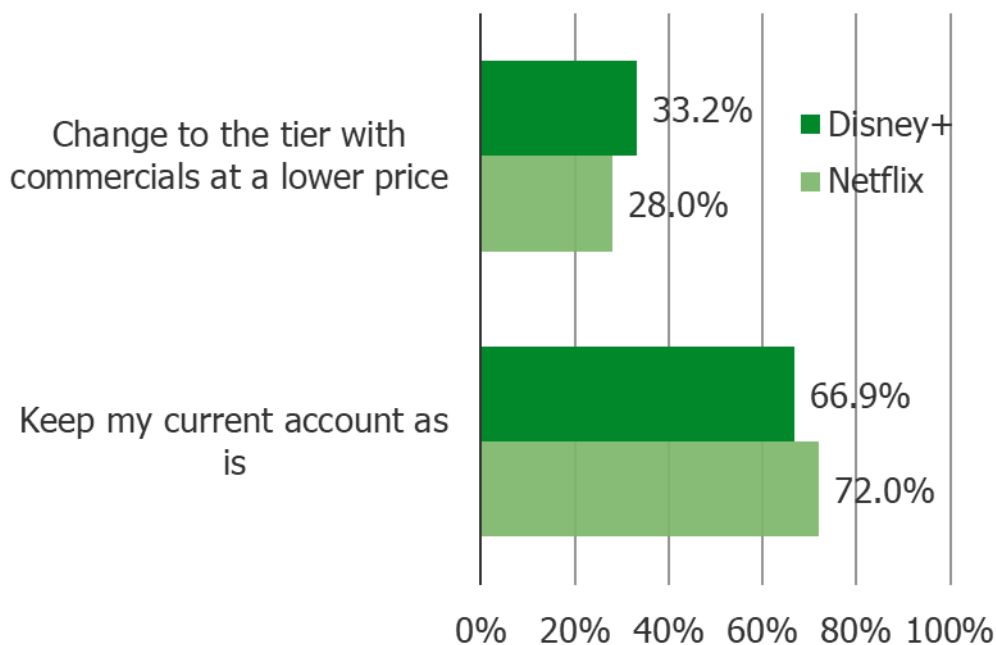
April 2024



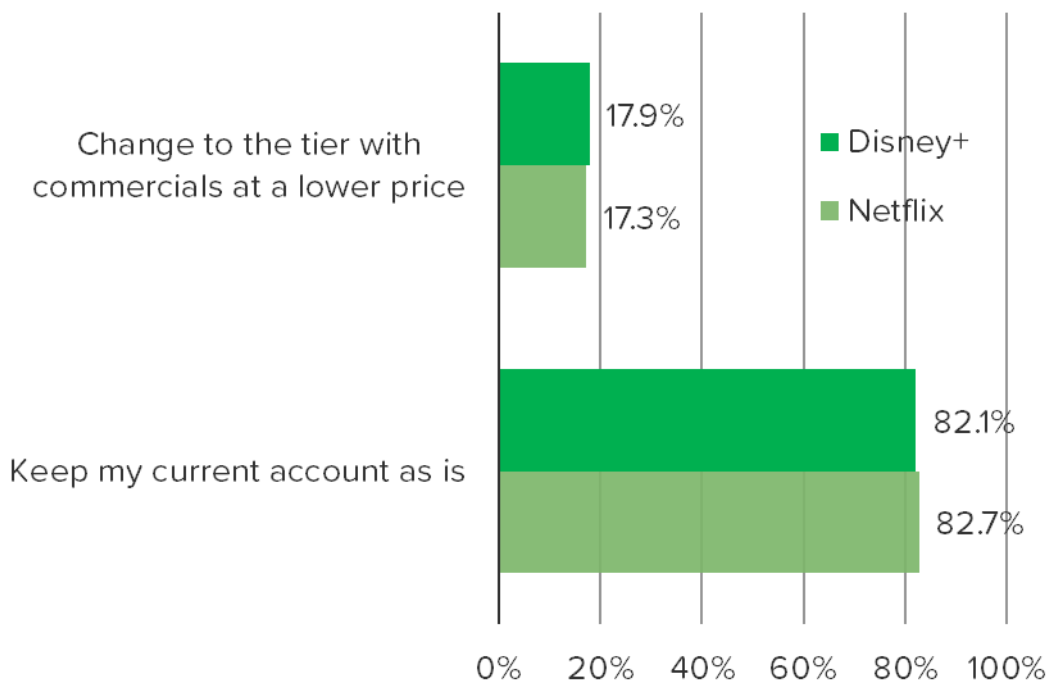
IF THE FOLLOWING OFFERED AN AD-SUPPORTED TIER, WITH COMMERCIALS, FOR A LOWER PRICE, WOULD YOU...

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

January 2024



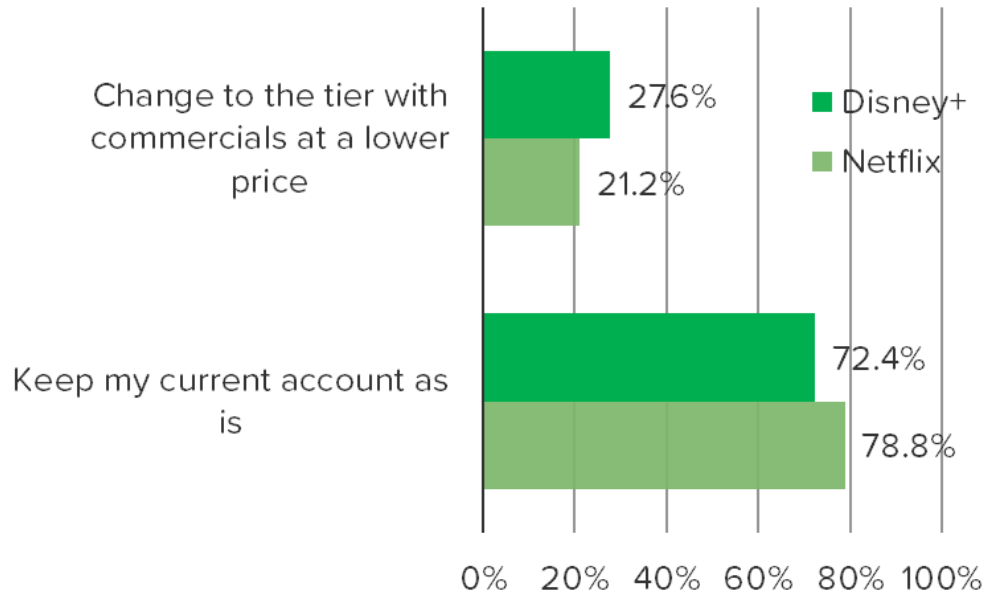
October 2023



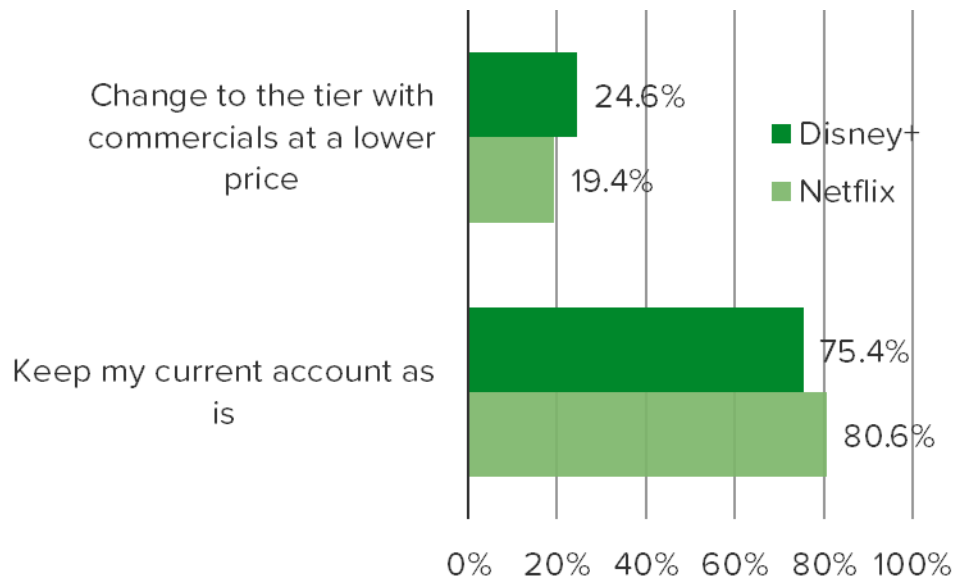
IF THE FOLLOWING OFFERED AN AD-SUPPORTED TIER, WITH COMMERCIALS, FOR A LOWER PRICE, WOULD YOU...

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

July 2023



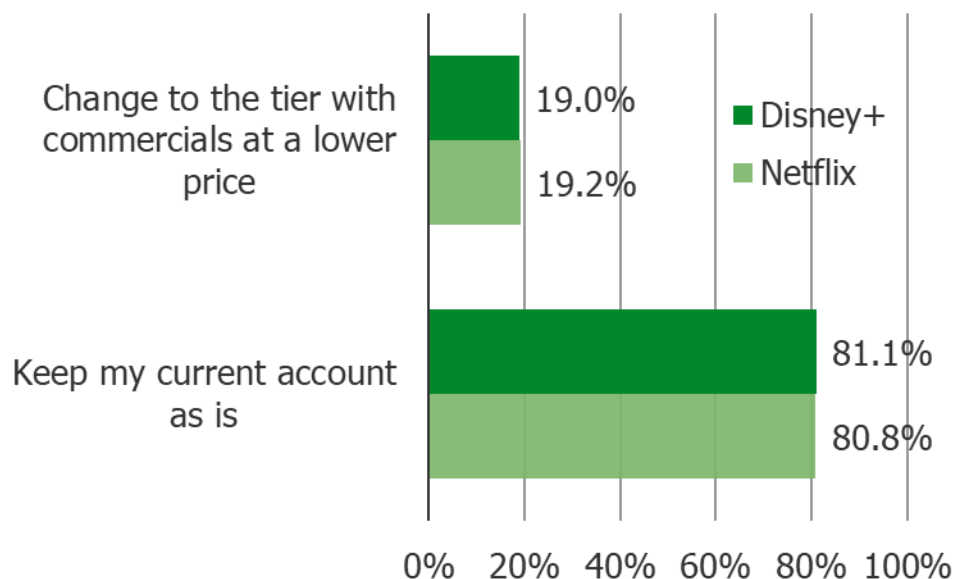
April 2023



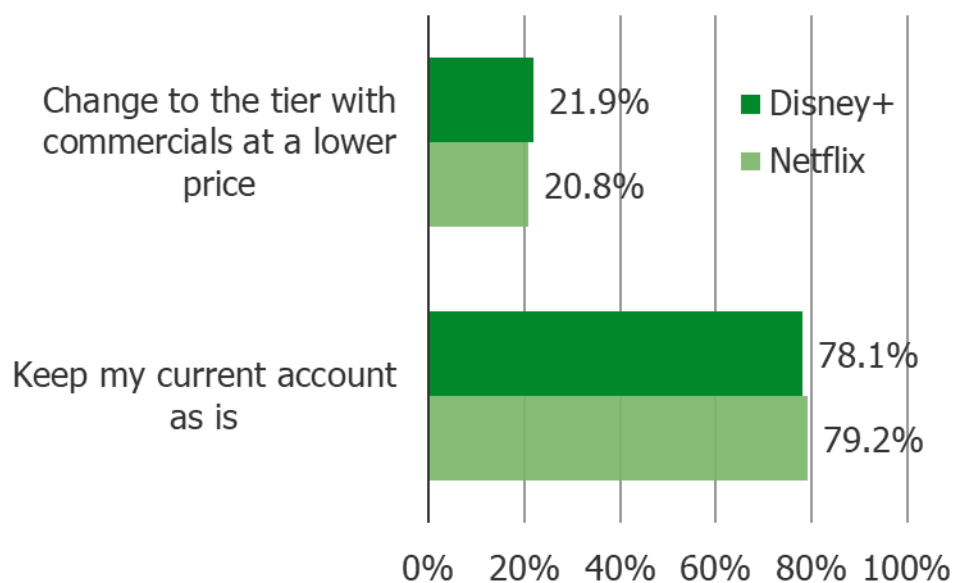
IF THE FOLLOWING OFFERED AN AD-SUPPORTED TIER, WITH COMMERCIALS, FOR A LOWER PRICE, WOULD YOU...

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

January 2023

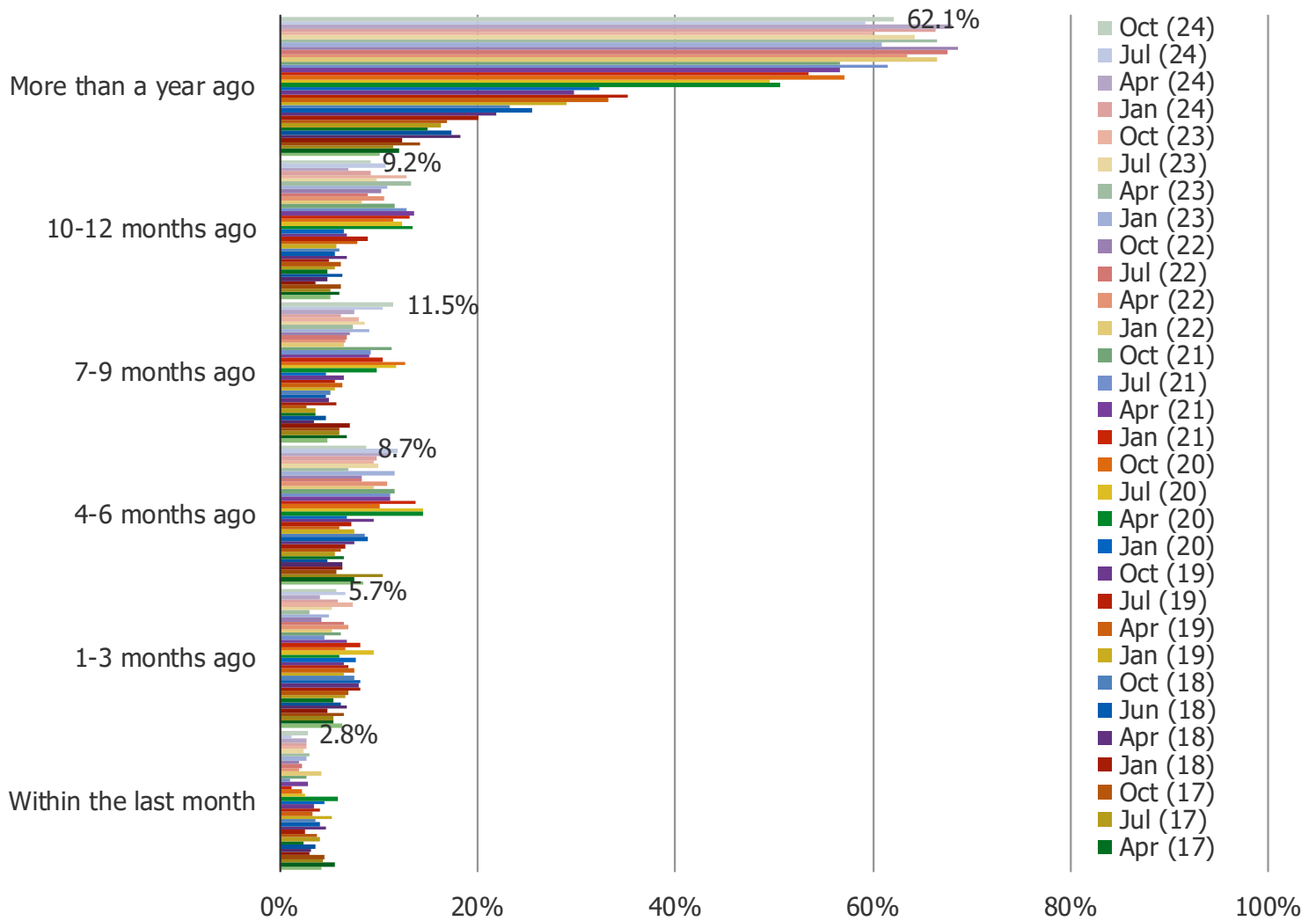


October 2022



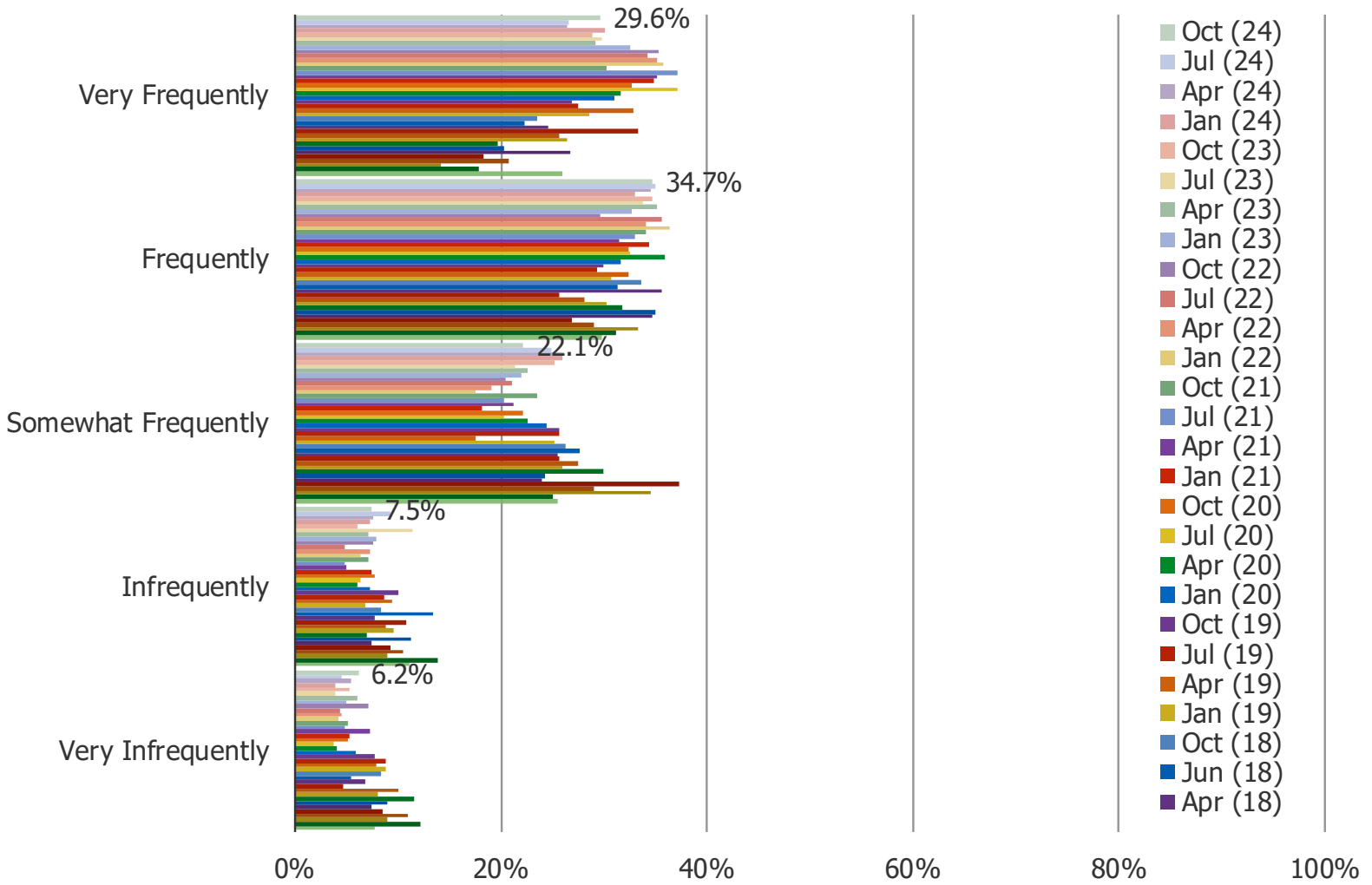
WHEN DID YOU BEGIN YOUR SUBSCRIPTION TO NETFLIX?

This question was posed to Netflix subscribers.



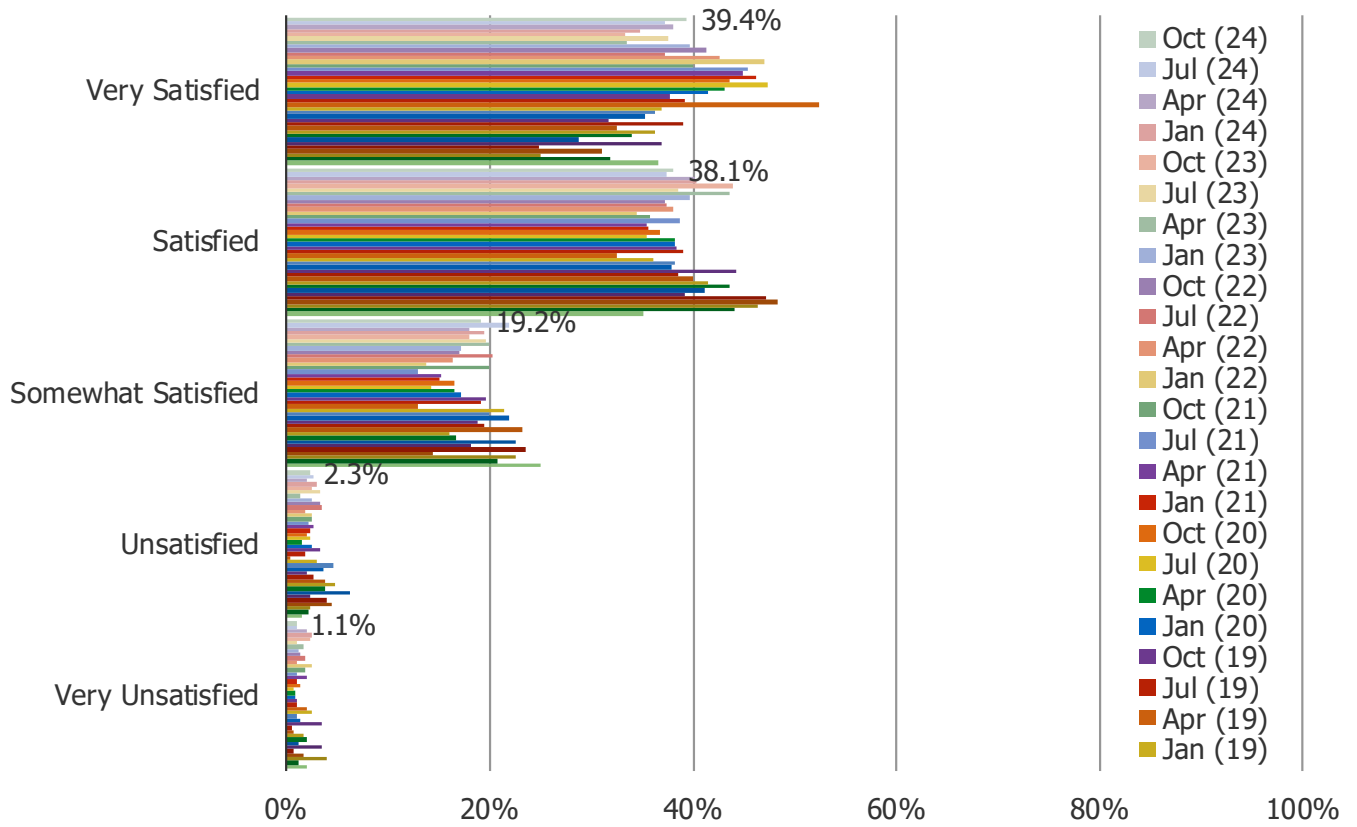
HOW FREQUENTLY DO YOU WATCH NETFLIX?

This question was posed to Netflix subscribers.



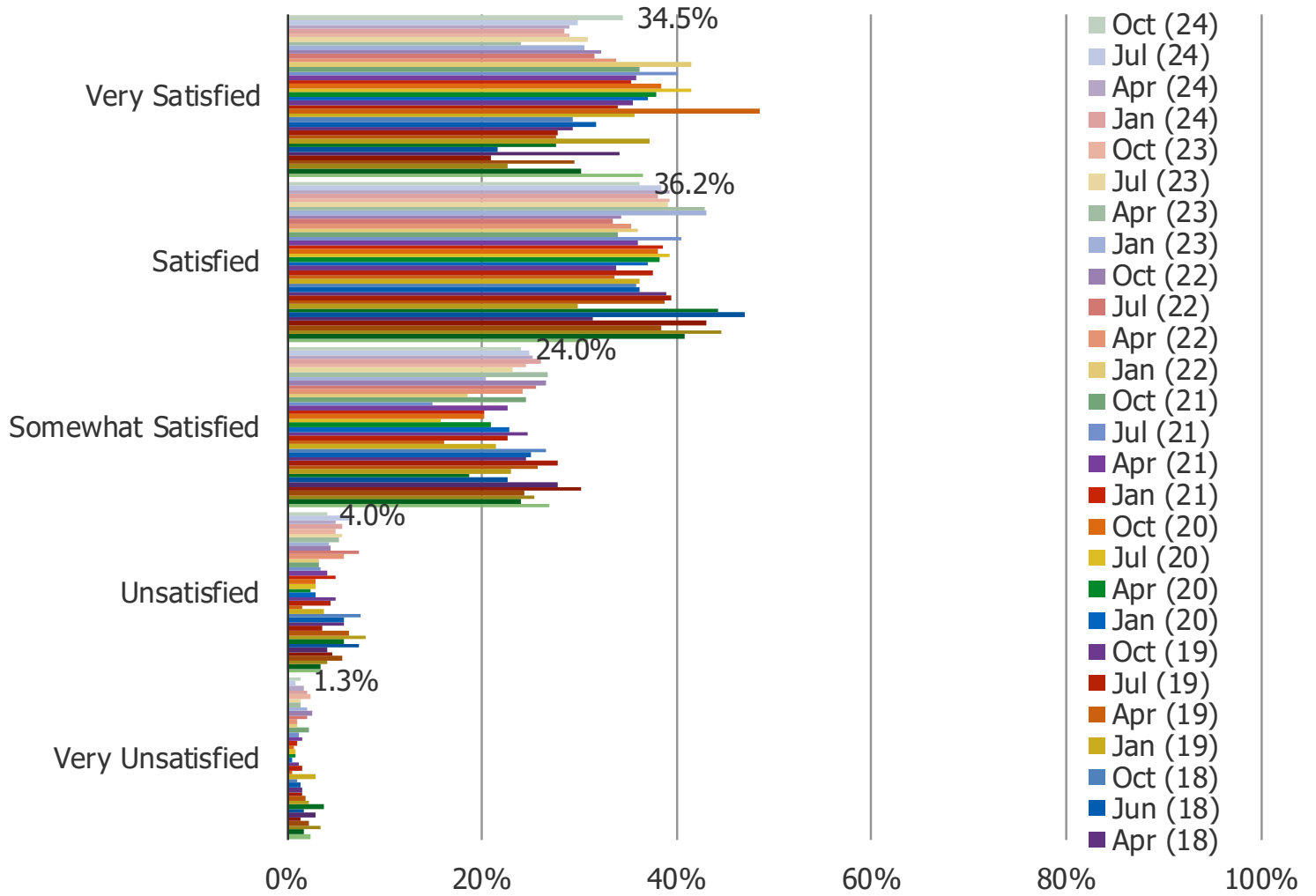
PLEASE RATE YOUR SATISFACTION WITH NETFLIX.

This question was posed to Netflix subscribers.



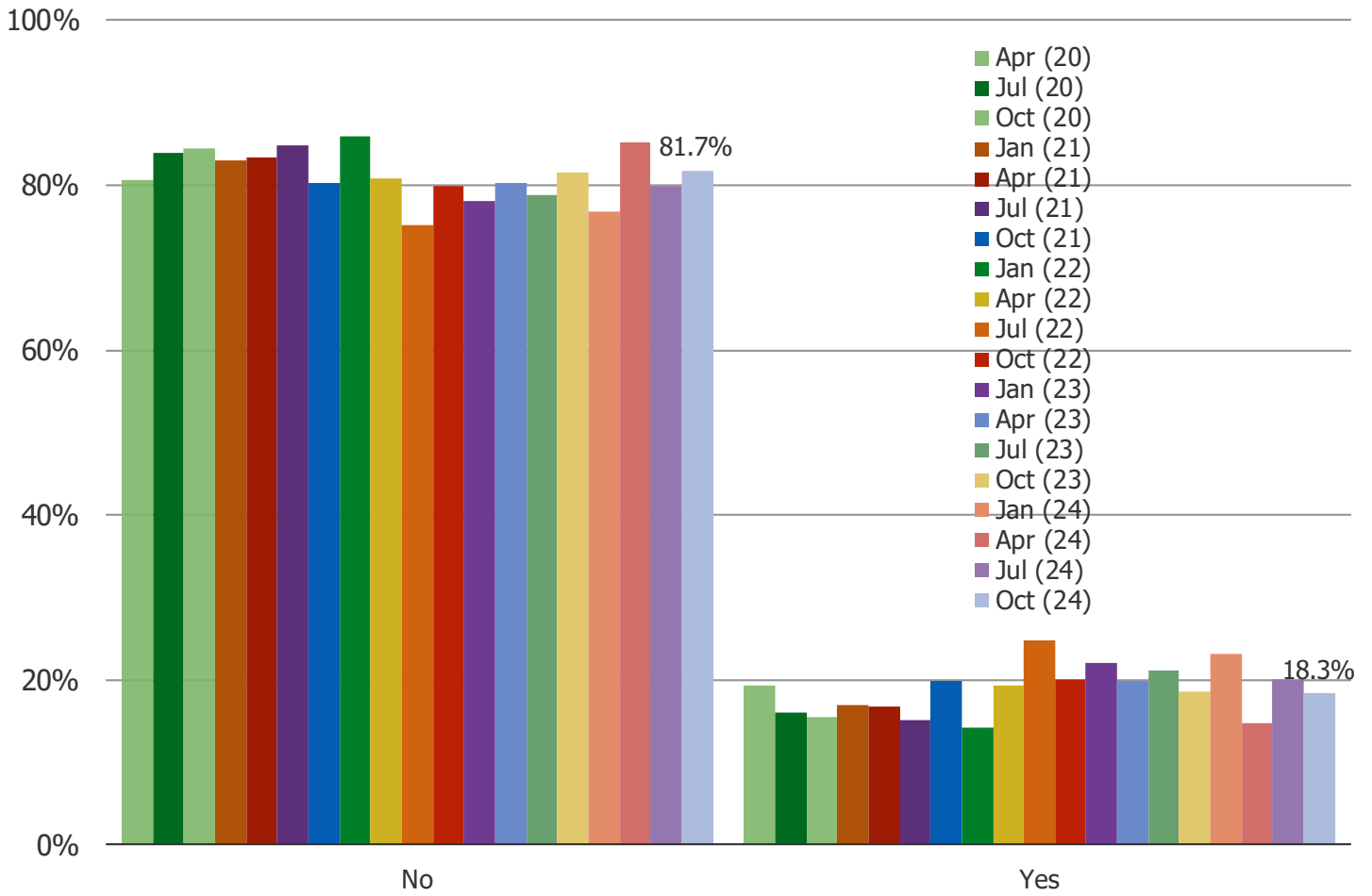
HOW SATISFIED ARE YOU WITH THE VALUE YOU RECEIVE FROM NETFLIX FOR YOUR MONEY?

This question was posed to Netflix subscribers.



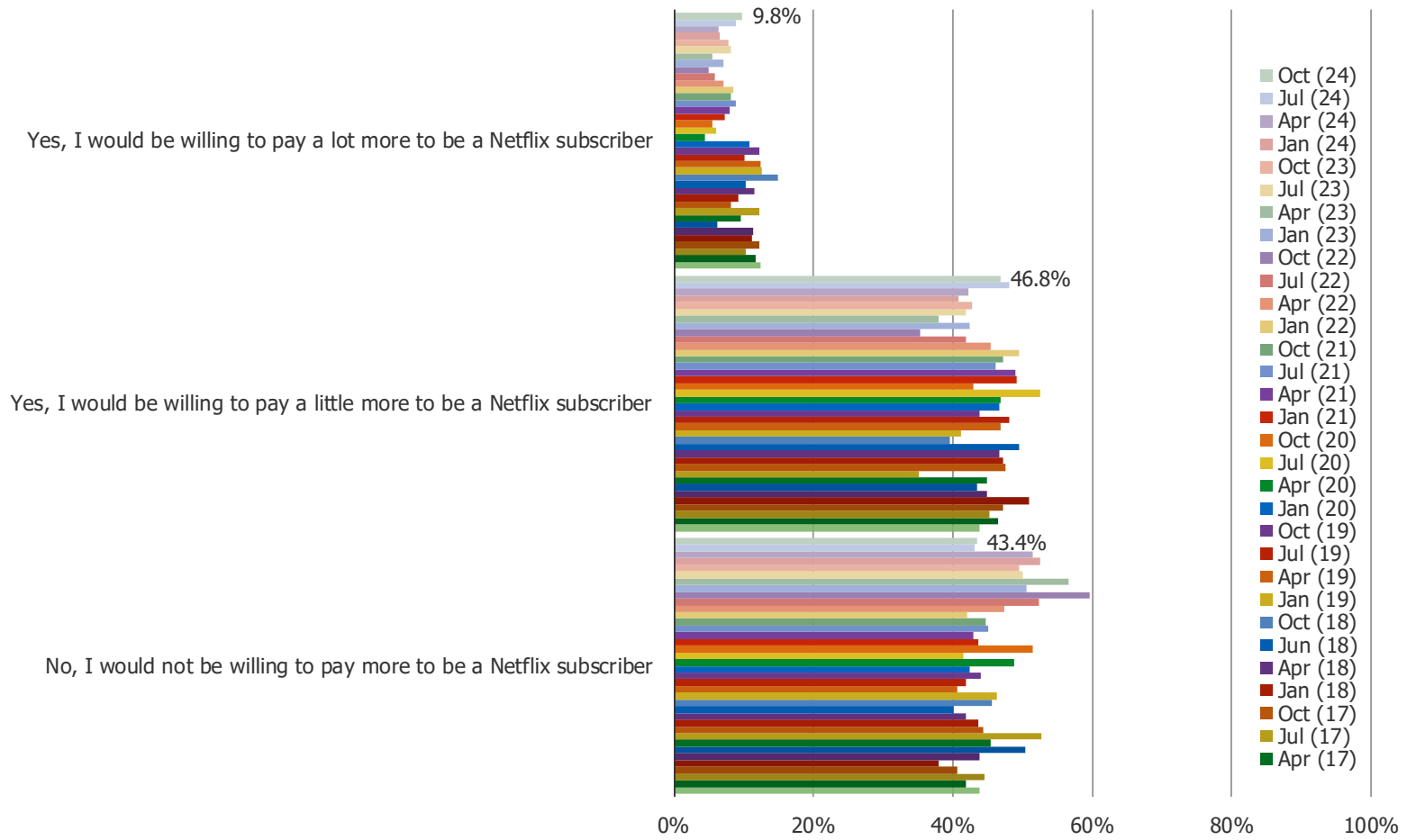
ARE YOU CONSIDERING CANCELLING YOUR NETFLIX SUBSCRIPTION IN THE NEXT FEW MONTHS?

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.

