



## Streaming Video Survey

### Volume 49 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: NFLX, DIS, T, CMCSA.

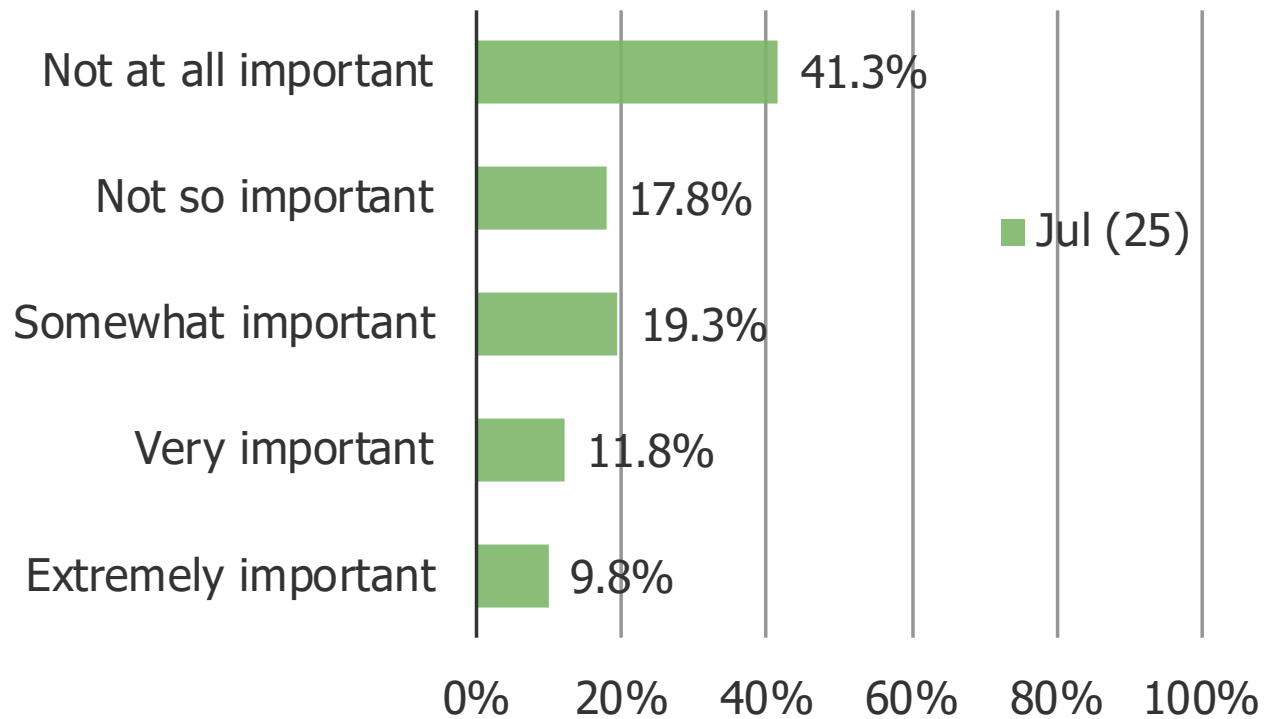
### Key Takeaways:

- ❑ **ESPN is valued by a segment of consumers (~20–21% say it's very or extremely important).** Those accessing it via streaming assign it higher monthly value than those using cable/satellite. Still, most consumers either wouldn't pay for ESPN separately or would pay less than \$30/month. Among those without access, the top reason is low interest in sports.
- ❑ **Viewer intent varies by platform.** 80%+ of Netflix and cable subscribers say they're "spending time" while watching, versus more mixed or passive usage on YouTube, X, and social platforms like TikTok, Snapchat, and Instagram — where usage skews toward "killing time."
- ❑ **Cable TV subscriptions ticked up slightly q/q, though the longer-term trend remains negative since 2015.** Notably, fewer cable subscribers now say they plan to cancel in the next 6–12 months compared to our surveys in April and January of 2025, continuing a downward trend in cancellation intent. The main reasons for cancelling remain cost and switching to streaming.
- ❑ **Multitasking during TV viewing is rising.** More consumers report looking at their smartphones while watching TV, spending more total time on phones daily, and nearly 50% now say phone content diminishes the importance of TV content.
- ❑ **Netflix's ad-supported "Standard with Ads" tier continues to perform well.** Its share has stabilized near a series high, and feedback is strong: over 40% of current SWA subs were new to Netflix, and over a third downgraded from higher tiers. Price perception remains favorable.
- ❑ **Disney+ has seen a shift from Premium (no ads) to Basic (with ads).** Meanwhile, YouTube Premium leads in perceived content and value among all services tested.
- ❑ **Netflix sentiment and engagement remains strong.** Most engagement KPIs are positive, churn intent declined q/q, and the recent price increase appears to have been absorbed without notable backlash — better than past increases.

NEW QUESTIONS THIS WAVE

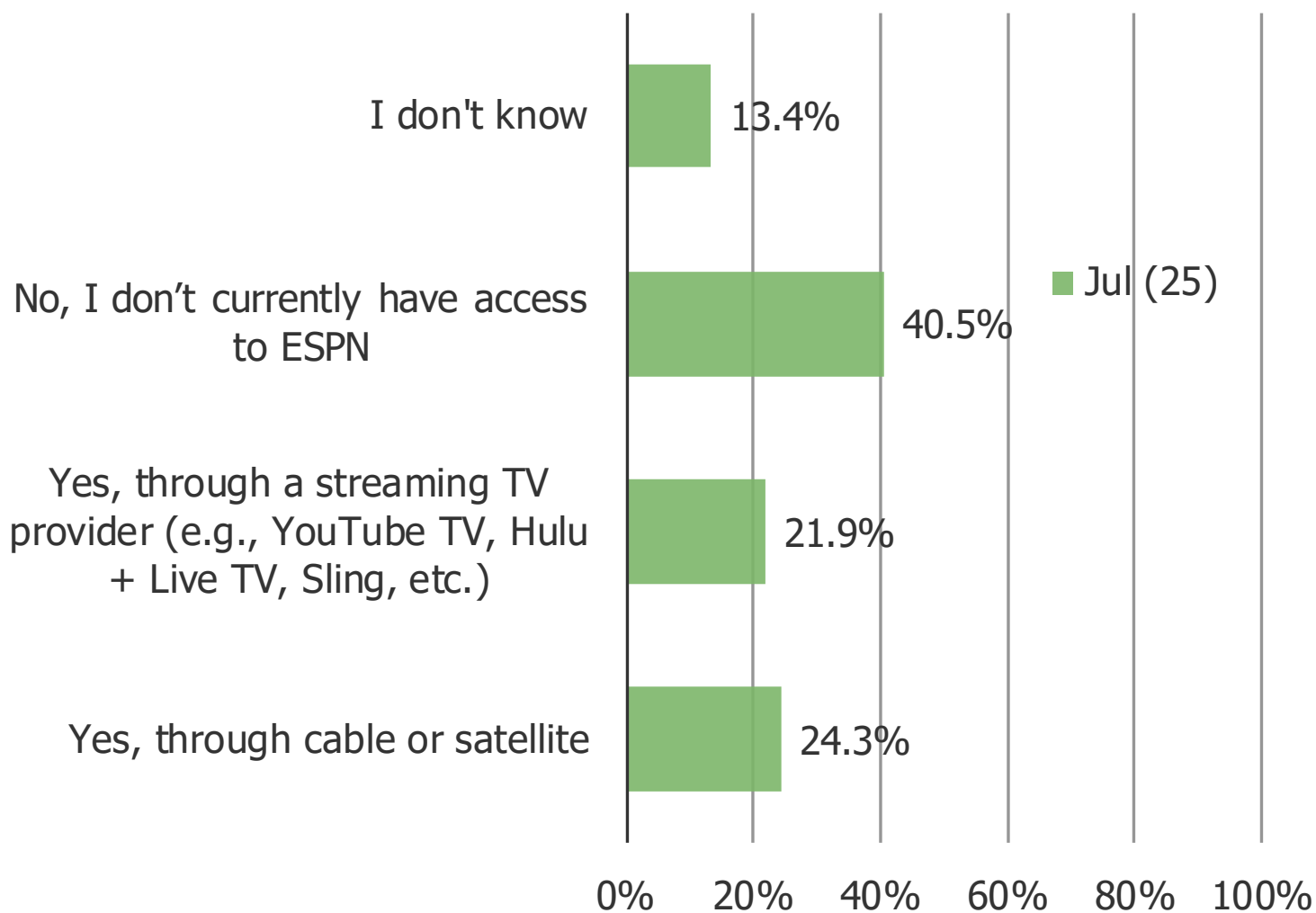
HOW IMPORTANT IS THE ESPN NETWORK TO YOU?

Posed to all respondents.



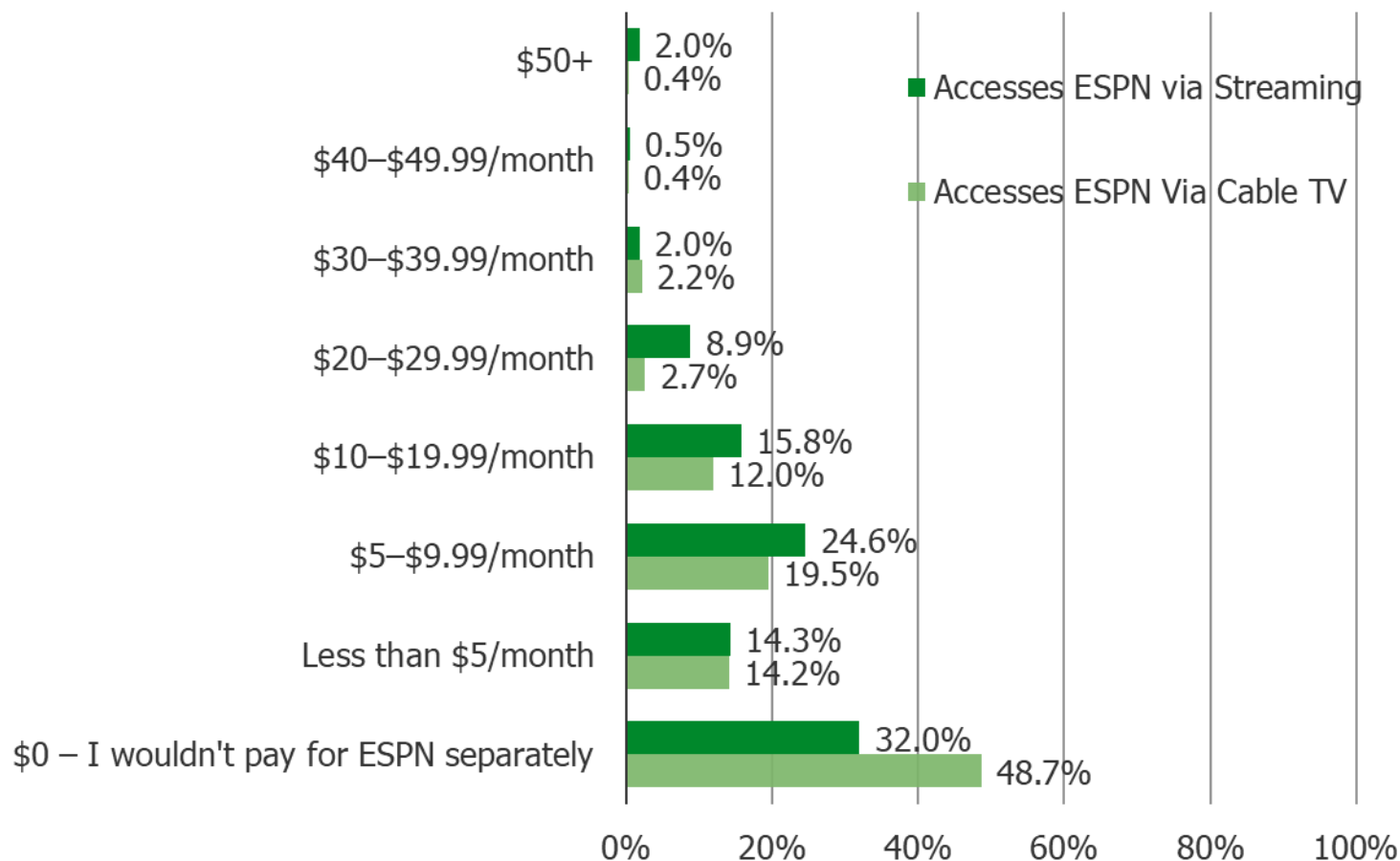
DO YOU CURRENTLY HAVE ACCESS TO ESPN? (LIVE TV VERSION - INCLUDING LIVE GAMES AND SPORTSCENTER)?

Posed to all respondents.



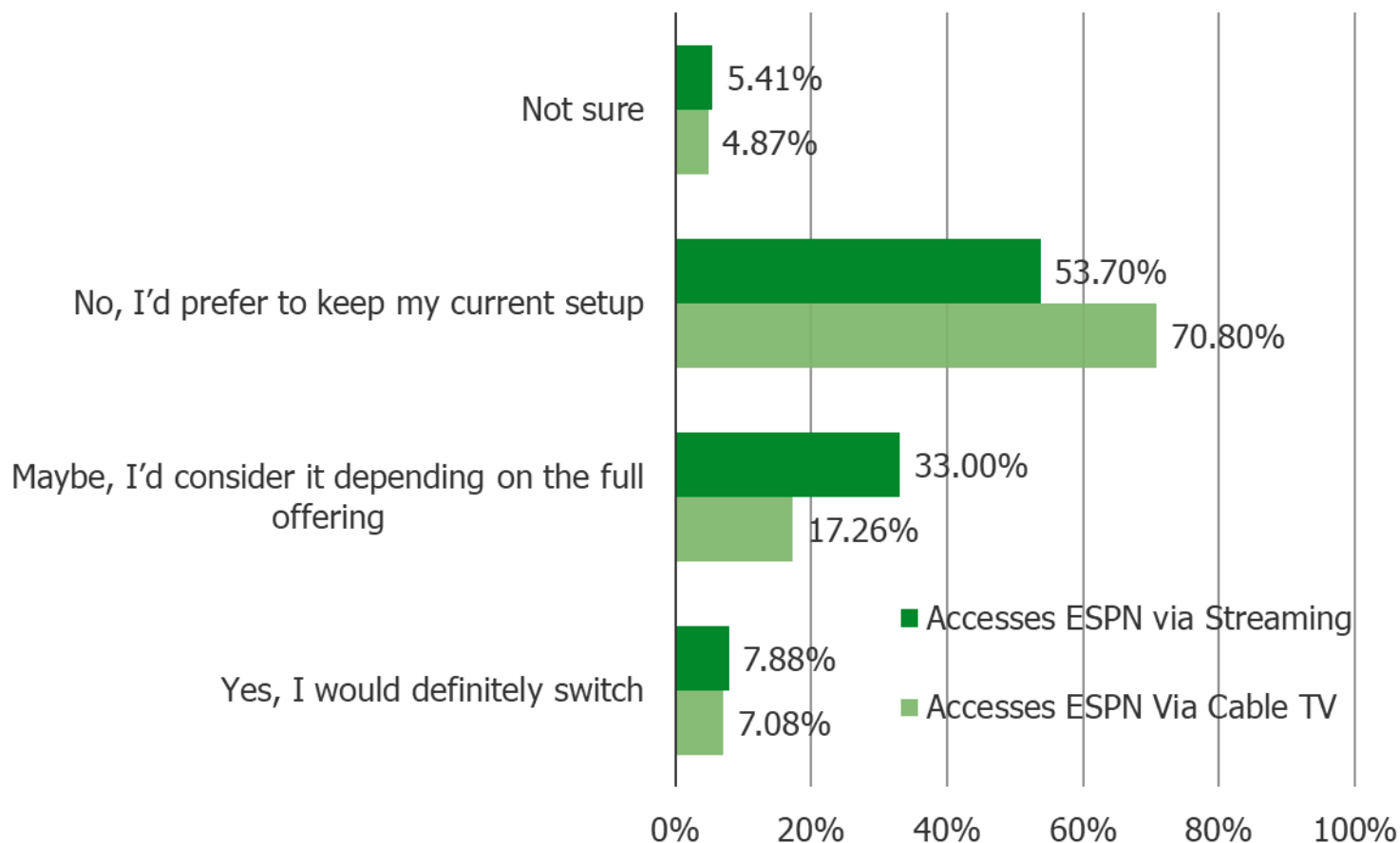
IF YOU WERE PAYING SEPARATELY FOR EACH CHANNEL IN YOUR CABLE OR STREAMING TV PACKAGE, HOW MUCH WOULD YOU PERSONALLY BE WILLING TO PAY PER MONTH FOR ACCESS TO ESPN?

Posed to all respondents who have access to ESPN. (N=429)



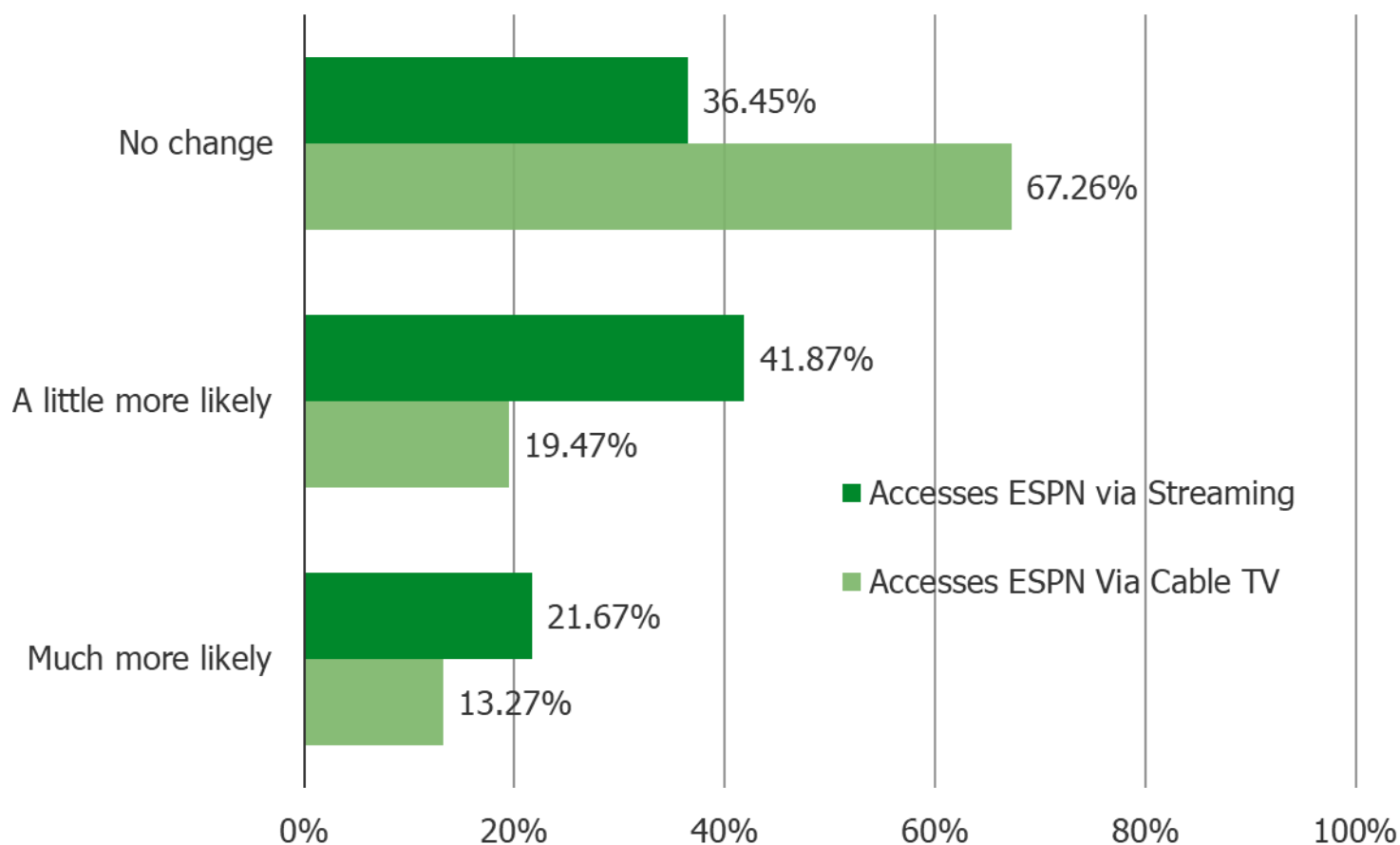
ESPN WILL SOON OFFER A STANDALONE STREAMING SUBSCRIPTION FOR \$29.99/MONTH THAT GIVES FULL ACCESS TO ALL ESPN CHANNELS AND SHOWS WITHOUT NEEDING CABLE. WOULD YOU CONSIDER DROPPING YOUR CURRENT PROVIDER AND SWITCHING TO THIS NEW ESPN SERVICE INSTEAD?

Posed to all respondents who have access to ESPN. (N=429)



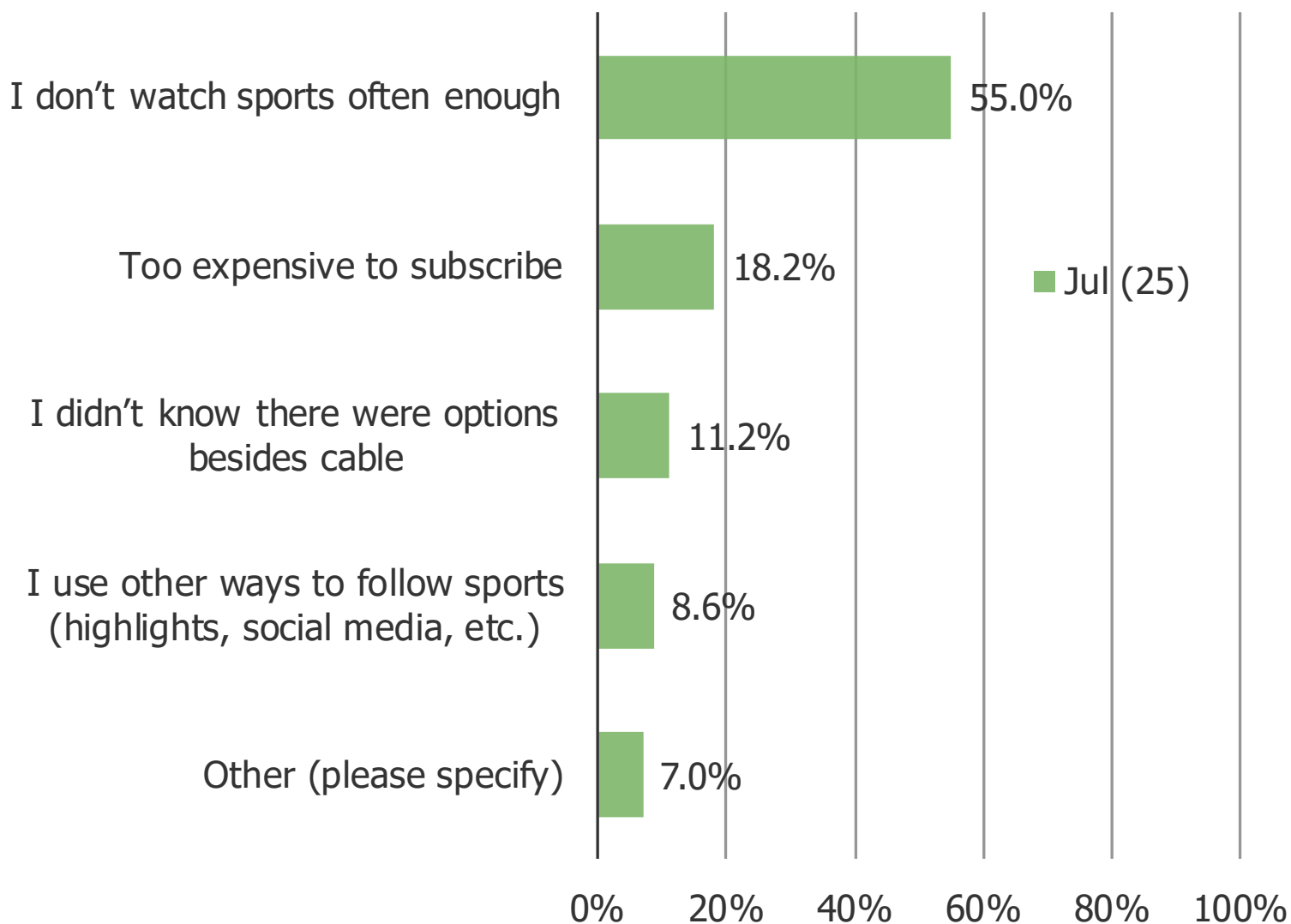
IF THE ESPN STANDALONE APP ALSO INCLUDED DISNEY+ AND HULU AS PART OF A BUNDLE, WOULD THAT MAKE YOU MORE LIKELY TO CONSIDER SWITCHING?

Posed to all respondents who have access to ESPN. (N=429)



WHY DON'T YOU CURRENTLY HAVE ACCESS TO ESPN? (SELECT ALL THAT APPLY)

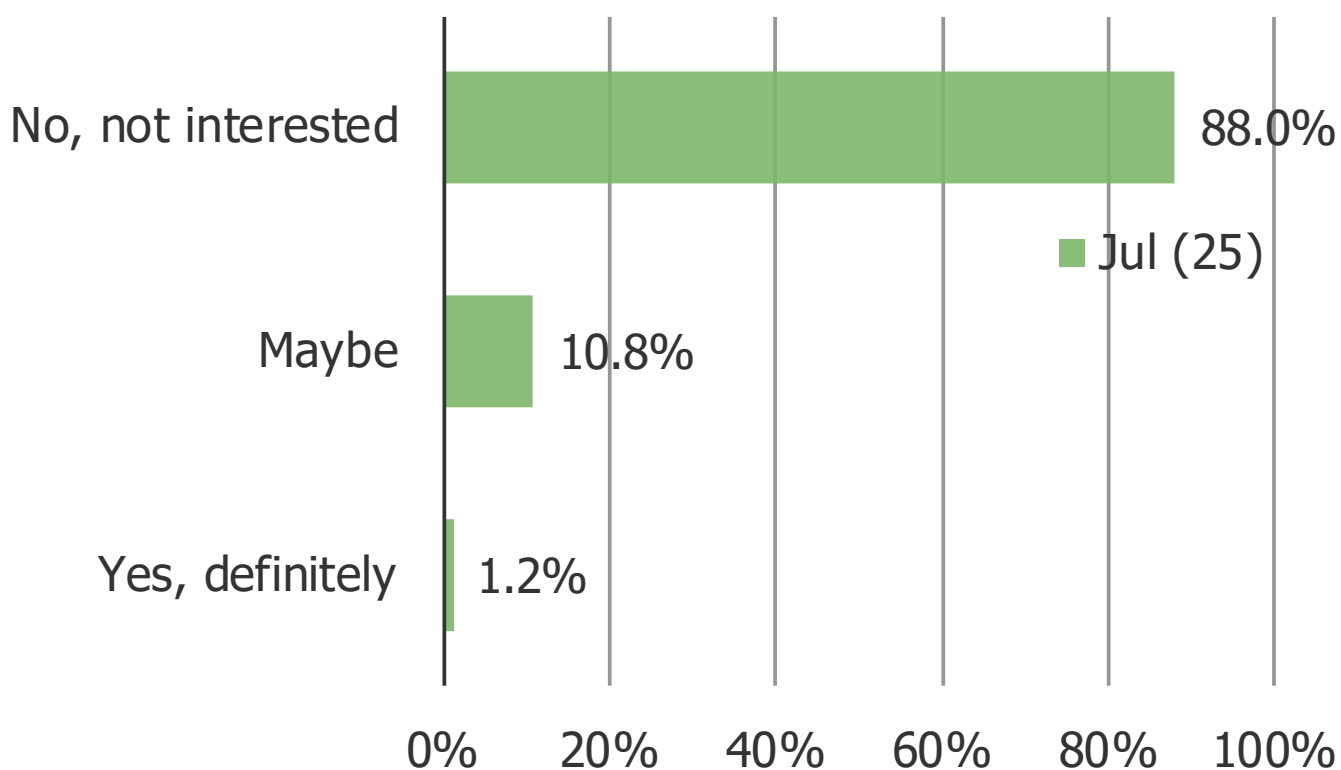
Posed to all respondents who DO NOT have access to ESPN. (N=500)





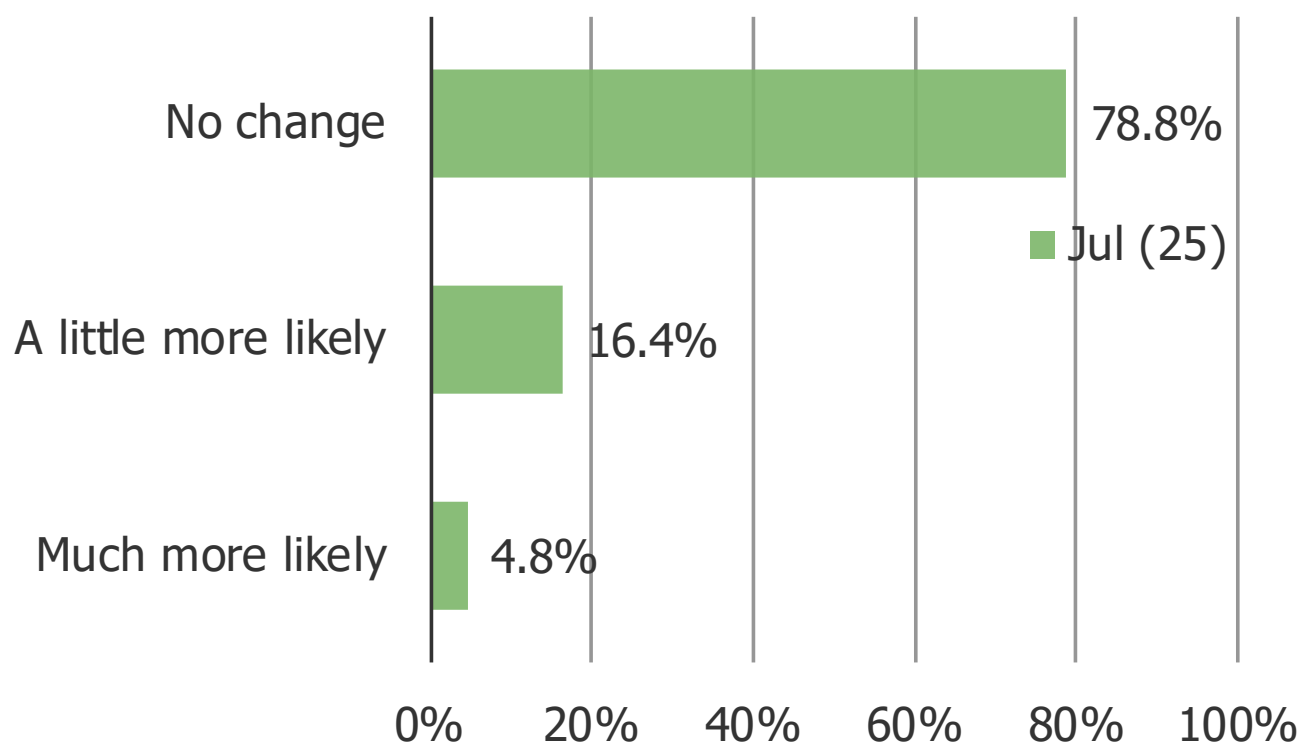
ESPN WILL SOON OFFER A FULL STREAMING SUBSCRIPTION FOR \$29.99/MONTH WITH LIVE SPORTS, SPORTSCENTER, TALK SHOWS, ETC. WOULD YOU CONSIDER SIGNING UP?

Posed to all respondents who DO NOT have access to ESPN. (N=500)



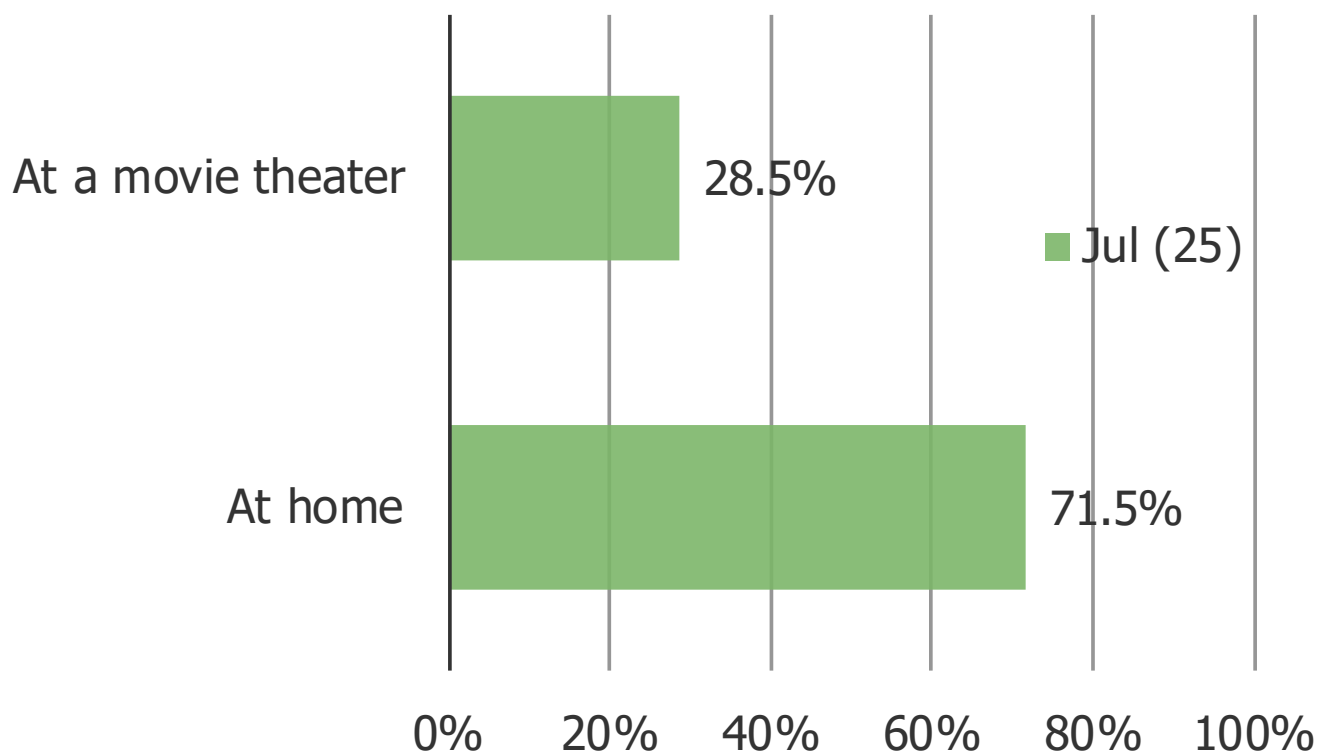
IF THE ESPN STANDALONE APP ALSO INCLUDED DISNEY+ AND HULU AS PART OF A BUNDLE, WOULD THAT MAKE YOU MORE LIKELY TO CONSIDER SWITCHING?

Posed to all respondents who DO NOT have access to ESPN. (N=500)



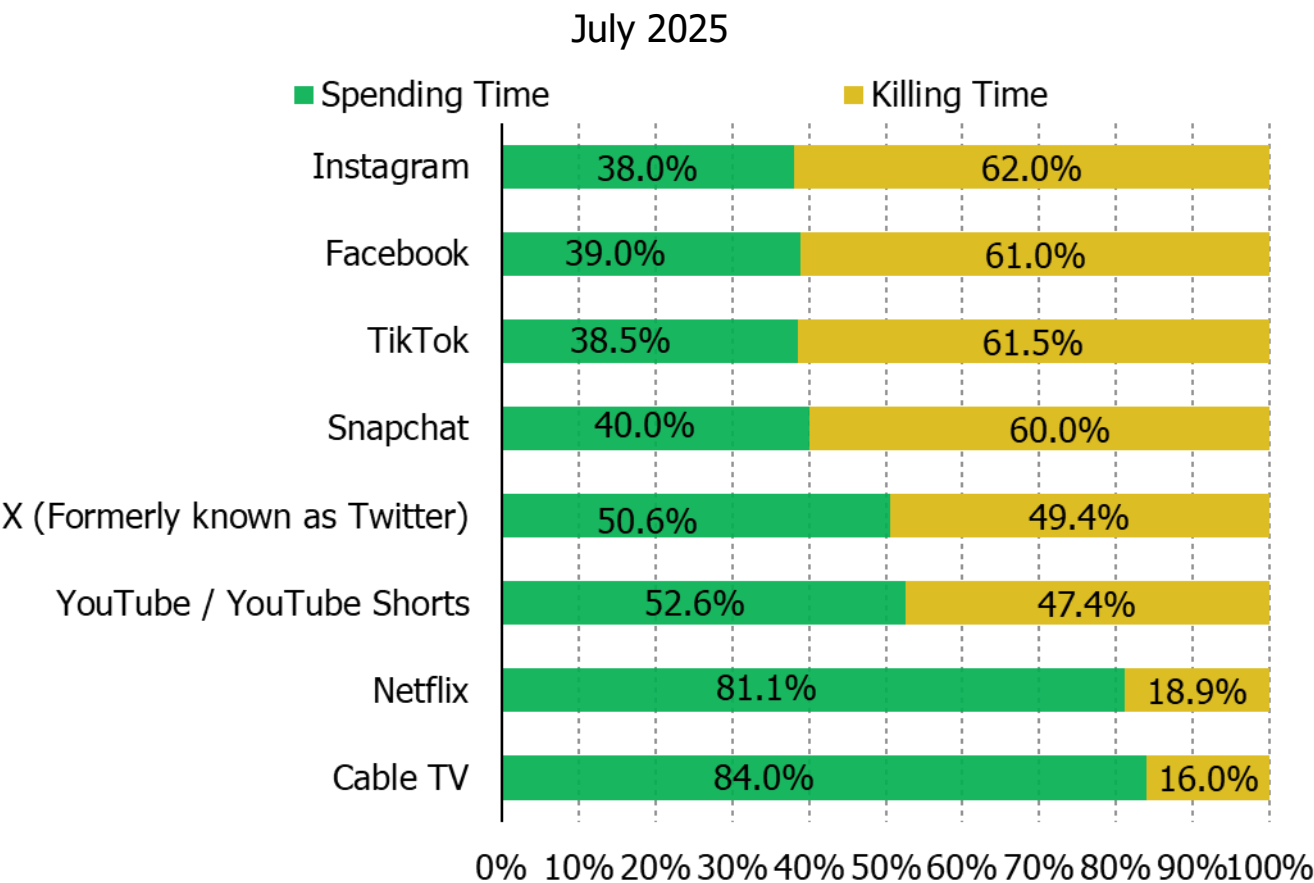
IF A NEW MOVIE WAS RELEASED TODAY THAT YOU WANTED TO SEE, HOW WOULD YOU PREFER TO WATCH IT?

Posed to all respondents.



IF YOU HAD TO CHOOSE, DO YOU VIEW THE TIME WATCHING VIDEO CONTENT ON THE FOLLOWING AS...

Posed to all respondents who have watched any kind of video content in the past month on the below.



Relevant Quote From Ted Sarandos: (March 2025)

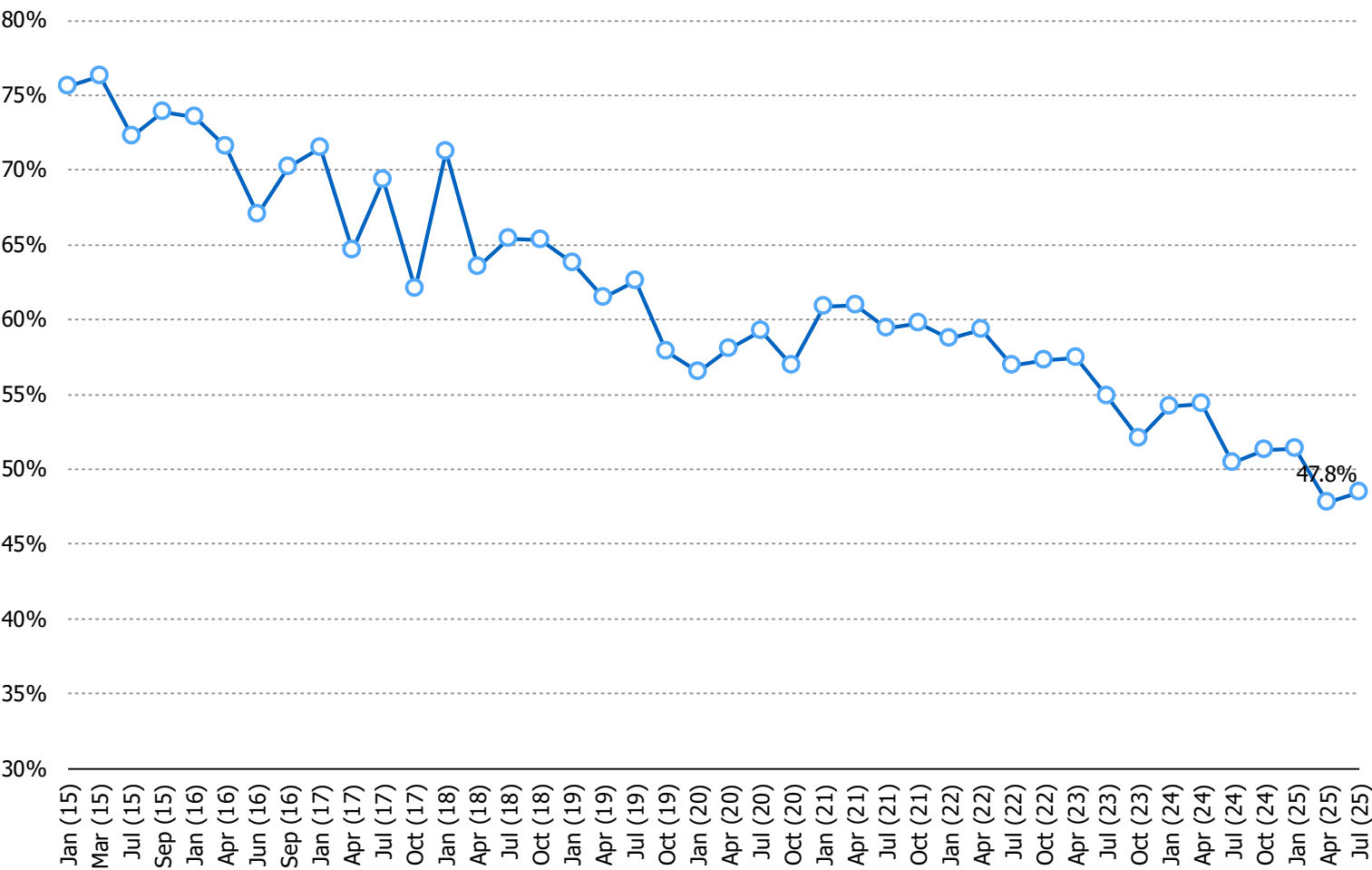
“We compete with them, along with everybody else, for entertainment, time and money. So certainly we’re competing with them for advertising dollars and professional content. So for that part of YouTube, we definitely compete. For the other parts we definitely don’t,” he continued. “I think there’s a part of the creator community that’s snackable consumption. There’s a difference between killing time and spending time. So we’re in the kind of how you spend time business moreso.”

	N=
Cable TV	238
Netflix	456
YouTube / YouTube Shorts	582
X (Formerly known as Twitter)	162
Snapchat	190
TikTok	340
Facebook	503
Instagram	379

CABLE TV QUESTIONS

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

Posed to respondents who watch video content at home.

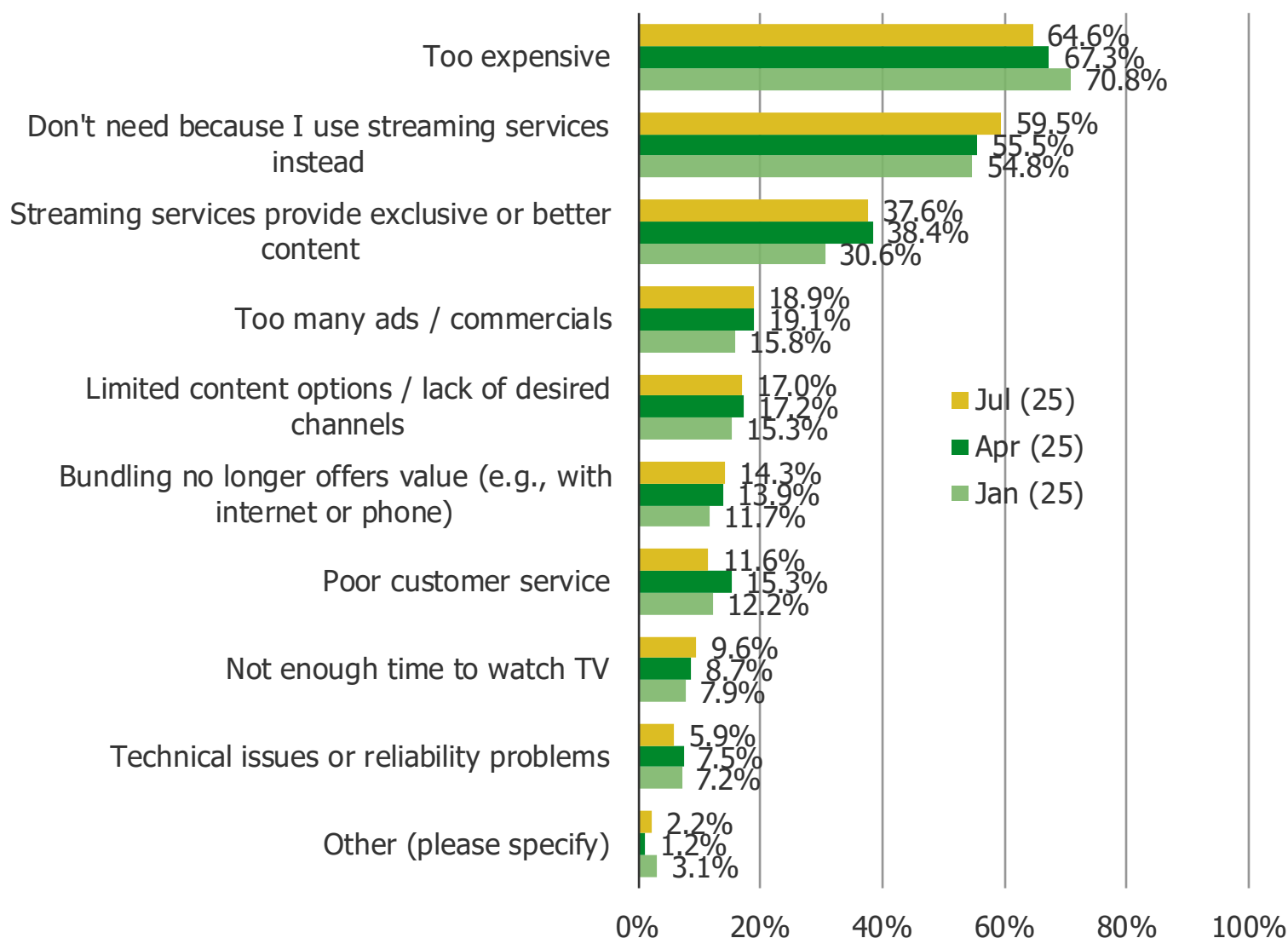


How likely respondents are to be Cable subscribers, broken down by where they ranked Sports out of 5 when it comes to their preferred thing to watch on TV:

- Ranked Sports 1: 61.9% have Cable TV subscription
- Ranked Sports 2: 62.7% have Cable TV subscription
- Ranked Sports 3: 54.6% have Cable TV subscription
- Ranked Sports 4: 43.9% have Cable TV subscription
- Ranked Sports 5: 44.6% have Cable TV subscription

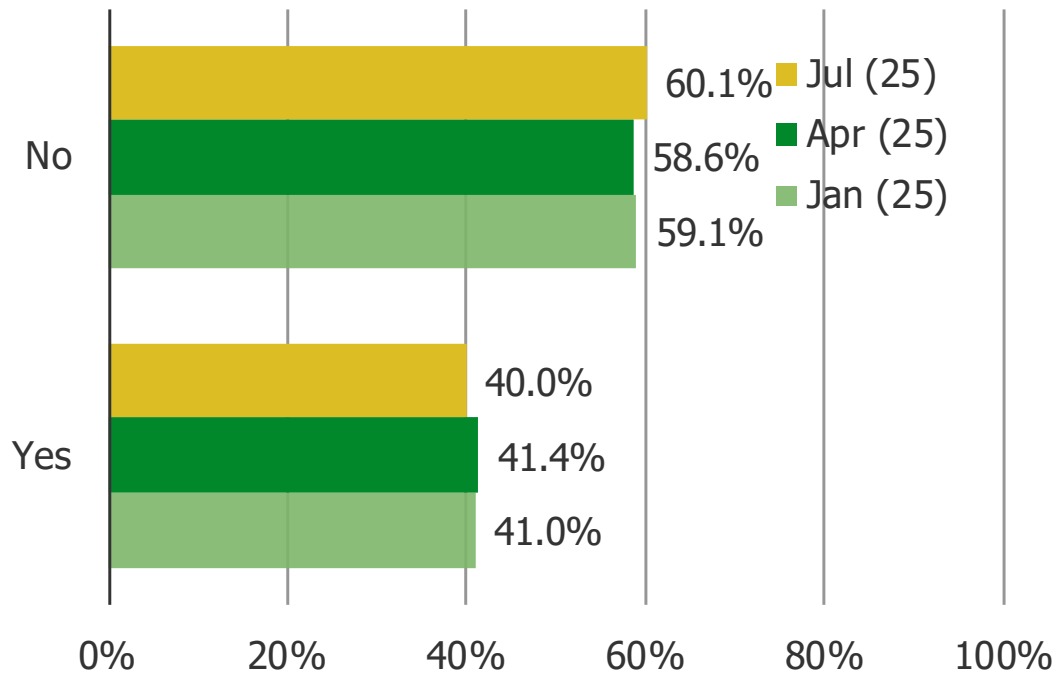
WHICH OF THE FOLLOWING BEST DESCRIBES WHY YOU DON'T HAVE A CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION? SELECT ALL THAT APPLY

Posed to all respondents who do not have a cable/satellite/telco TV subscription.



DO FREE STREAMING SUBSCRIPTIONS INCLUDED IN YOUR PAY TV PACKAGE LOWER YOUR LIKELIHOOD OF CANCELLING?

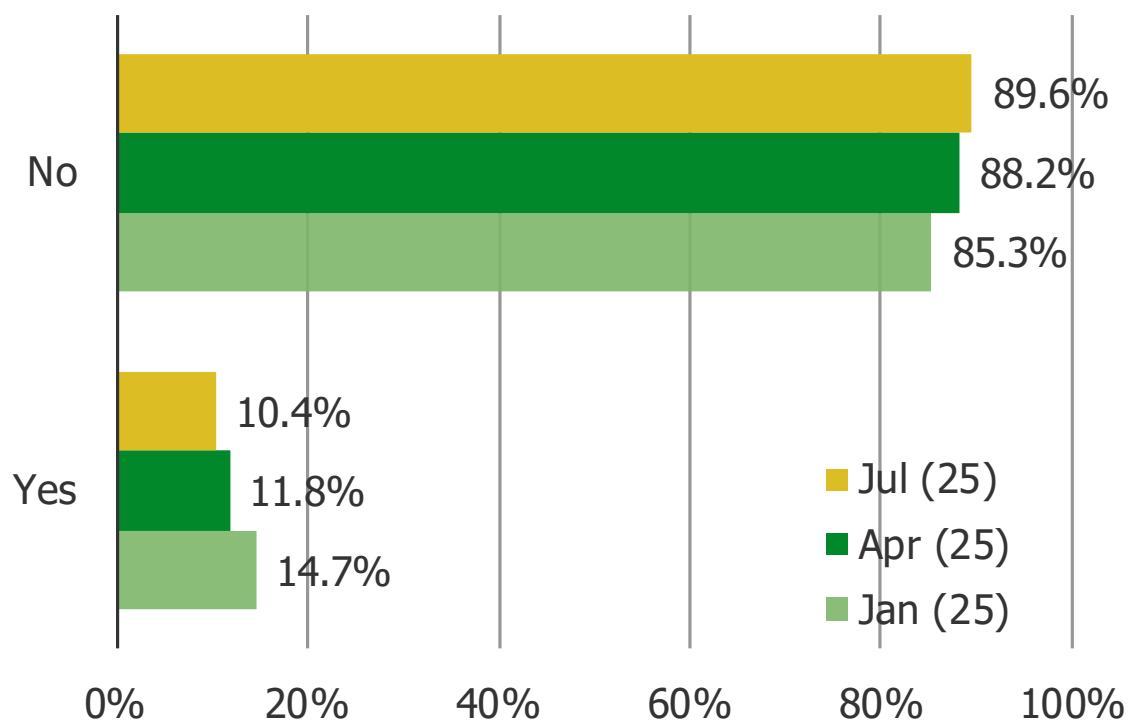
Posed to all respondents who subscribe to cable, satellite, or telco TV.





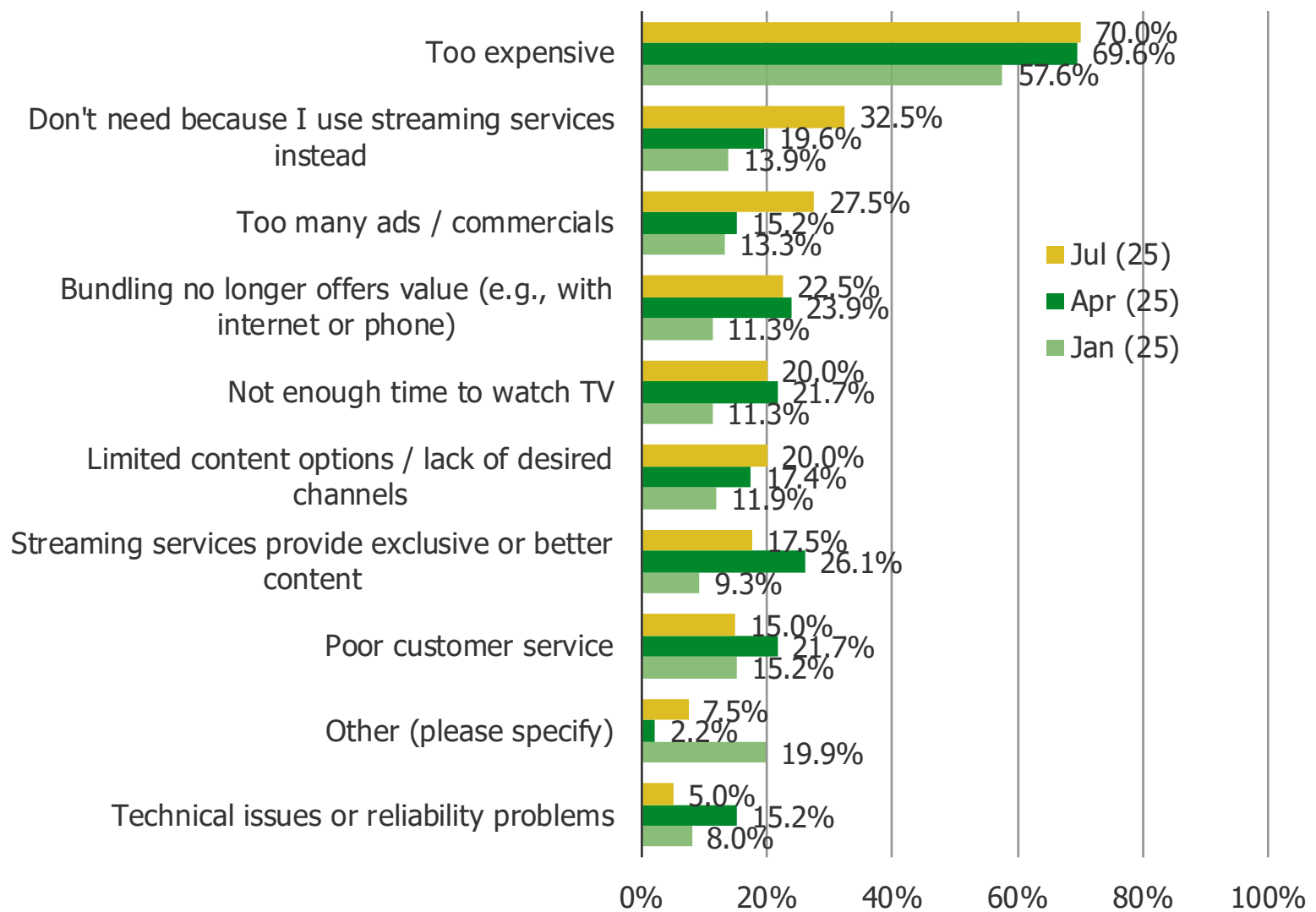
DO YOU INTEND TO CANCEL YOUR CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION IN THE NEXT 6-12 MONTHS?

Posed to all respondents who subscribe to cable, satellite, or telco TV.



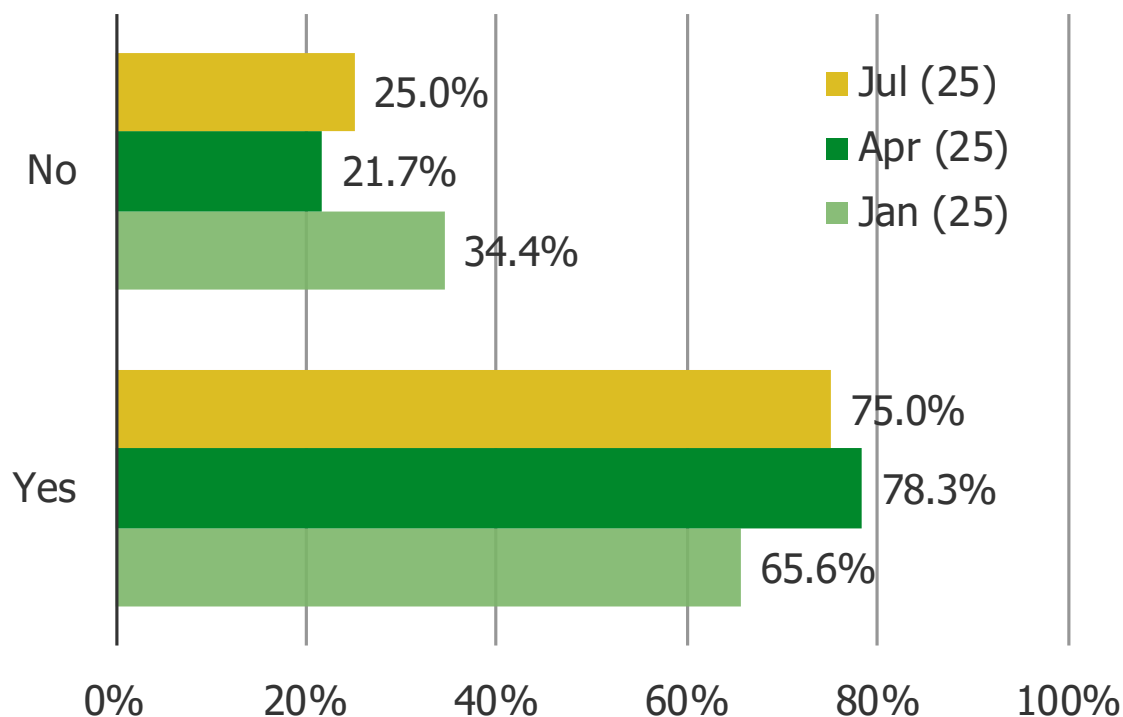
WHAT ARE THE REASONS FOR WHY YOU INTEND TO CANCEL CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION?

Posed to all respondents who intend to cancel their cable, satellite, or telco TV subscription in the next 6-12 months.



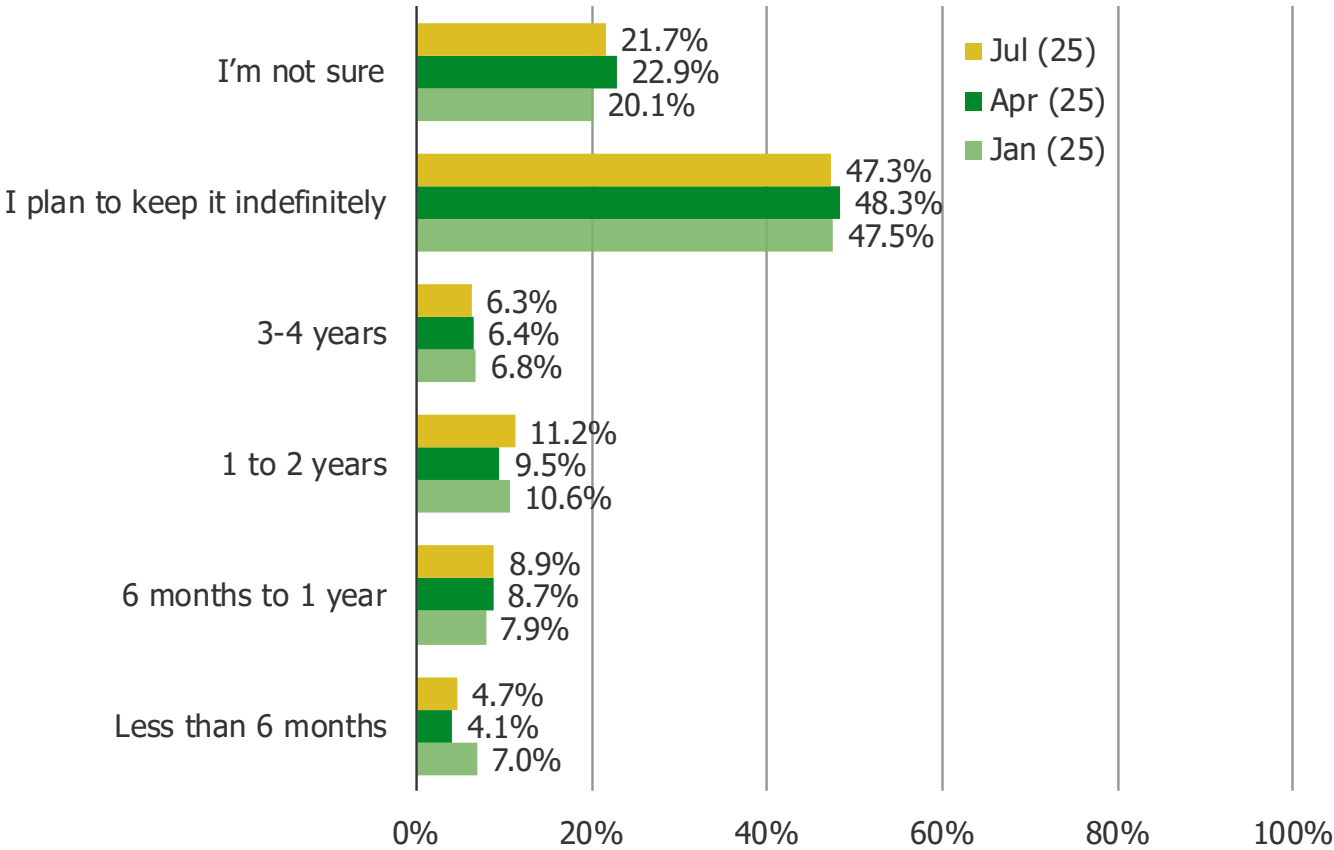
IF YOU CANCEL, WILL YOU USE A STREAMING SERVICE THAT PROVIDES LIVE TV AND ON-DEMAND CONTENT OVER THE INTERNET (E.G., YOUTUBE TV, HULU + LIVE TV, PHILO, SLING, FUBOTV, ETC.)

Posed to all respondents who intend to cancel their cable, satellite, or telco TV subscription in the next 6-12 months.



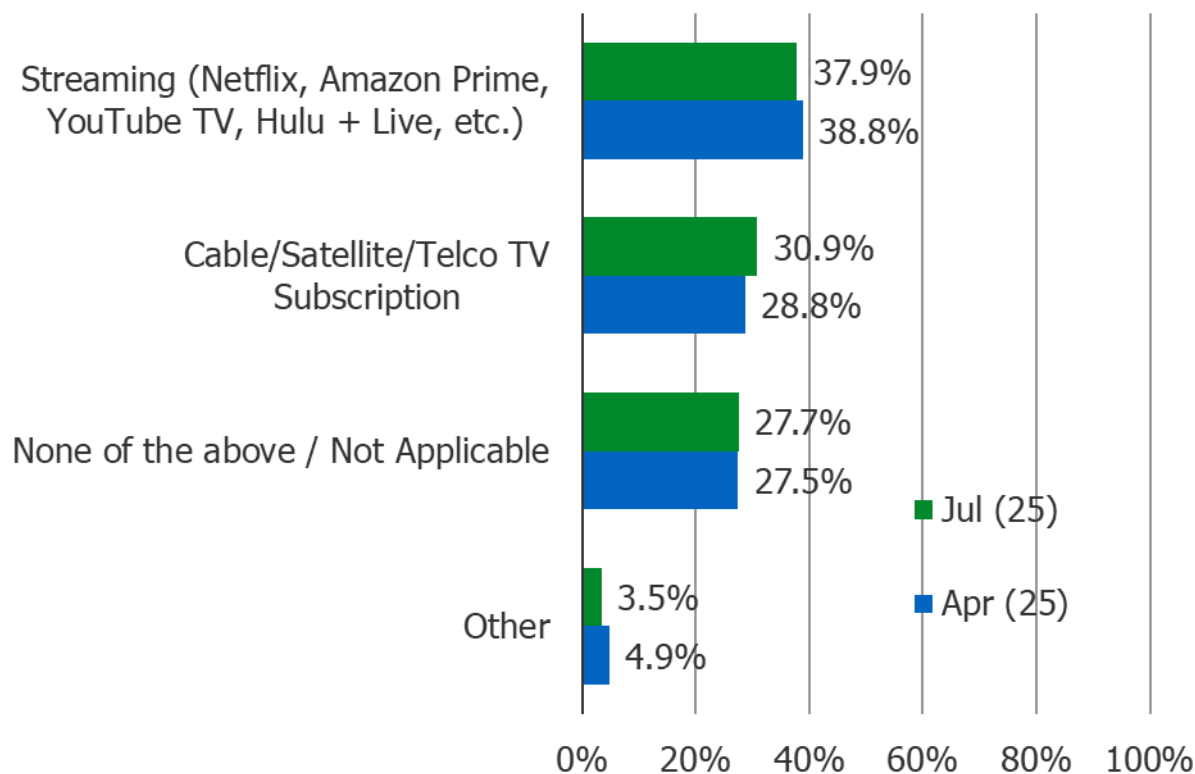
FOR HOW MUCH LONGER DO YOU THINK YOU WILL HAVE A CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION?

Posed to all respondents who subscribe to cable, satellite, or telco TV.



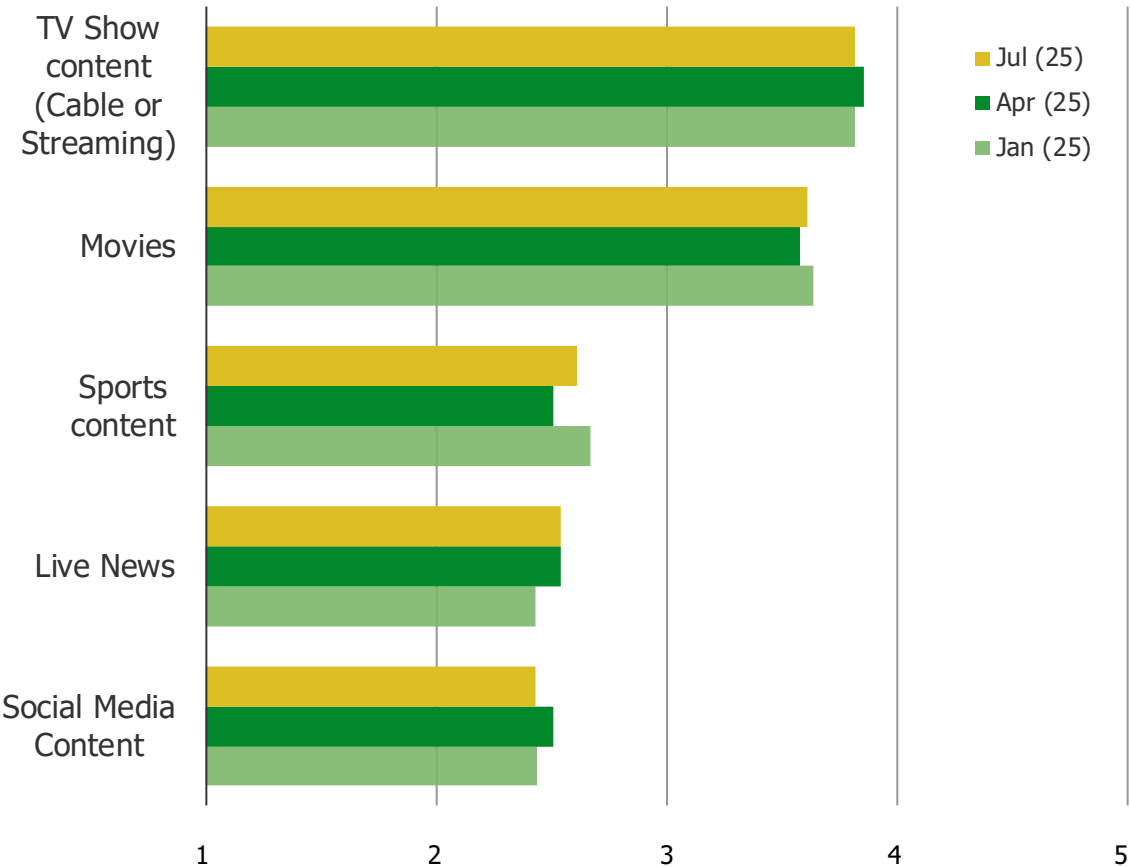
WHAT IS YOUR PREFERRED METHOD FOR WATCHING SPORTS?

Posed to all respondents who watch movies and/or TV shows at home through cable, satellite, or telco TV or streaming services.



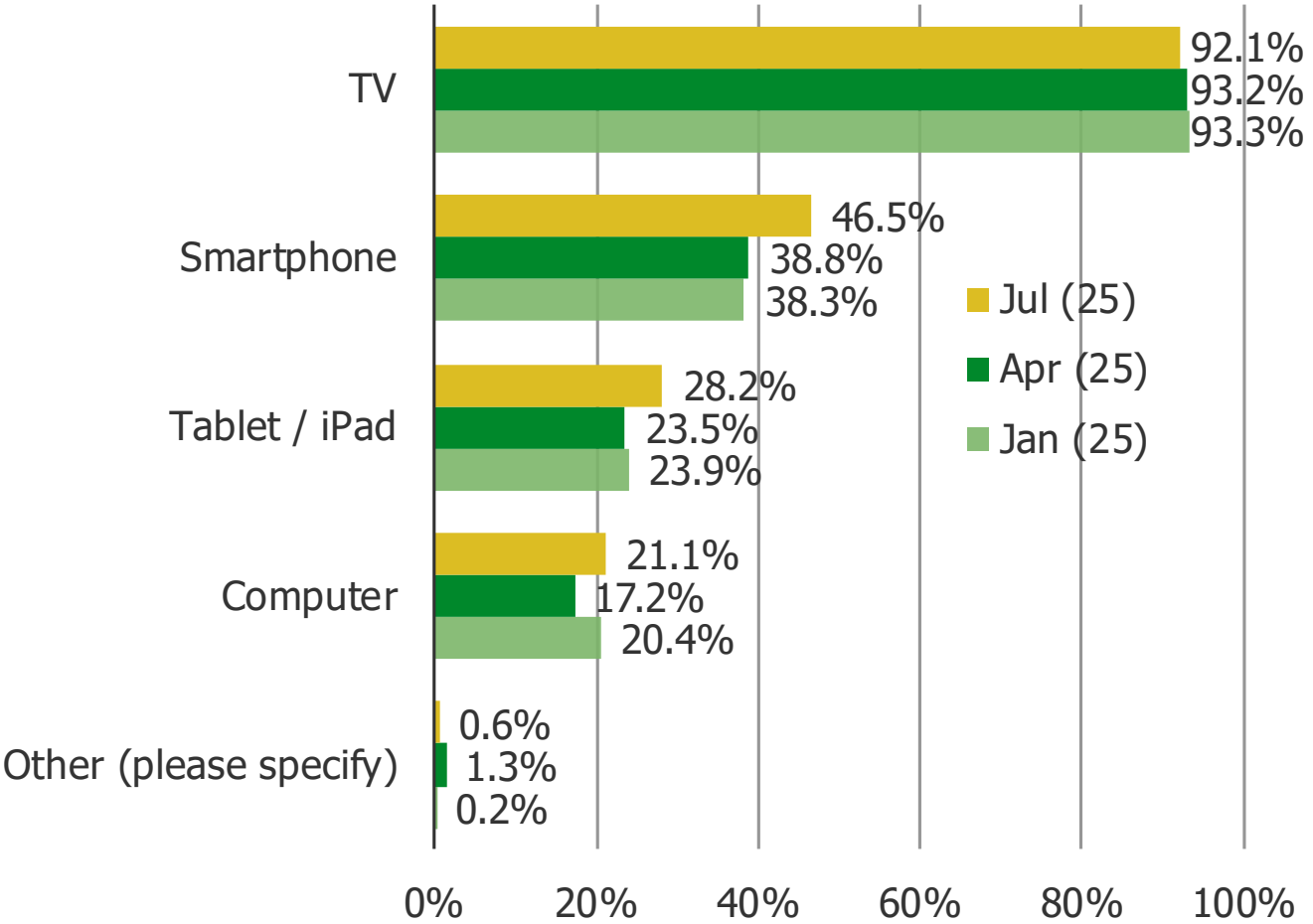
PLEASE RANK WHAT TYPE OF CONTENT YOU PREFER, FROM MOST AT THE TOP TO LEAST AT THE BOTTOM.

Posed to all respondents who watch movies and/or TV shows at home through cable, satellite, or telco TV or streaming services.



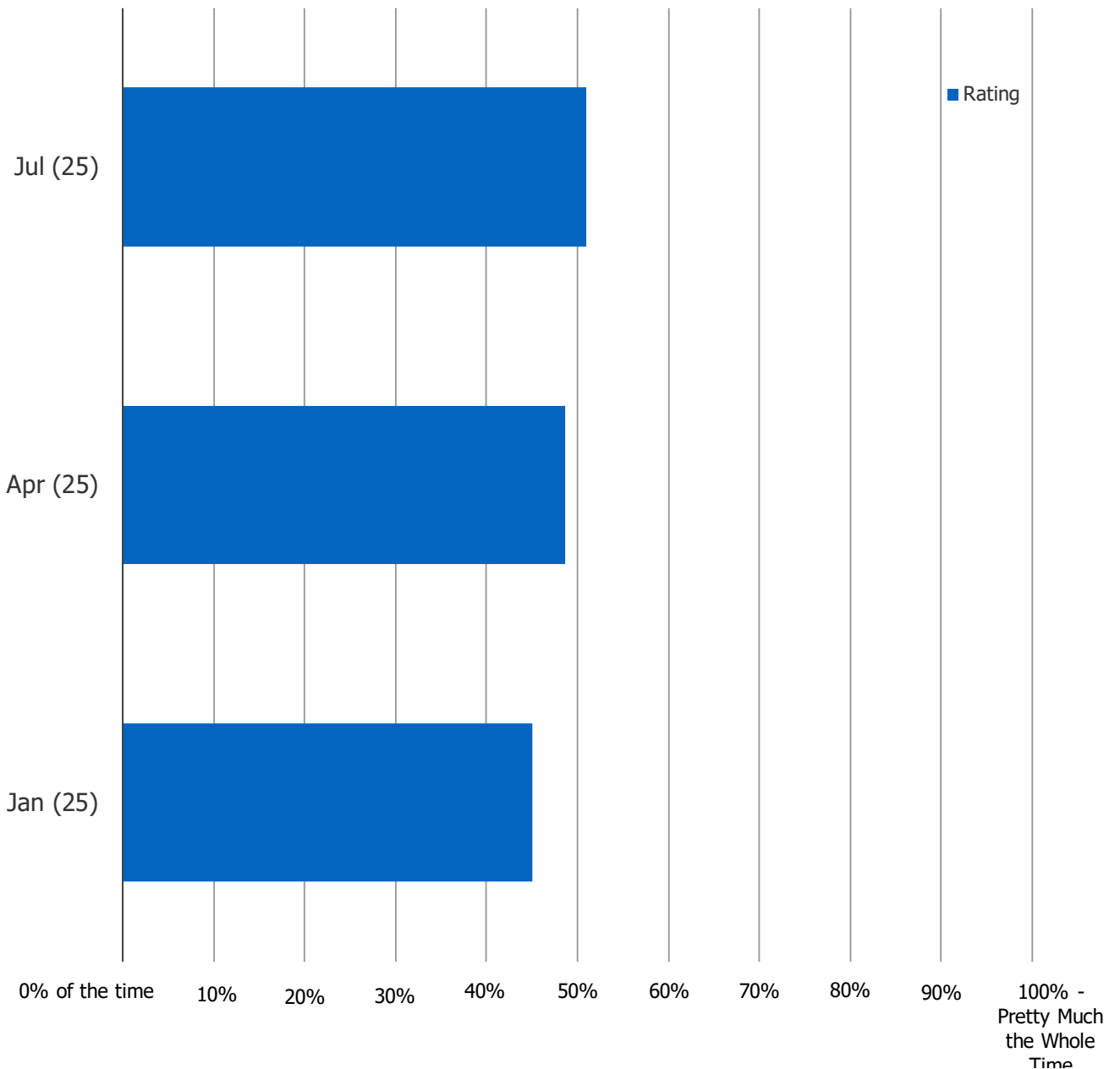
HOW DO YOU WATCH NETFLIX? SELECT ALL THAT APPLY

Posed to all Netflix subscribers.



WHEN YOU ARE WATCHING TV, APPROXIMATELY WHAT PERCENTAGE OF THE TIME ARE YOU ALSO LOOKING AT SOMETHING ON YOUR SMARTPHONE?

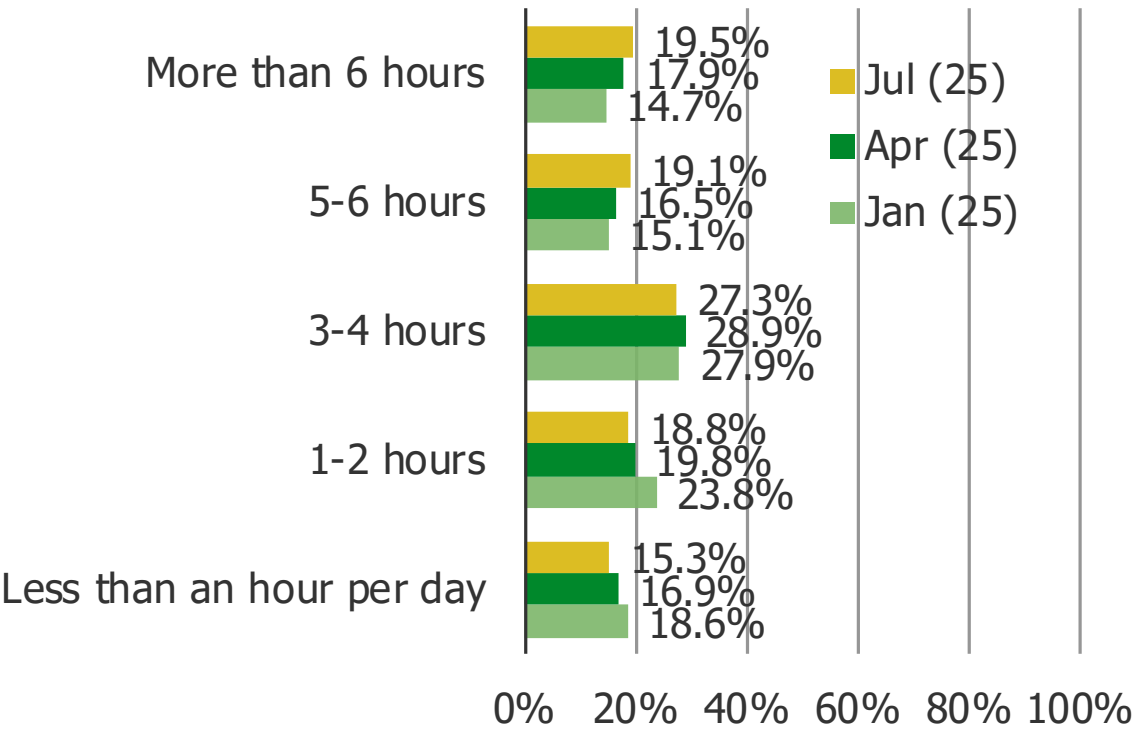
Posed to all respondents.





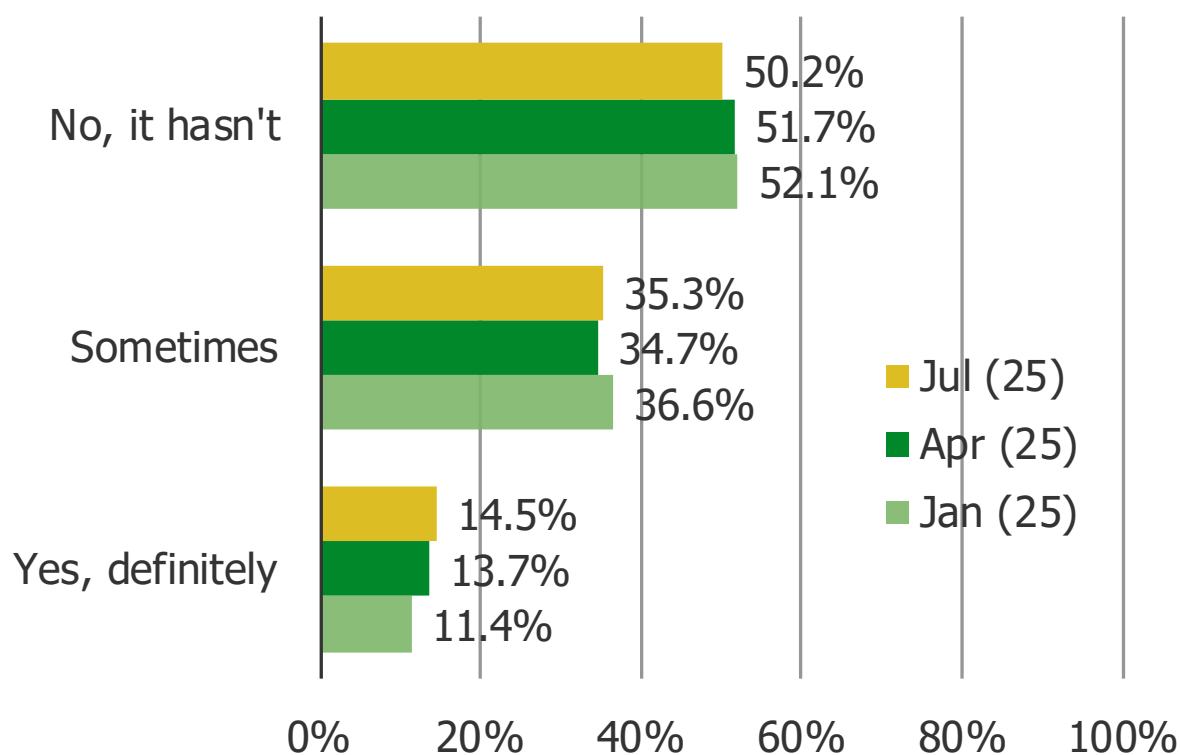
DO YOU HAVE A SENSE FOR HOW MUCH TIME PER DAY YOU SPEND ON YOUR PHONE? IE - YOUR AVERAGE SCREEN TIME PER DAY...

Posed to all respondents.



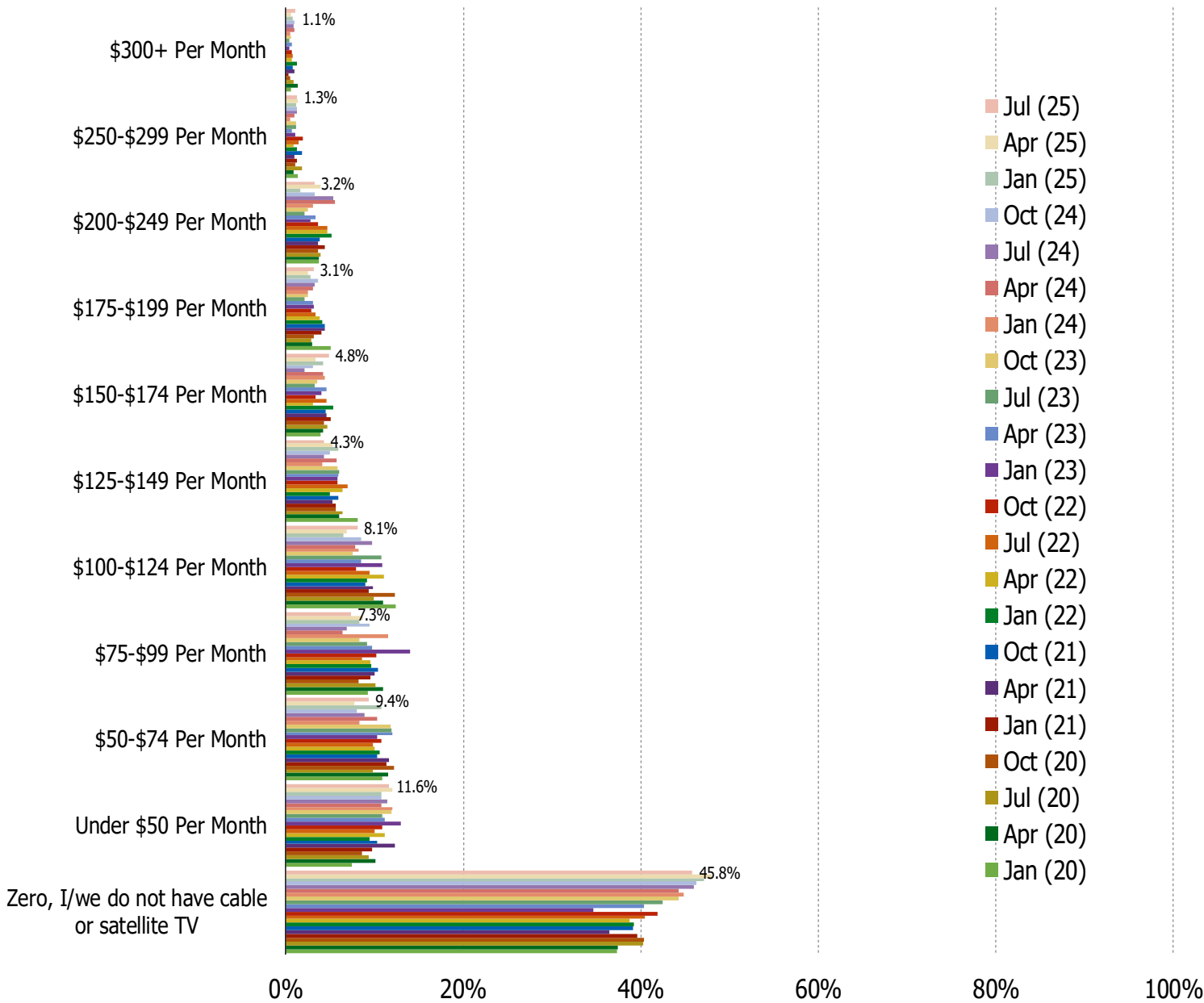
IN YOUR OPINION, HAS THE CONTENT YOU WATCH ON YOUR PHONE DIMINISHED THE IMPORTANCE OF WHAT YOU ARE WATCHING ON TV?

Posed to all respondents.



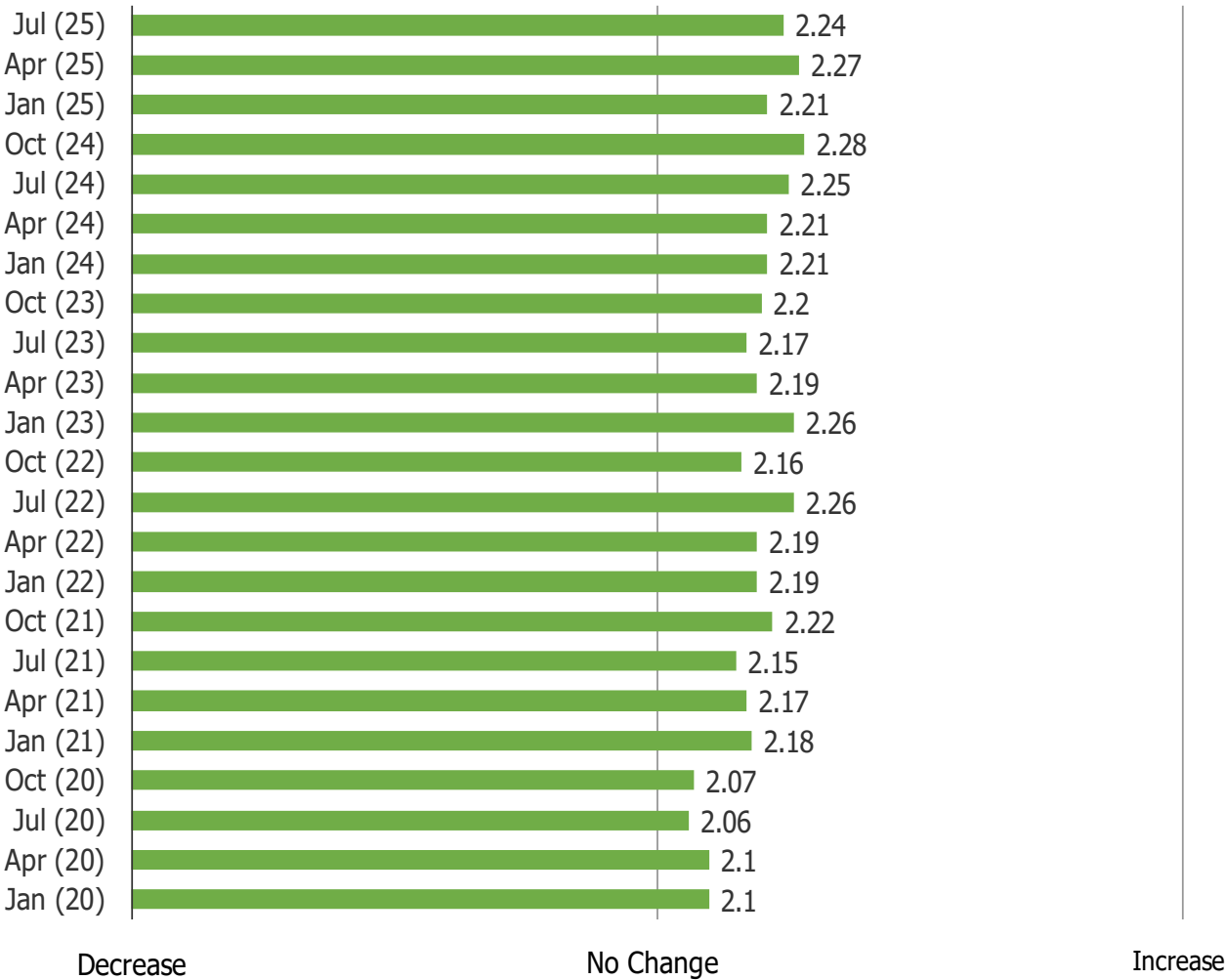
APPROXIMATELY HOW MUCH DO YOU SPEND ON CABLE/SATELLITE TV SERVICES PER MONTH?

Posed to respondents who watch video content at home.



IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR CABLE OR SATELLITE TV TO CHANGE IN ANY WAY?

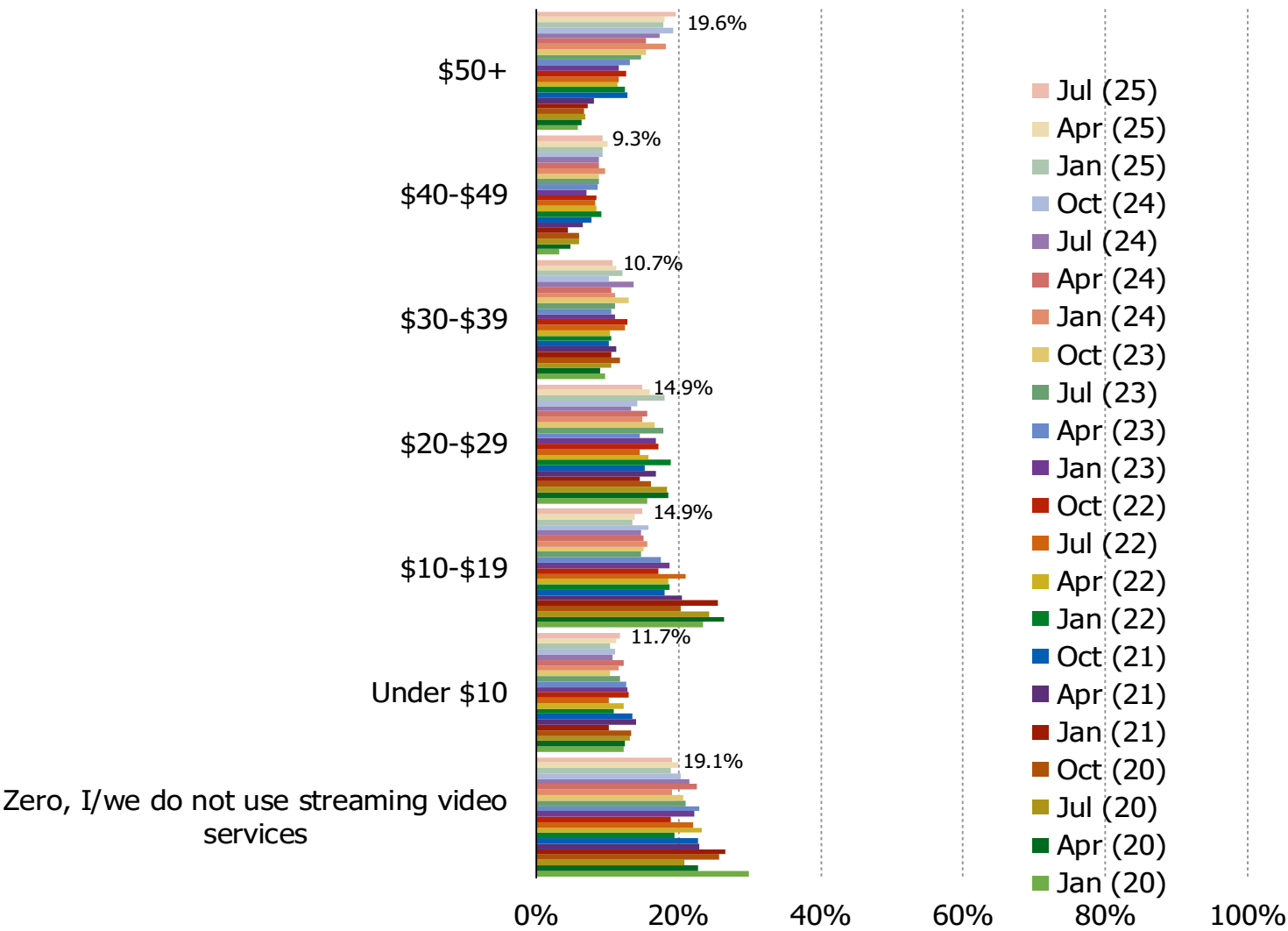
Posed to respondents who currently pay for cable or satellite tv.



SPEND ON STREAMING CONTENT

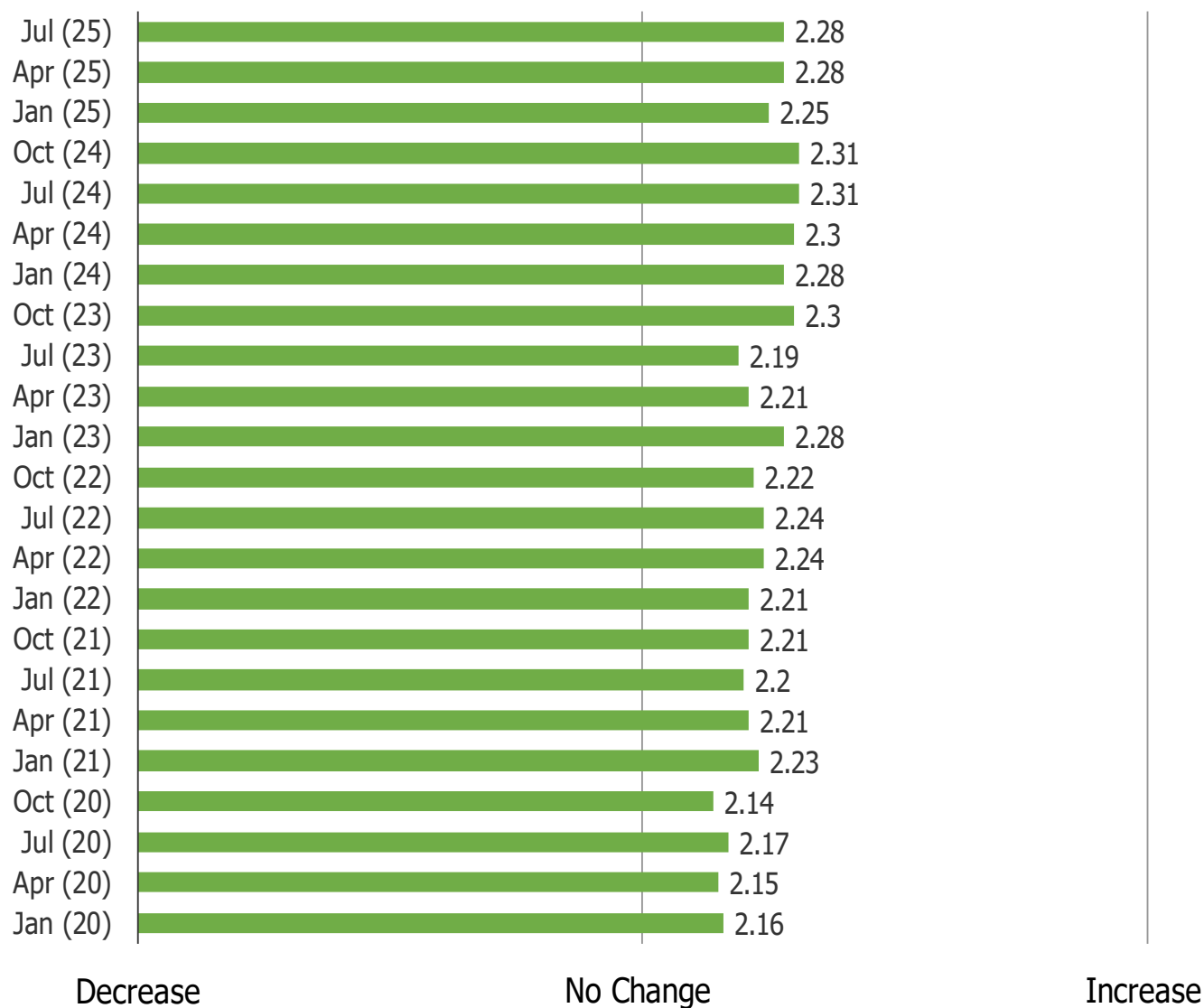
APPROXIMATELY HOW MUCH DO YOU SPEND ON STREAMING VIDEO SERVICES PER MONTH?

Posed to respondents who watch video content at home.



IN THE NEXT YEAR, DO YOU EXPECT THE AMOUNT YOU PAY PER MONTH FOR STREAMING VIDEO SERVICES TO CHANGE IN ANY WAY?

Posed to respondents who currently pay for cable or satellite tv.

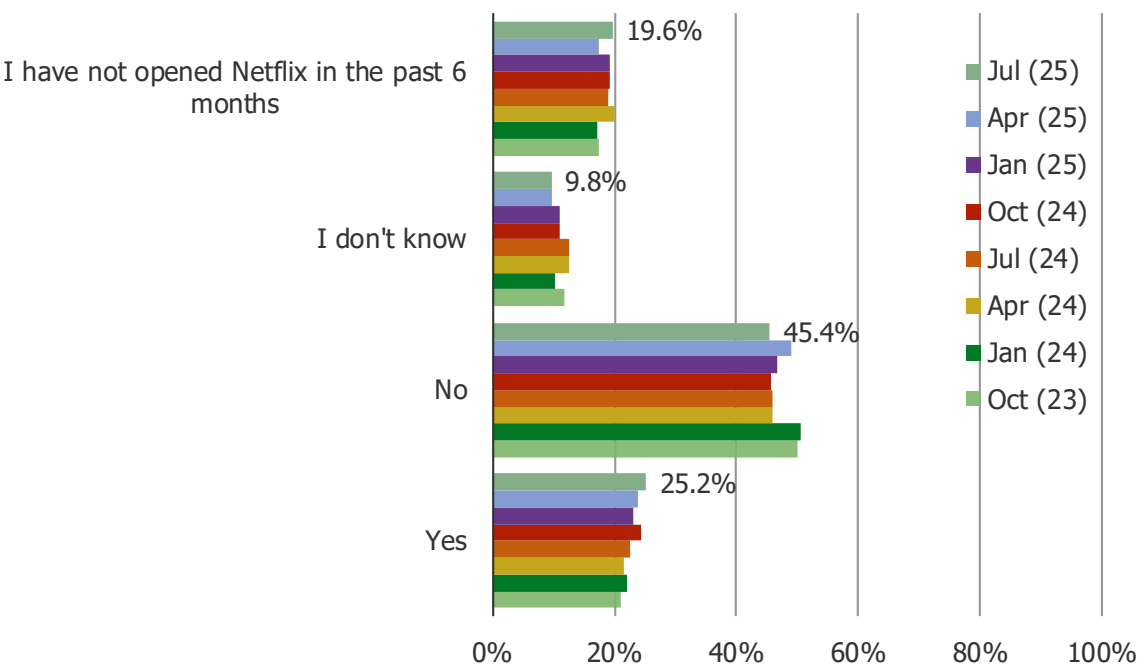


## RE-AUTHENTICATING NETFLIX

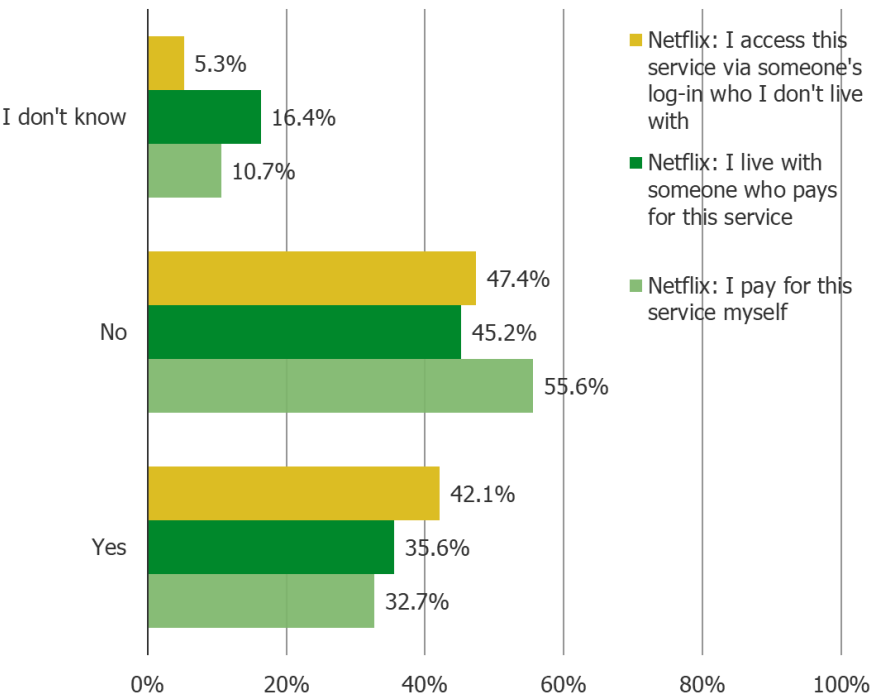


HAVE YOU EVER BEEN FORCED TO ENTER A CODE TO RE-AUTHENTICATE IN THE NETFLIX APP ON ANY DEVICE YOU USE TO WATCH NETFLIX DURING THE PAST 6 MONTHS?(I.E., HAVE YOU BEEN FORCED TO RETRIEVE AND ENTER A CODE SENT TO THE EMAIL ADDRESS OR MOBILE NUMBER ASSOCIATED WITH THE NETFLIX ACCOUNT YOU ACCESS)

Posed to respondents who watch Netflix...

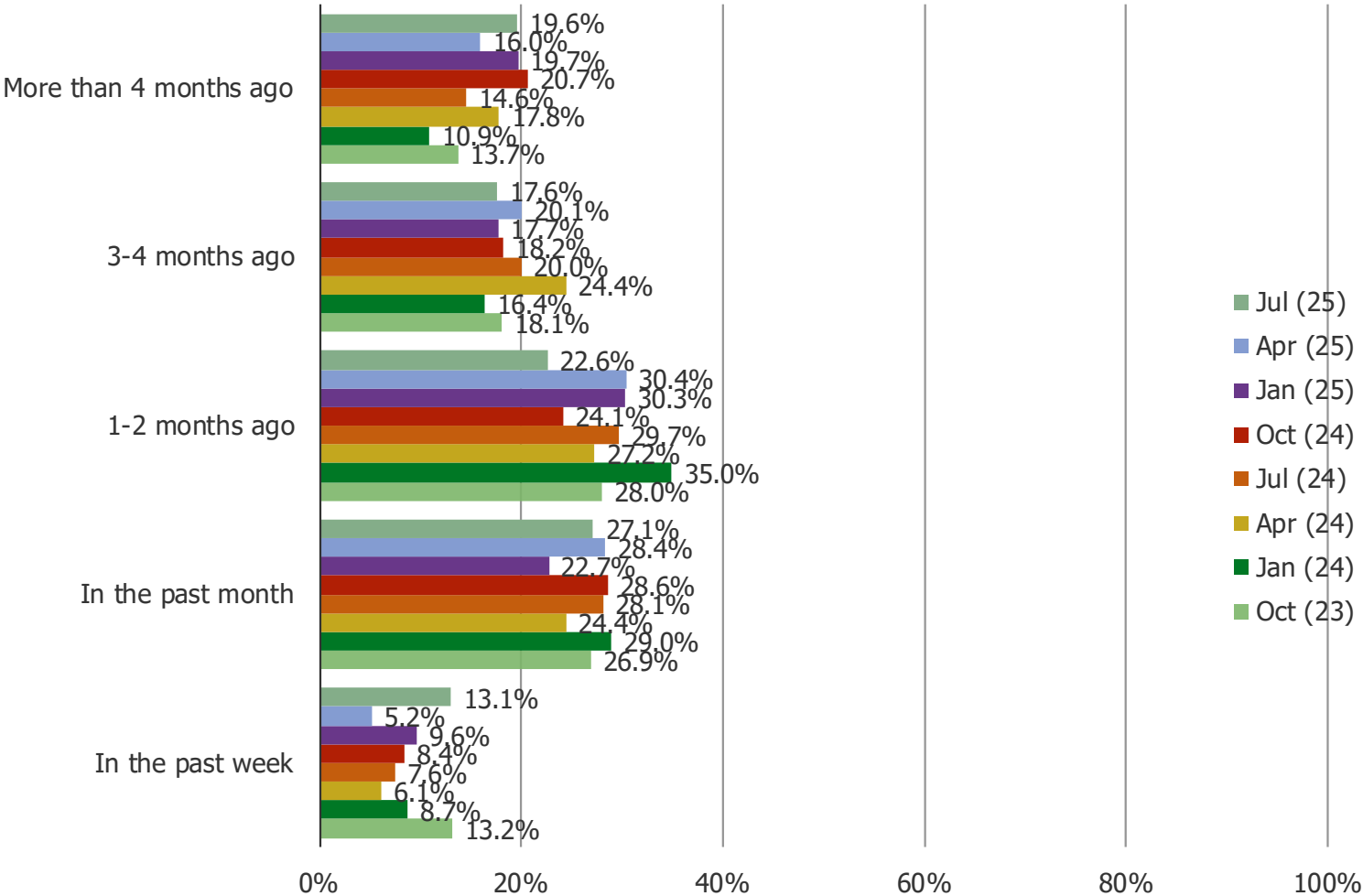


Posed to respondents who watch Netflix, cross-tabbed by how they access Netflix...



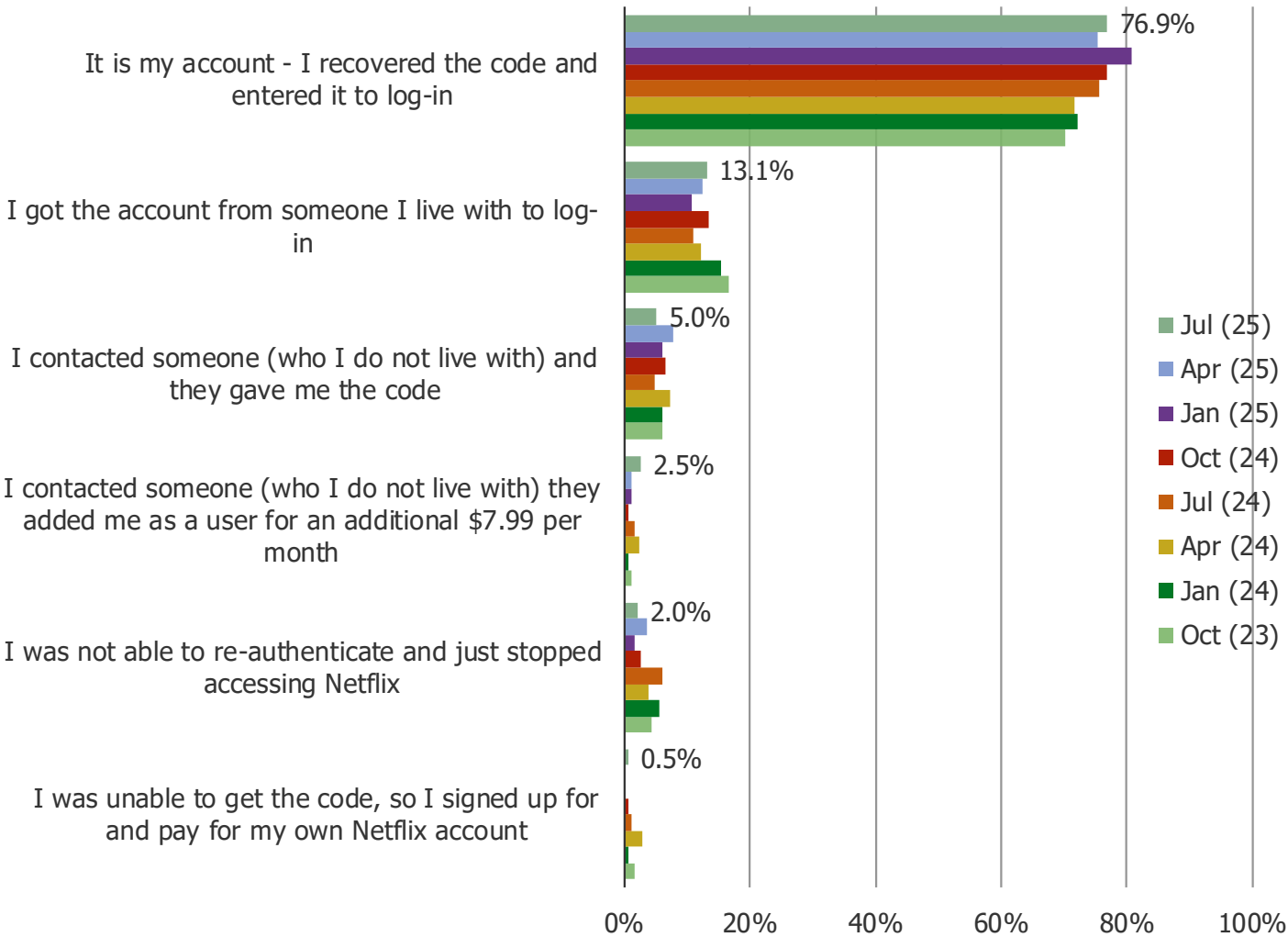
WHEN WERE YOU MOST RECENTLY FORCED TO RE-AUTHENTICATE TO GET INTO NETFLIX?

Posed to respondents who were asked to re-authenticate to access Netflix (N = 199).



WHEN ASKED TO RE-AUTHENTICATE TO GET INTO NETFLIX, WHAT DID YOU DO? PLEASE READ THE BELOW RESPONSES VERY CAREFULLY AND CHOOSE WHICH YOU DID.

Posed to all respondents who watch movies and/or TV shows through any medium including streaming video providers and were asked to re-authenticate (N = 199).



## CABLE TV PERSONALITIES AND LIVE SPORTS/EVENTS

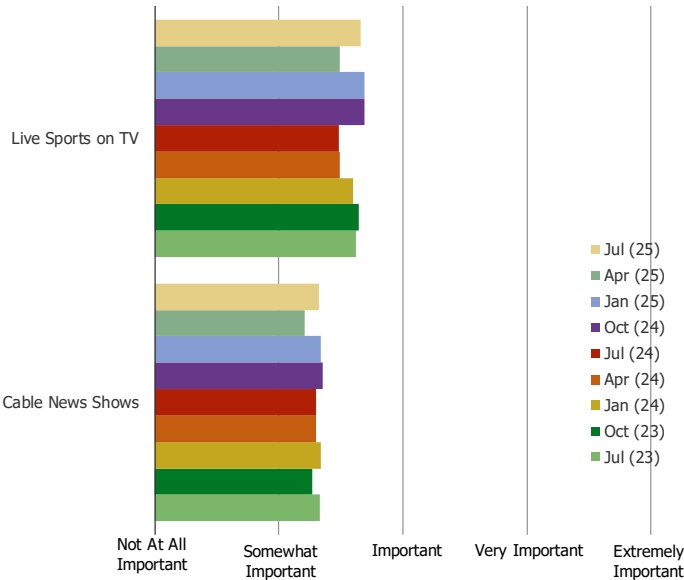
OF ALL THE THINGS YOU WATCH ON CABLE TV, WHICH IS MOST IMPORTANT TO YOU?

Posed to all respondents who watch cable TV at home.

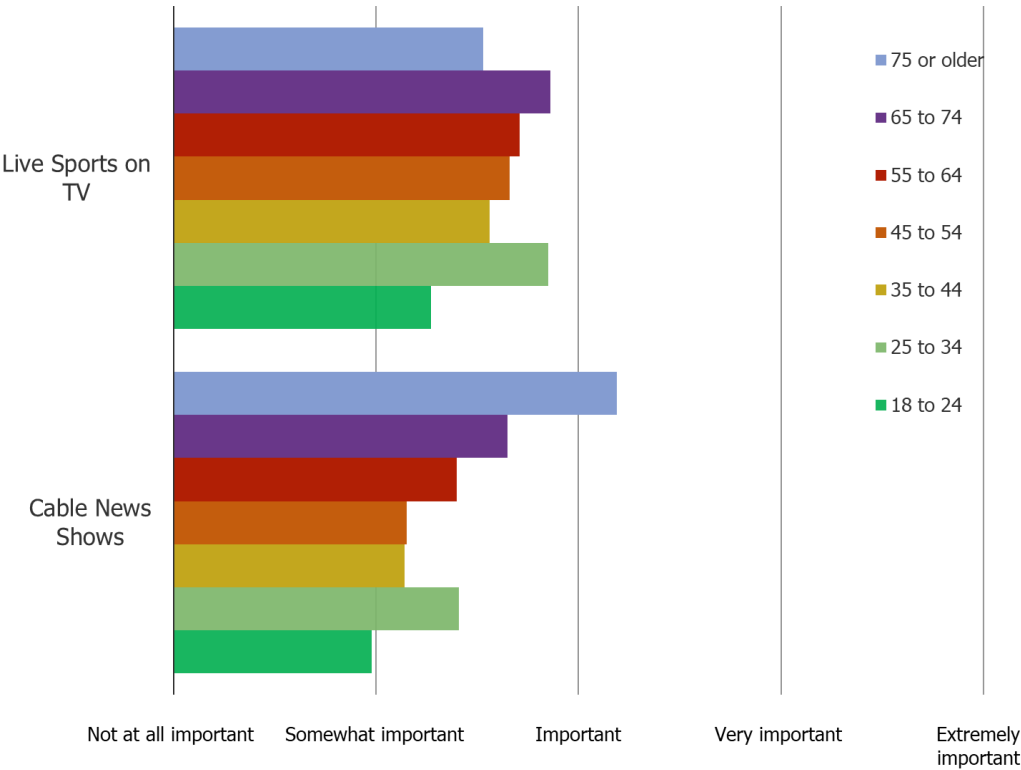


HOW IMPORTANT ARE THE FOLLOWING TO YOU...

Posed to all respondents.



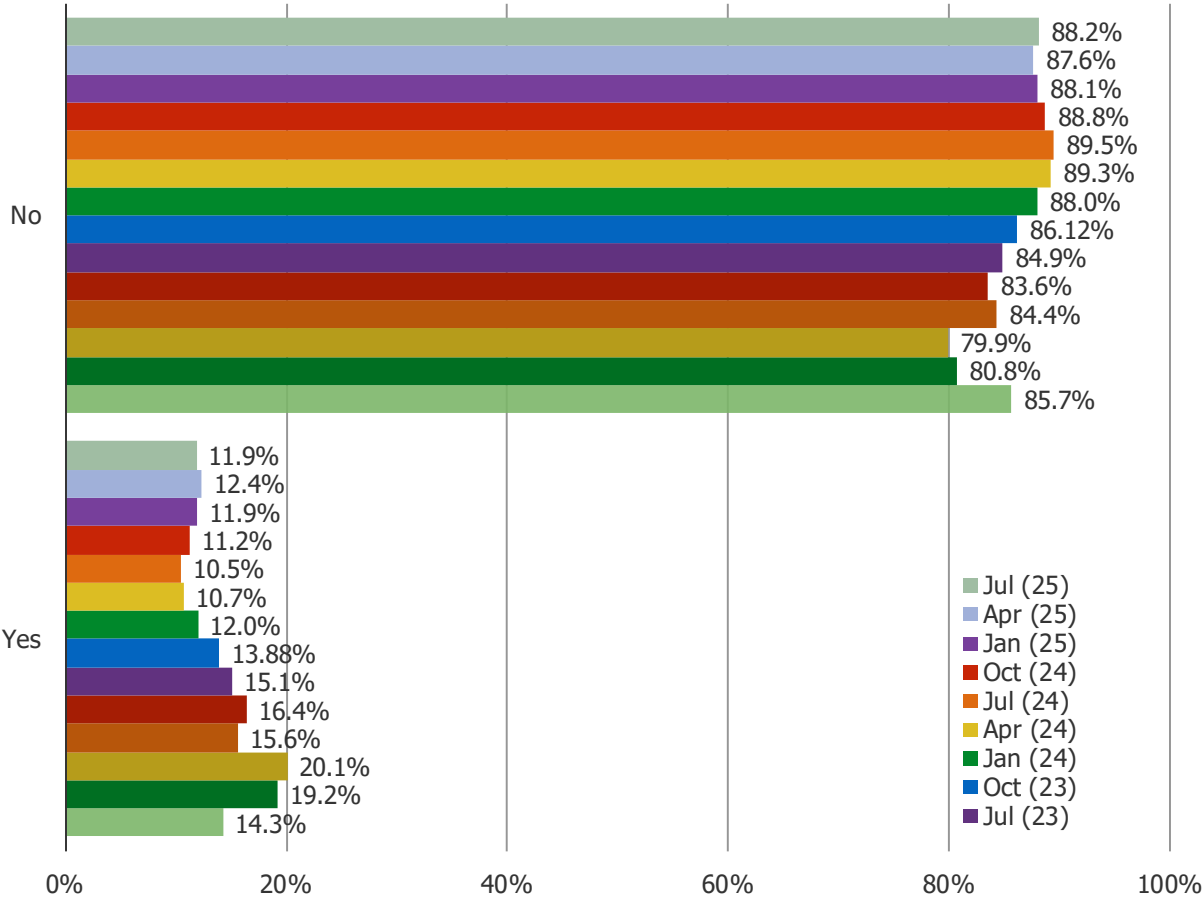
Cross-Tab (Weighted Averages)



# NFLX ACCOUNT SHARING

DO YOU LET ANYONE LIVING OUTSIDE OF YOUR HOUSEHOLD USE YOUR NETFLIX ACCOUNT?

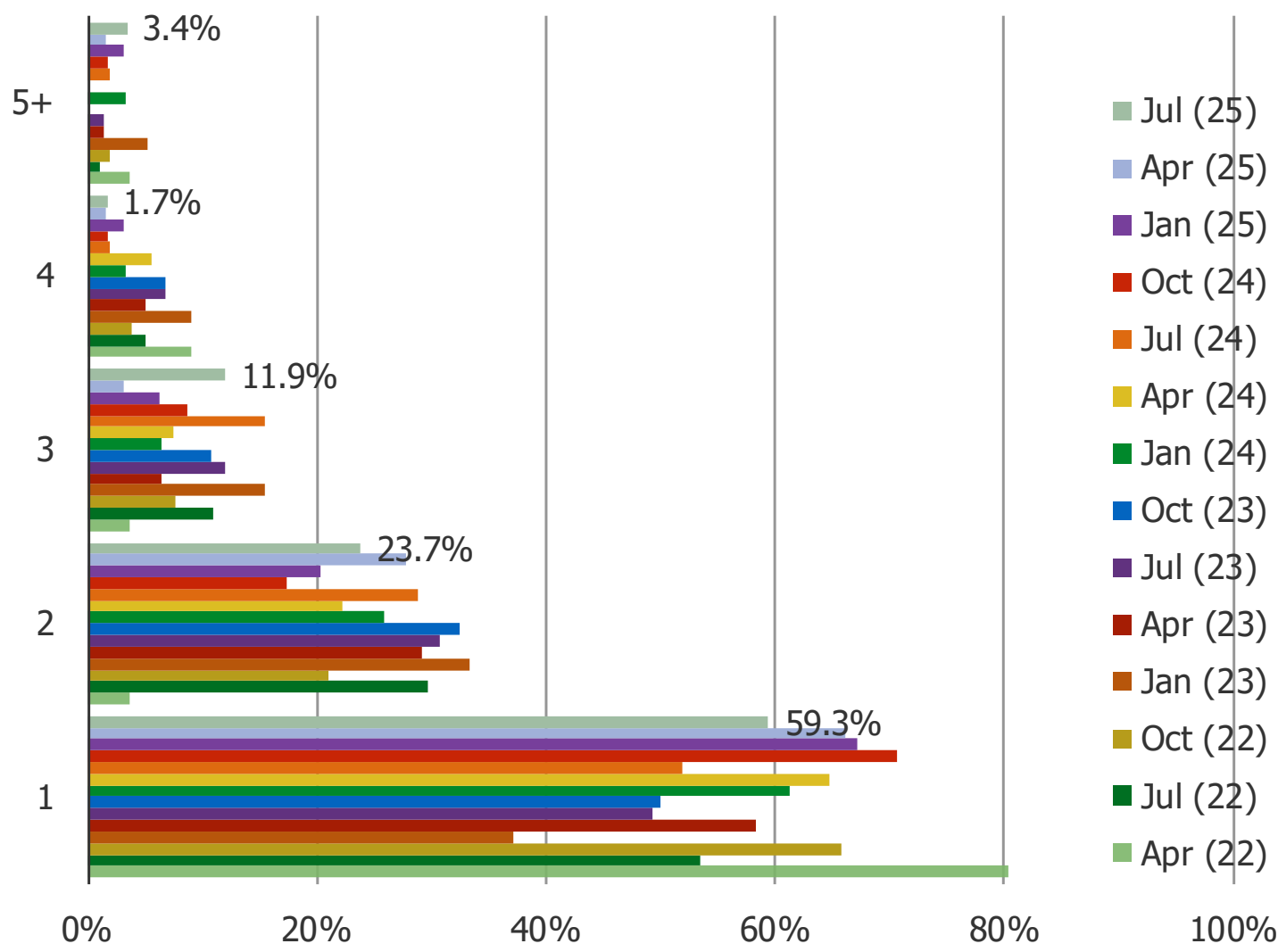
Posed to all respondents who pay for Netflix or lives with someone who pays for Netflix (N=518).





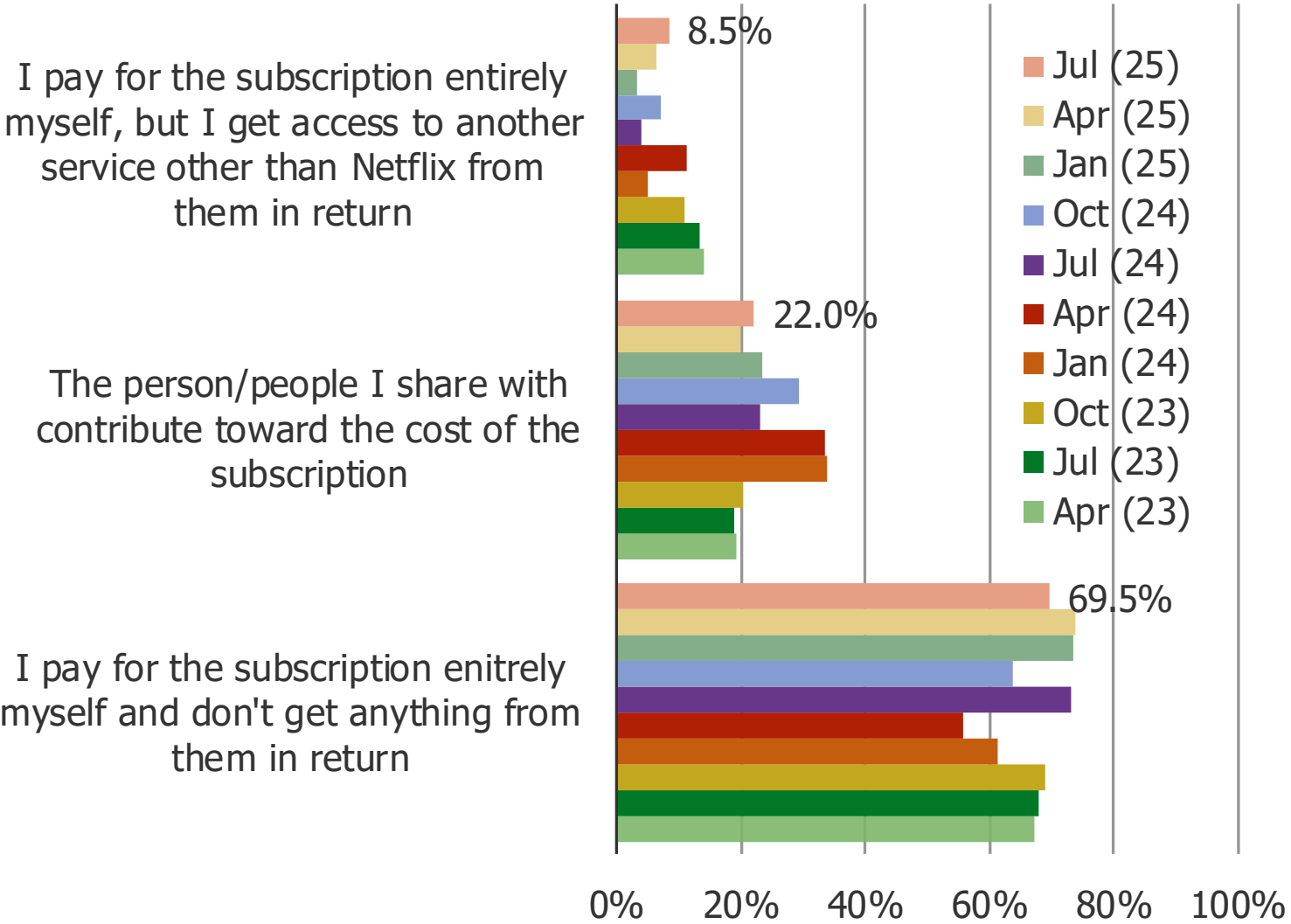
HOW MANY PEOPLE WHO LIVE OUTSIDE OF YOUR HOUSEHOLD DO YOU LET USE YOUR NETFLIX ACCOUNT?

Posed to all respondents who pay for Netflix and let people outside of their house use their log-in (N = 59)



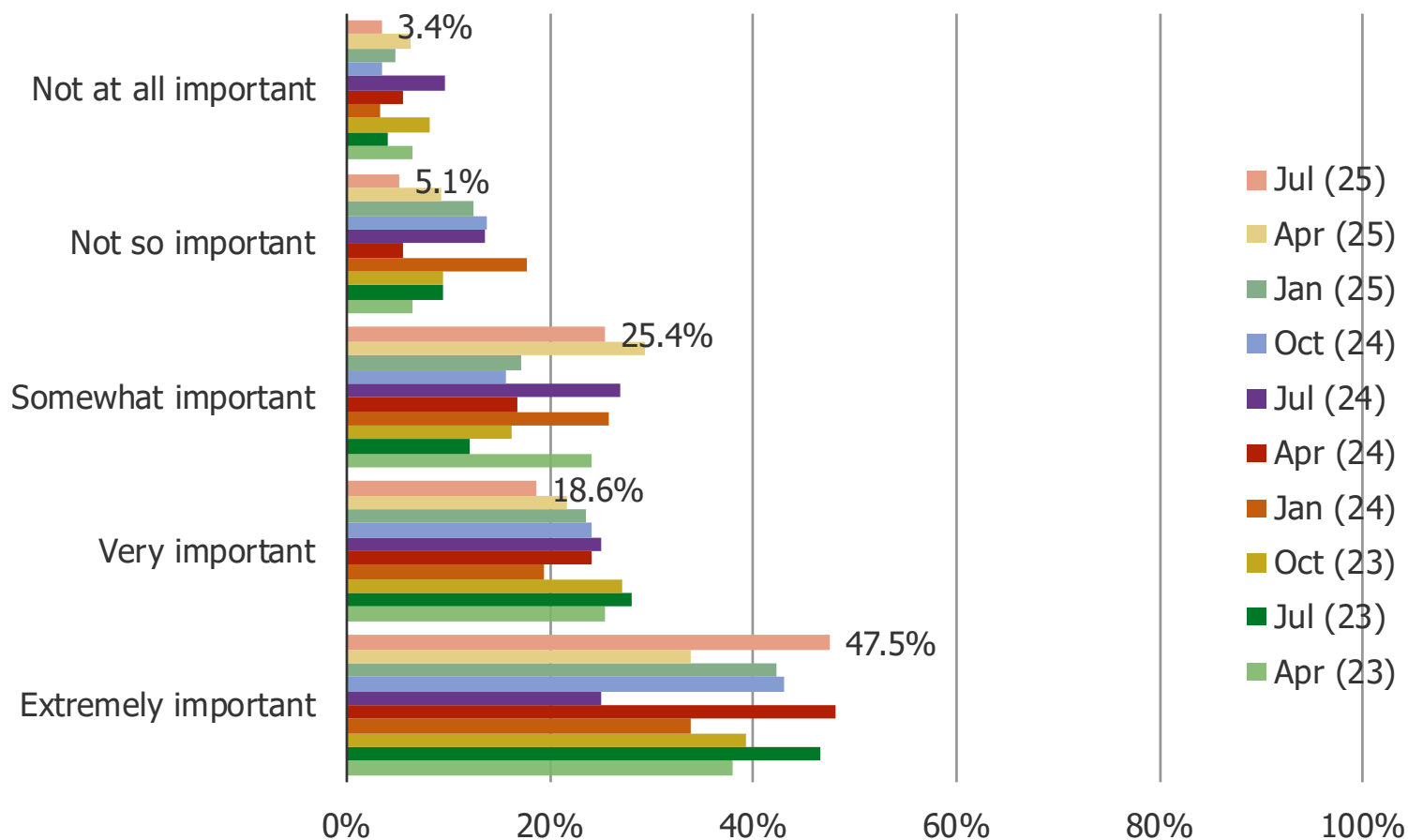
THINKING OF THE PERSON/PEOPLE YOU SHARE YOUR ACCOUNT WITH, WHO PAYS FOR THE SUBSCRIPTION?

Posed to Netflix subscribers who allow anyone outside their household to use their Netflix account. (N=59)



HOW IMPORTANT IS IT TO YOU TO BE ABLE TO SHARE YOUR NETFLIX ACCOUNT WITH PEOPLE WHO LIVE OUTSIDE OF YOUR HOME?

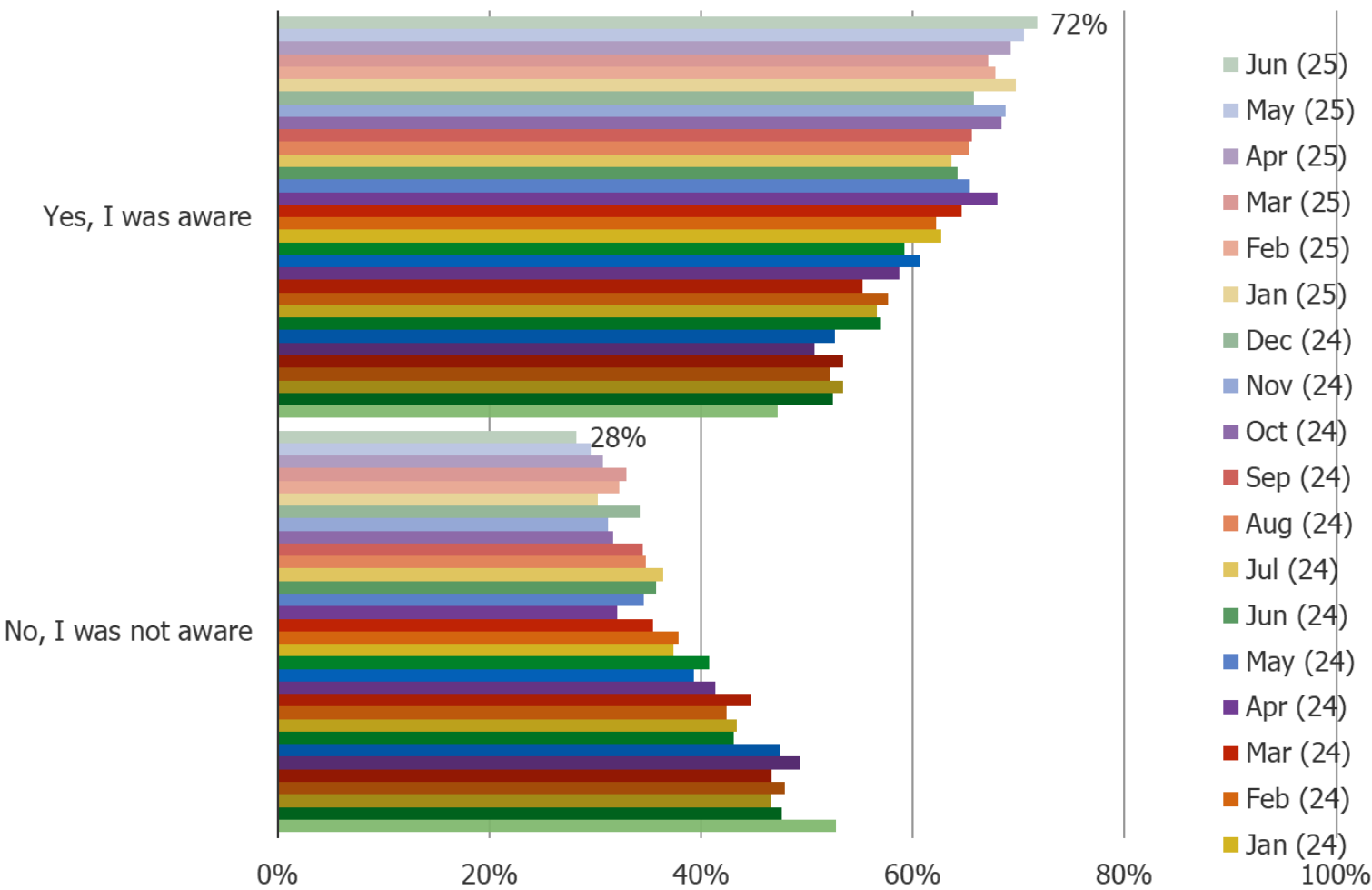
Posed to Netflix subscribers who allow anyone outside their household to use their Netflix account. (N=59)



STANDARD WITH ADS

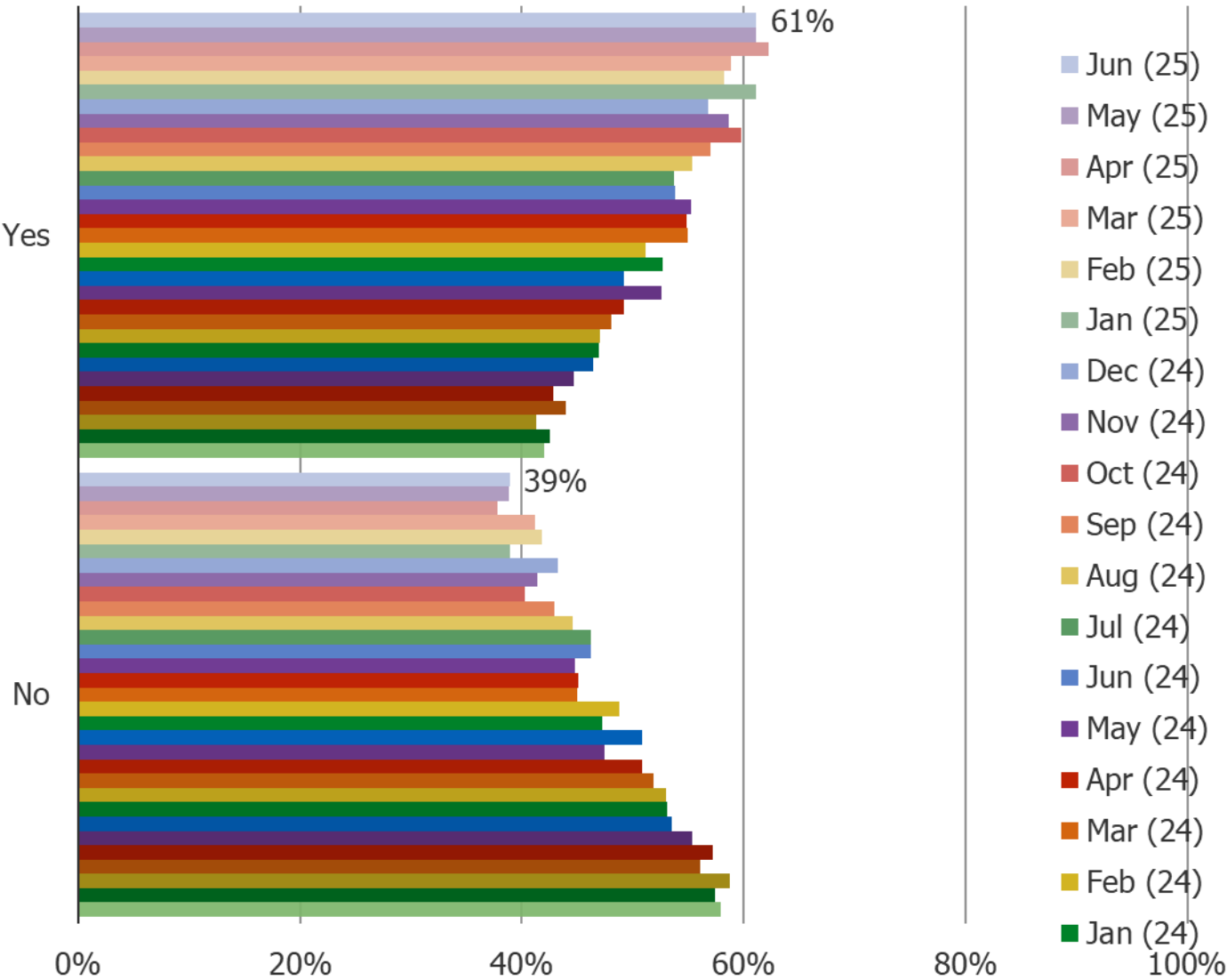
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT NETFLIX HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



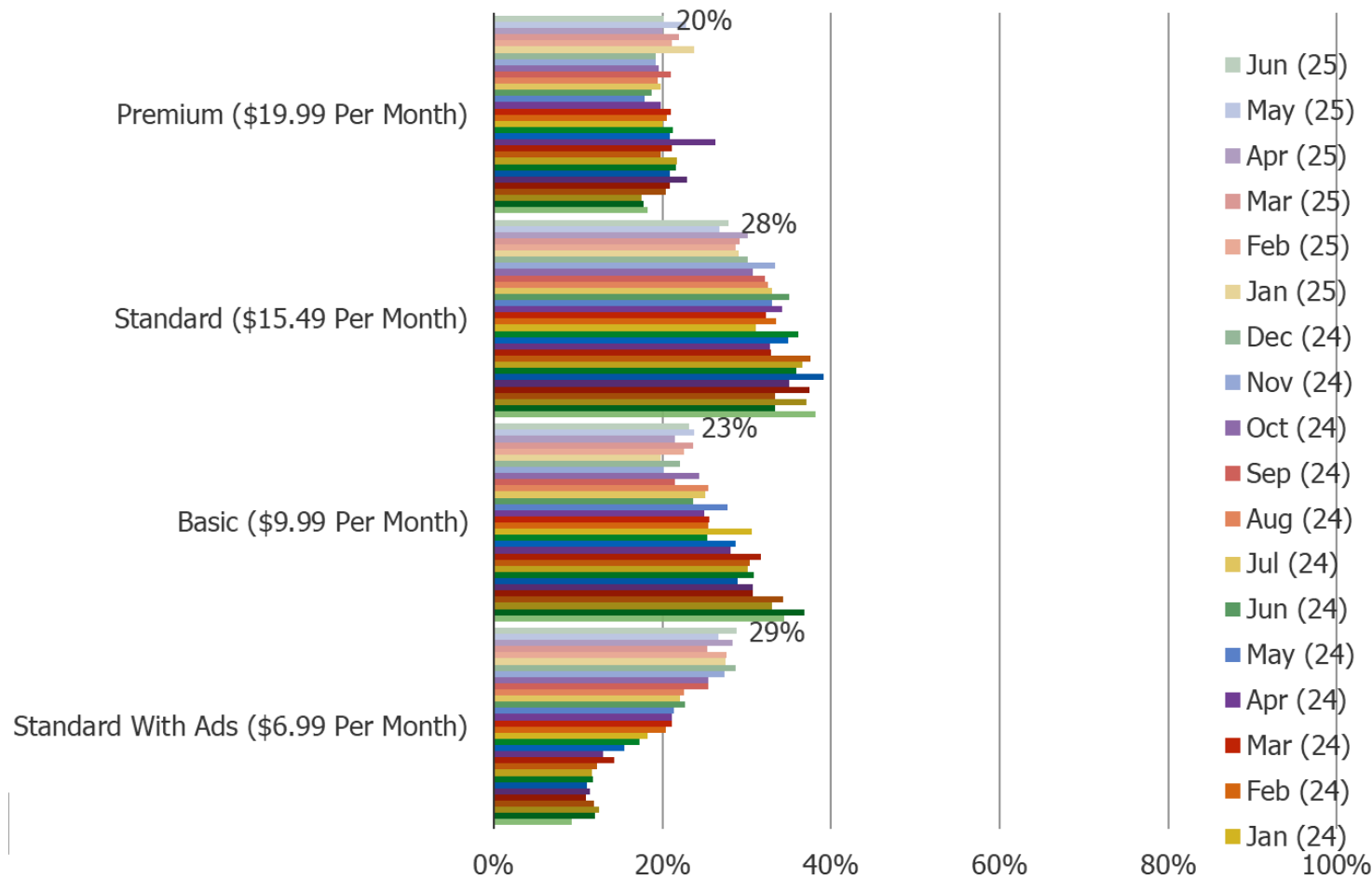
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT DISNEY+ HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



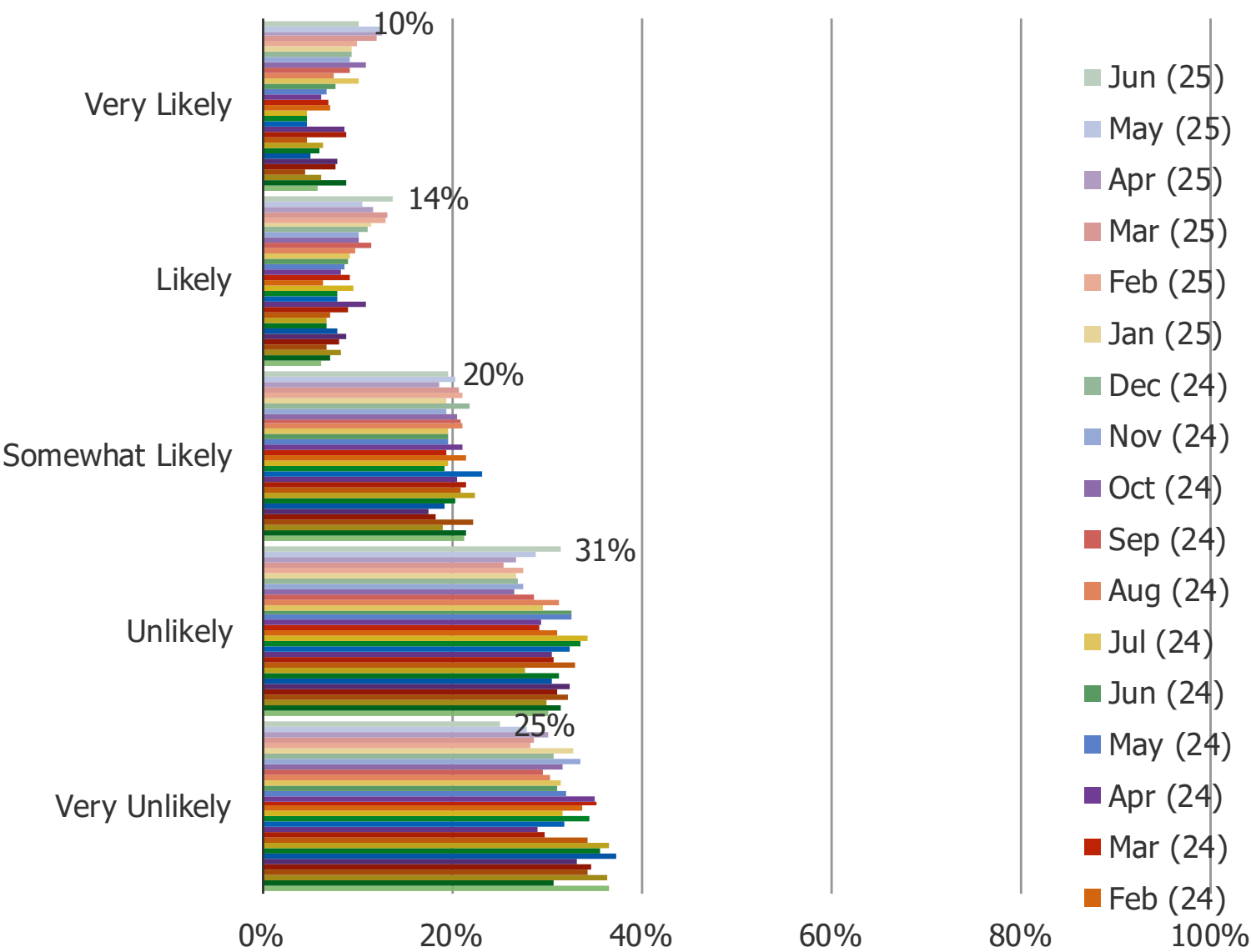
WHICH OF THE FOLLOWING MOST ACCURATELY DESCRIBES YOUR NETFLIX SUBSCRIPTION?

Posed to all respondents who have a Netflix subscription.



HOW LIKELY ARE YOU TO SWITCH YOUR NETFLIX SUBSCRIPTION TO STANDARD WITH ADS FOR \$6.99 PER MONTH IN THE NEXT MONTH?

Posed to all respondents who are Netflix subscribers but are not on the ad supported plan.

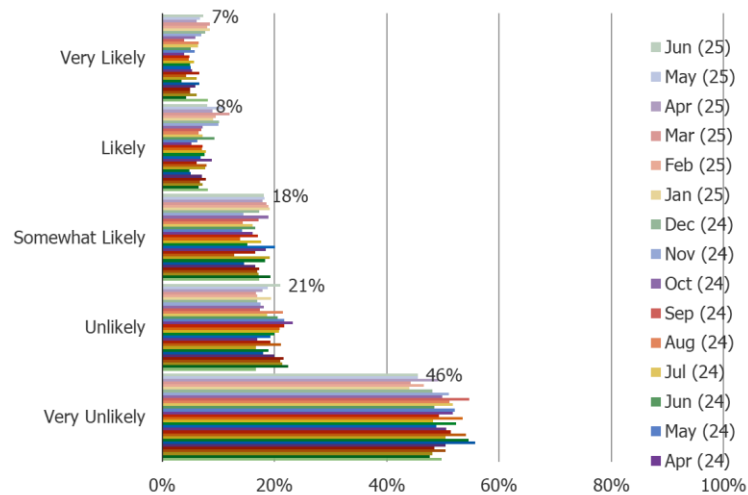




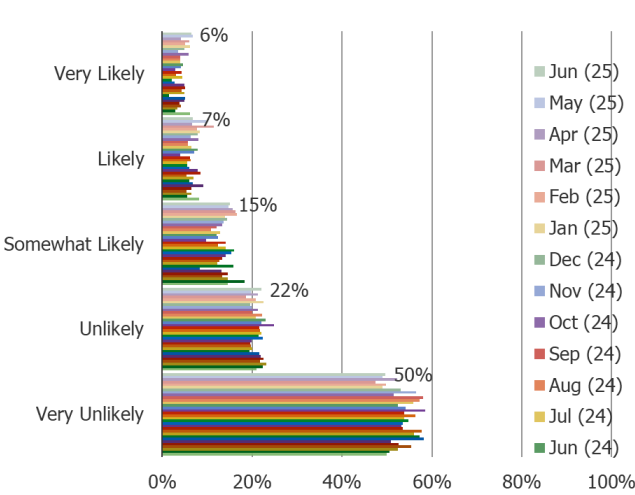
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING NETFLIX PLANS IN THE NEXT MONTH?

Posed to all respondents who are not currently Netflix subscribers.

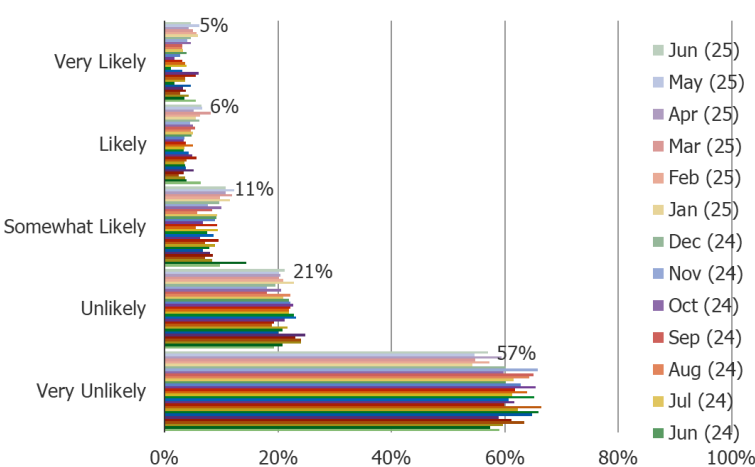
Standard with Ads



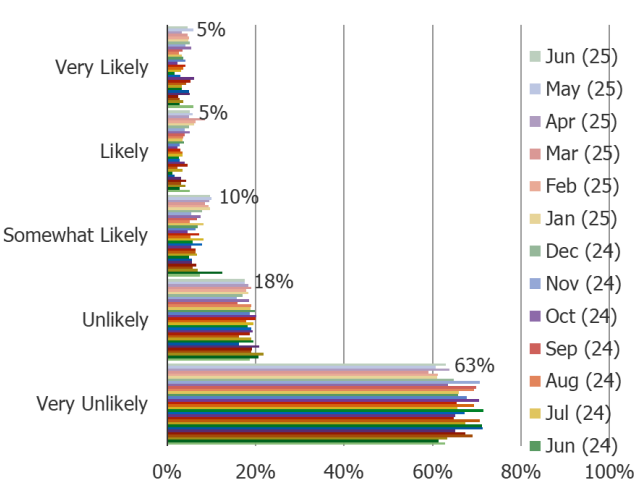
Basic



Standard

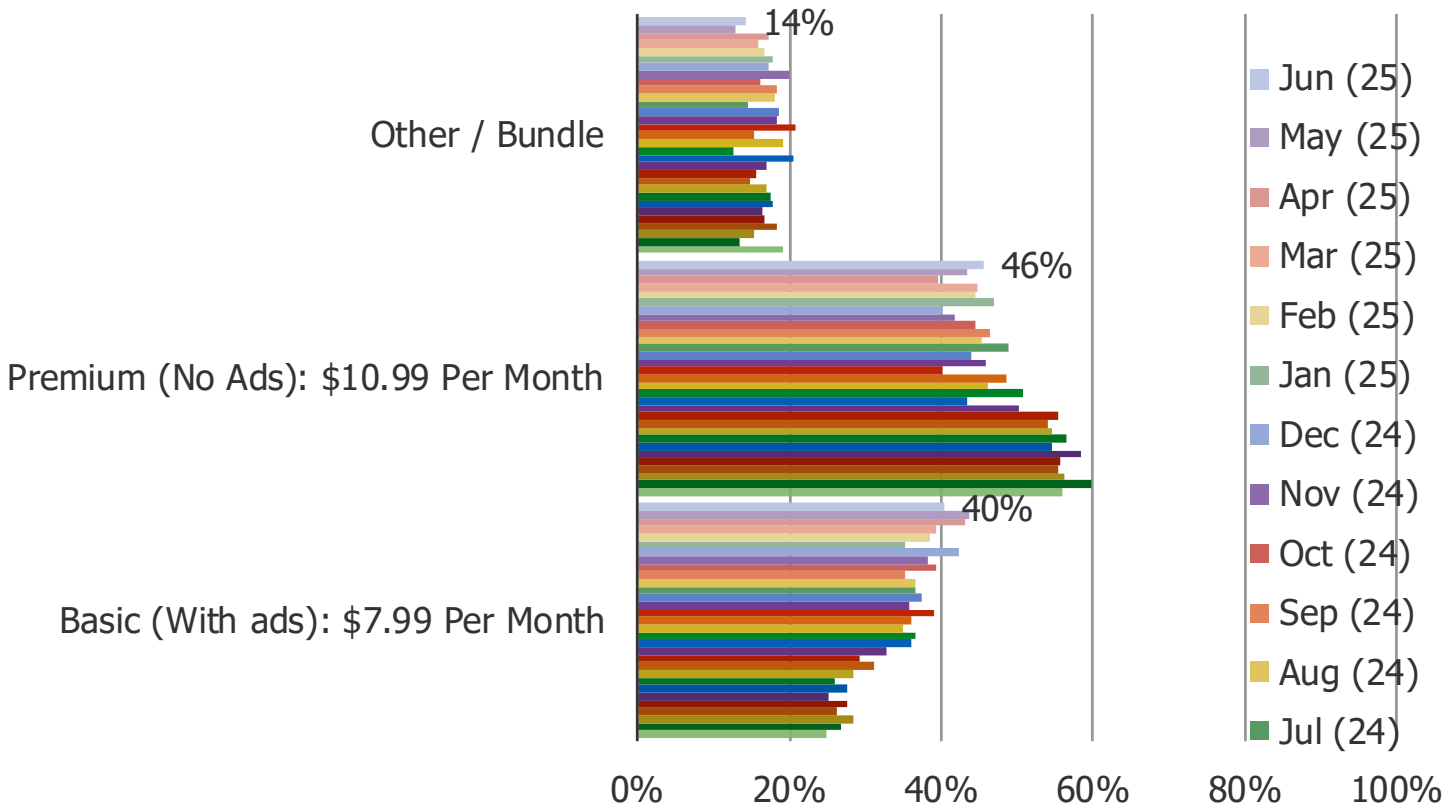


Premium



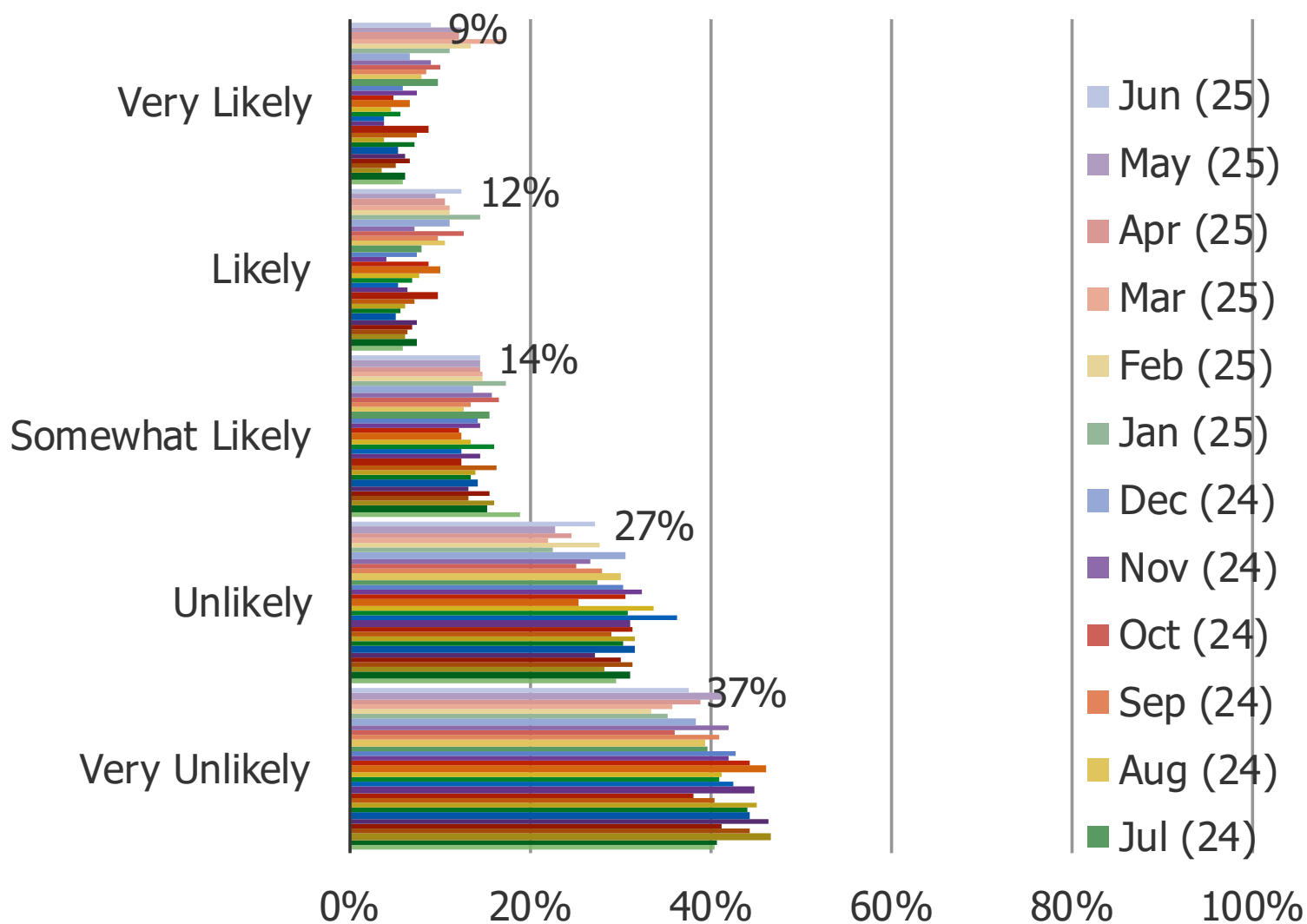
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DISNEY+ SUBSCRIPTION?

Posed to all respondents who are Disney+ subscribers.



HOW LIKELY ARE YOU TO SWITCH YOUR DISNEY+ SUBSCRIPTION TO BASIC WITH ADS FOR \$7.99 PER MONTH IN THE NEXT MONTH?

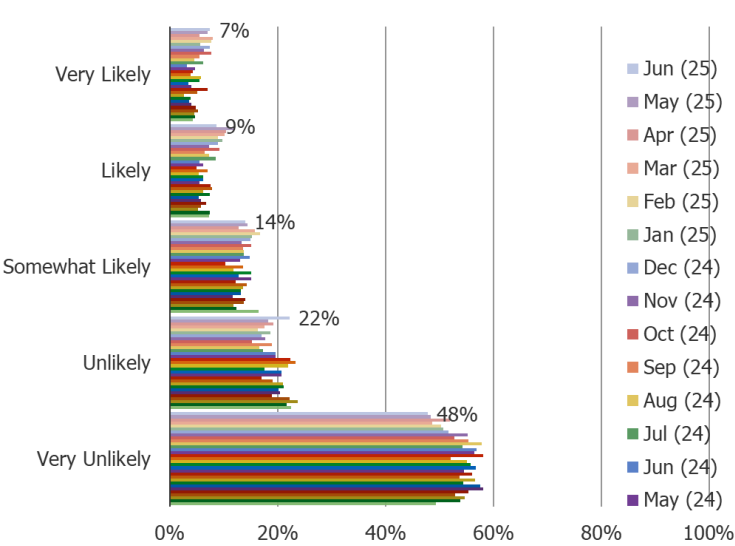
Posed to all respondents who are Disney+ subscribers but are not on the ad supported plan currently.



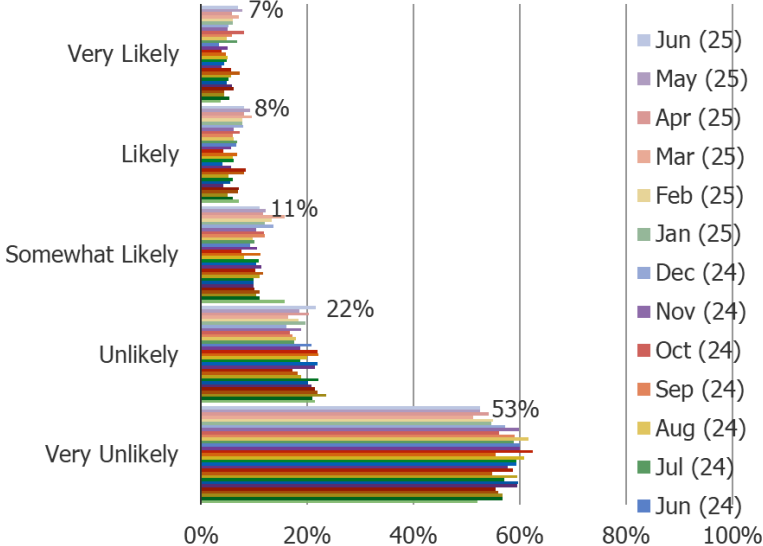
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING DISNEY+ PLANS IN THE NEXT MONTH?

Posed to respondents who are not currently Disney+ subscribers.

Basic (With ads): \$7.99 Per Month

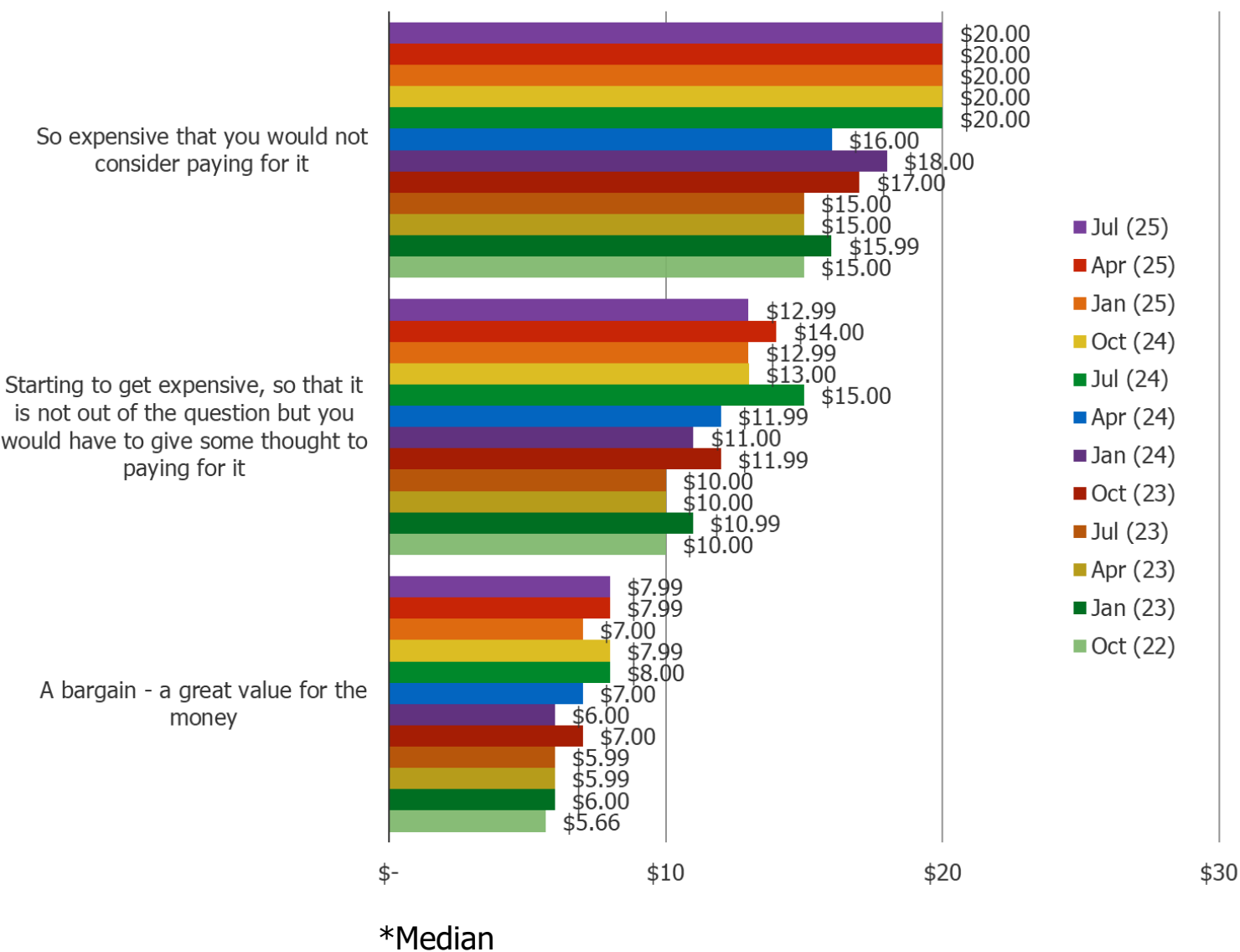


Premium (No Ads): \$10.99 Per Month



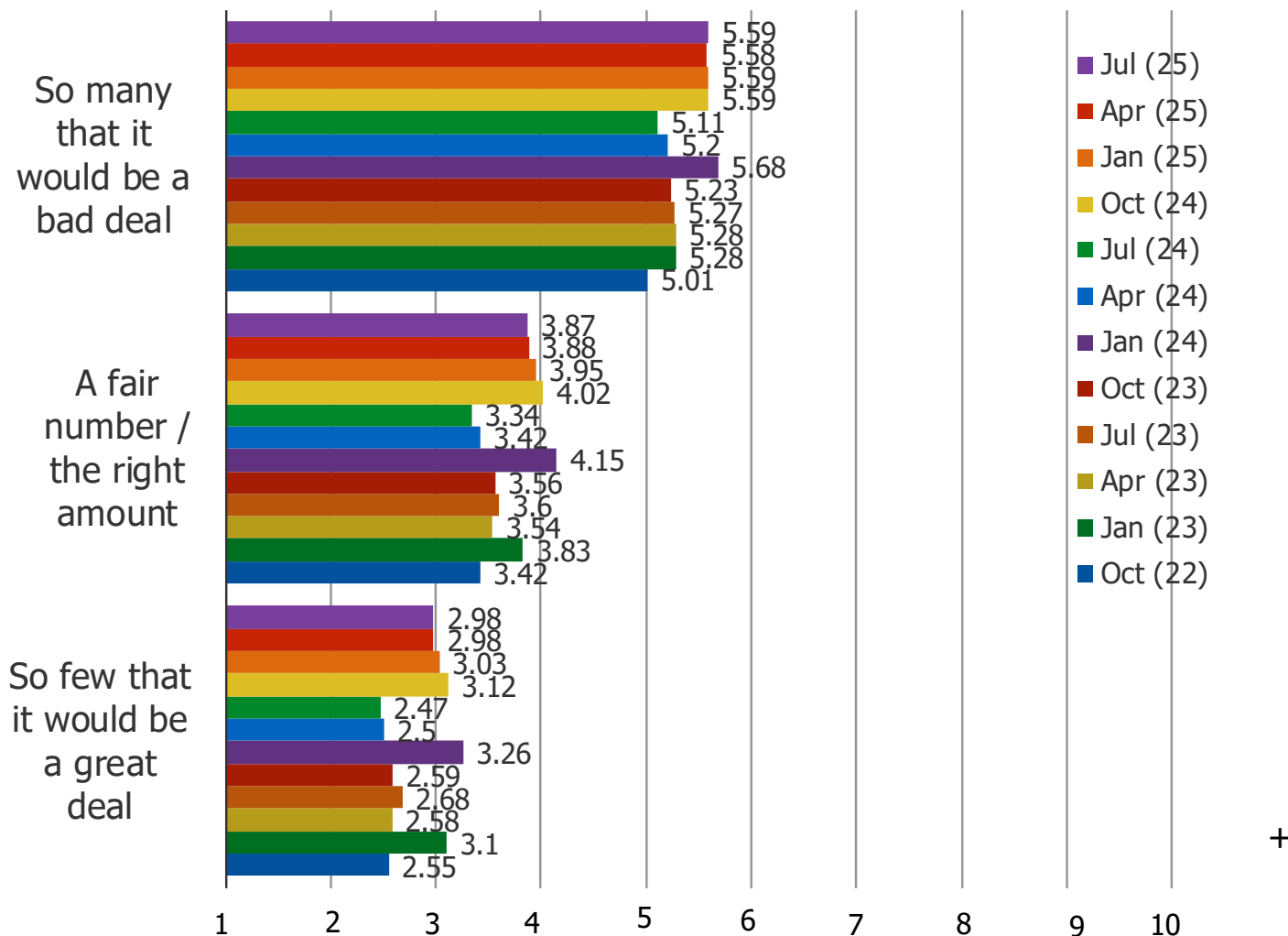
AT WHAT PRICES PER MONTH WOULD YOU CONSIDER A NETFLIX AD-SUPPORTED TIER TO BE...

Posed to respondents who watch movies and/or TV shows at home (N = 813)



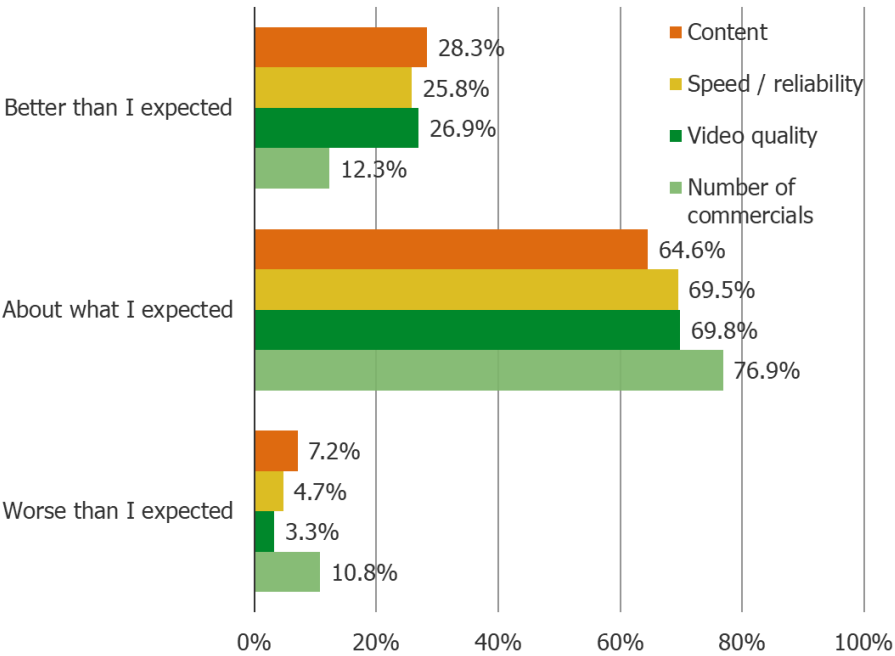
THINKING ABOUT NETFLIX'S AD-SUPPORTED TIER, HOW MANY COMMERCIALS PER HOUR WOULD YOU CONSIDER TO BE...

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N =1501

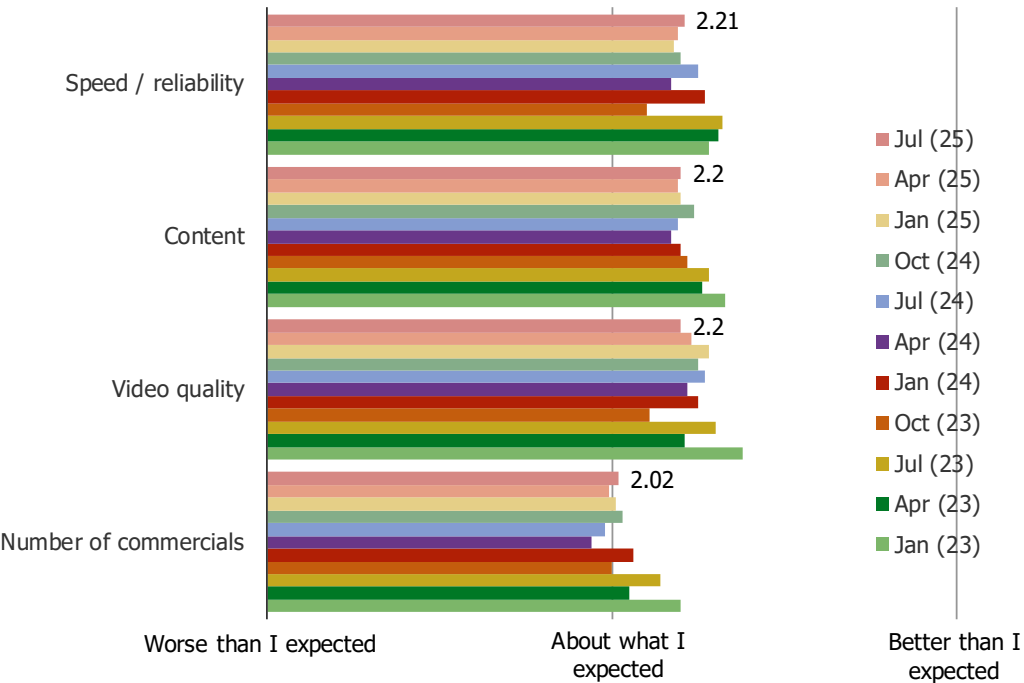


HOW DOES YOUR EXPERIENCE WITH THE STANDARDS WITH ADS PLAN COMPARE TO YOUR EXPECTATIONS WHEN IT COMES TO THE FOLLOWING?

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 1259

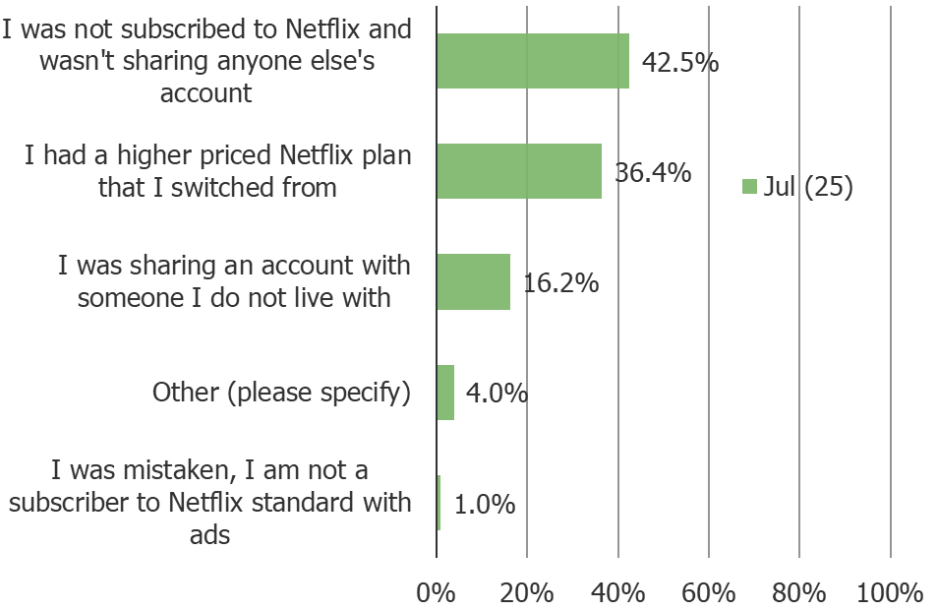


Weighted Average, vs. Historical Readings

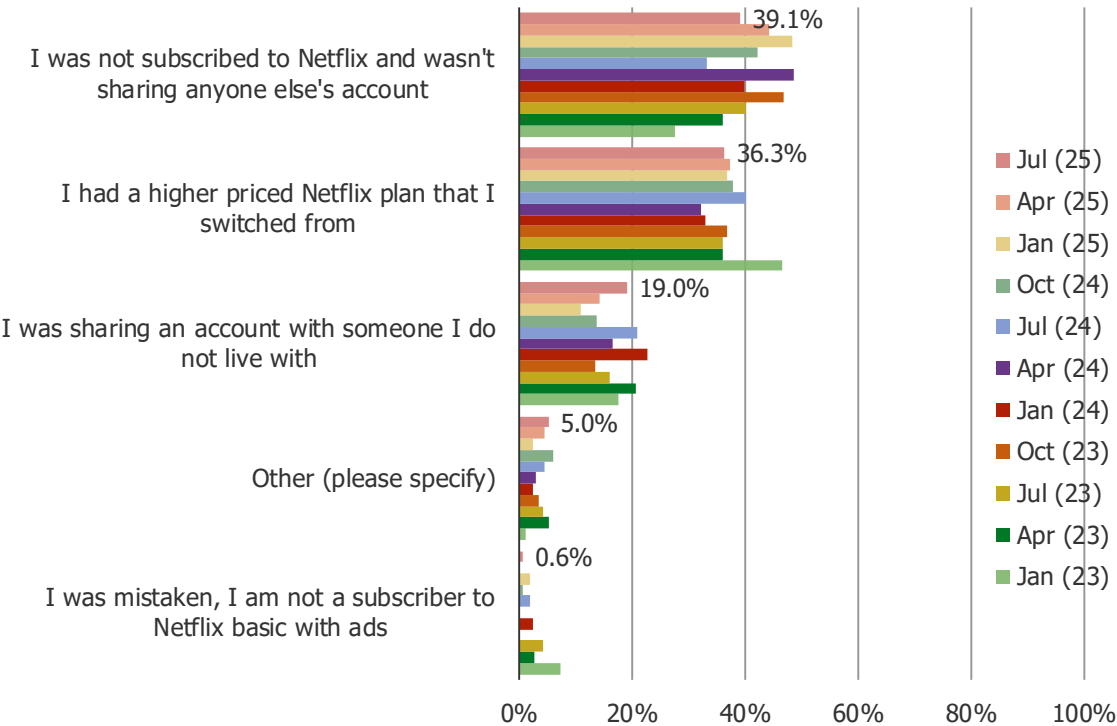


BEFORE YOU SIGNED UP FOR NETFLIX STANDARD WITH ADS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 1259



Historical Readings, Wave by Wave...

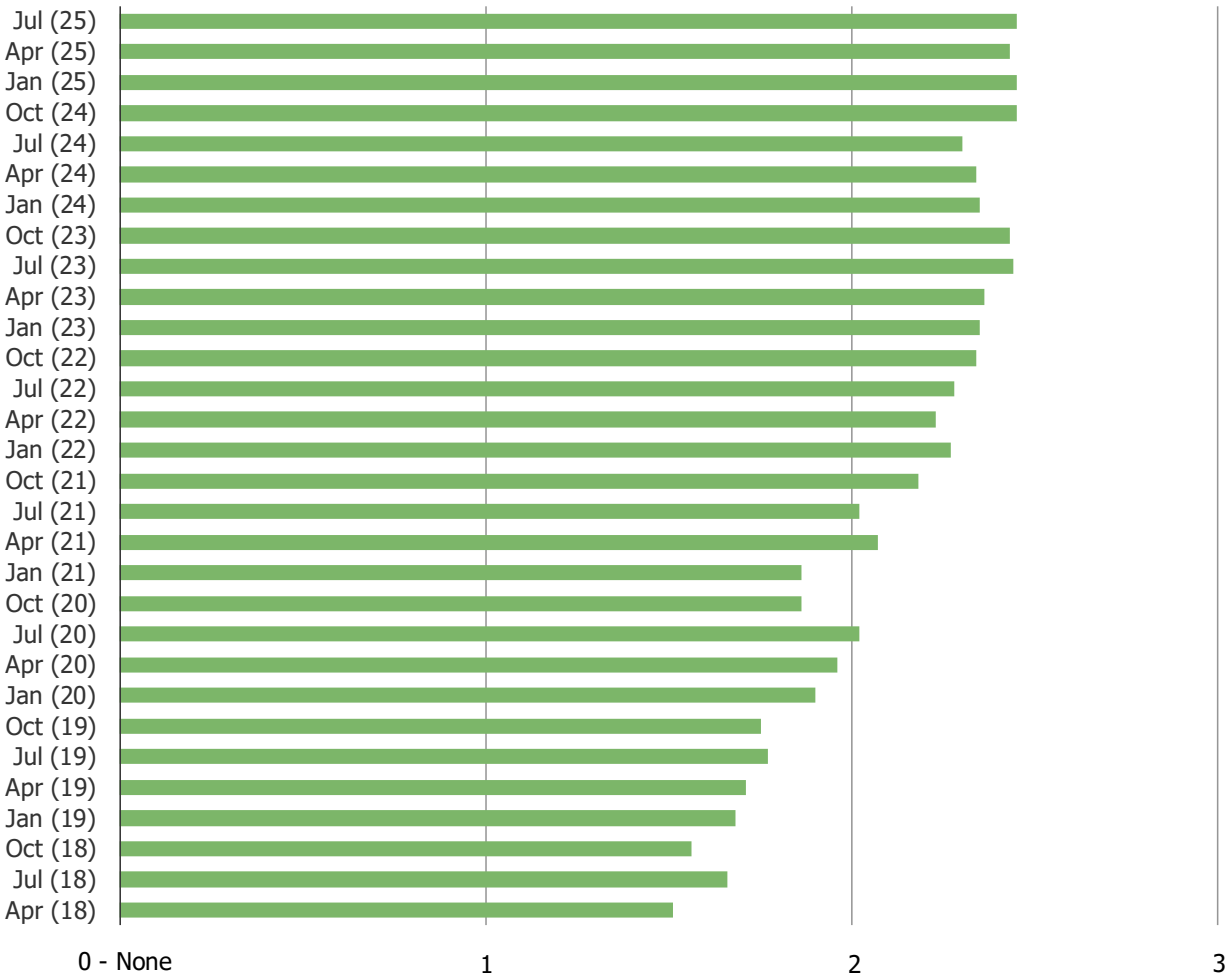




# STREAMING SECTOR DYNAMICS

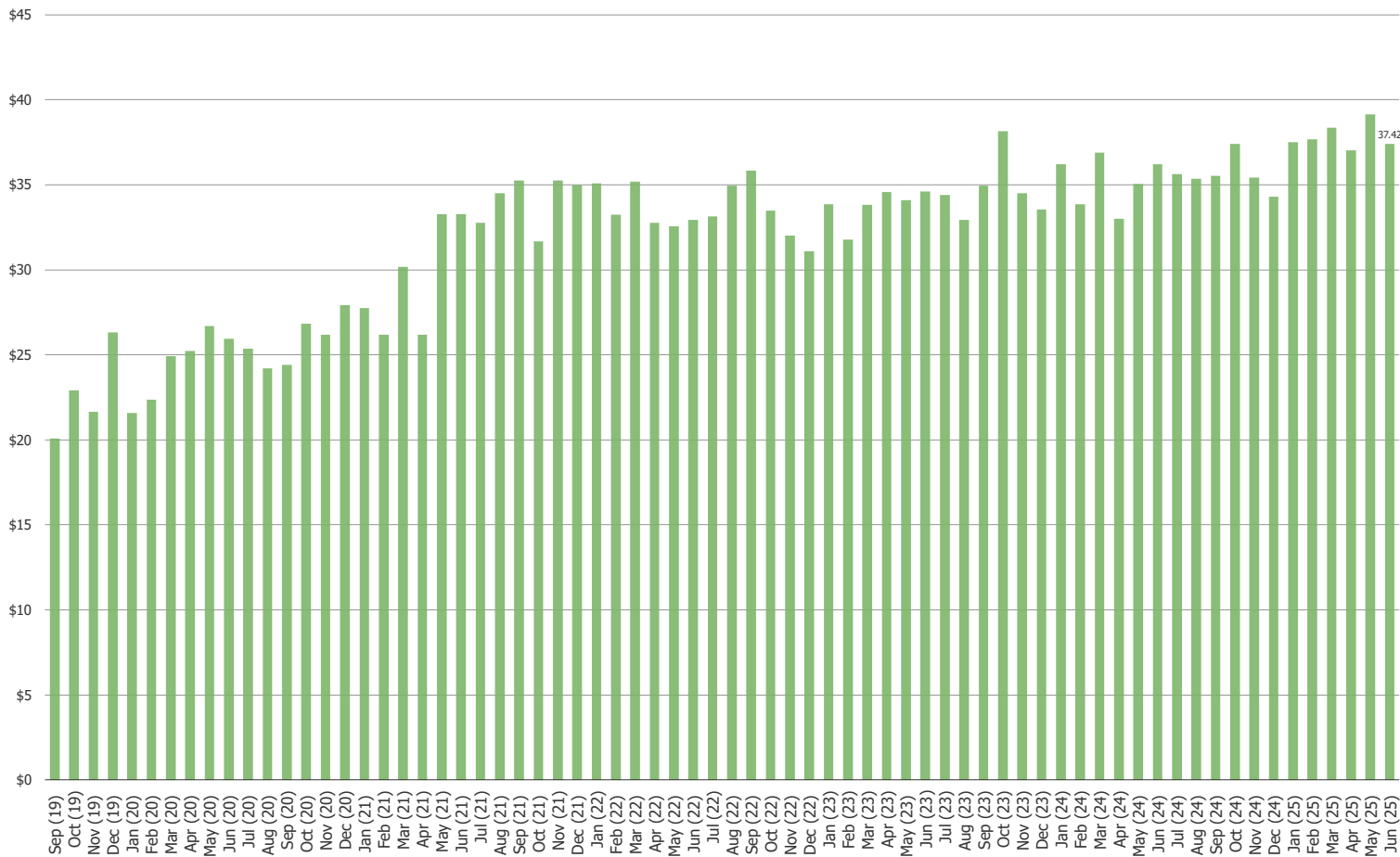
HOW MANY STREAMING VIDEO SERVICES DO YOU THINK IS THE RIGHT NUMBER TO BE PAYING FOR AT THE SAME TIME?

Posed to all respondents.



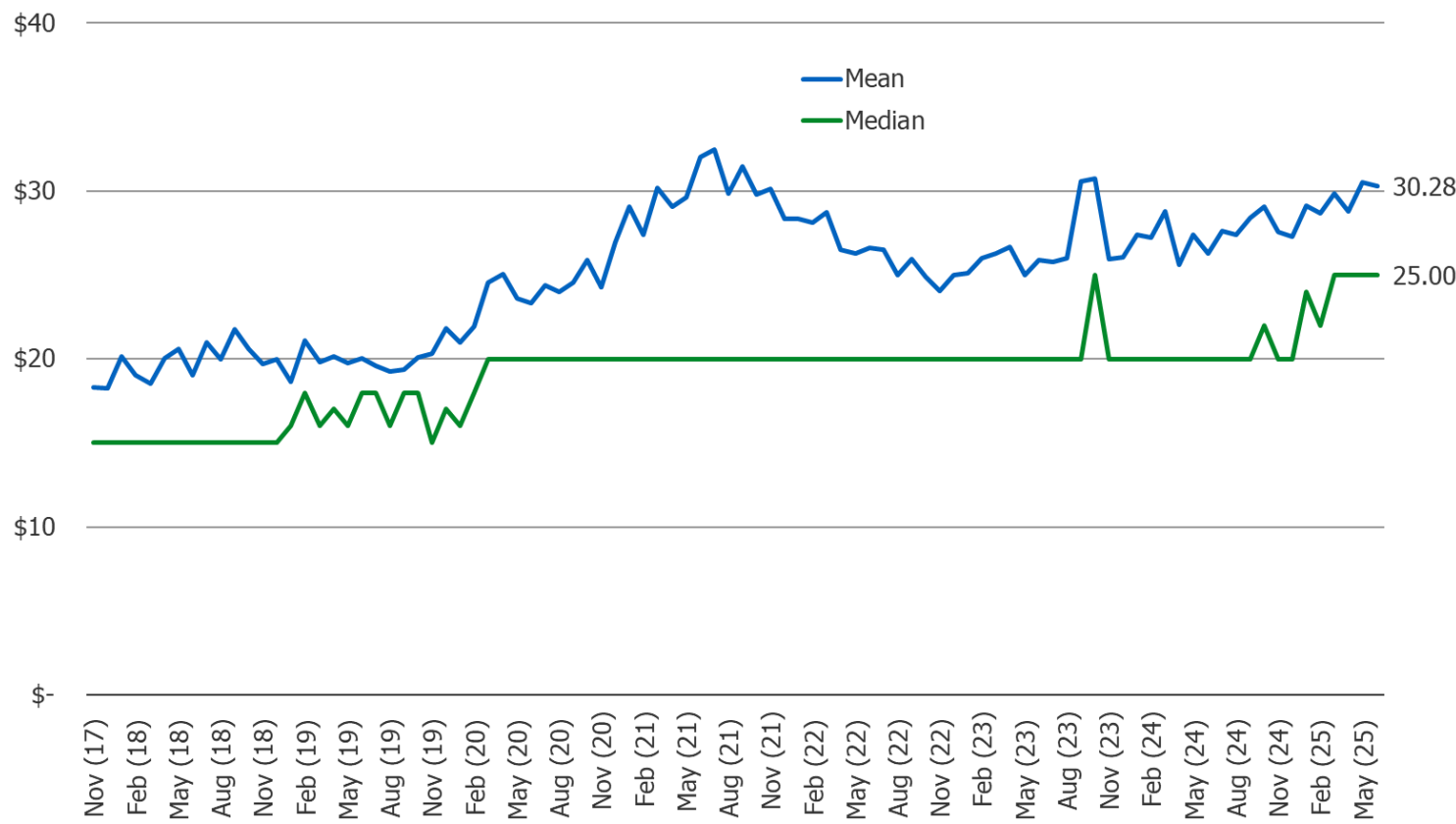
HOW MUCH DO YOU THINK IS APPROPRIATE TO SPEND ON STREAMING VIDEO SERVICES, IN TOTAL, PER MONTH?

Posed to all respondents.



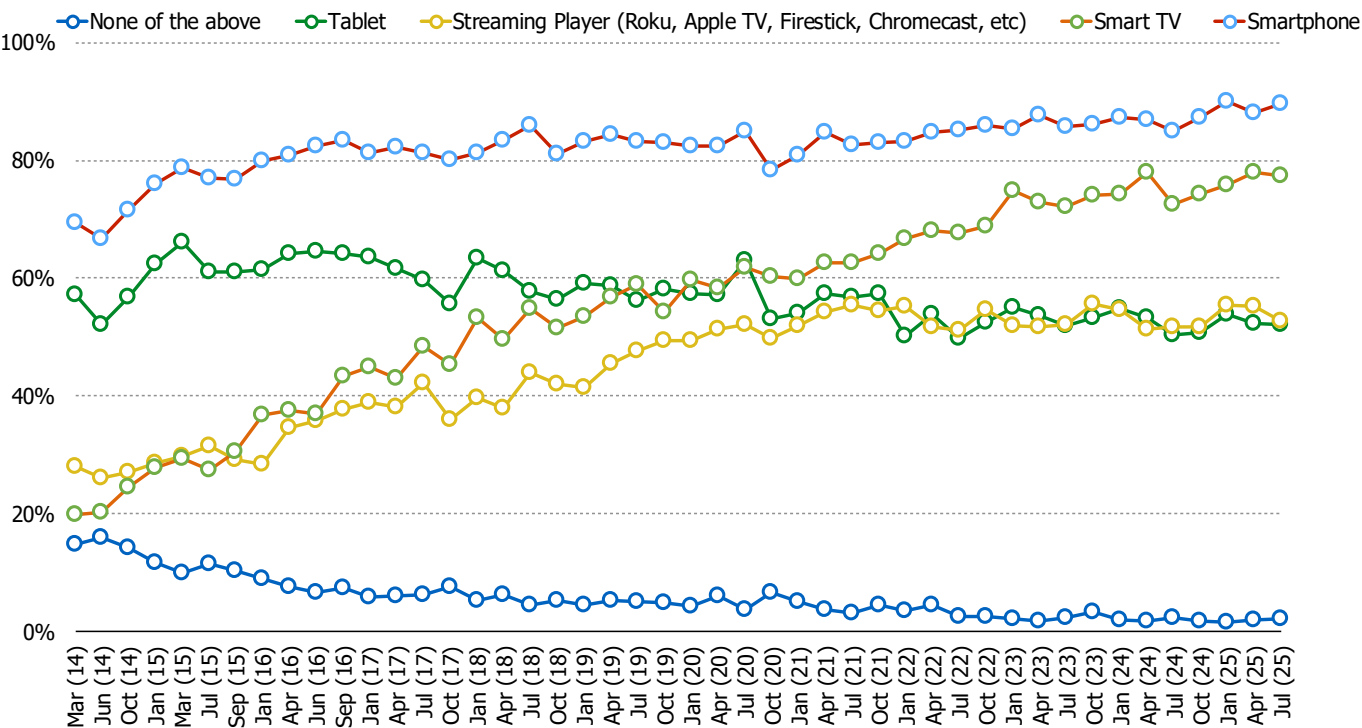
AT WHAT MONTHLY PRICE POINT WOULD YOU DECIDE TO CANCEL YOUR NETFLIX SUBSCRIPTION?  
(IE, IF NETFLIX CONTINUES TO RAISE PRICES, WHAT PRICE POINT PER MONTH WOULD TRIGGER YOUR CANCELLATION OF NETFLIX)?

Posed to all respondents.



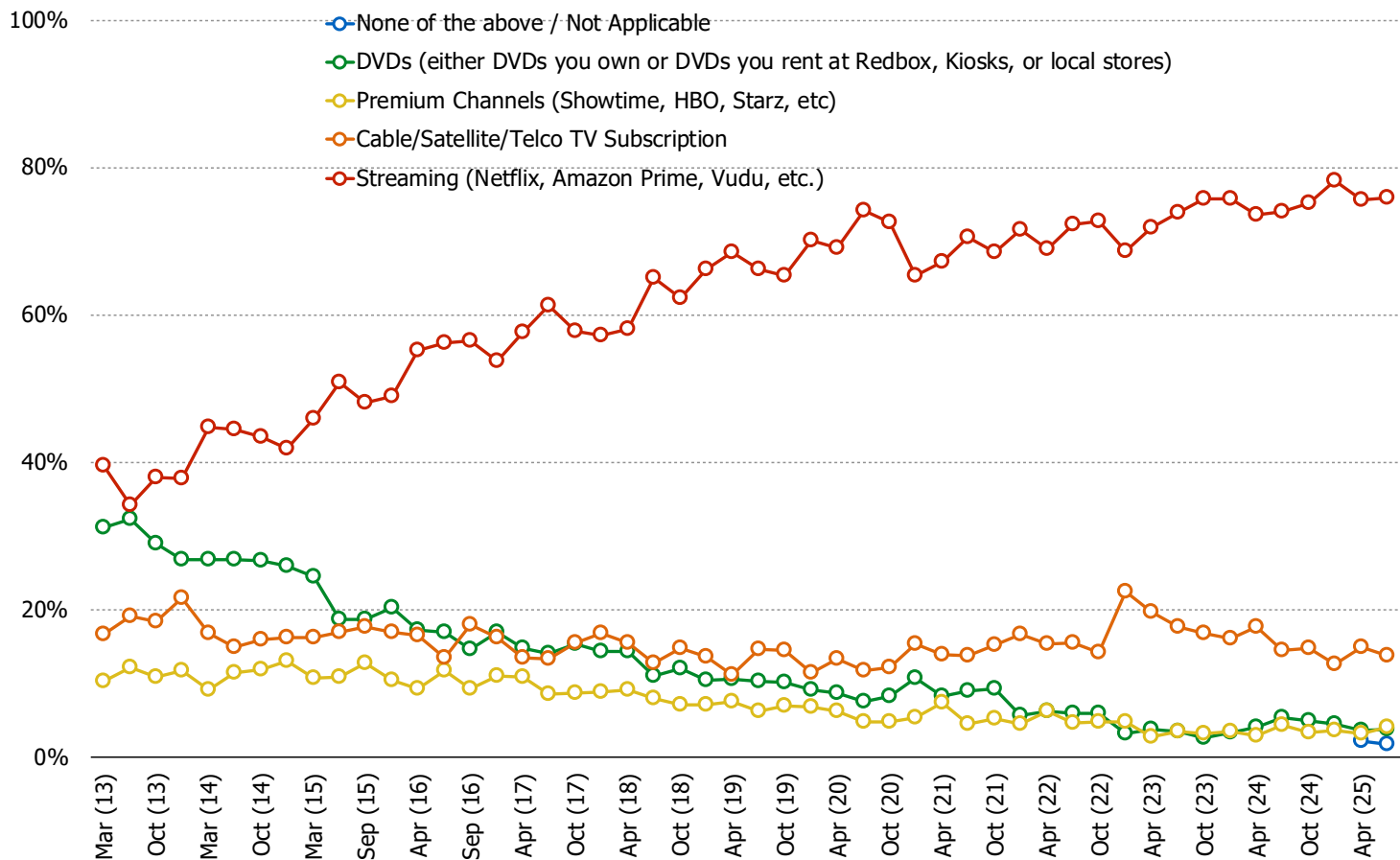
INTERNET CONNECTED DEVICES OWNED BY RESPONDENTS

This question was posed to the target audience.



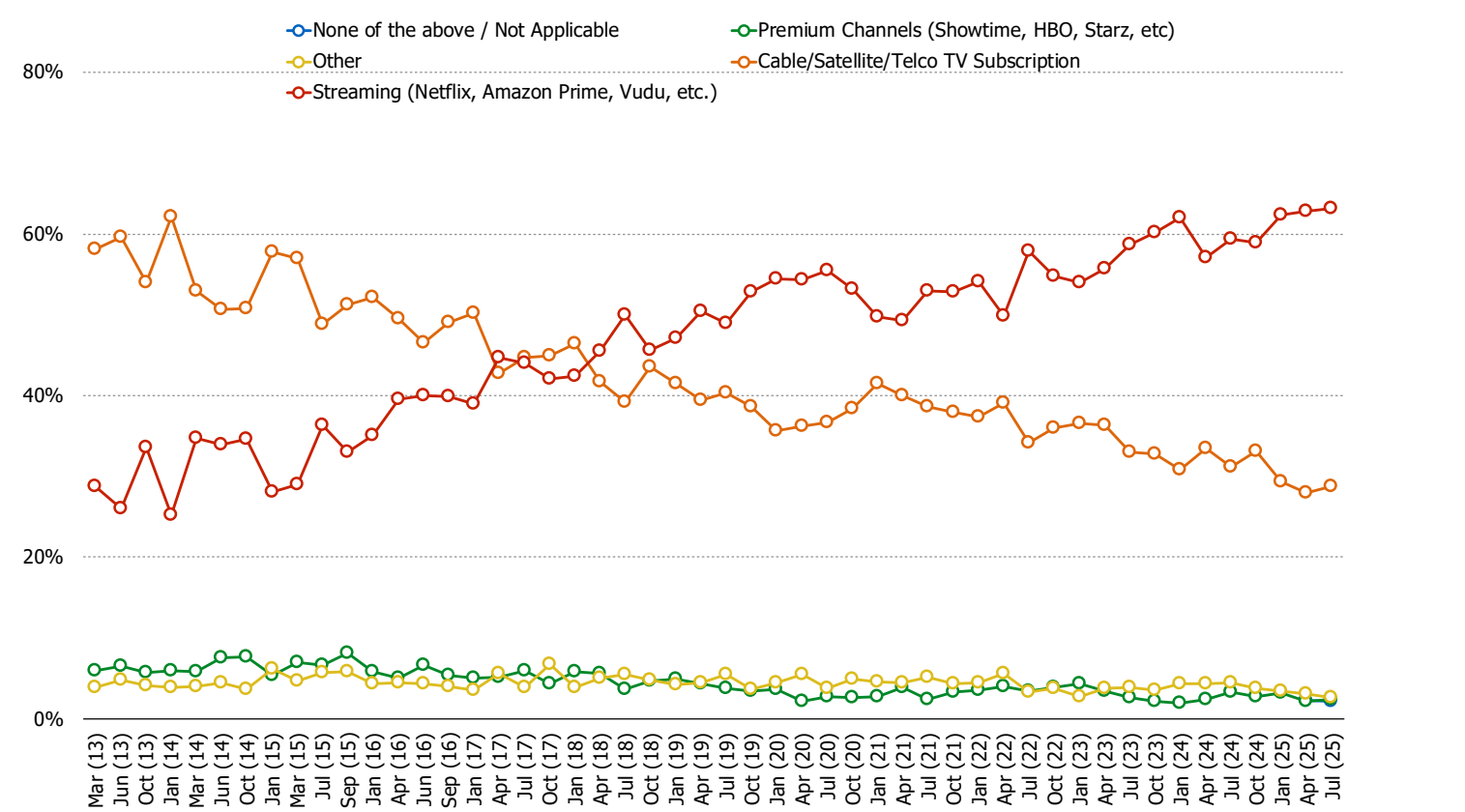
PREFERRED METHOD FOR WATCHING MOVIES

This question was posed to the target audience.



PREFERRED METHOD FOR WATCHING TELEVISION SHOWS

This question was posed to the target audience.



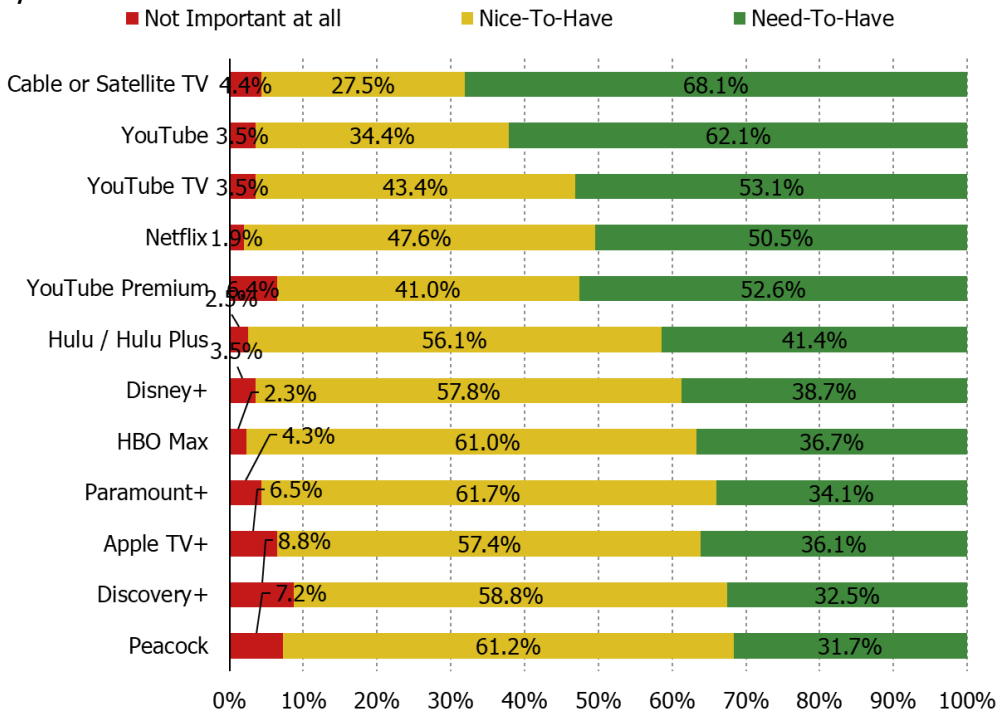
## STREAMING PLATFORMS – COMPETITIVE DYNAMICS



DO YOU CONSIDER THE FOLLOWING TO BE...

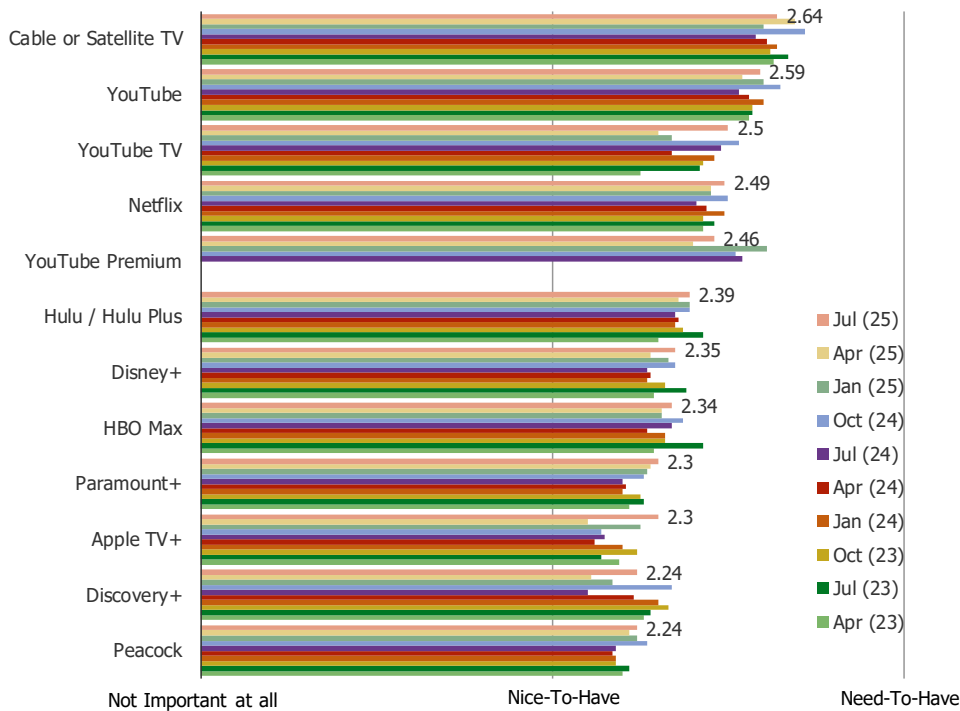
Posed to all respondents who use the below methods/services to watch movies/TV shows/video content at home.

JULY 2025



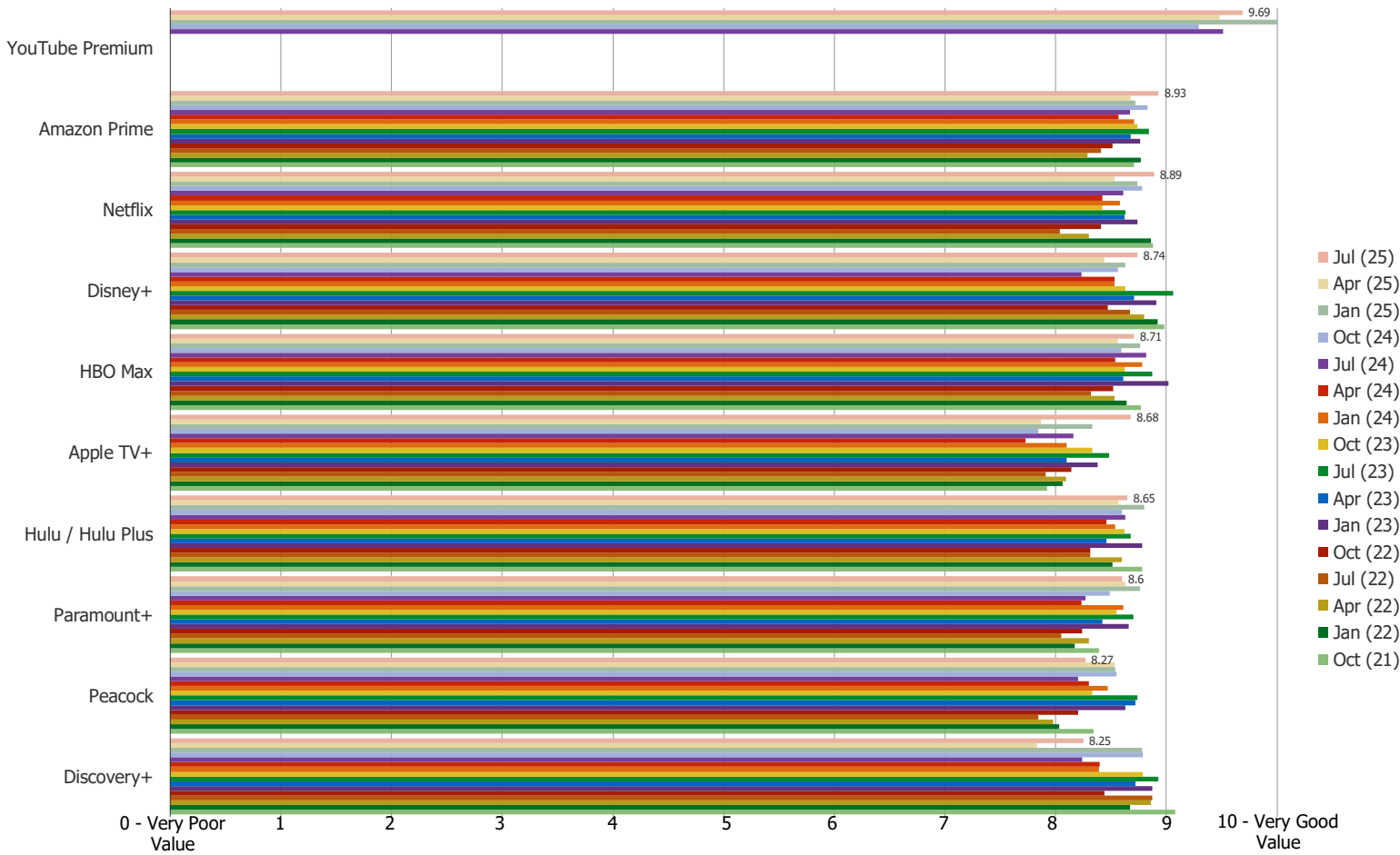
	N=
Peacock	278
Discovery+	80
Apple TV+	108
Paramount+	279
HBO Max	259
Disney+	315
Hulu / Hulu Plus	362
YouTube Premium	78
Netflix	517
YouTube TV	113
YouTube	343
Cable or Satellite TV	229

History - Weighted Average



HOW WOULD YOU RATE THE VALUE THIS SERVICE OFFERS RELATIVE TO WHAT IT COSTS?

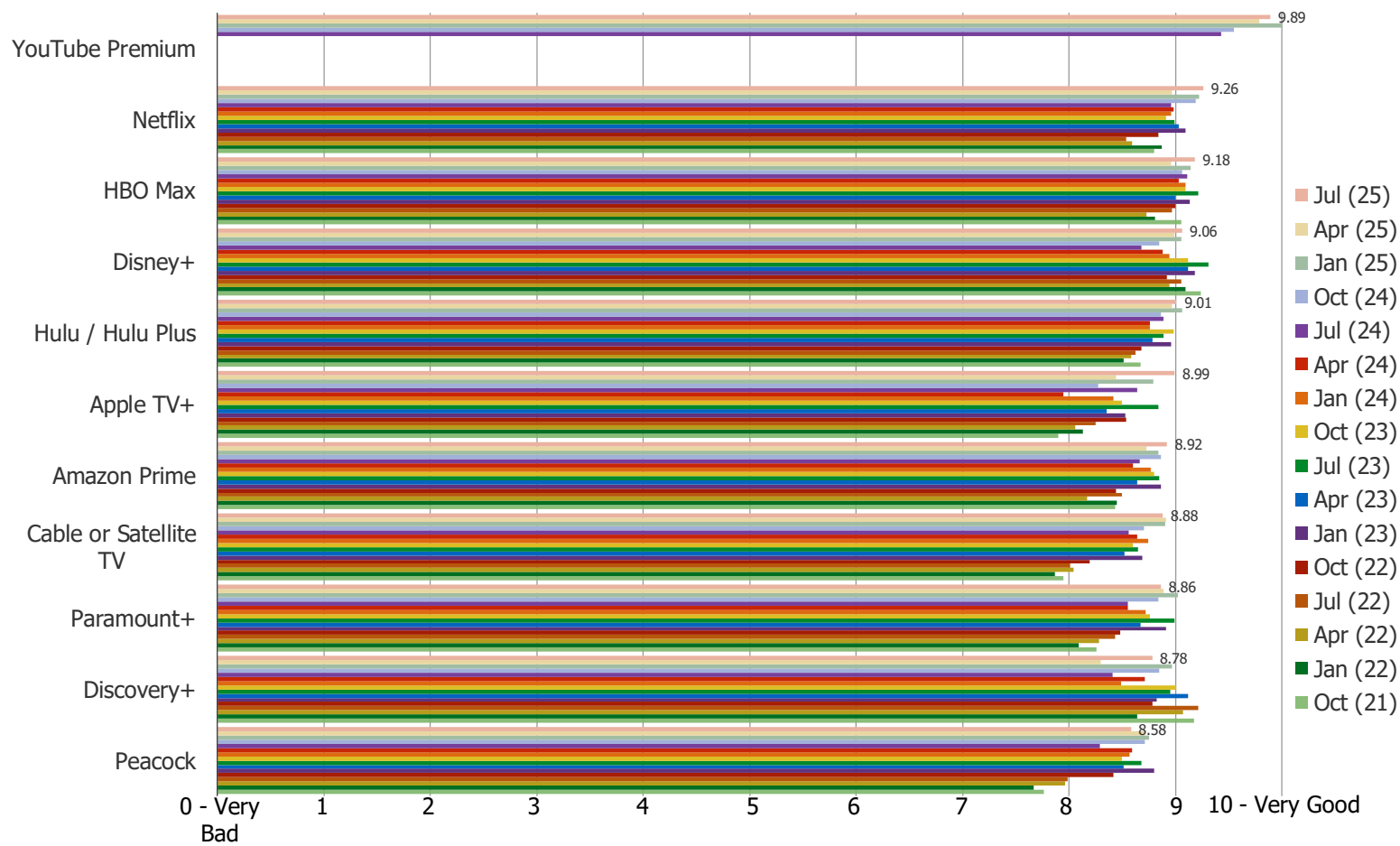
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.



	N=
Discovery+	73
YouTube Premium	74
Apple TV+	102
Cable or Satellite TV	225
HBO Max	230
Paramount+	252
Peacock	255
Disney+	281
Hulu / Hulu Plus	338
Amazon Prime	437
Netflix	498

PLEASE RATE THE CONTENT AVAILABLE ON THE FOLLOWING:

Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.

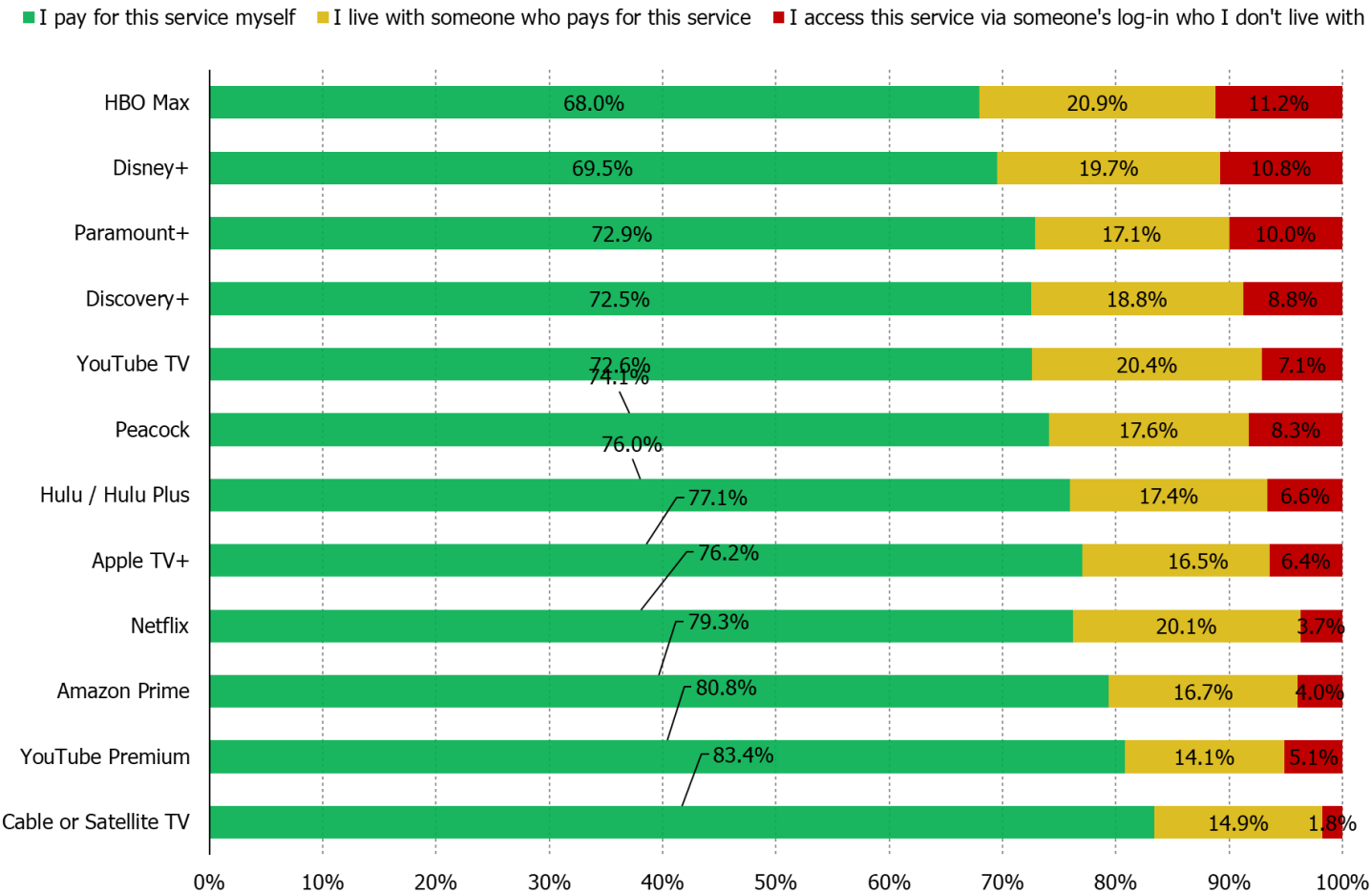


	N=
Discovery+	73
YouTube Premium	74
Apple TV+	102
Cable or Satellite TV	225
HBO Max	230
Paramount+	252
Peacock	255
Disney+	281
Hulu / Hulu Plus	338
Amazon Prime	437
Netflix	498

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

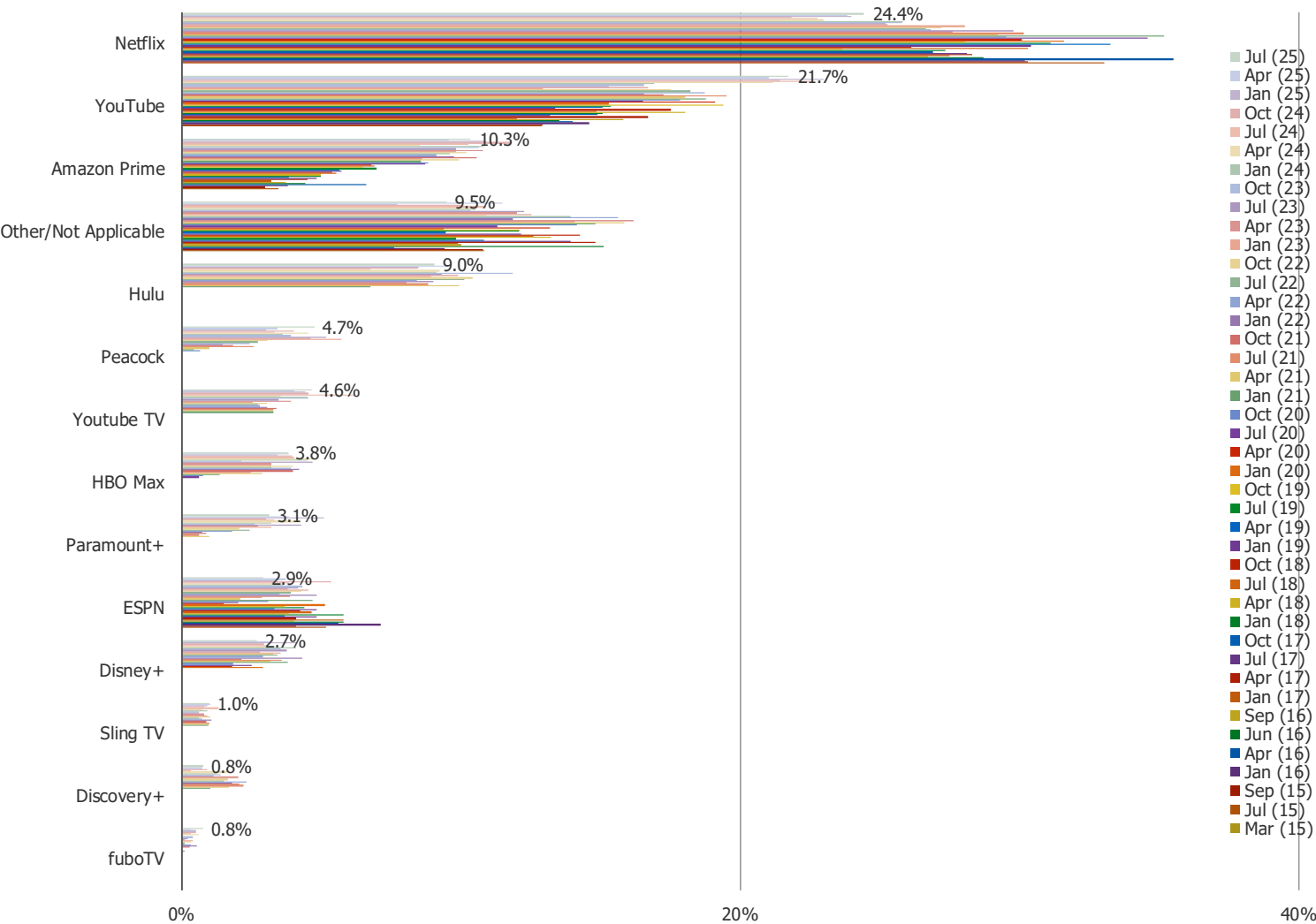
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.

JULY 2025



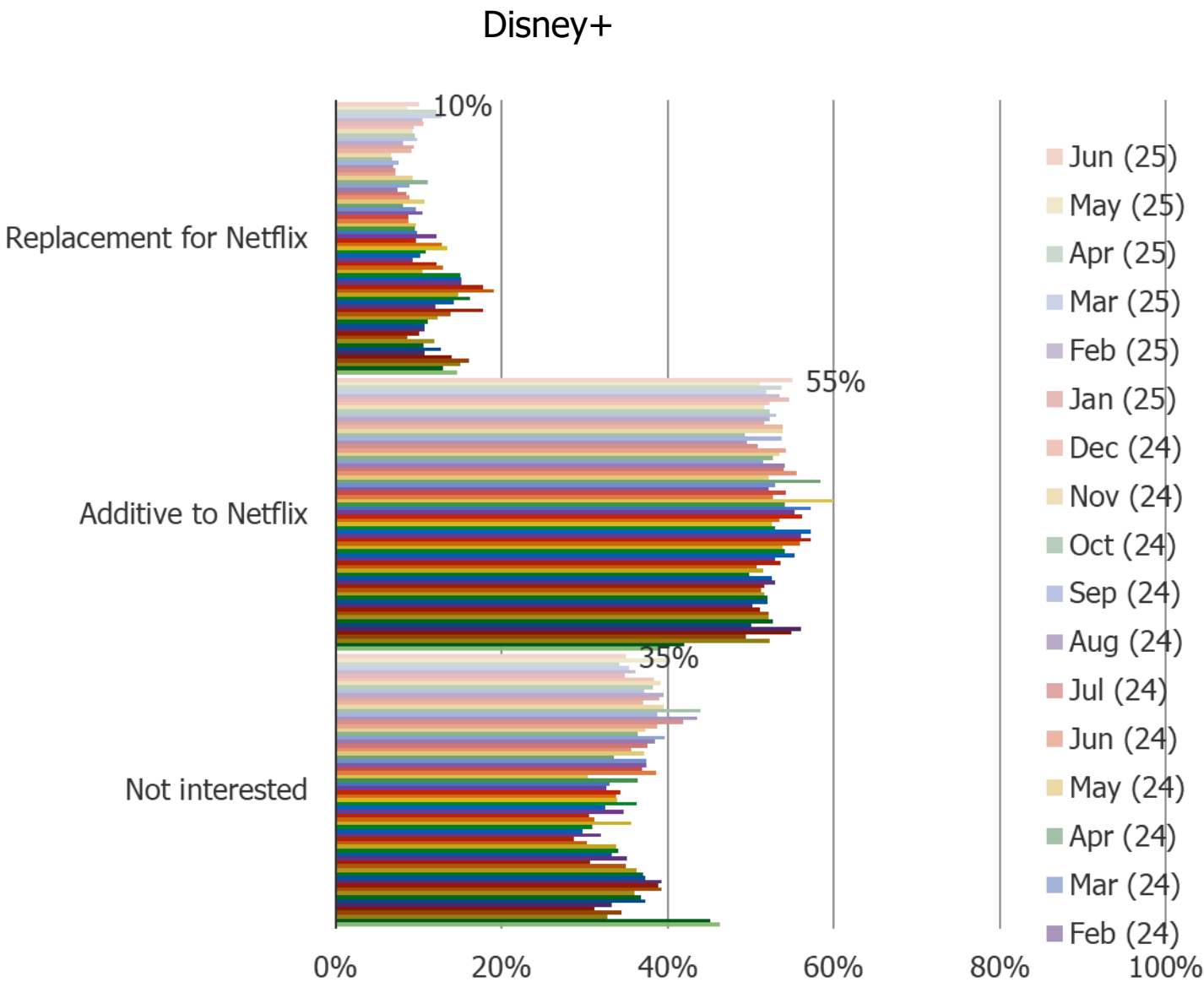
OUT OF THE FOLLOWING NETWORKS/SERVICES, WHICH DO YOU WATCH MOST OFTEN?

Posed to all respondents



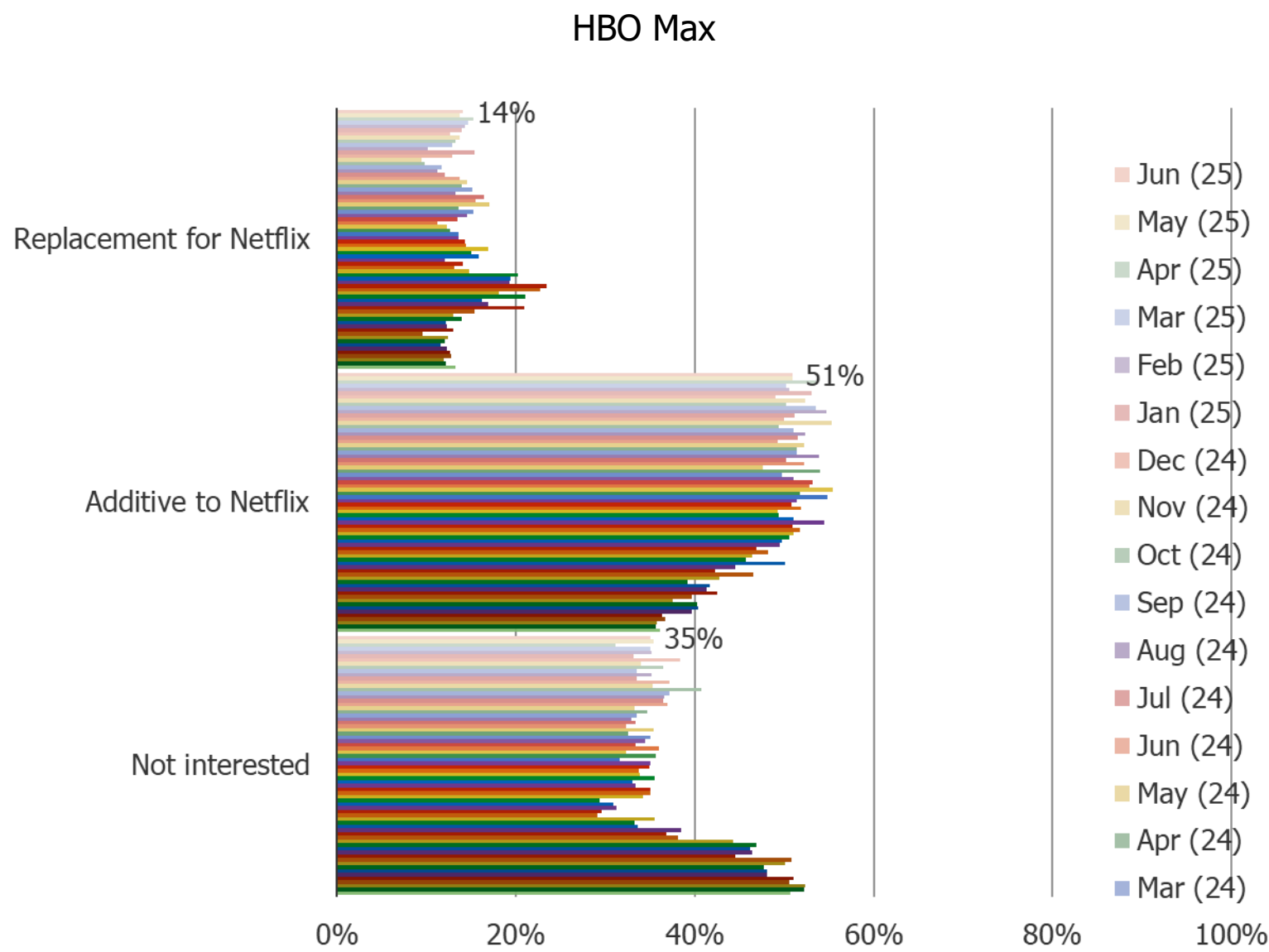
WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

Posed to Netflix subscribers.



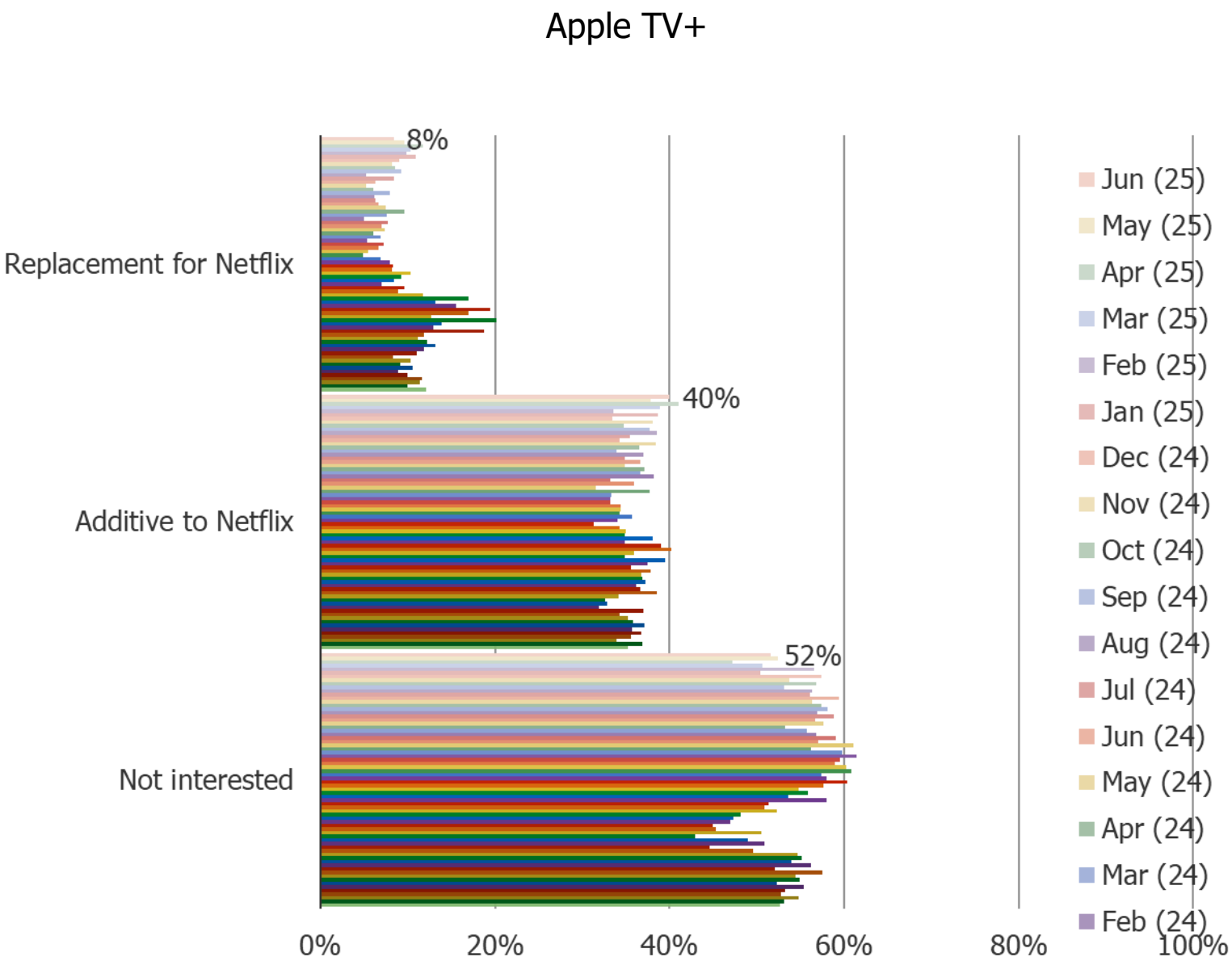
WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

Posed to Netflix subscribers.



WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

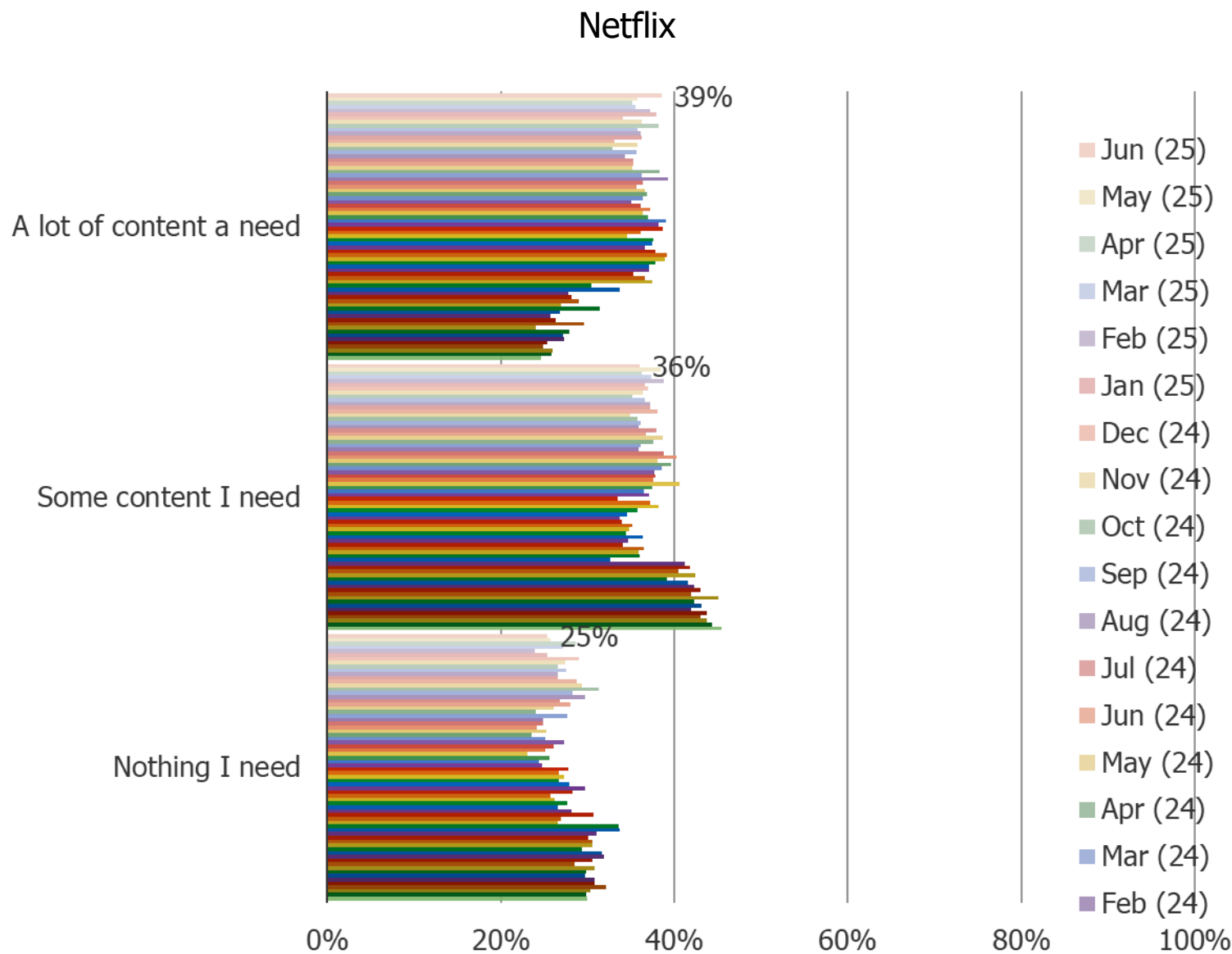
Posed to Netflix subscribers.





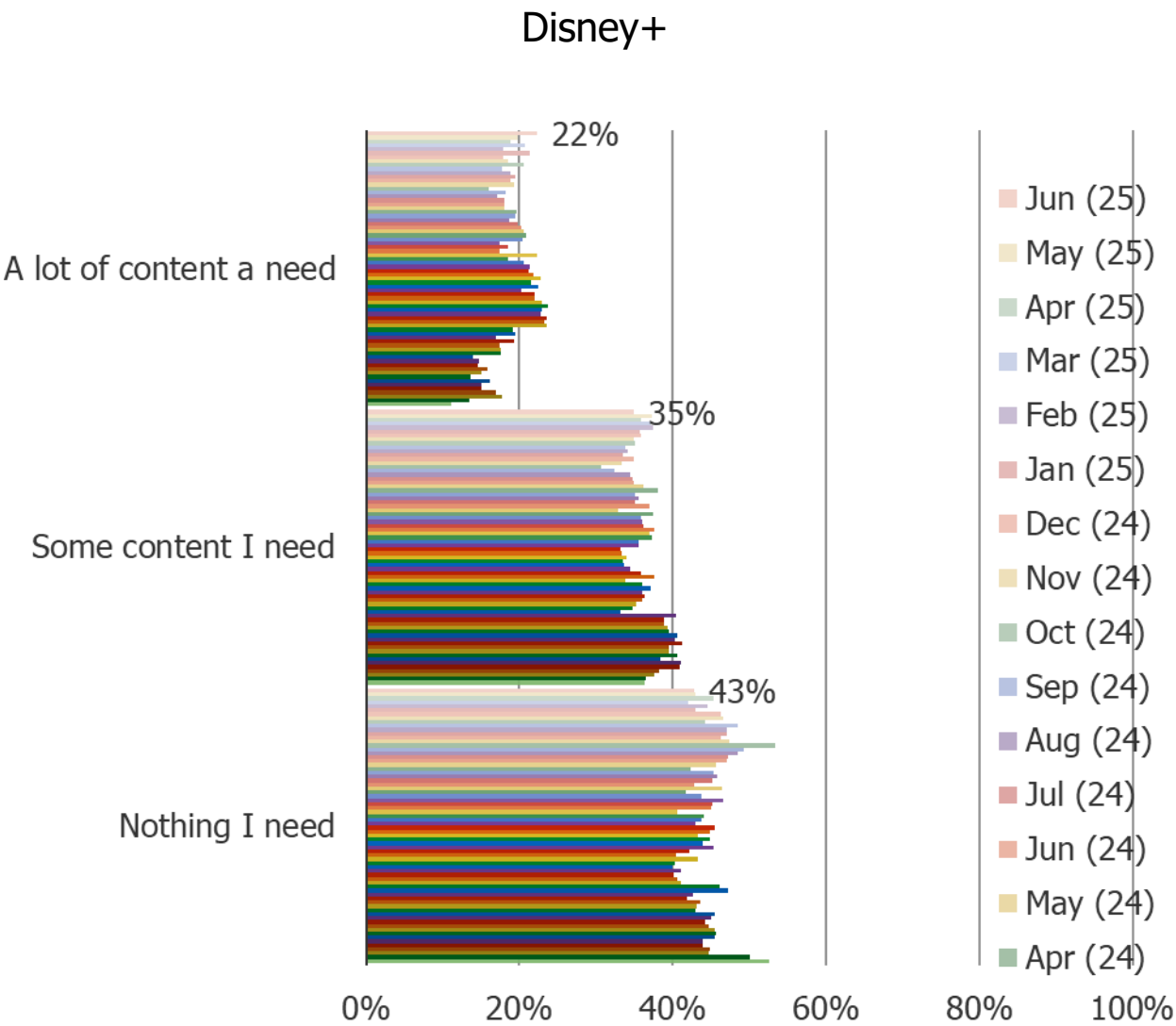
WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

Posed to all respondents.



WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

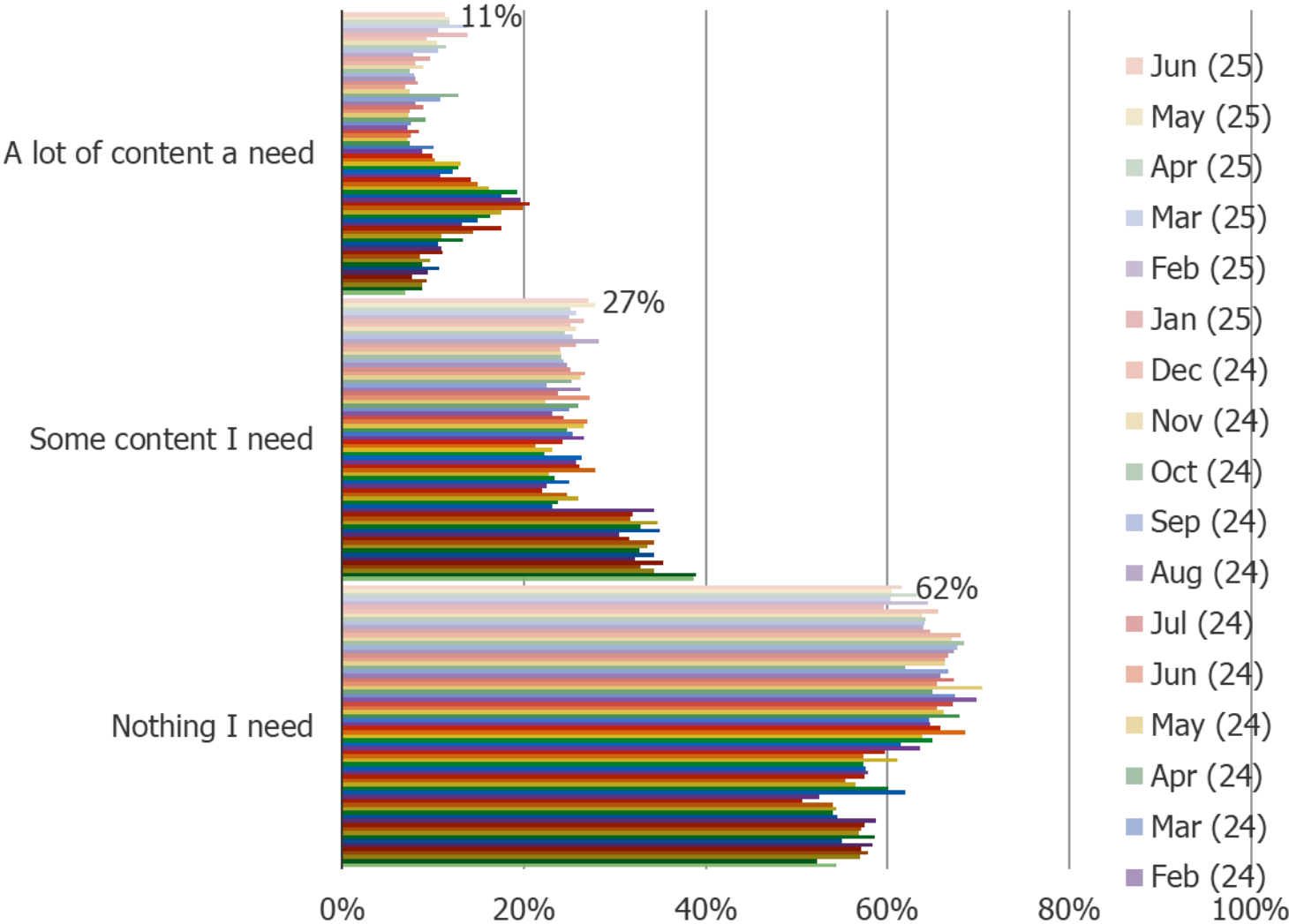
Posed to all respondents.



WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

Posed to all respondents.

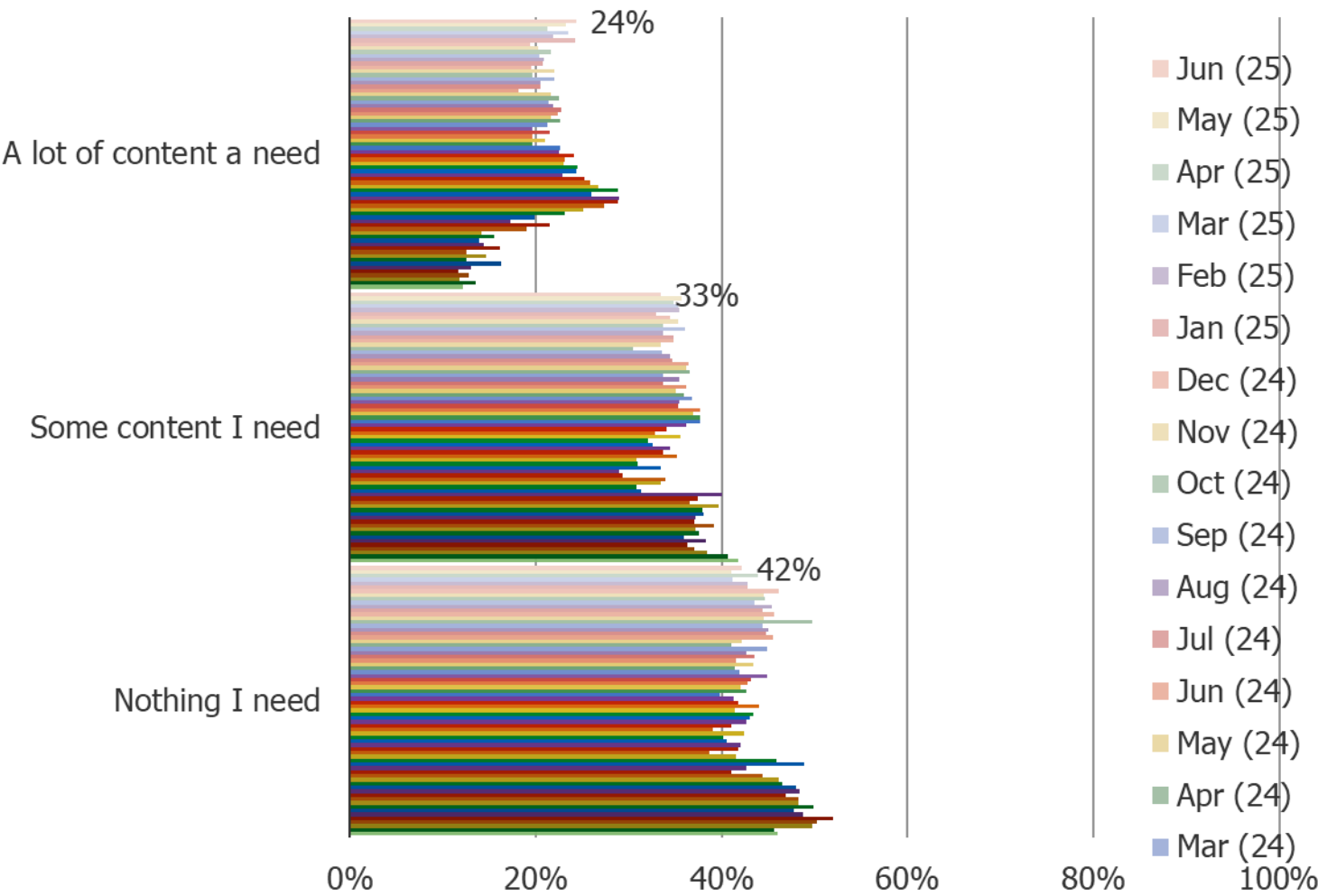
Apple TV+



WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

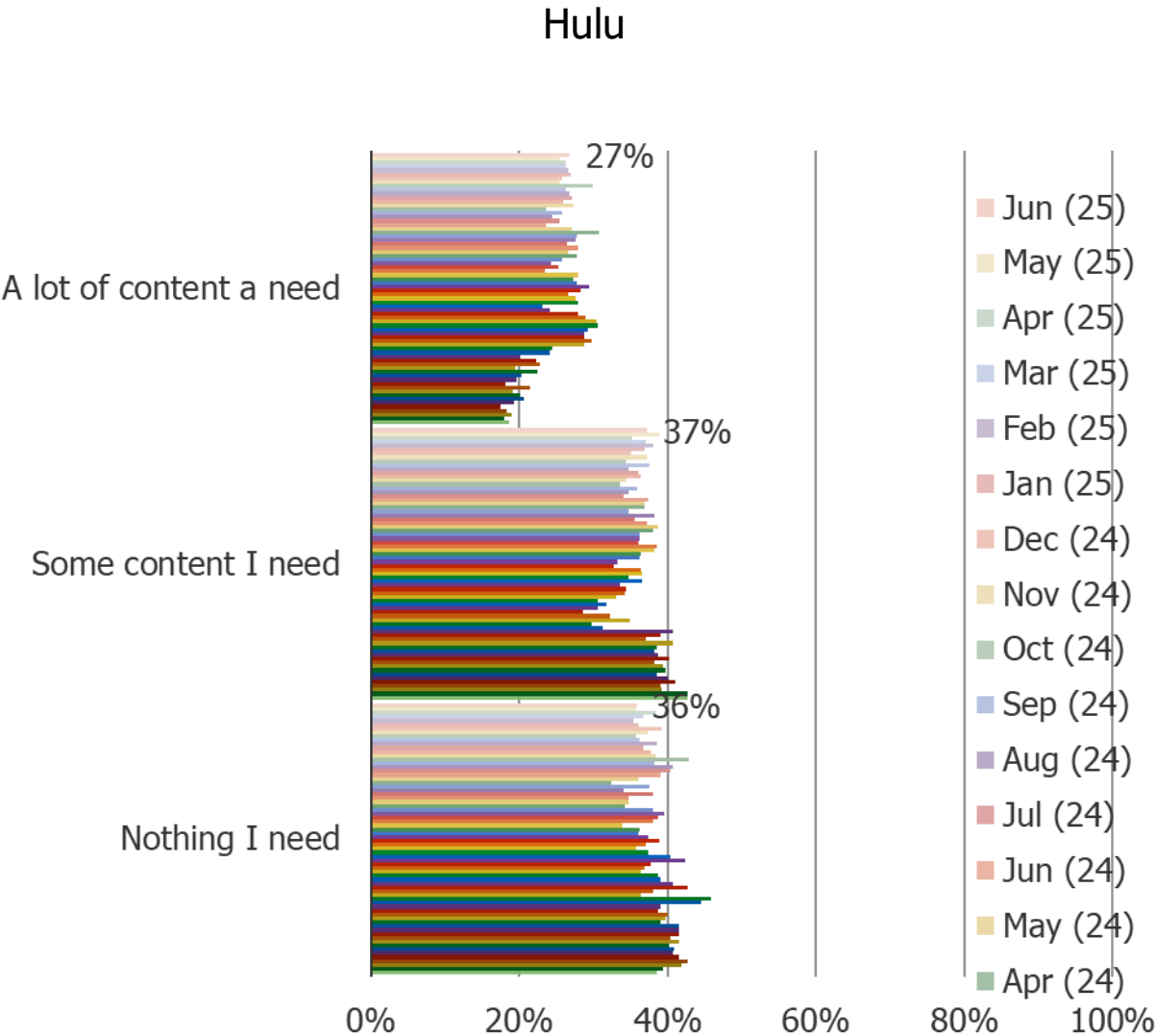
Posed to all respondents.

HBO Max



WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

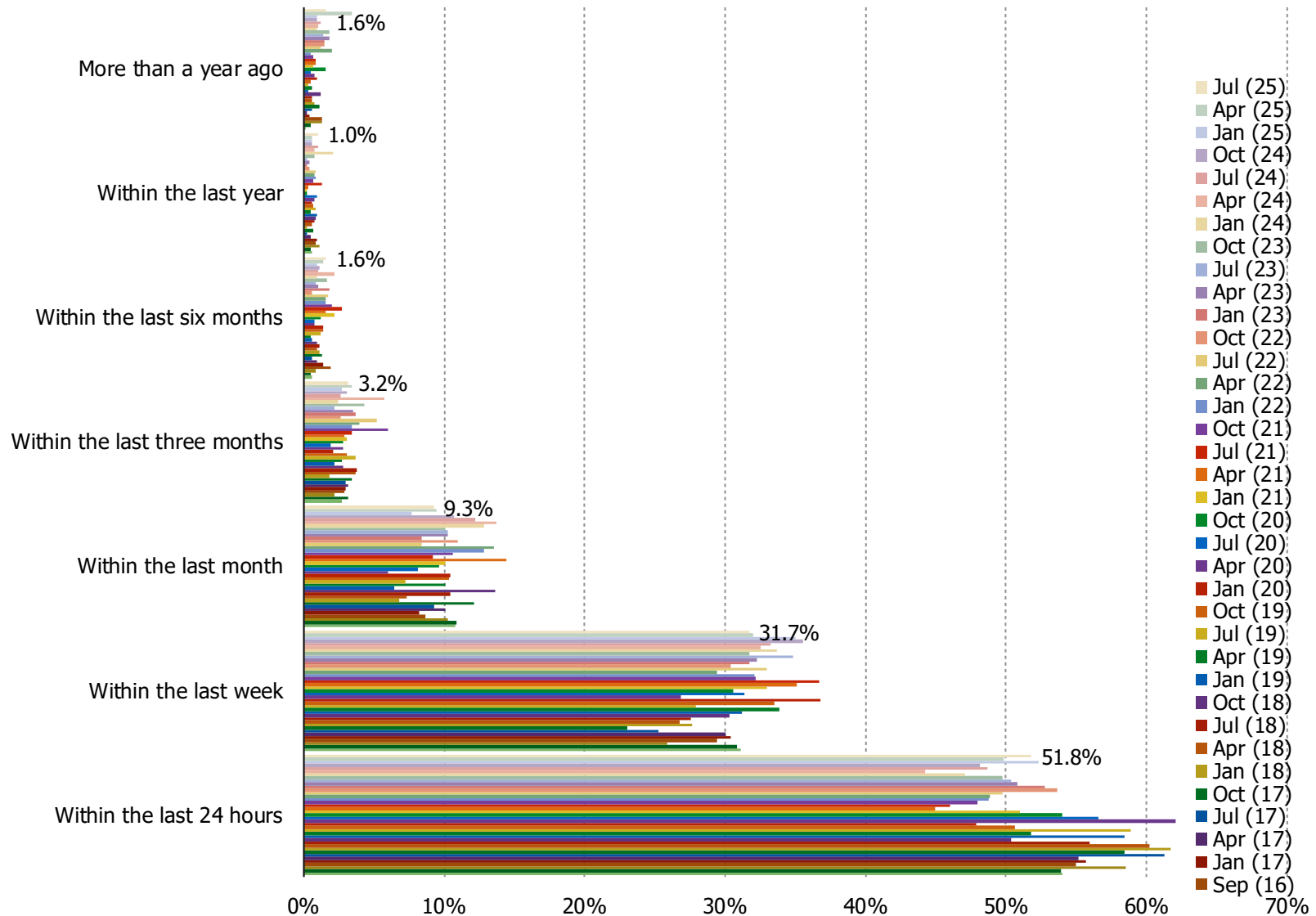
Posed to all respondents.



# NETFLIX SUBSCRIBER ENGAGEMENT

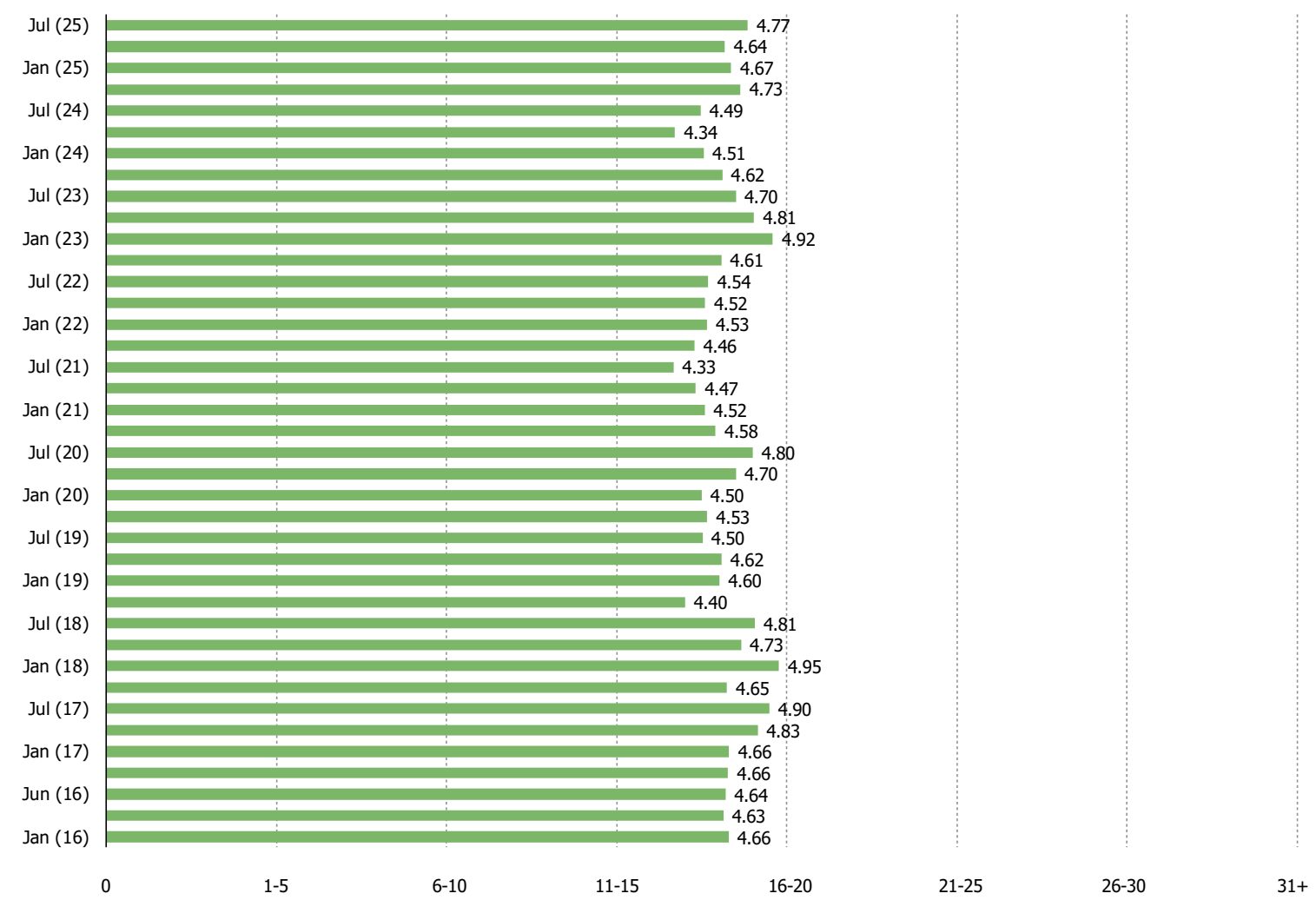
WHEN IS THE LAST TIME YOU WATCHED SOMETHING ON NETFLIX?

Posed to Netflix subscribers.



IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

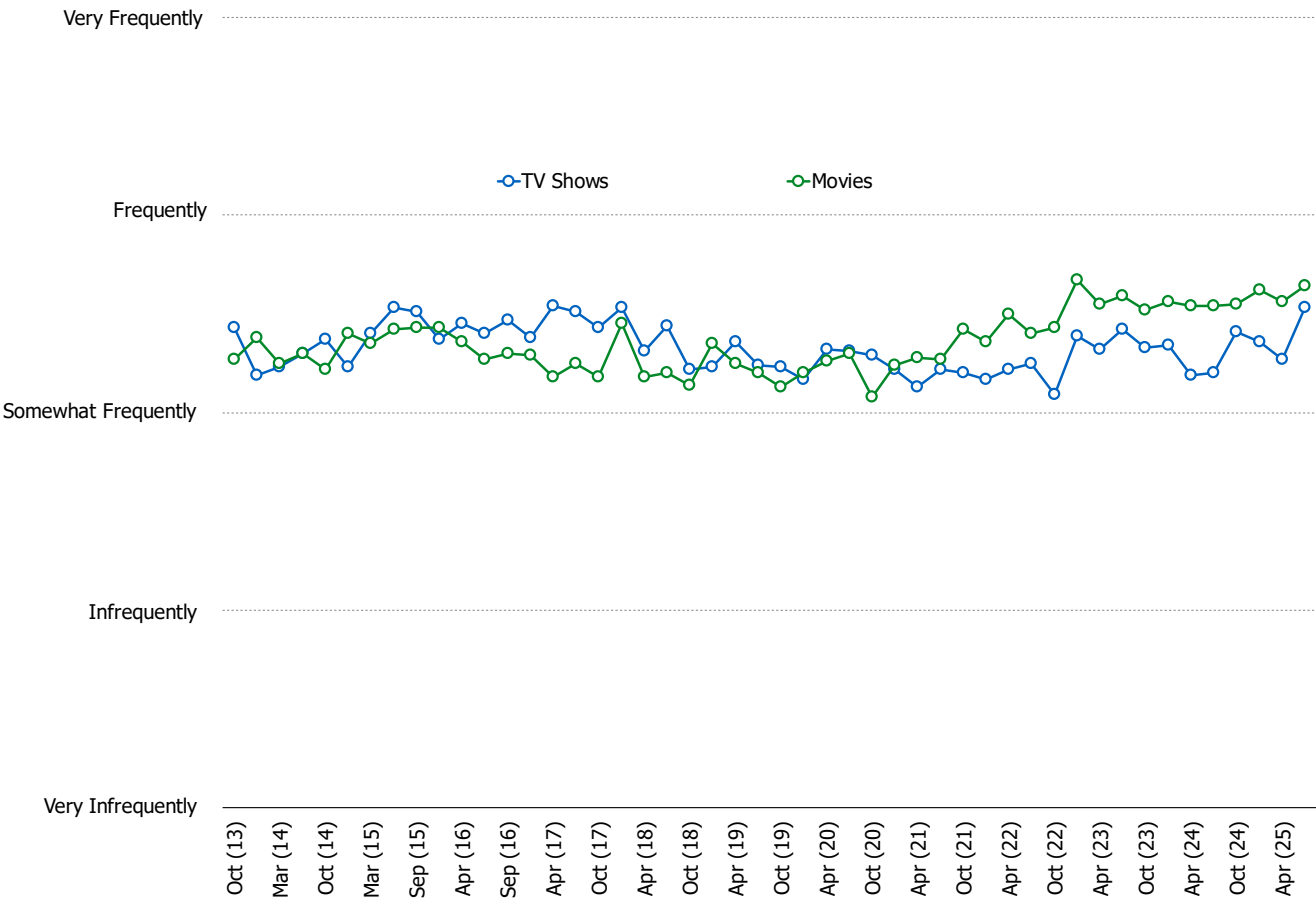
Posed to Netflix subscribers.





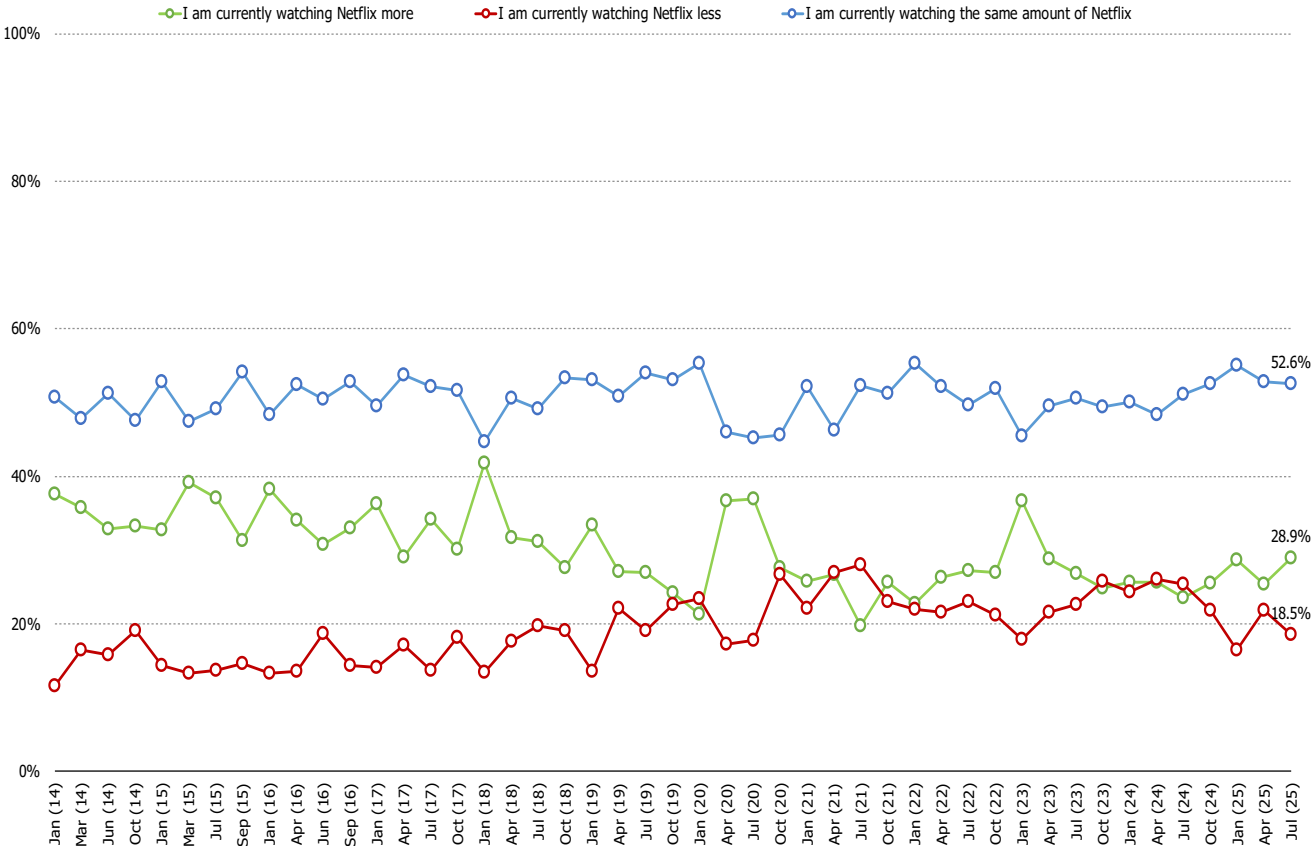
FREQUENCY OF WATCHING TV SHOWS AND MOVIES

Posed to Netflix subscribers.



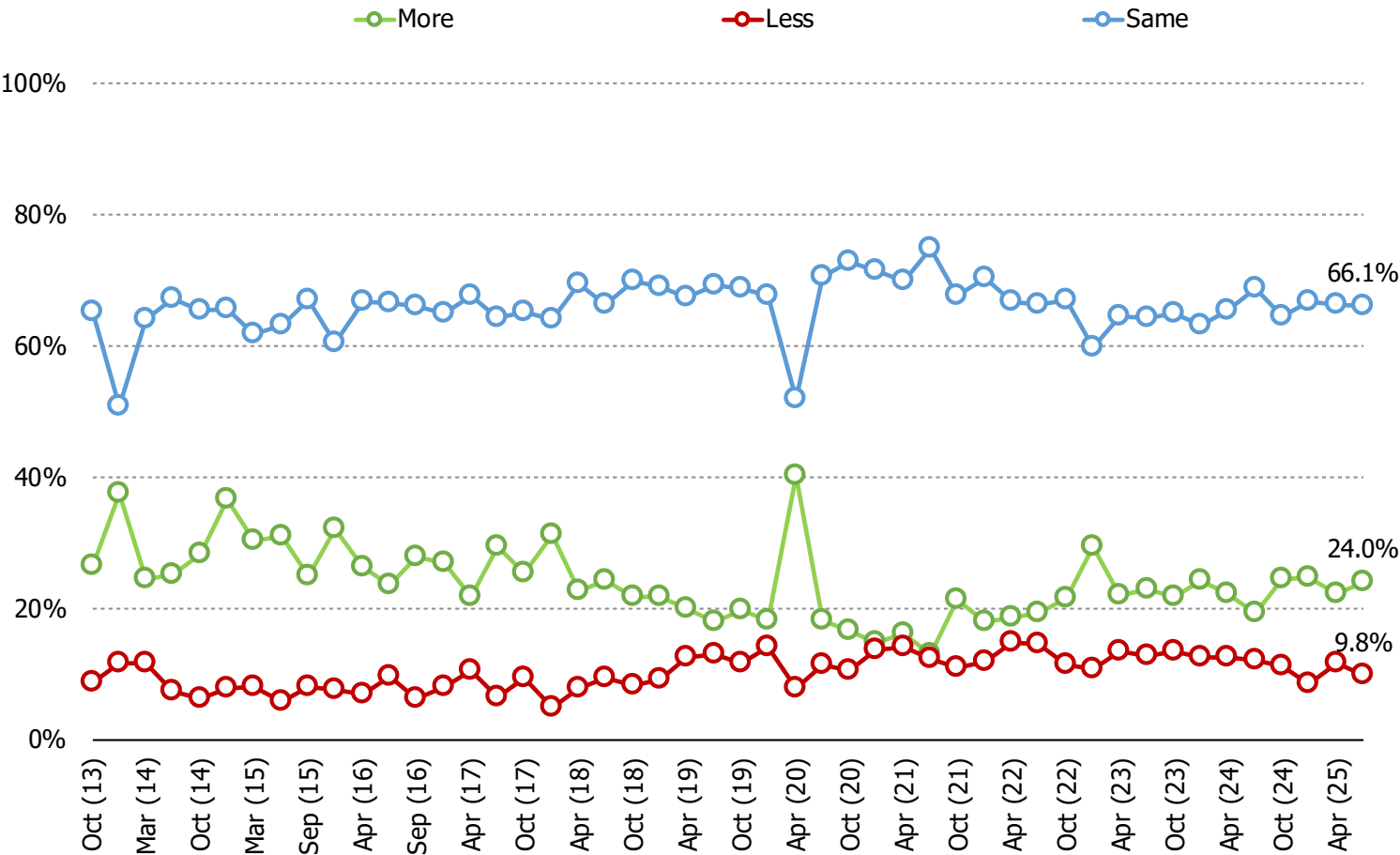
PLEASE COMPARE YOUR CURRENT USAGE OF NETFLIX WITH YOUR USAGE 3-6 MONTHS AGO.

Posed to Netflix subscribers.



DO YOU EXPECT TO USE NETFLIX MORE OR LESS OVER THE NEXT FEW MONTHS?

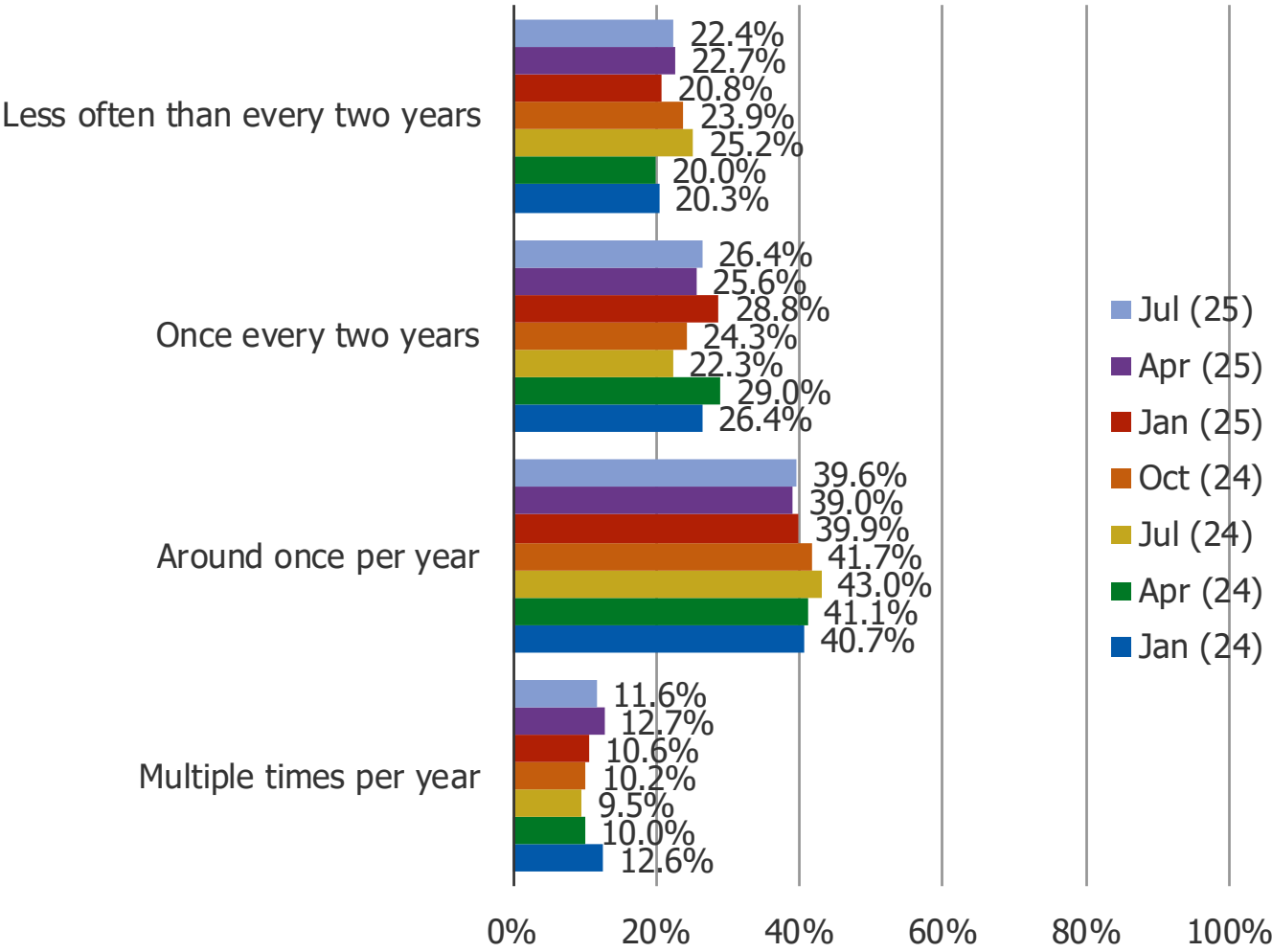
Posed to Netflix subscribers.



# NETFLIX PRICING POWER

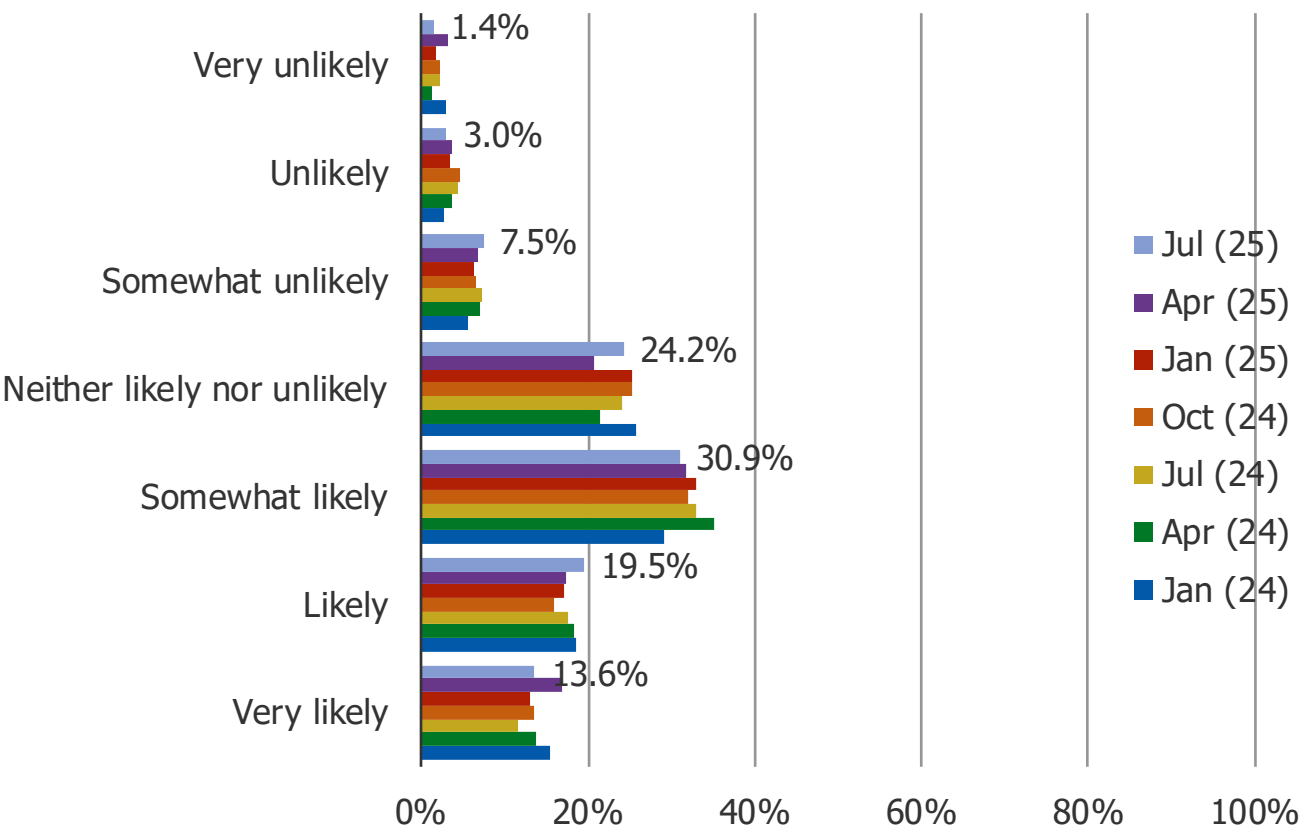
IN GENERAL, HOW OFTEN DO YOU EXPECT NETFLIX TO INCREASE THEIR PRICES?

Posed to Netflix subscribers.



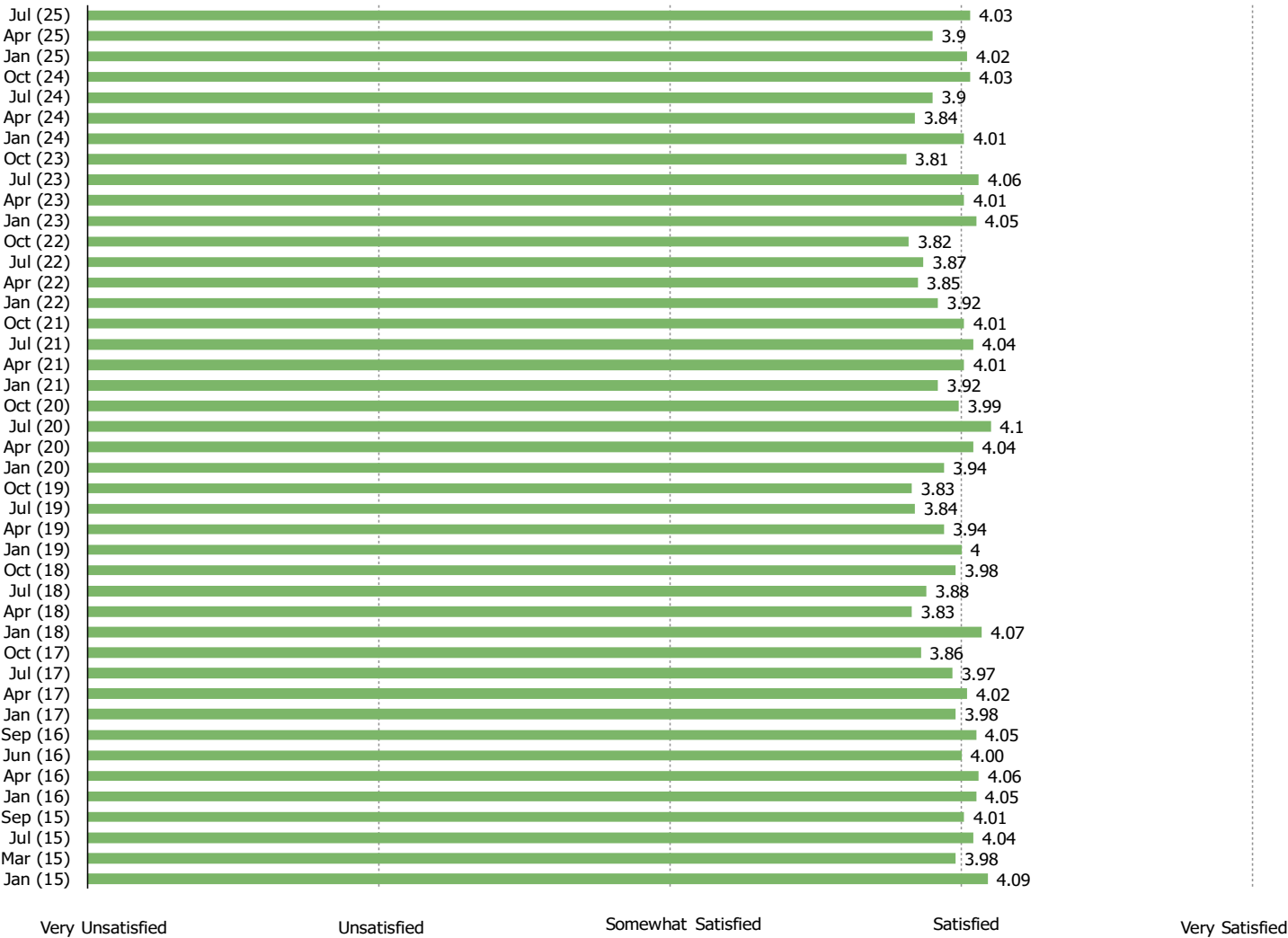
HOW LIKELY DO YOU THINK IT IS THAT NETFLIX WILL INCREASE PRICES IN THE NEXT THREE MONTHS?

Posed to Netflix subscribers.



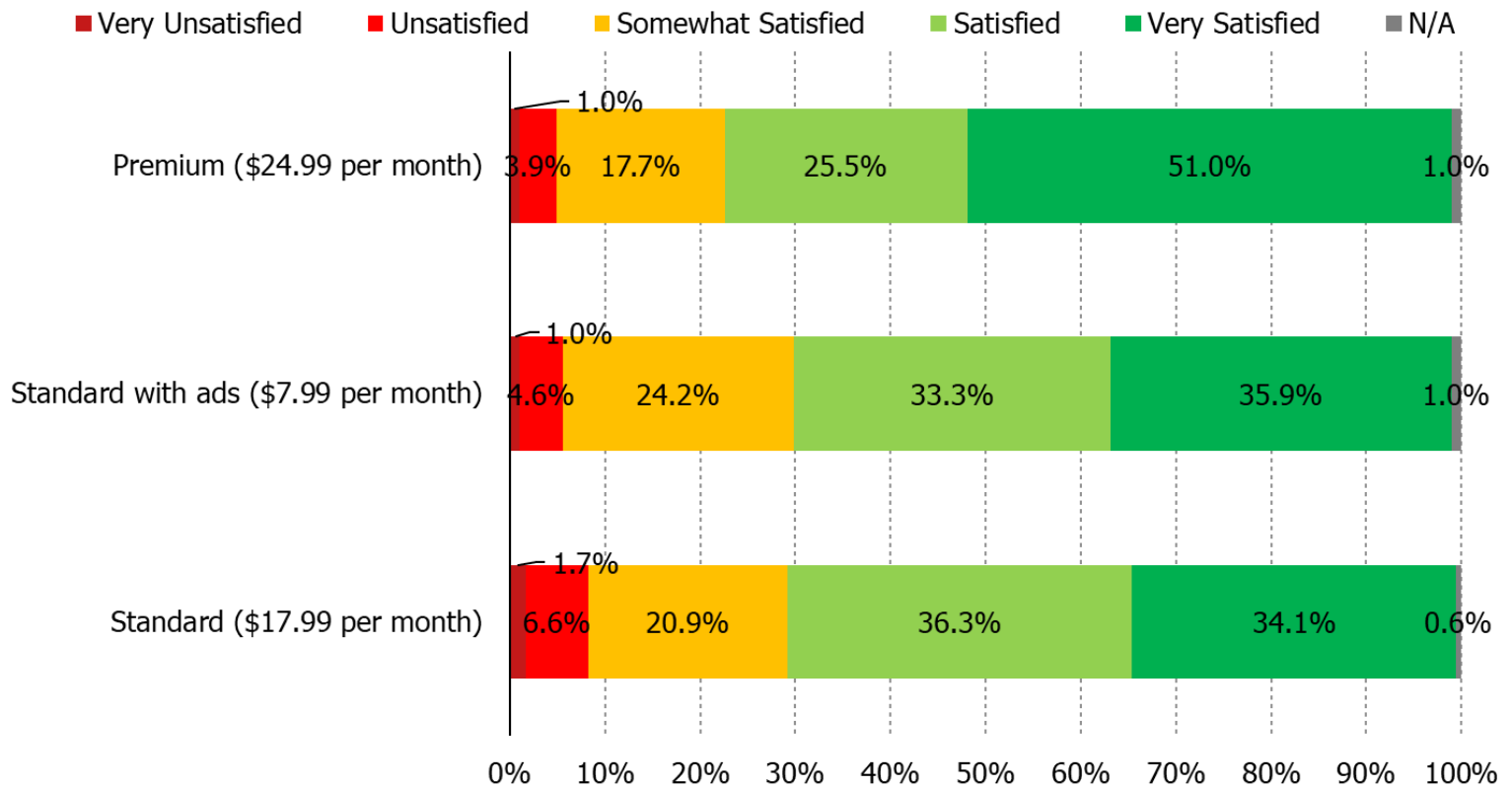
SATISFACTION WITH THE VALUE THEY RECEIVE FOR THE MONEY WITH NETFLIX

Posed to Netflix subscribers.



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

Posed to Netflix subscribers, cross-tabbed by plan...





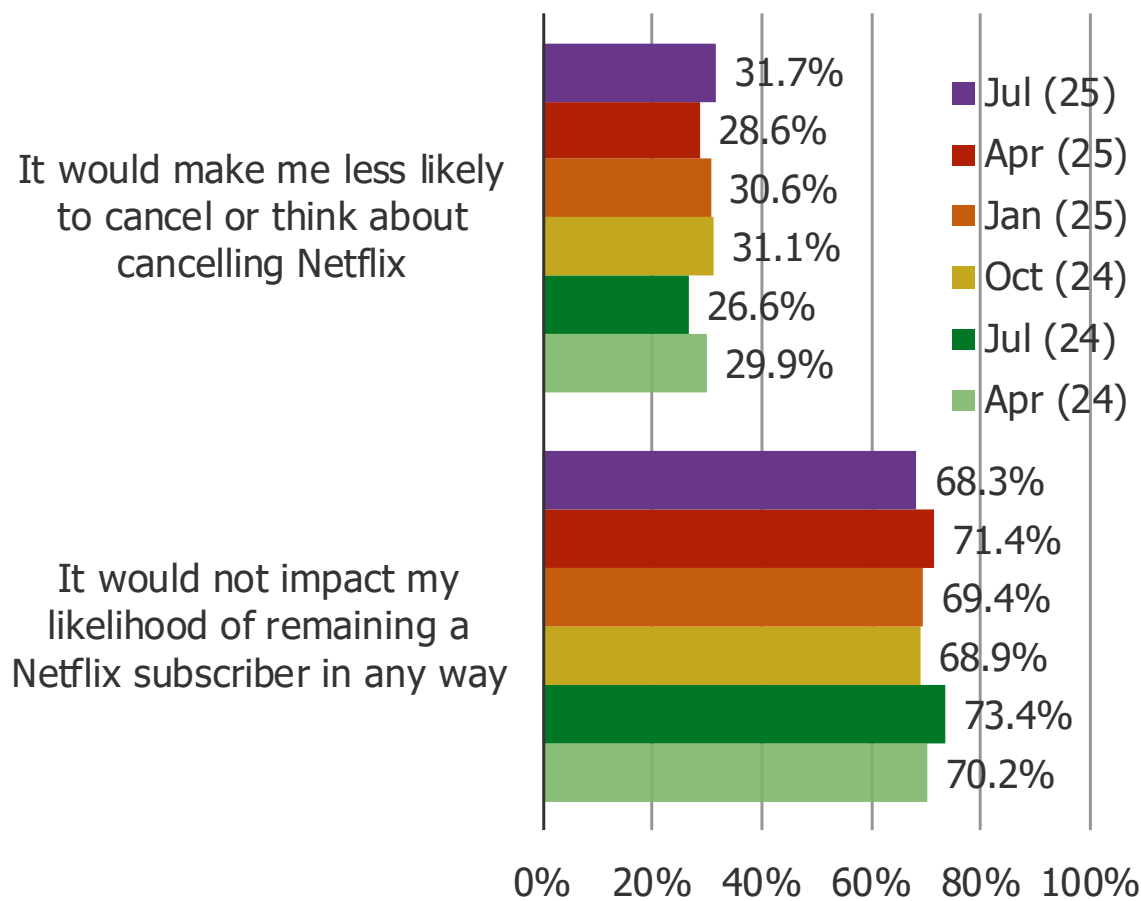
NETFLIX CONTENT

Posed to all respondents.



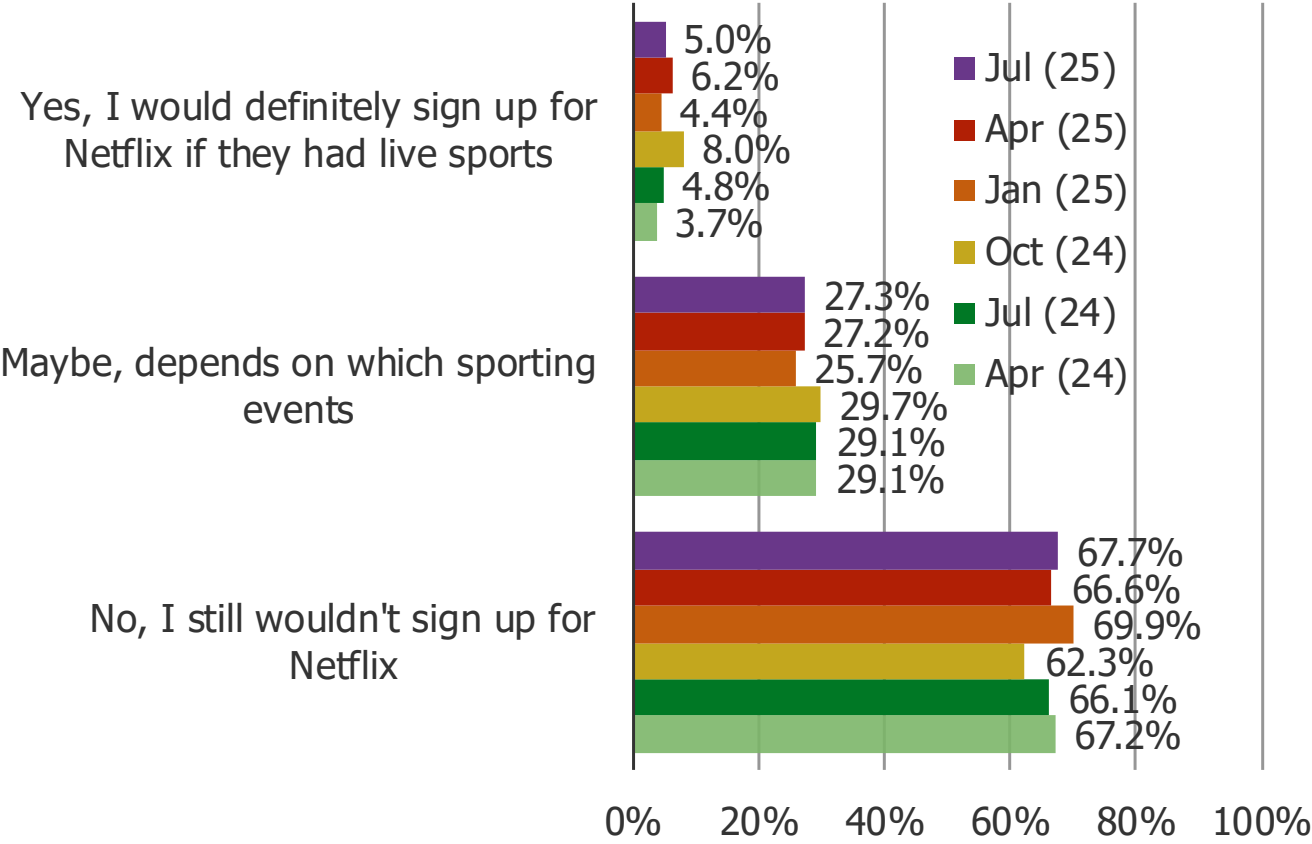
YOU MENTIONED YOU ARE A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTS EVENTS ON NETFLIX, WHICH BEST DESCRIBES YOU...

Posed to respondents who are Netflix subscribers.



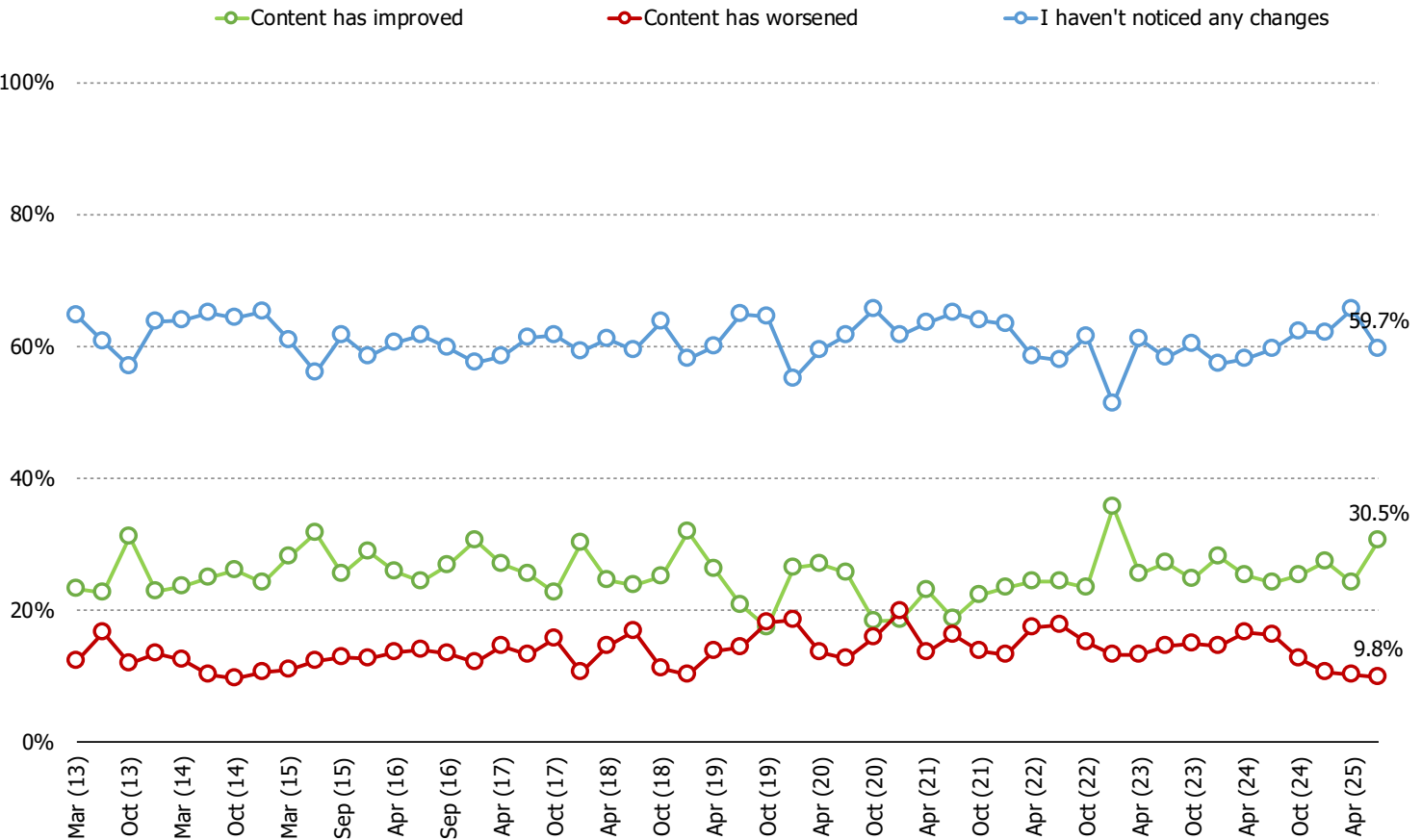
YOU MENTIONED THAT YOU ARE NOT A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTING EVENTS AS PART OF THEIR SUBSCRIPTION, WOULD THAT COMPEL YOU TO SIGN UP FOR NETFLIX?

Posed to respondents who are NOT Netflix subscribers.



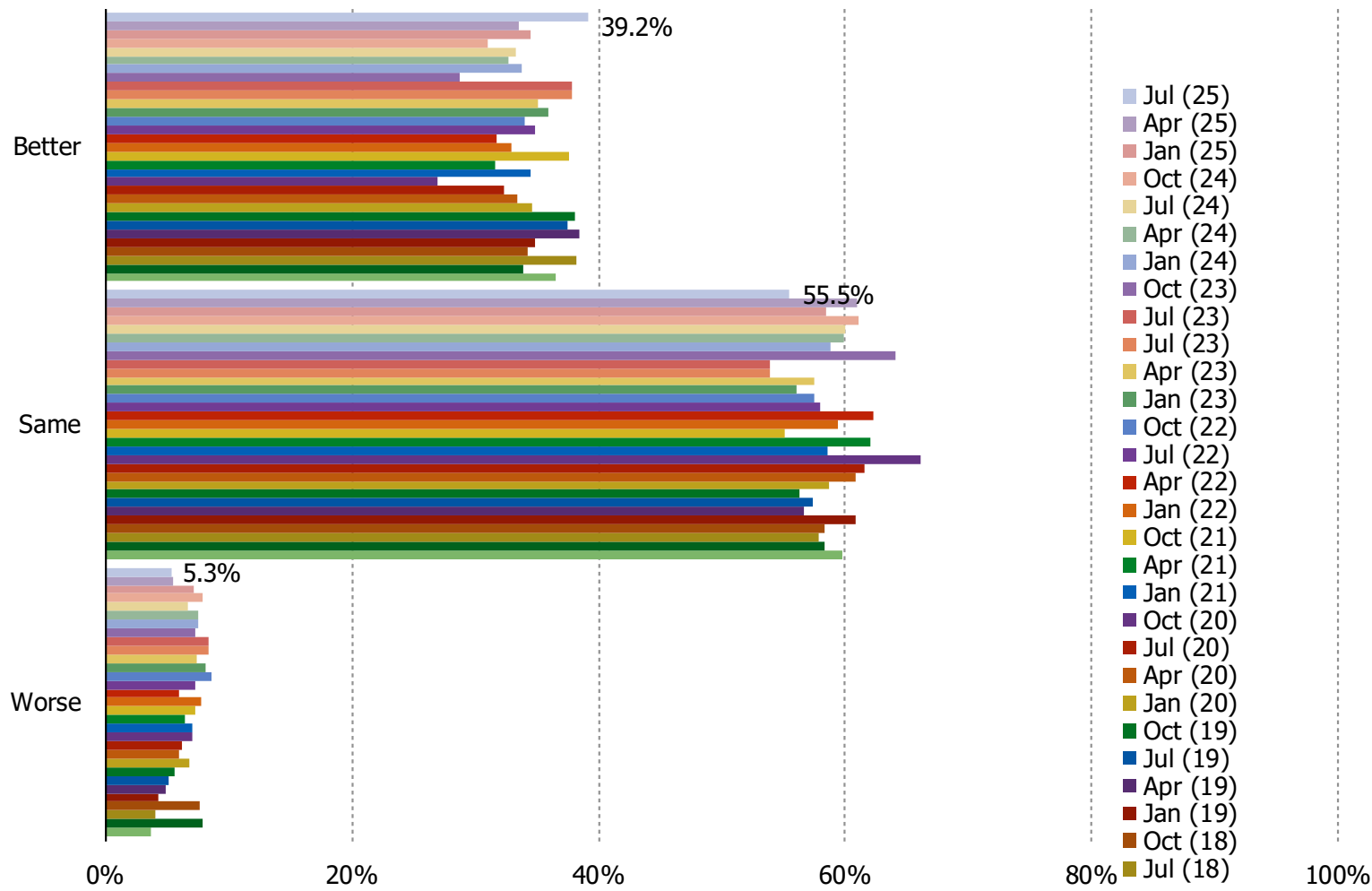
HAVE YOU NOTICED ANY CHANGES TO NETFLIX'S CONTENT OVER THE LAST SIX MONTHS?

Posed to Netflix subscribers.



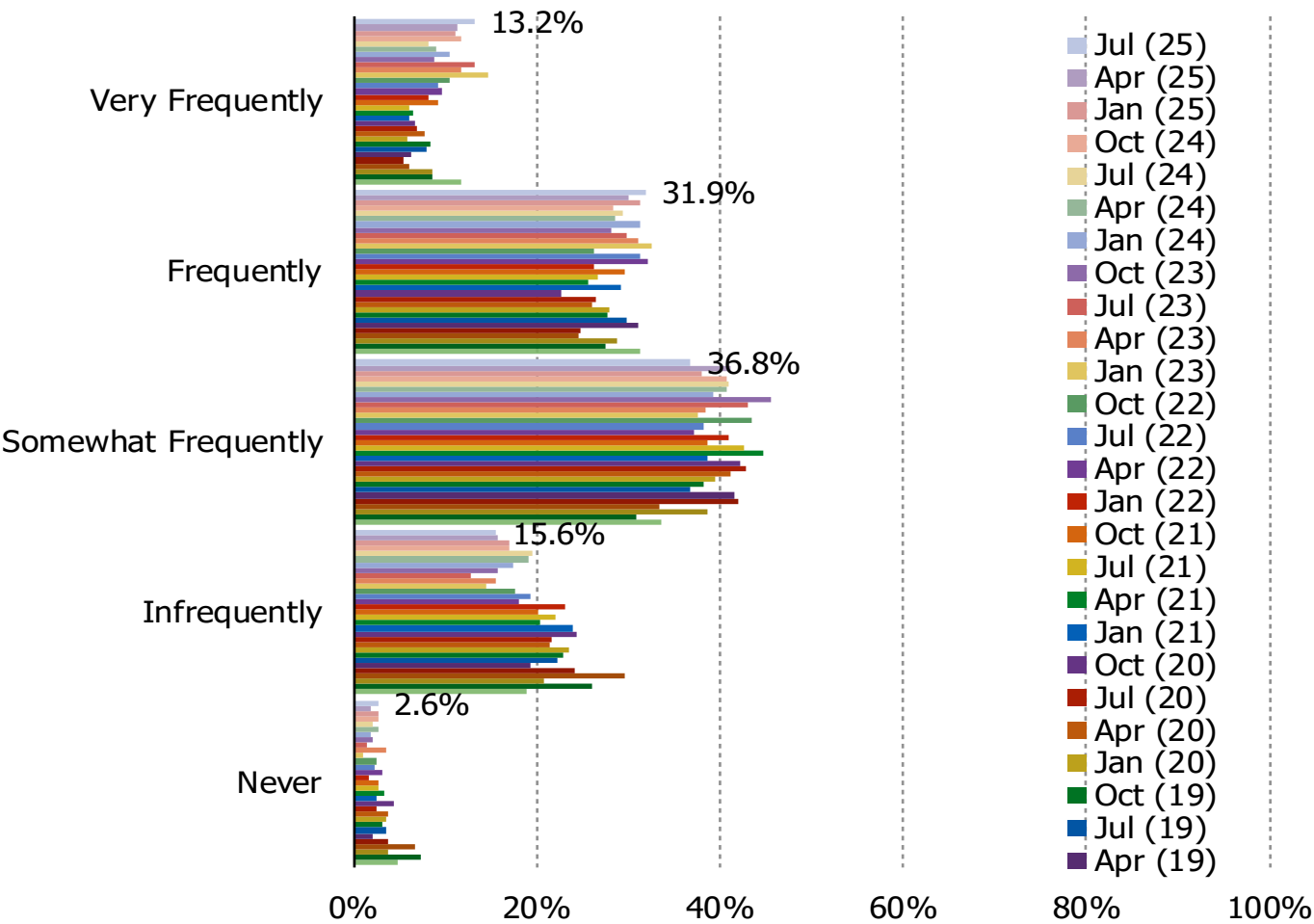
HOW DO YOU COMPARE NETFLIX ORIGINAL CONTENT SHOWS AGAINST SHOWS YOU VIEW ON OTHER NETWORKS OR SERVICES?

Posed to Netflix subscribers.



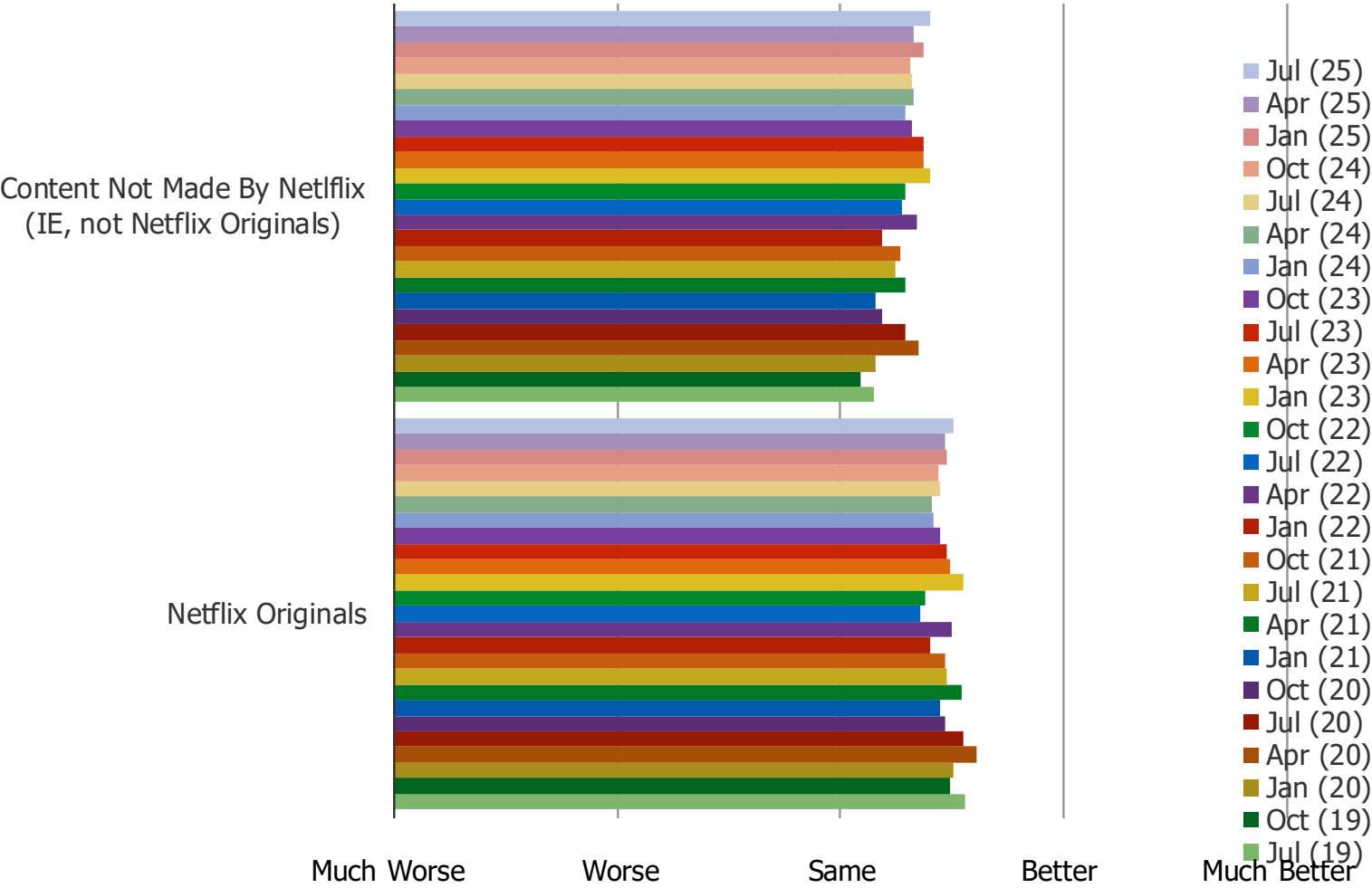
HOW OFTEN DO YOU WATCH NETFLIX ORIGINAL CONTENT SHOWS?

Posed to Netflix subscribers.



ONE YEAR FROM NOW, DO YOU EXPECT THE CONTENT AVAILABLE ON NETFLIX TO BE BETTER OR WORSE THAN IT IS TODAY?

Posed to Netflix subscribers.

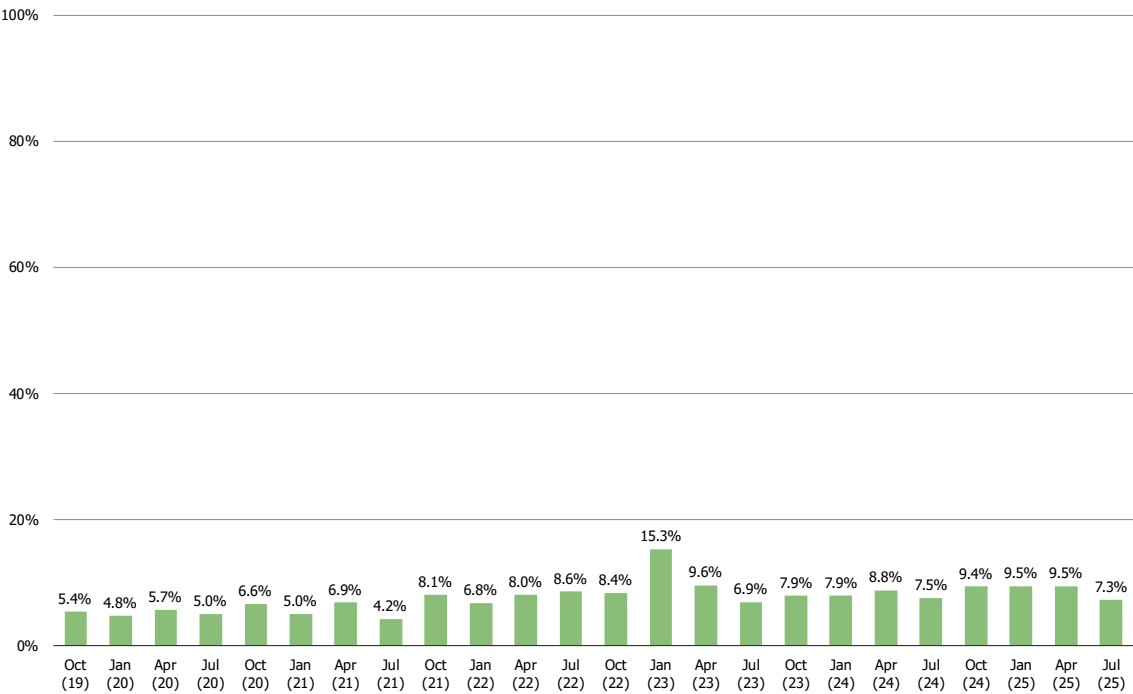




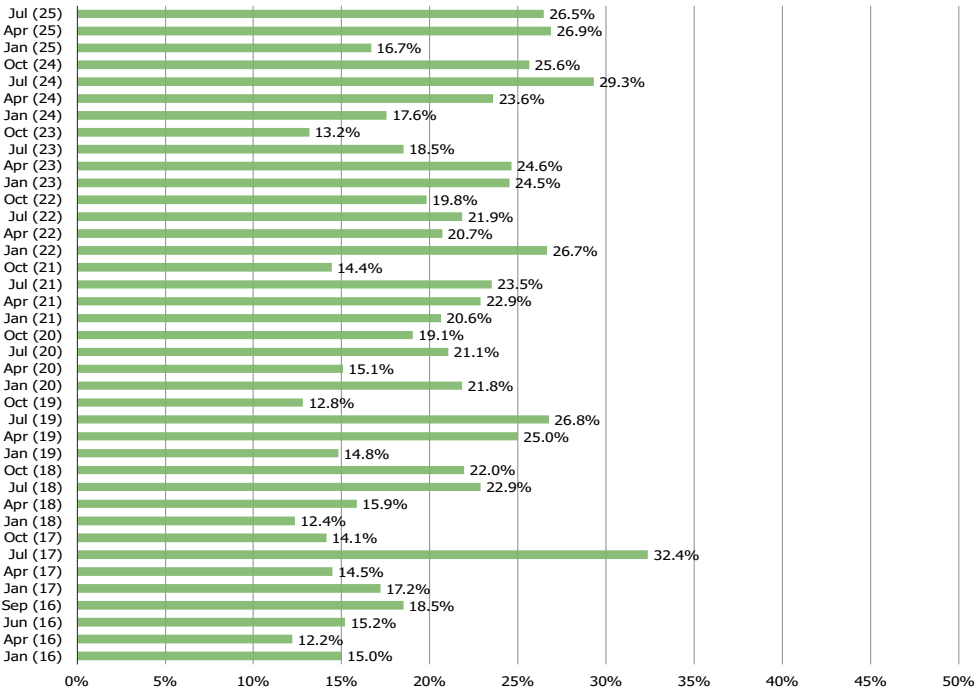
CYCLING IN AND OUT OF NETFLIX

DO YOU SIGN UP FOR NETFLIX FOR A PERIOD OF TIME AND THEN CANCEL, OR DO YOU CONSISTENTLY REMAIN A SUBSCRIBER?

Posed to respondents who said they are Netflix subscribers.



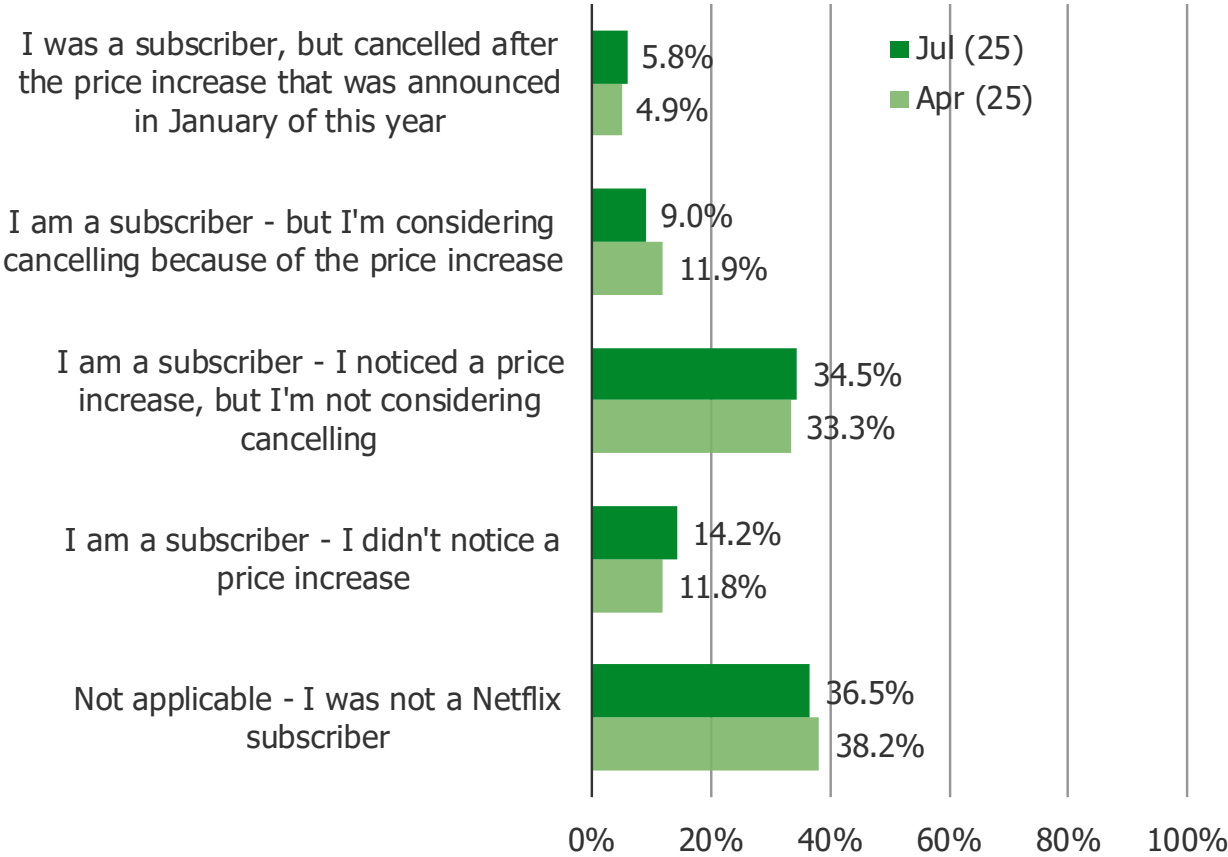
Posed to respondents who are not current Netflix subscribers but have been in the past.



# NFLX CHURN

IN JANUARY OF 2025, NETFLIX IMPLEMENTED THE FOLLOWING PRICE INCREASES: STANDARD PLAN WITH ADS: INCREASED FROM \$6.99 TO \$7.99 PER MONTH. STANDARD PLAN (AD-FREE): INCREASED FROM \$15.49 TO \$17.99 PER MONTH. PREMIUM PLAN: INCREASED FROM \$22.99 TO \$24.99 PER MONTH. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR RESPONSE?

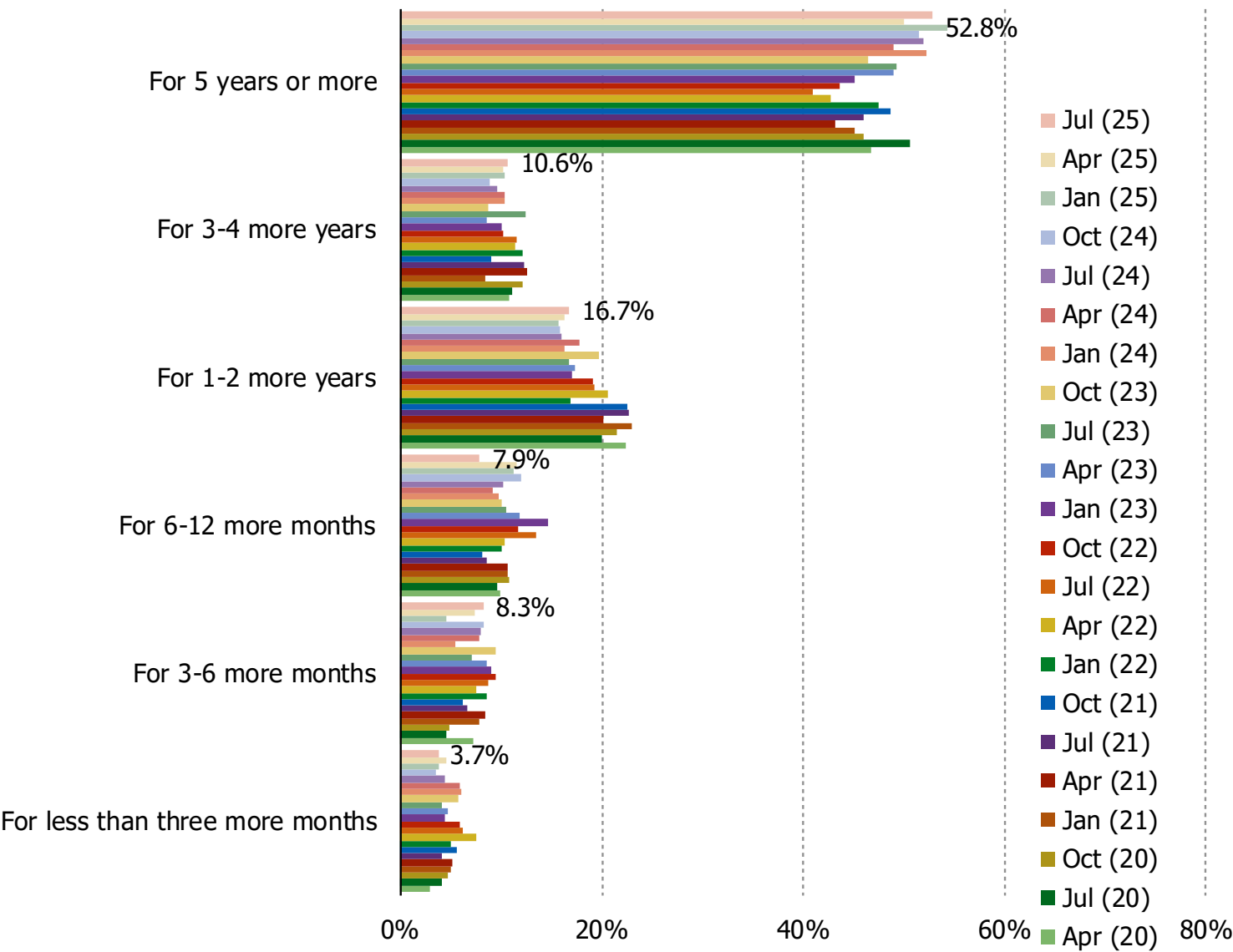
Posed to all respondents.





FOR HOW MUCH LONGER DO YOU EXPECT TO BE A NETFLIX SUBSCRIBER?

Posed to Netflix subscribers



FORMER NETFLIX SUBSCRIBERS – WHY DID YOU CANCEL?

Posed to former Netflix subscribers.

