

BESPOKE SURVEYS

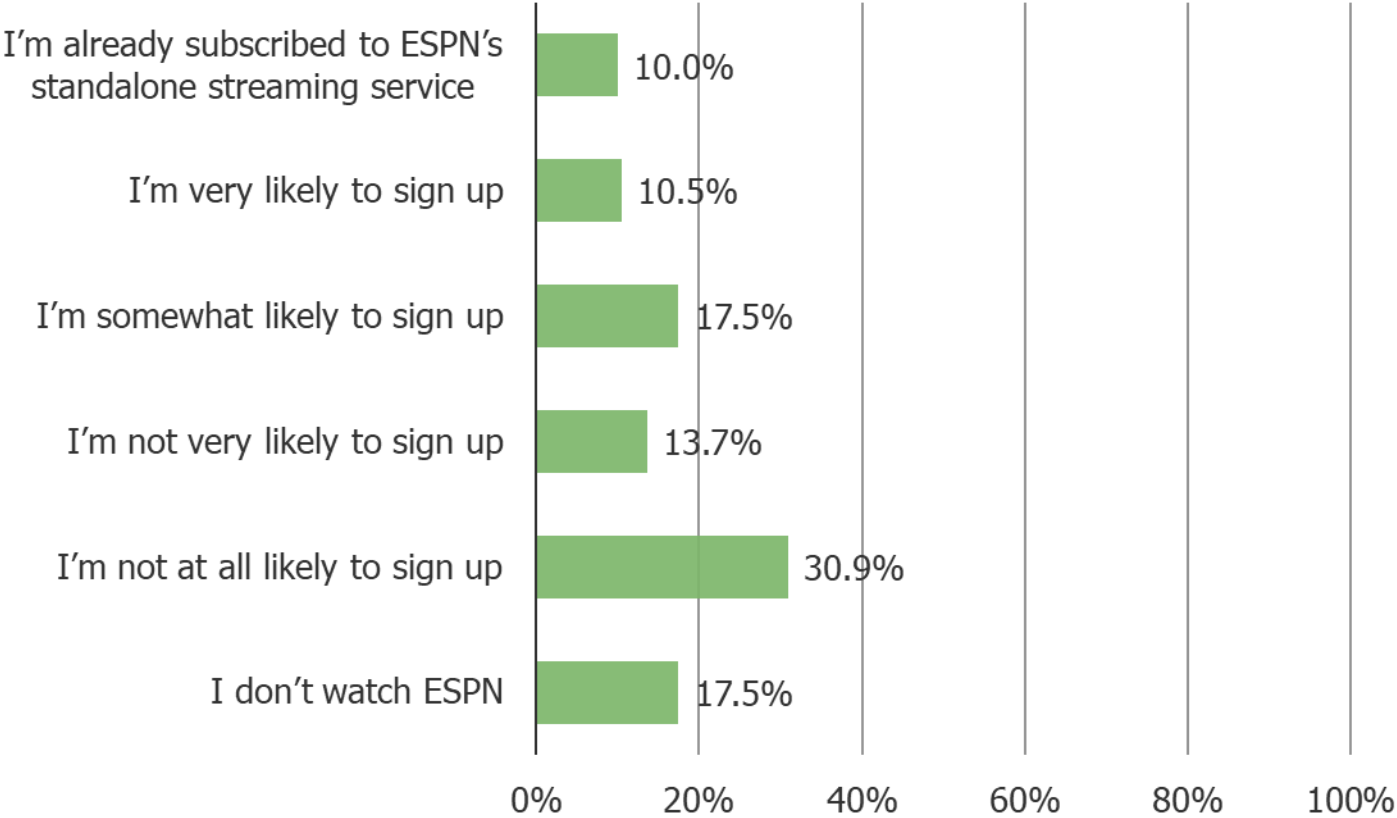
Streaming Video US, Vol 50

1,000+ Respondents Per Quarter

RECENTLY ADDED QUESTIONS

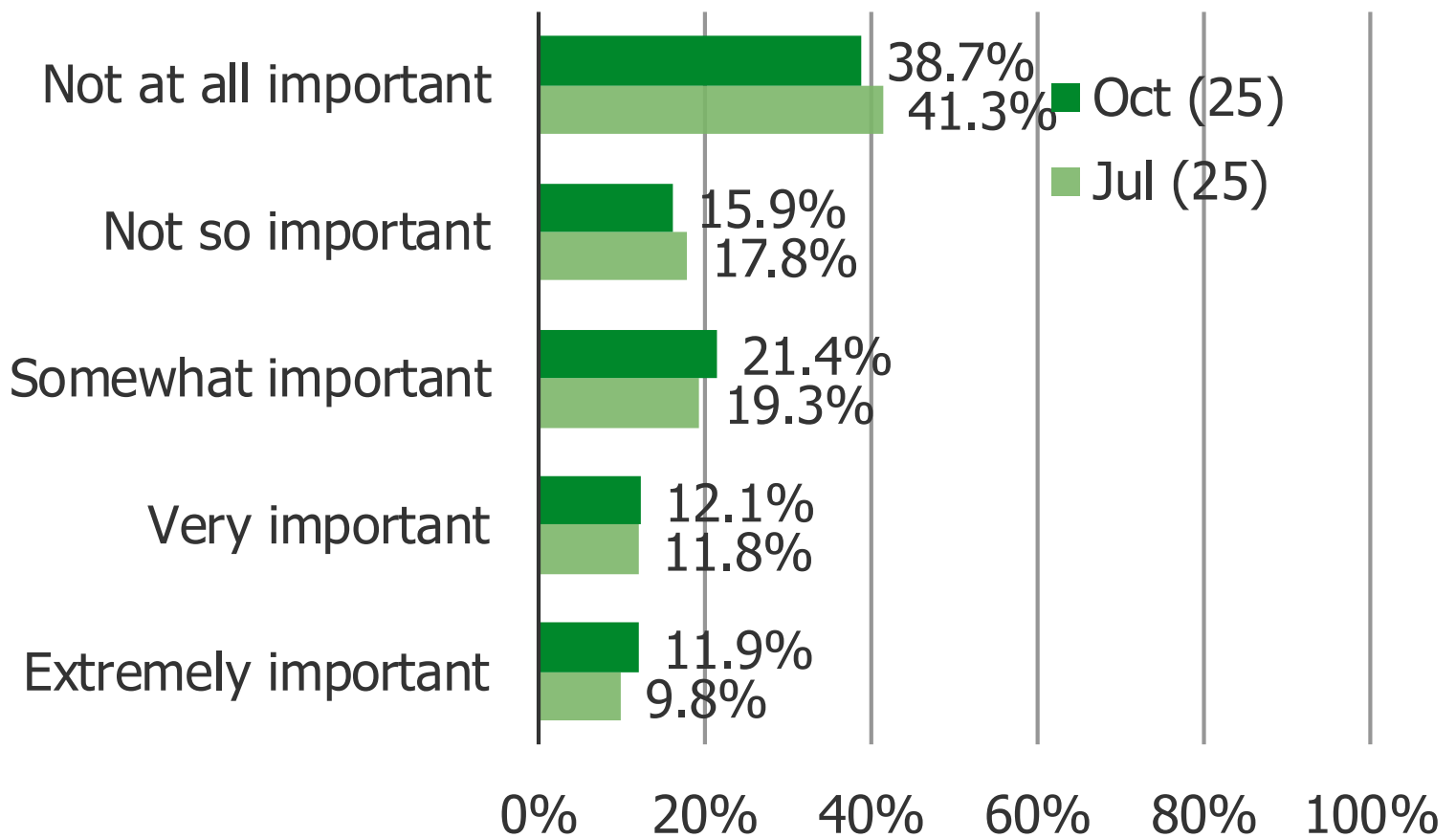
ESPN NOW OFFERS A STANDALONE STREAMING SUBSCRIPTION FOR \$29.99/MONTH THAT GIVES FULL ACCESS TO ALL ESPN CHANNELS AND SHOWS WITHOUT NEEDING CABLE.WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

Posed to all respondents who have access to ESPN.



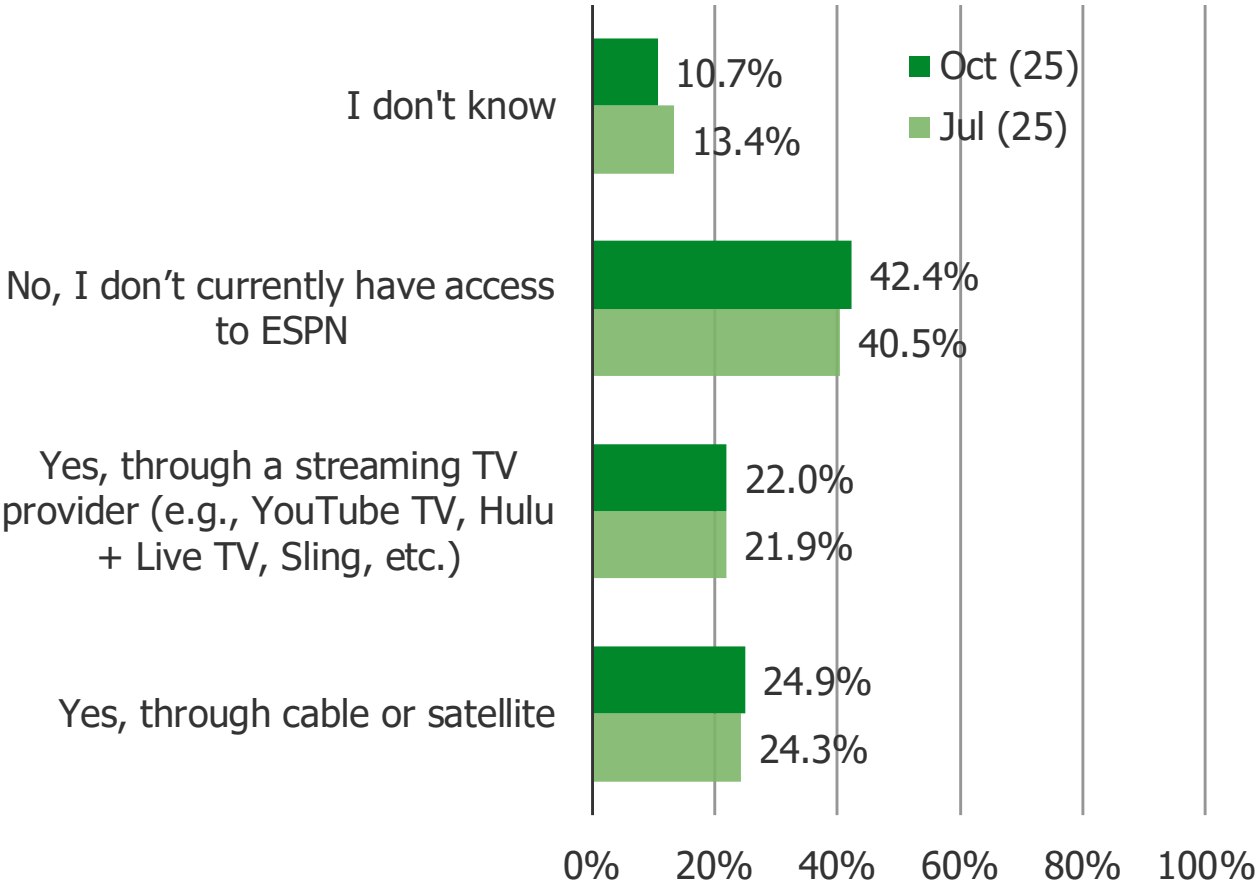
HOW IMPORTANT IS THE ESPN NETWORK TO YOU?

Posed to all respondents.



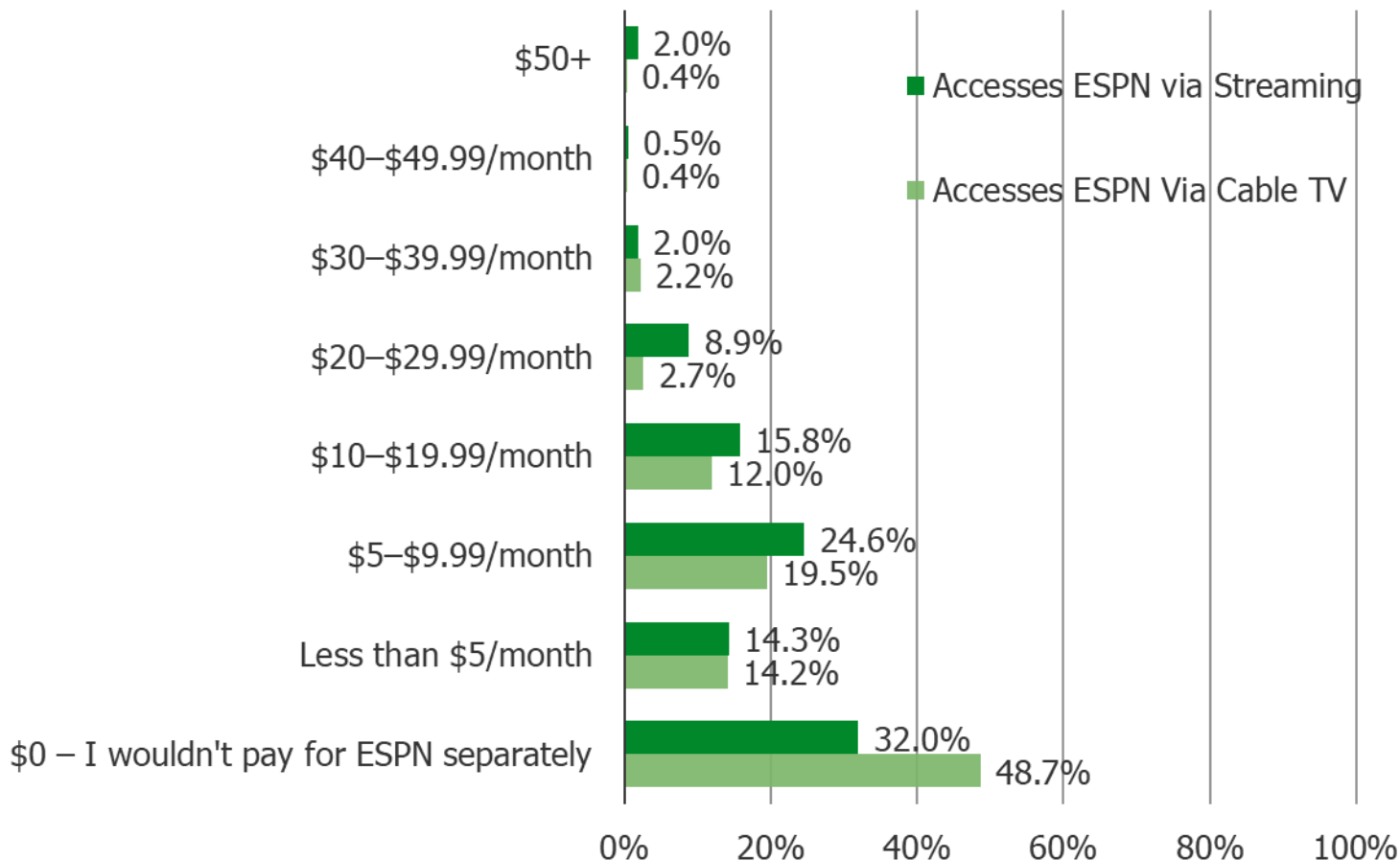
DO YOU CURRENTLY HAVE ACCESS TO ESPN? (LIVE TV VERSION - INCLUDING LIVE GAMES AND SPORTSCENTER)?

Posed to all respondents.



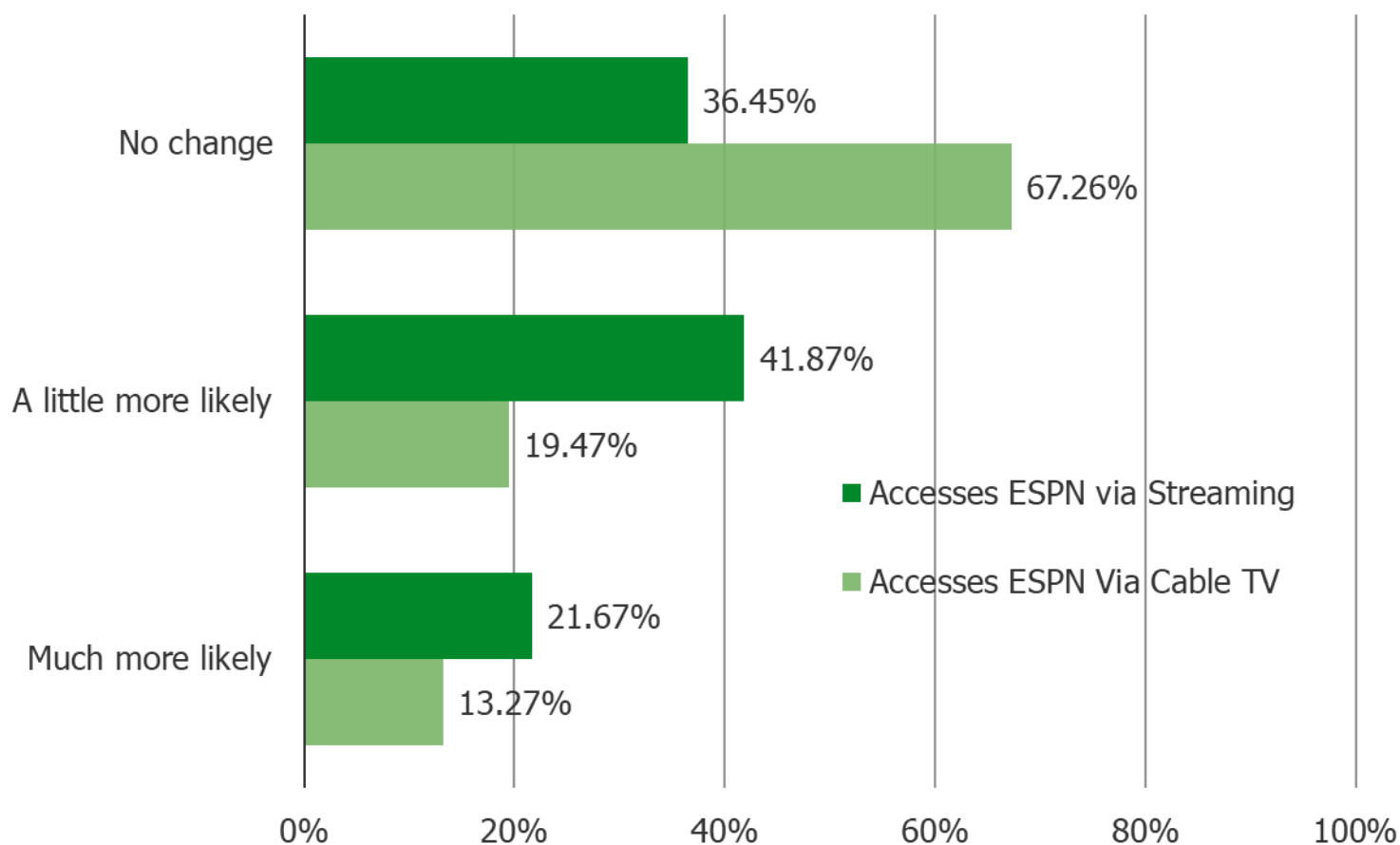
IF YOU WERE PAYING SEPARATELY FOR EACH CHANNEL IN YOUR CABLE OR STREAMING TV PACKAGE, HOW MUCH WOULD YOU PERSONALLY BE WILLING TO PAY PER MONTH FOR ACCESS TO ESPN?

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



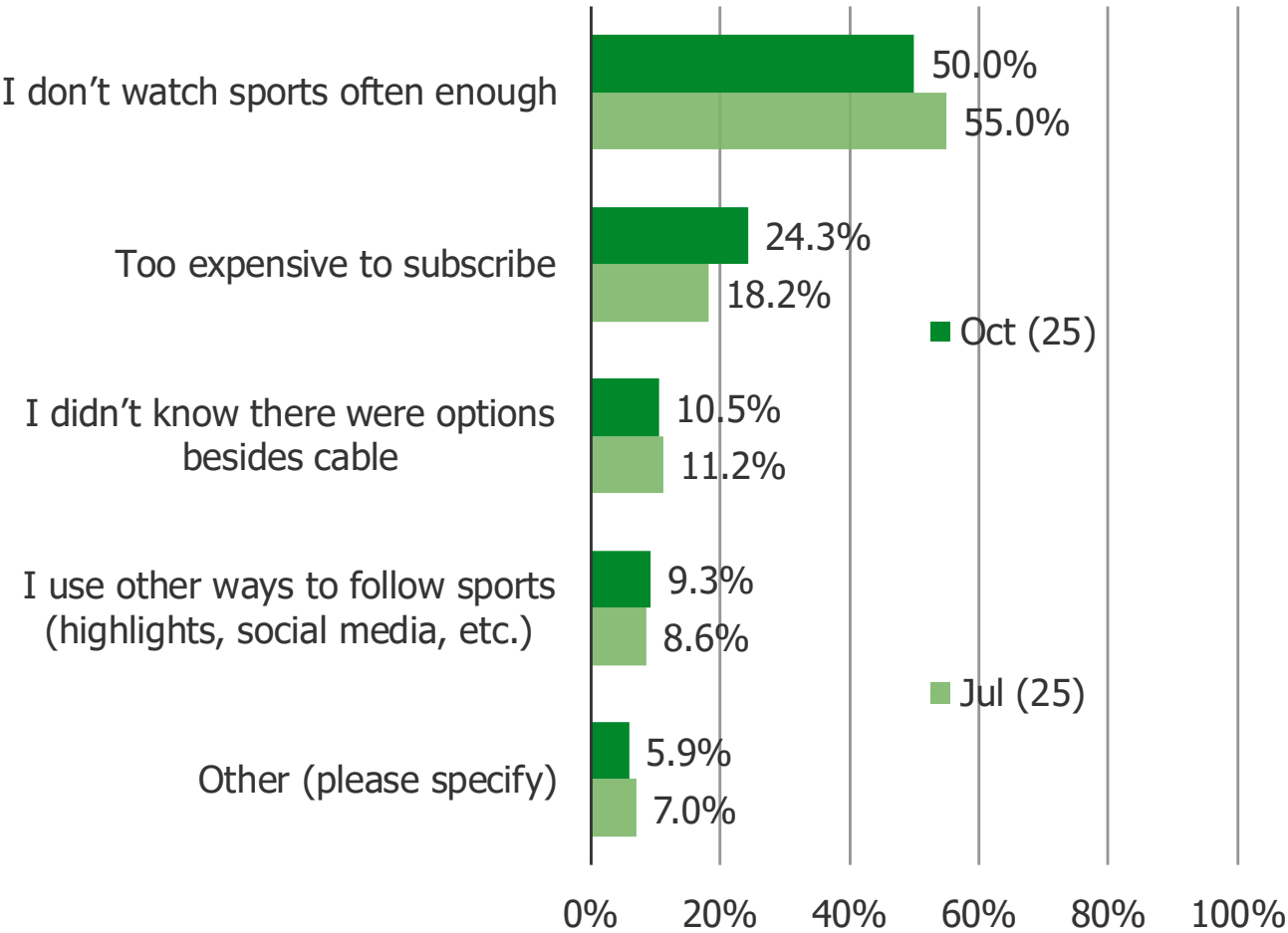
IF THE ESPN STANDALONE APP ALSO INCLUDED DISNEY+ AND HULU AS PART OF A BUNDLE, WOULD THAT MAKE YOU MORE LIKELY TO CONSIDER SWITCHING?

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



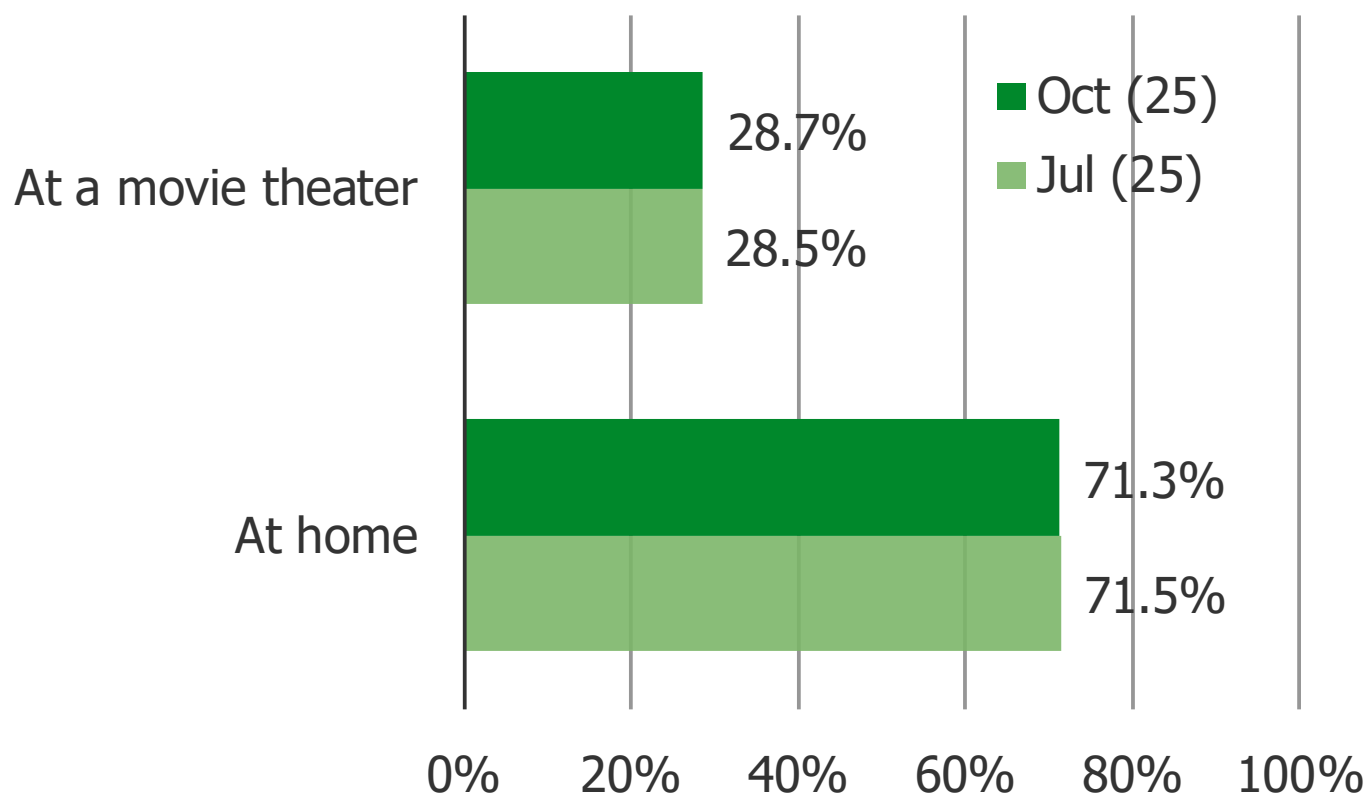
WHY DON'T YOU CURRENTLY HAVE ACCESS TO ESPN? (SELECT ALL THAT APPLY)

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



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

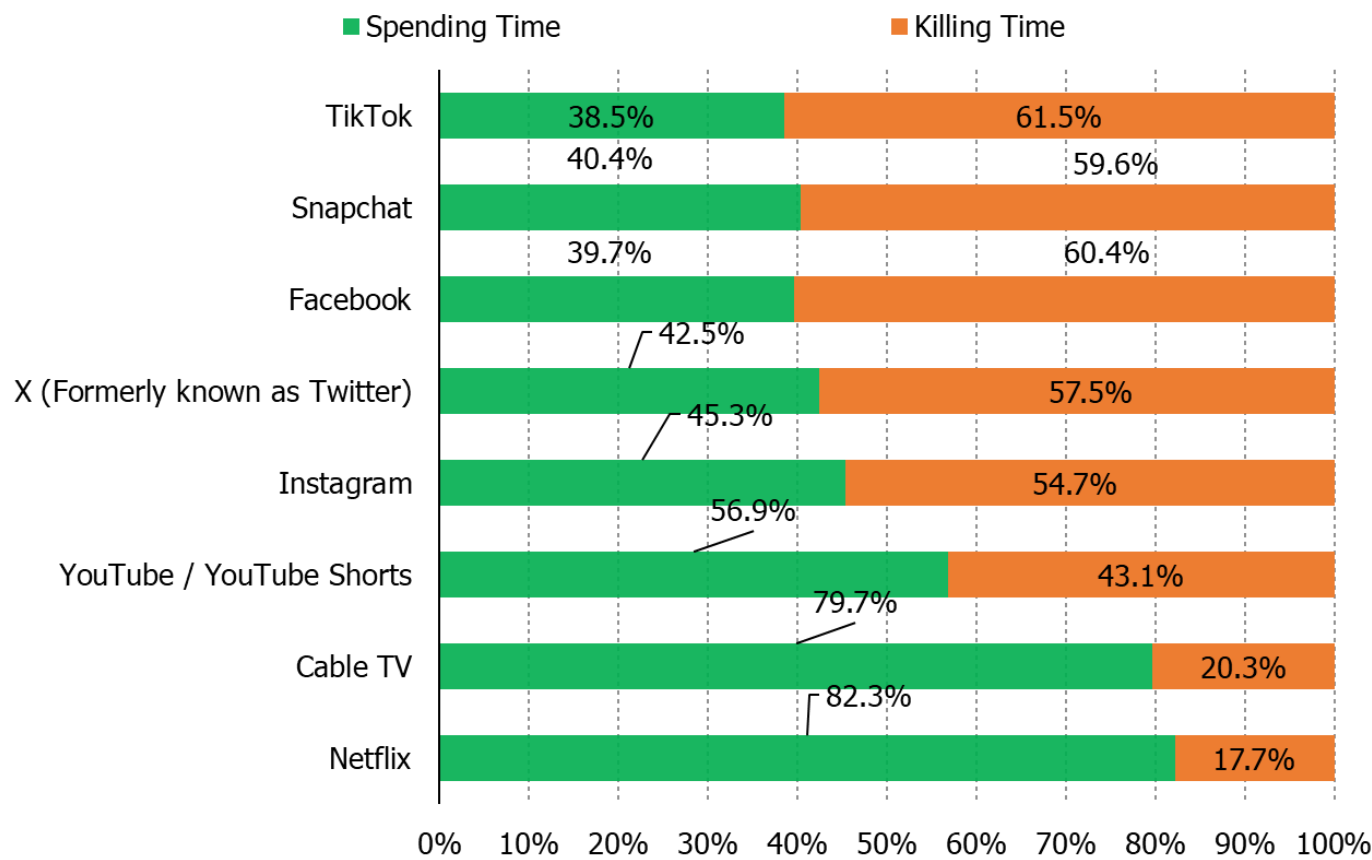
Posed to all respondents.



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.

October 2025



Relevant Quote From Ted Sarandos: (March 2025)

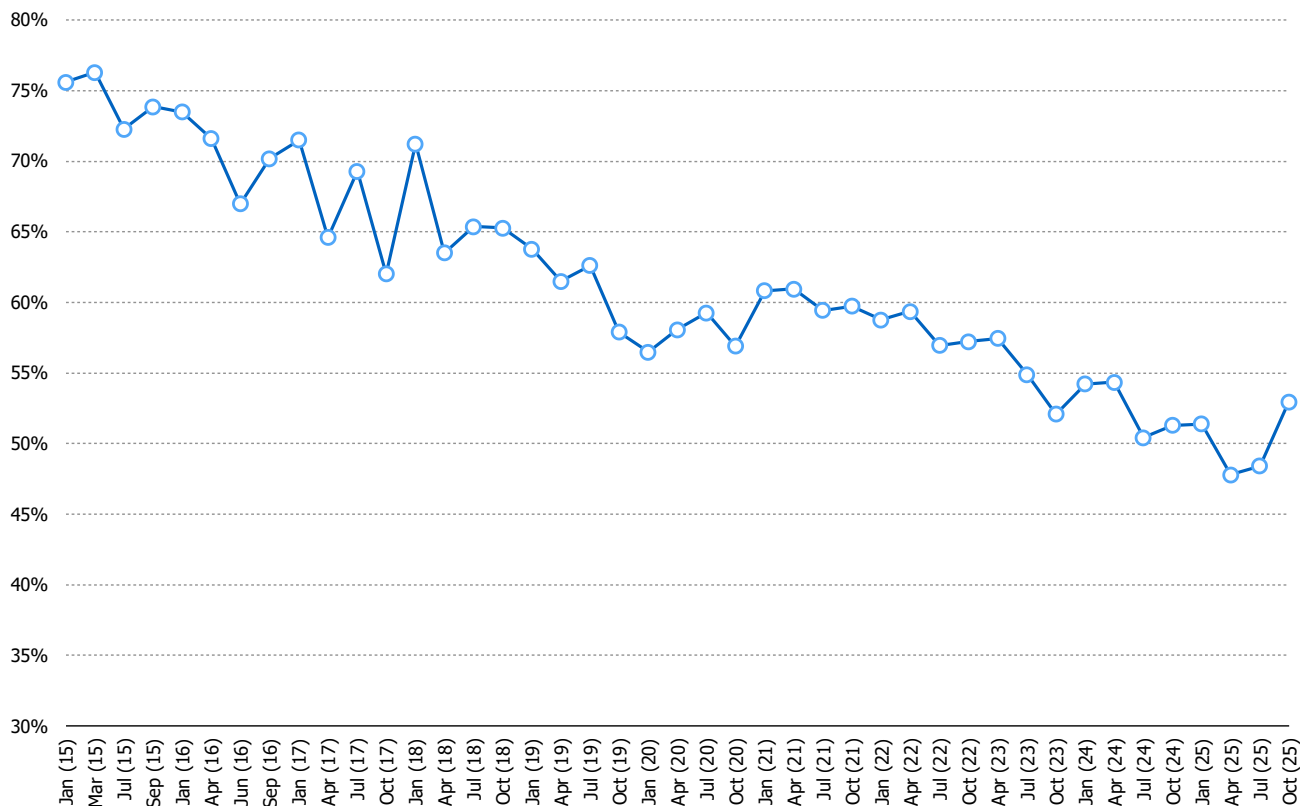
“We compete with them, along with everybody else, for entertainment, time and money. So certainly we’re competing with them for advertising dollars and professional content. So for that part of YouTube, we definitely compete. For the other parts we definitely don’t,” he continued. “I think there’s a 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=
Netflix	513
Cable TV	266
YouTube / YouTube Shorts	626
Instagram	395
X (Formerly known as Twitter)	186
Facebook	565
Snapchat	198
TikTok	374

CABLE TV QUESTIONS

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

Posed to respondents who watch video content at home.

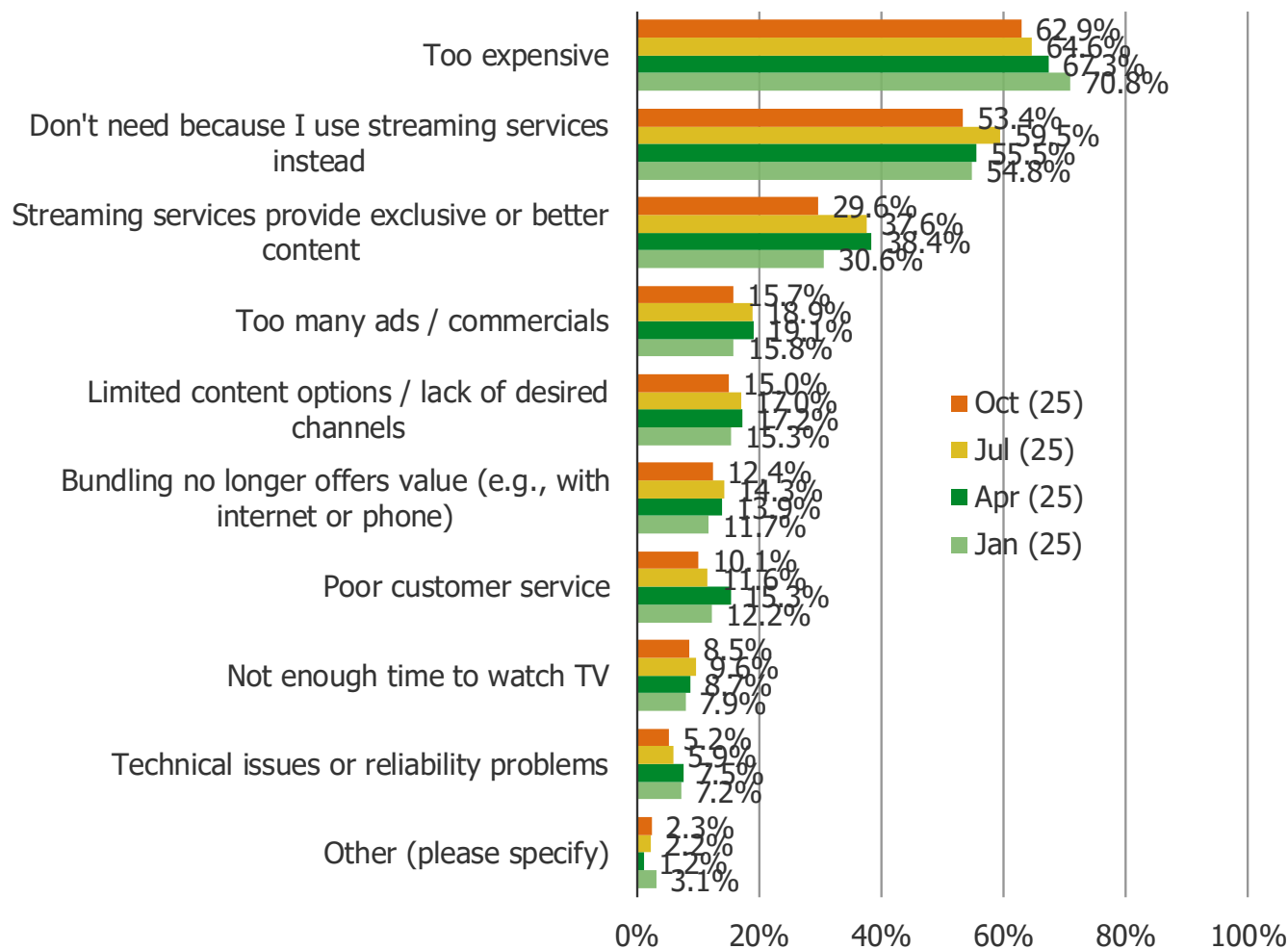


How likely respondents are to be Cable subscribers, broken down by where they ranked Sports out of 5 when it comes to their preferred thing to watch on TV:

- 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

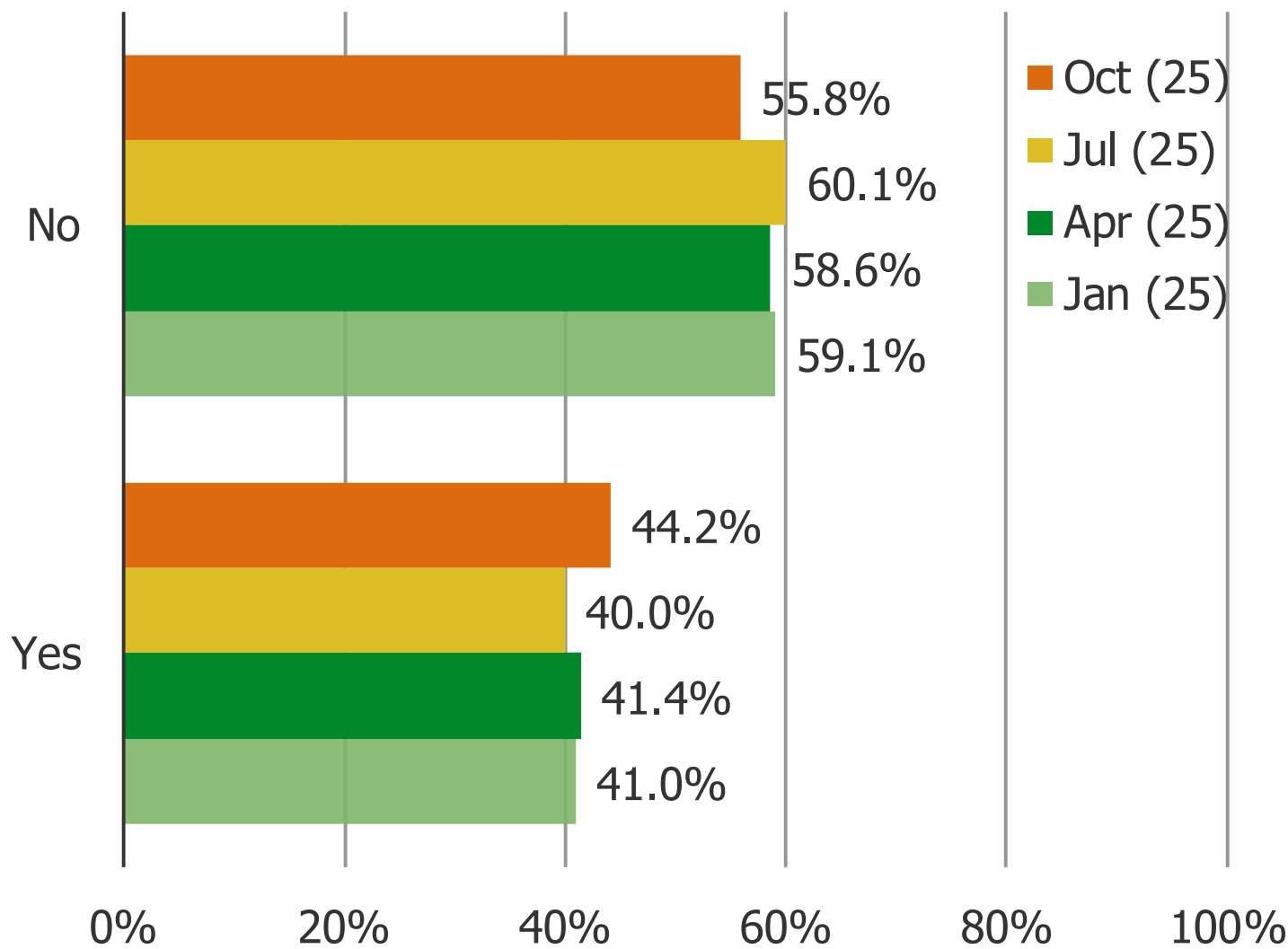
WHICH OF THE FOLLOWING BEST DESCRIBES WHY YOU DON'T HAVE A CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION? SELECT ALL THAT APPLY

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



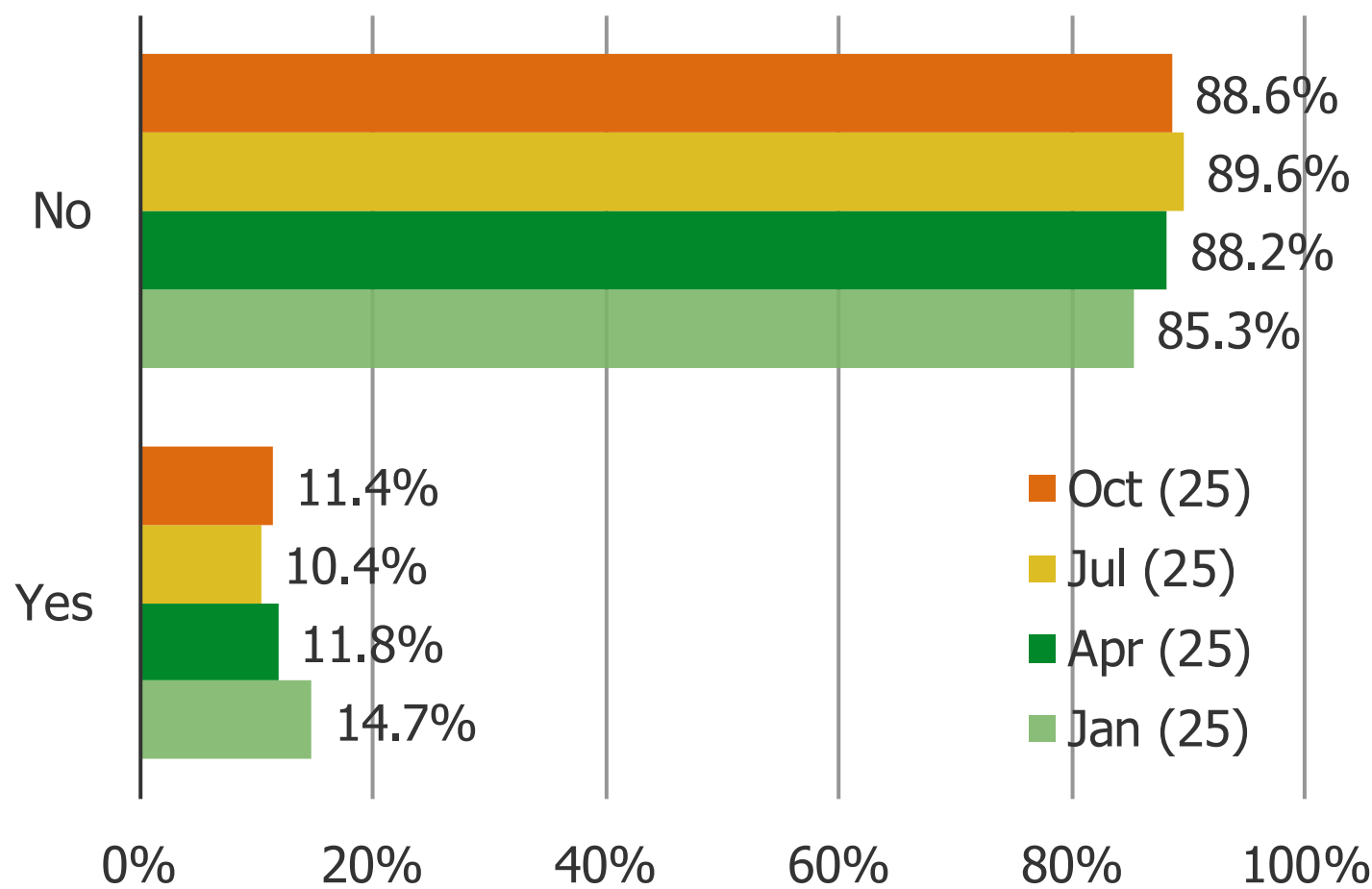
DO FREE STREAMING SUBSCRIPTIONS INCLUDED IN YOUR PAY TV PACKAGE LOWER YOUR LIKELIHOOD OF CANCELLING?

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



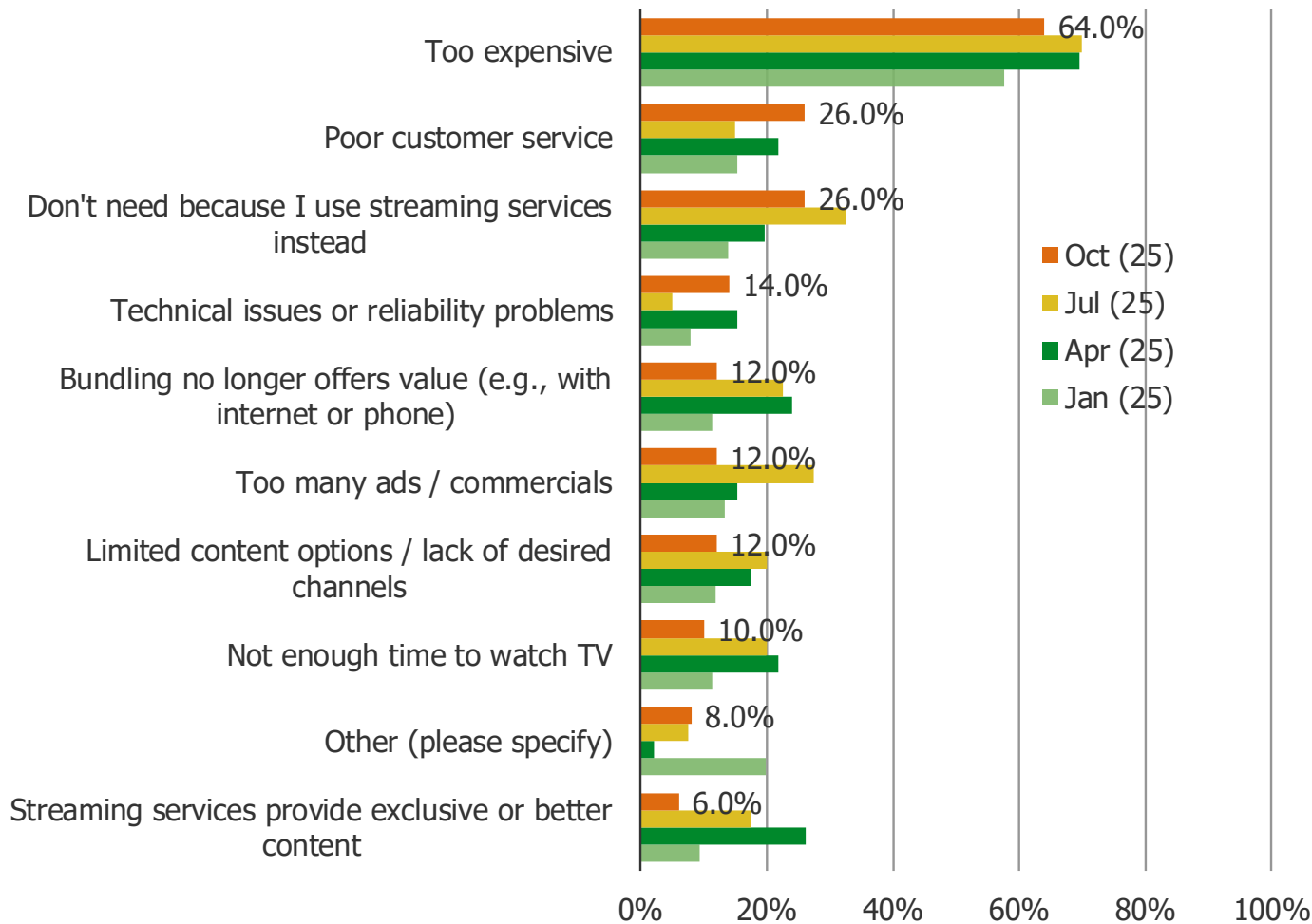
DO YOU INTEND TO CANCEL YOUR CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION IN THE NEXT 6-12 MONTHS?

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



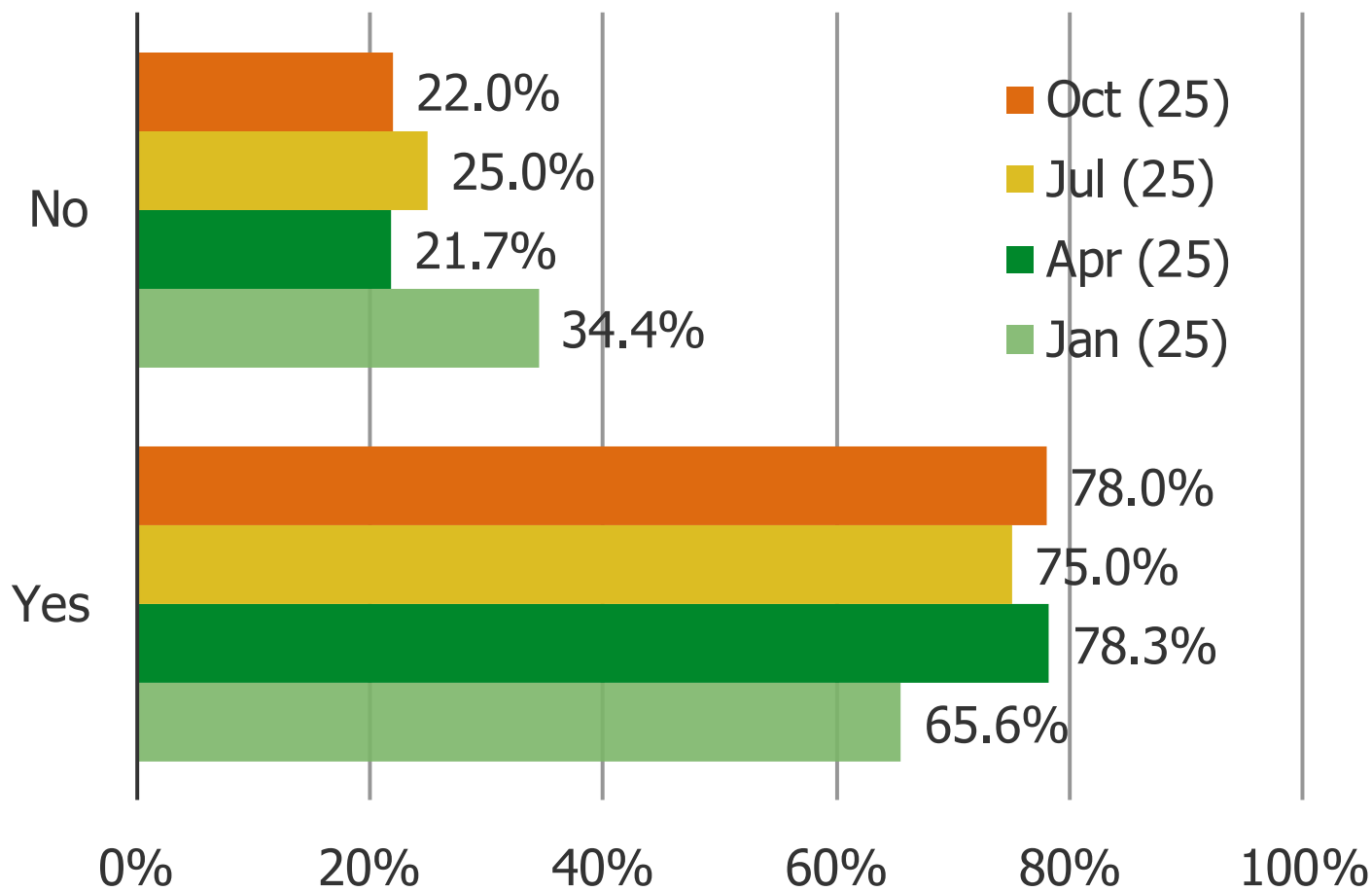
WHAT ARE THE REASONS FOR WHY YOU INTEND TO CANCEL CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION?

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



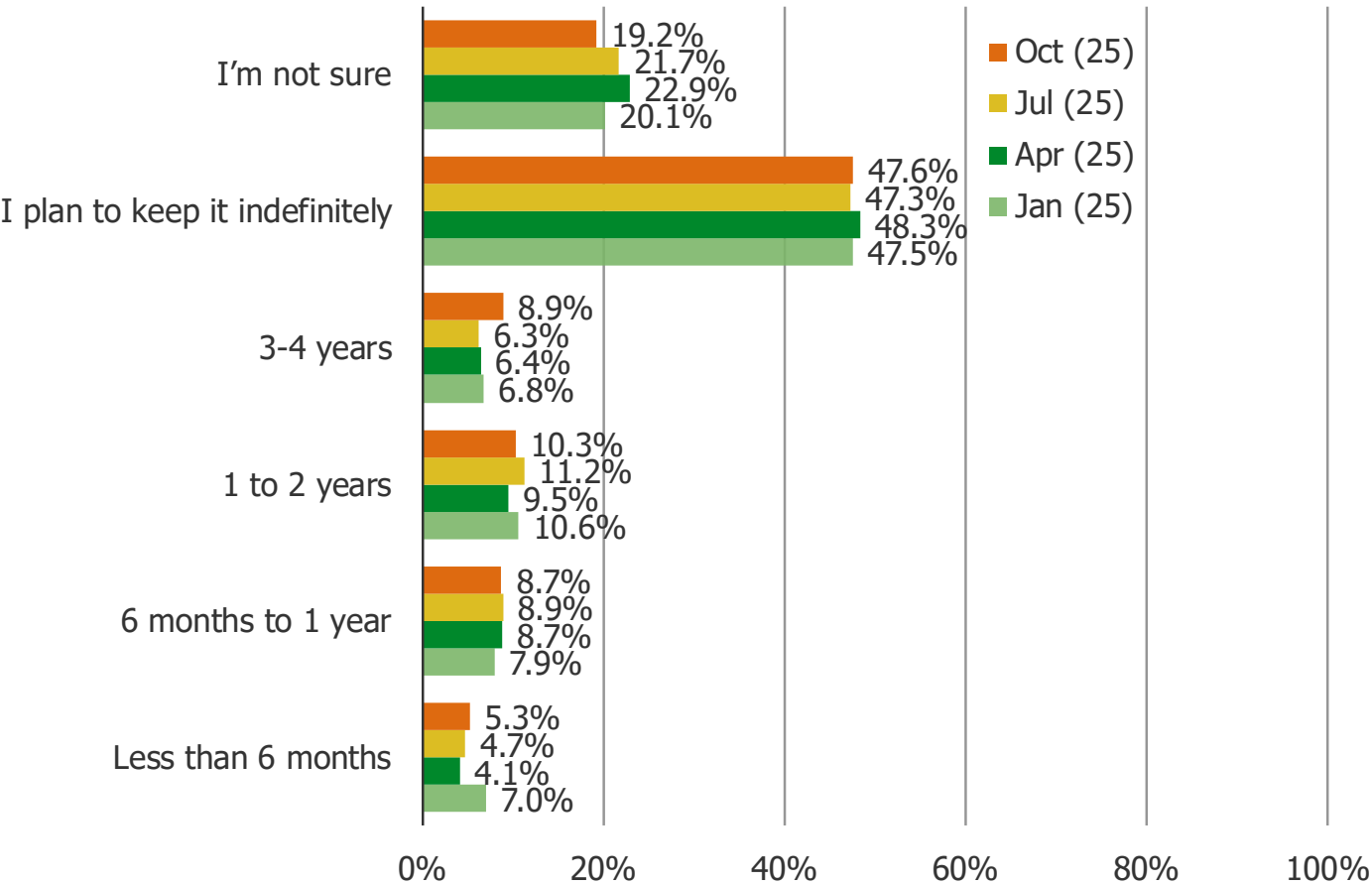
IF YOU CANCEL, WILL YOU USE A STREAMING SERVICE THAT PROVIDES LIVE TV AND ON-DEMAND CONTENT OVER THE INTERNET (E.G., YOUTUBE TV, HULU + LIVE TV, PHILO, SLING, FUBOTV, ETC).

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



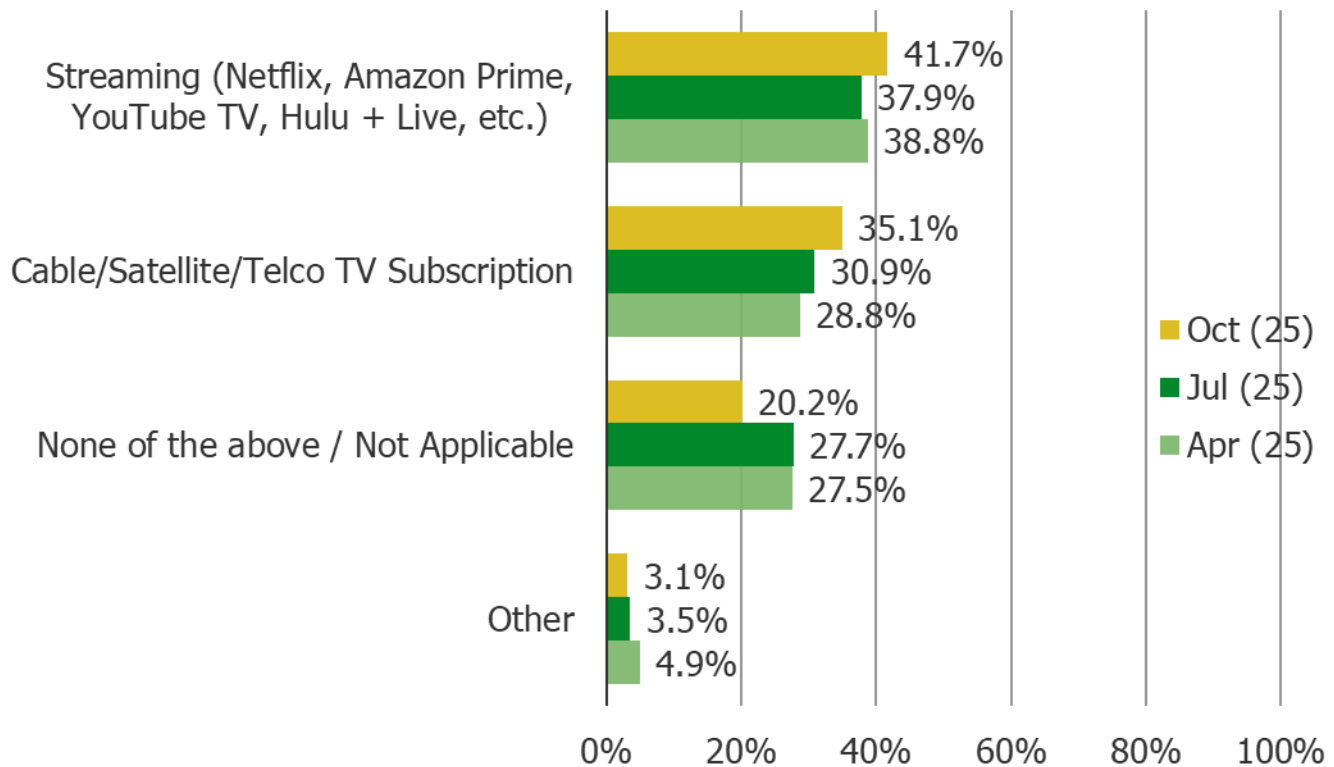
FOR HOW MUCH LONGER DO YOU THINK YOU WILL HAVE A CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION?

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



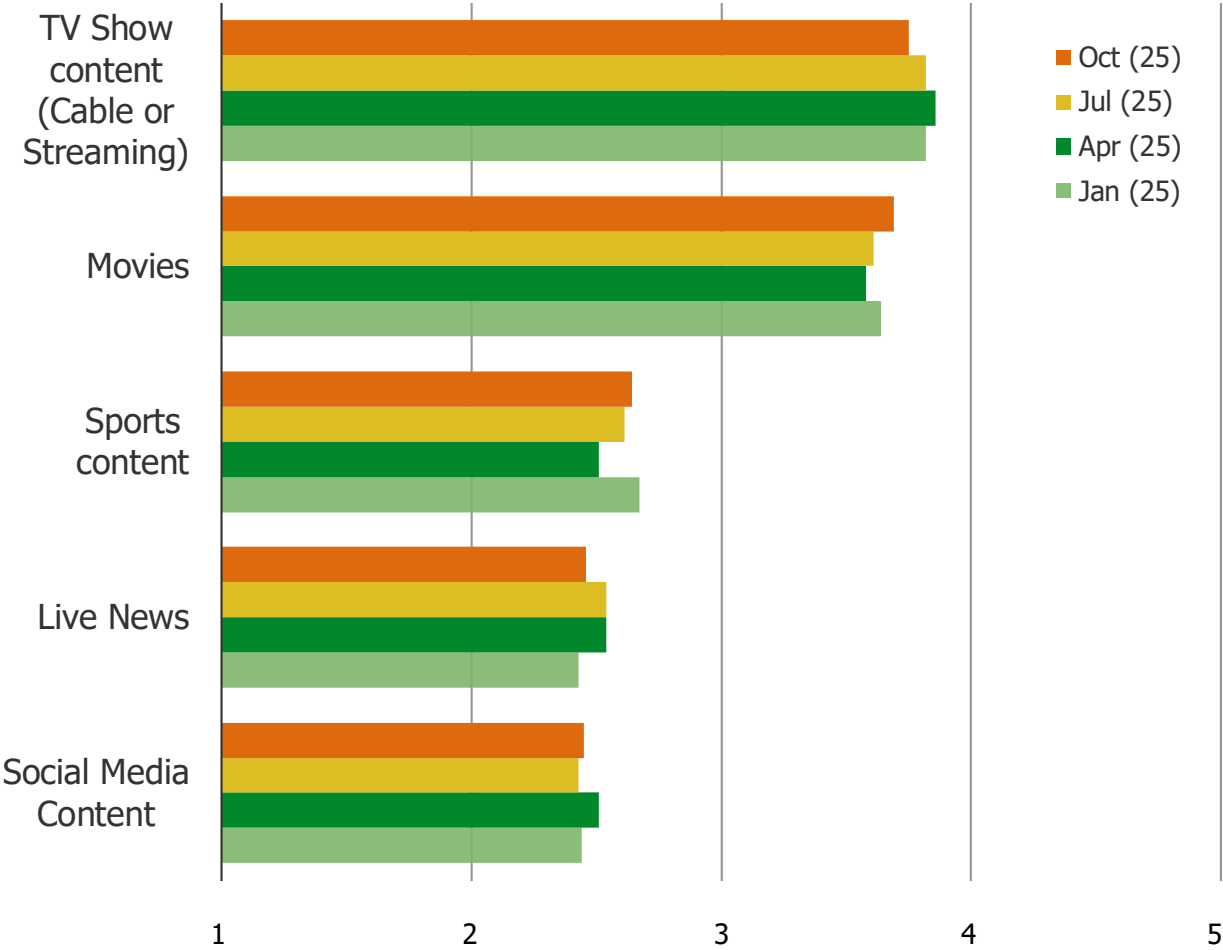
WHAT IS YOUR PREFERRED METHOD FOR WATCHING SPORTS?

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



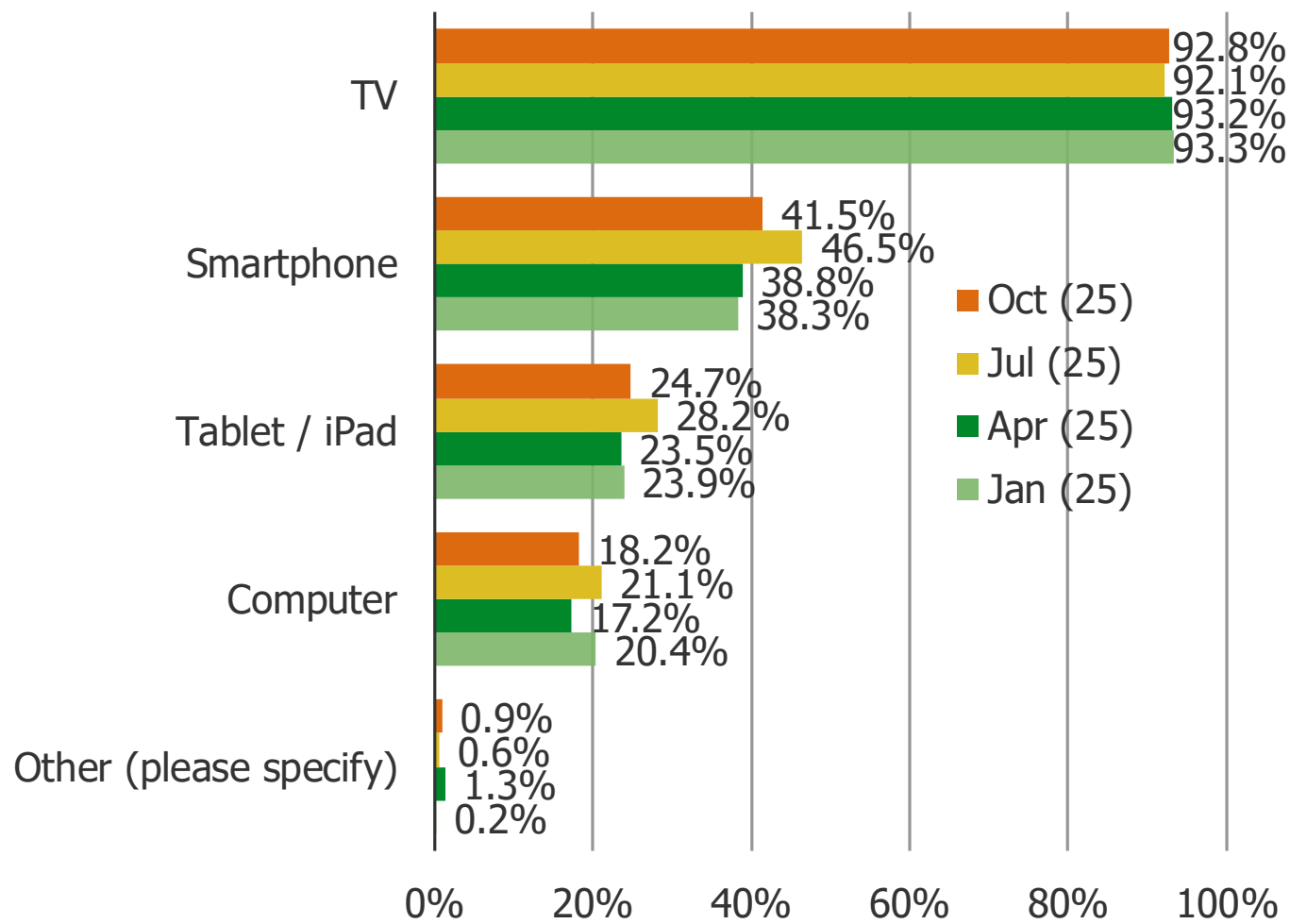
PLEASE RANK WHAT TYPE OF CONTENT YOU PREFER, FROM MOST AT THE TOP TO LEAST AT THE BOTTOM.

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



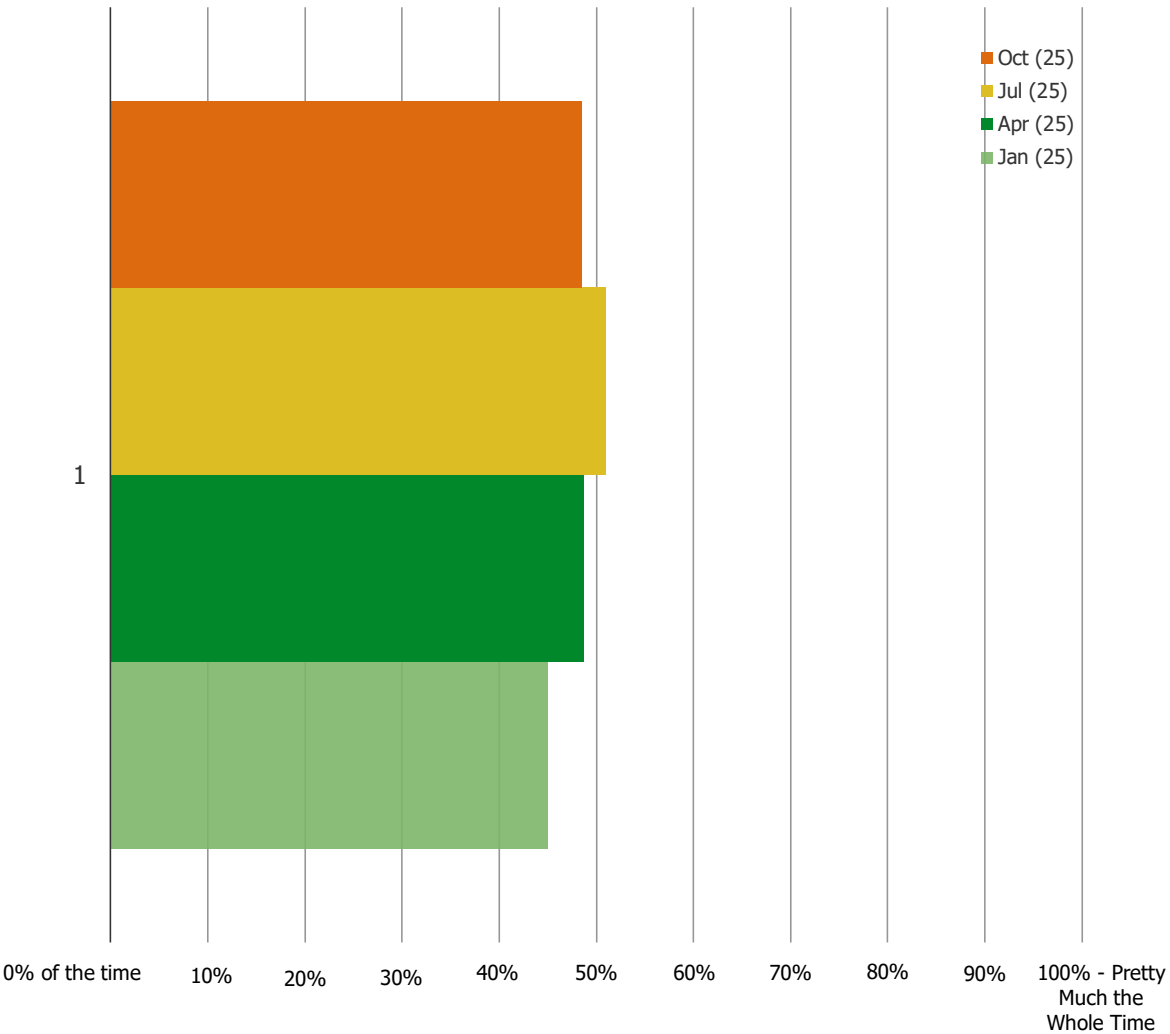
HOW DO YOU WATCH NETFLIX? SELECT ALL THAT APPLY

Posed to all Netflix subscribers.



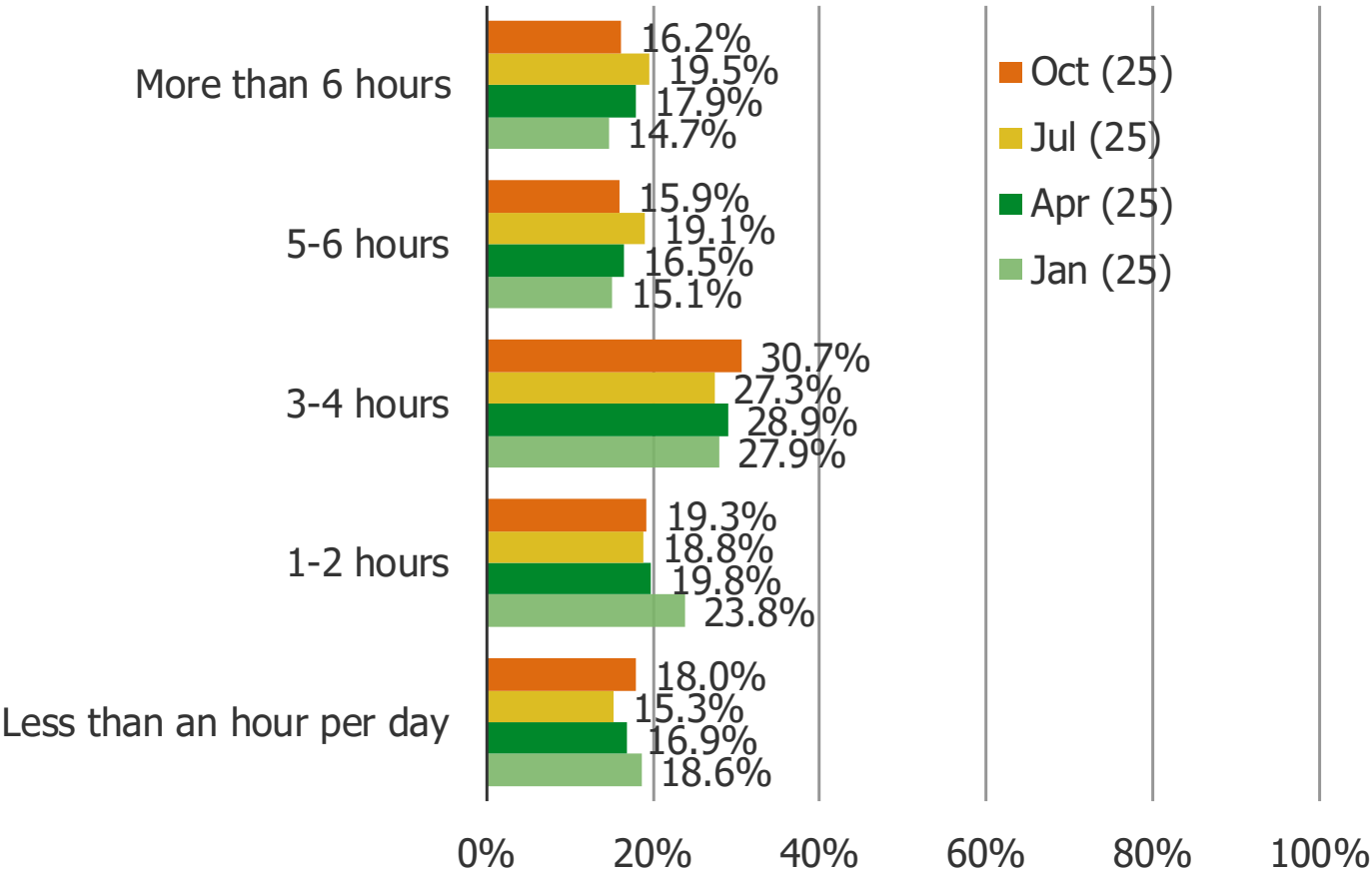
WHEN YOU ARE WATCHING TV, APPROXIMATELY WHAT PERCENTAGE OF THE TIME ARE YOU ALSO LOOKING AT SOMETHING ON YOUR SMARTPHONE?

Posed to all respondents.



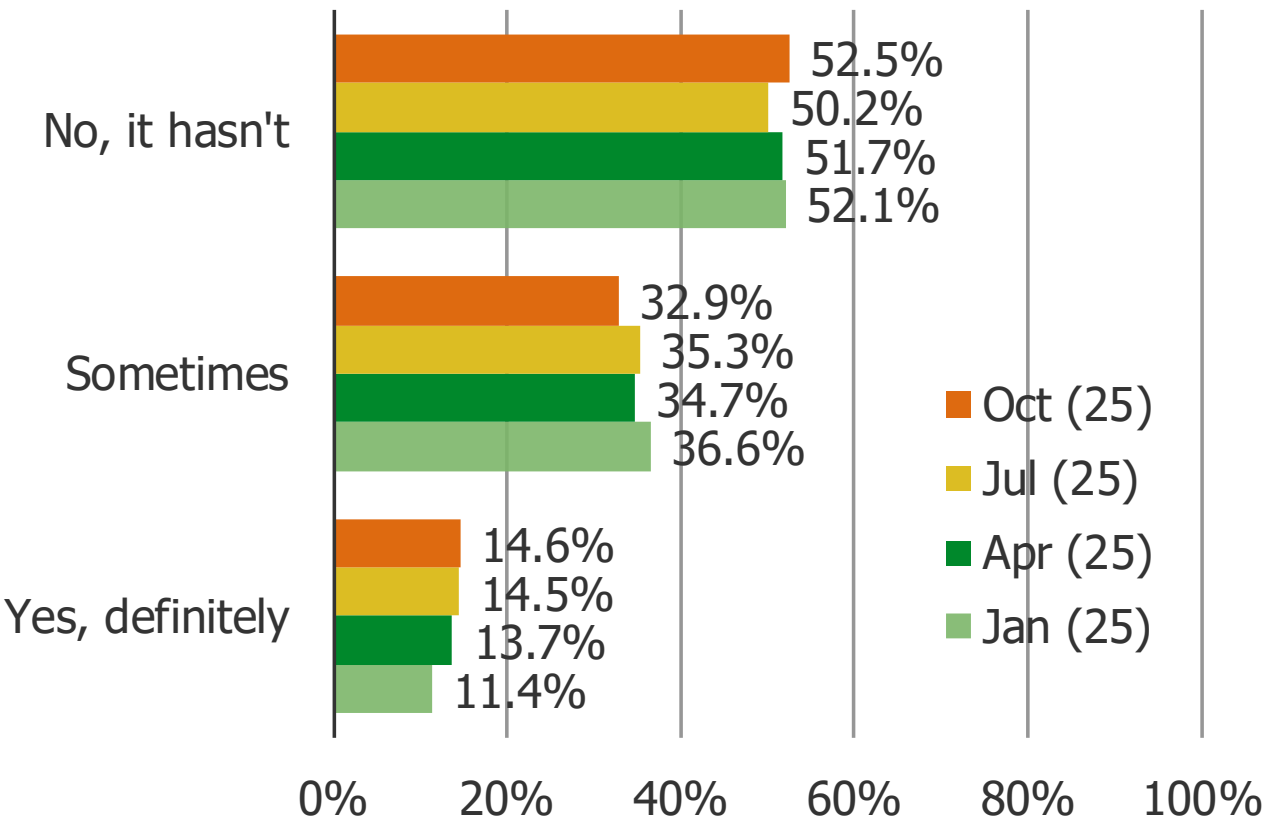
DO YOU HAVE A SENSE FOR HOW MUCH TIME PER DAY YOU SPEND ON YOUR PHONE? IE - YOUR AVERAGE SCREEN TIME PER DAY...

Posed to all respondents.



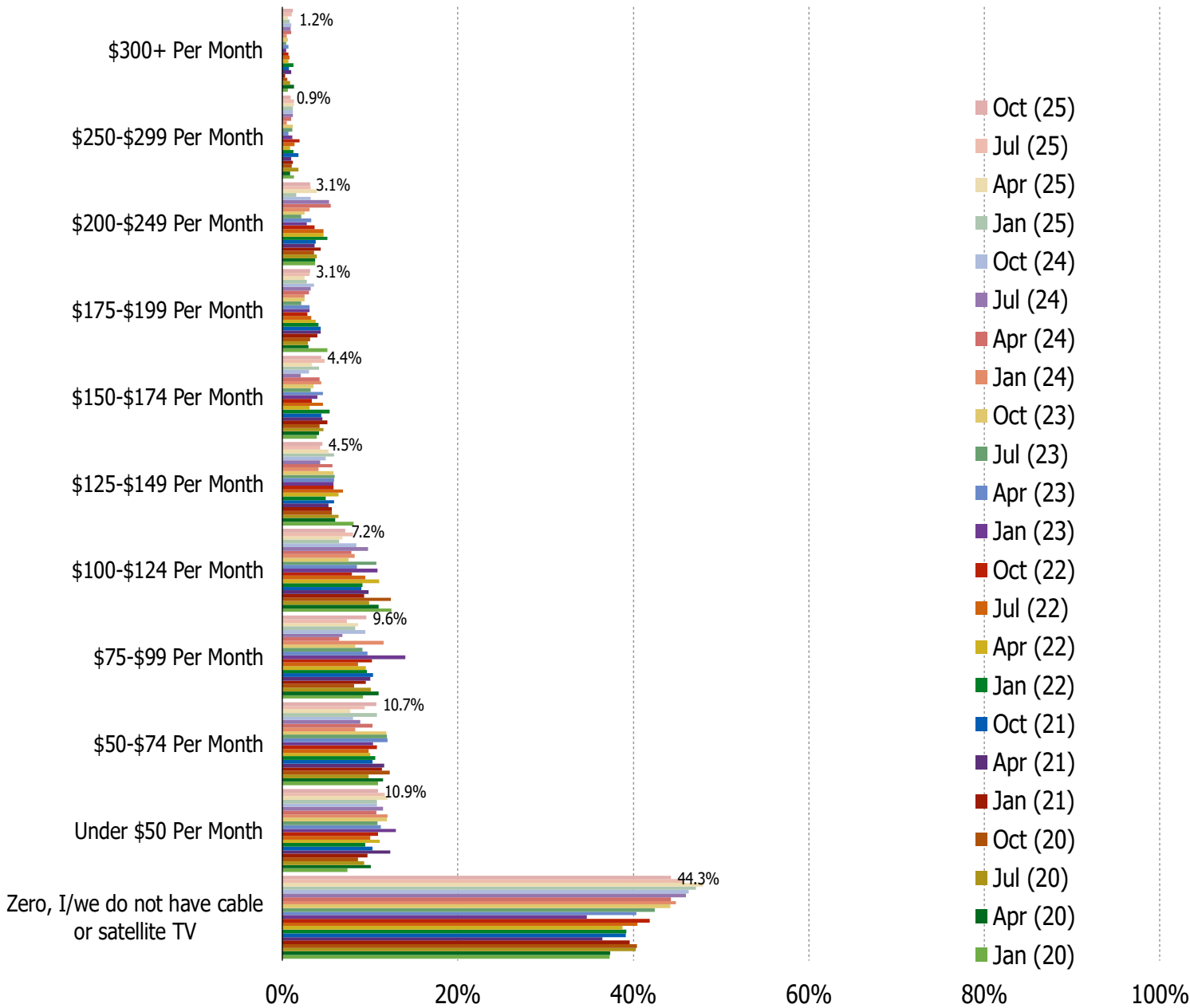
IN YOUR OPINION, HAS THE CONTENT YOU WATCH ON YOUR PHONE DIMINISHED THE IMPORTANCE OF WHAT YOU ARE WATCHING ON TV?

Posed to all respondents.



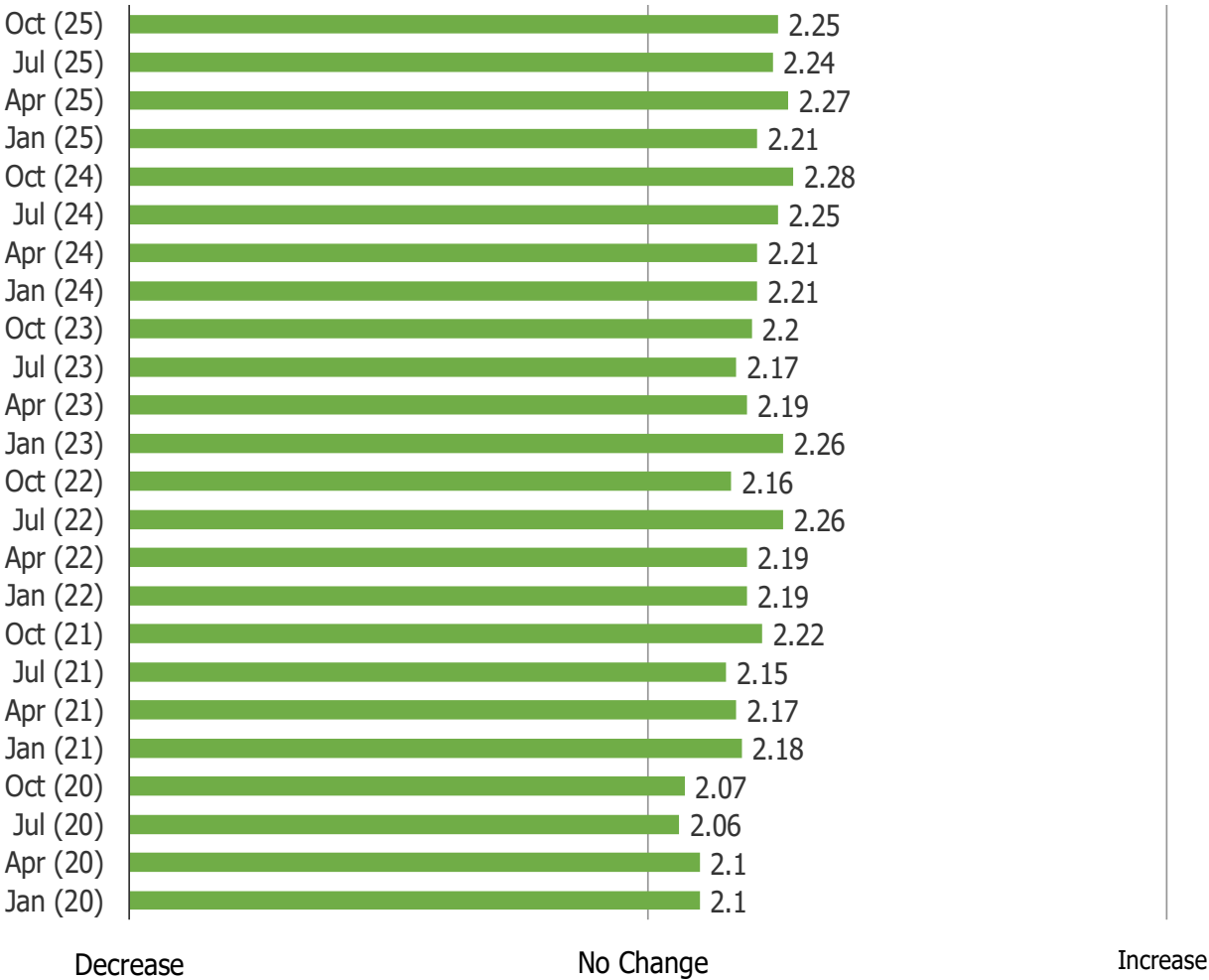
APPROXIMATELY HOW MUCH DO YOU SPEND ON CABLE/SATELLITE TV SERVICES PER MONTH?

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?

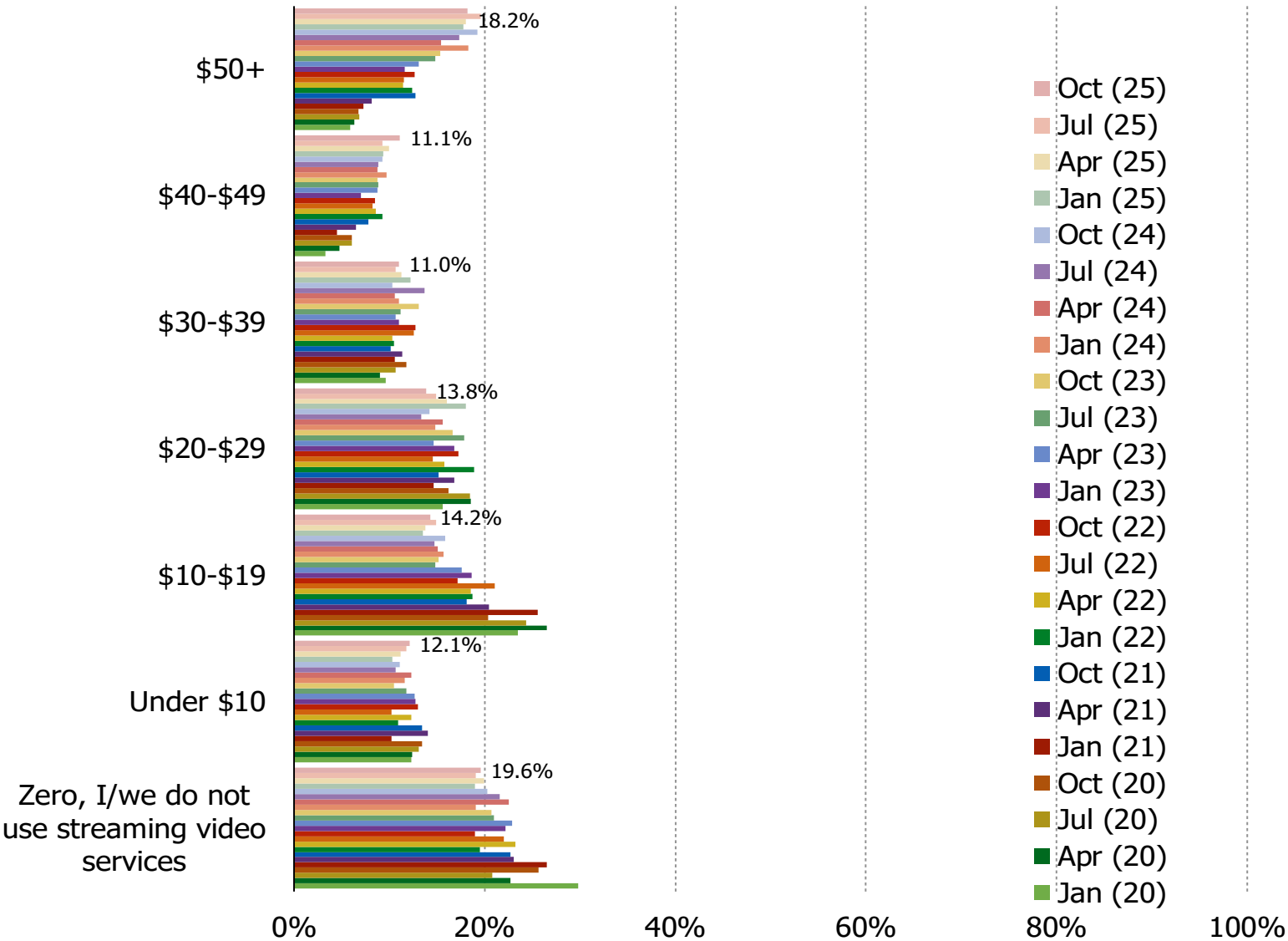
Posed to respondents who currently pay for cable or satellite tv.



SPEND ON STREAMING CONTENT

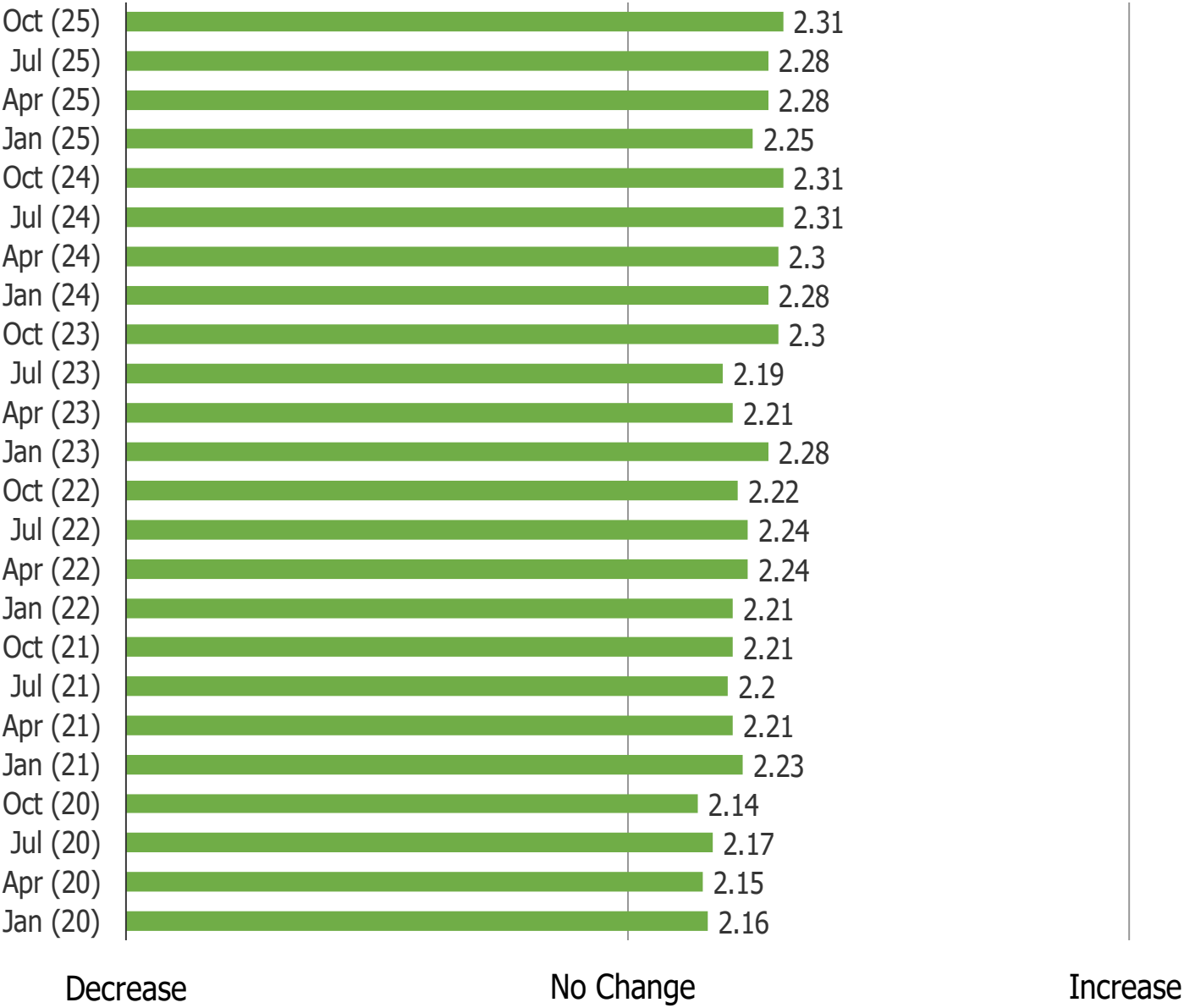
APPROXIMATELY HOW MUCH DO YOU SPEND ON STREAMING VIDEO SERVICES PER MONTH?

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.



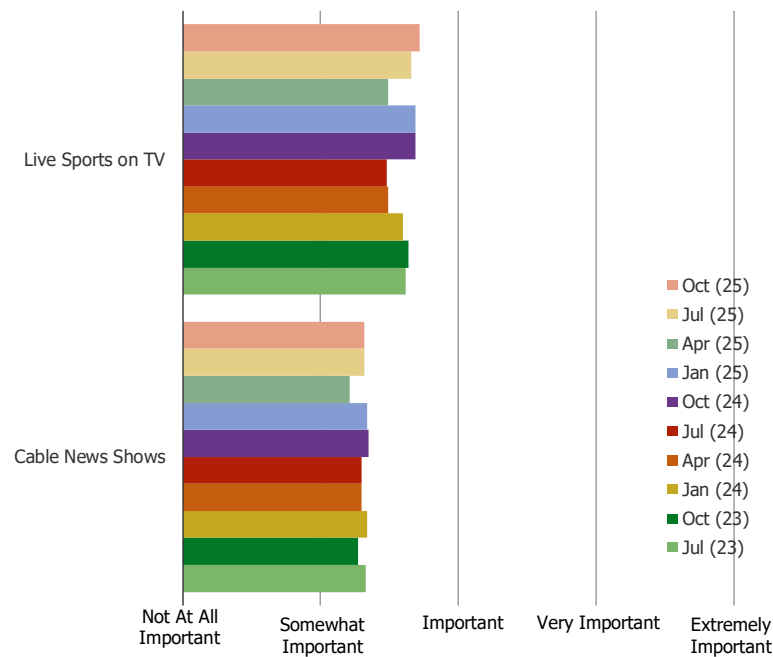
CABLE TV PERSONALITIES AND LIVE SPORTS/EVENTS

Posed to all respondents who watch cable TV at home.

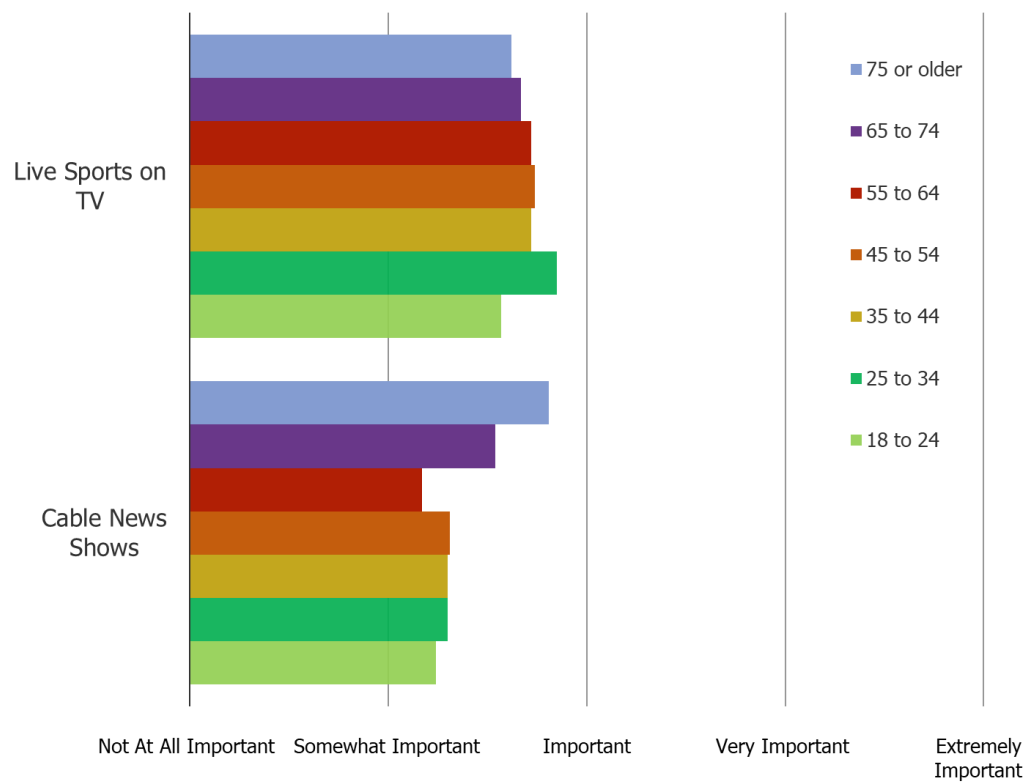


HOW IMPORTANT ARE THE FOLLOWING TO YOU...

Posed to all respondents.



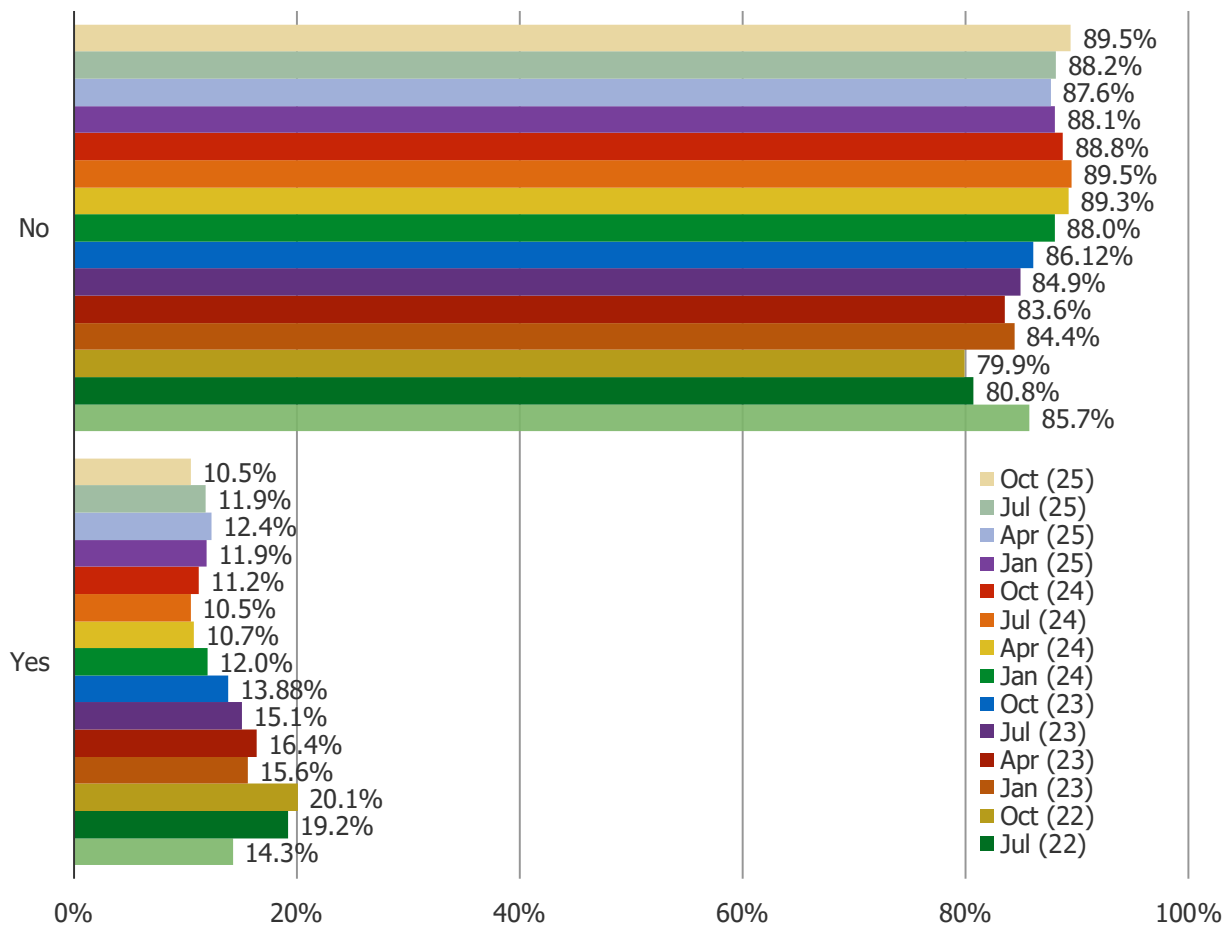
Cross-Tab (Weighted Averages)



NFLX ACCOUNT SHARING

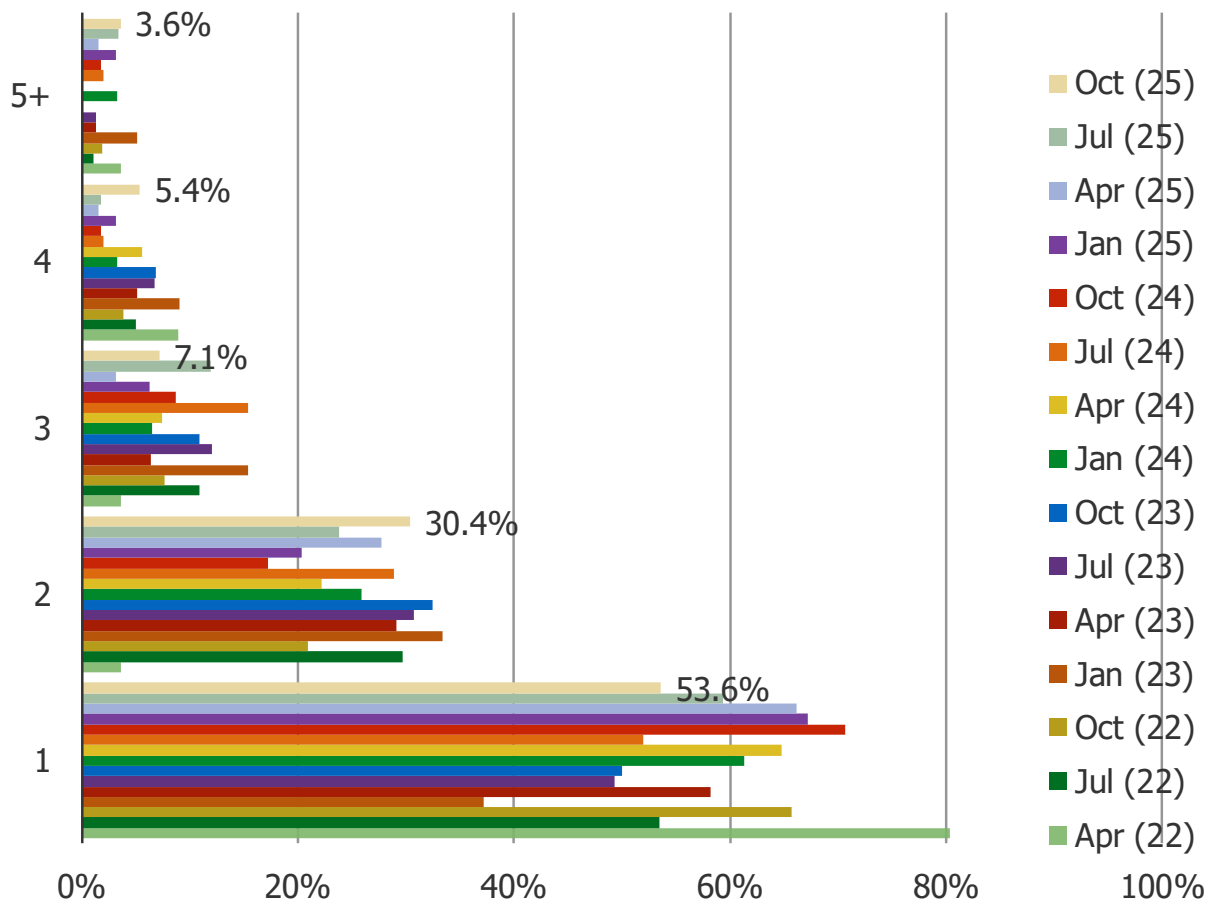
DO YOU LET ANYONE LIVING OUTSIDE OF YOUR HOUSEHOLD USE YOUR NETFLIX ACCOUNT?

Posed to all respondents who pay for Netflix or lives with someone who pays for Netflix (N=533).



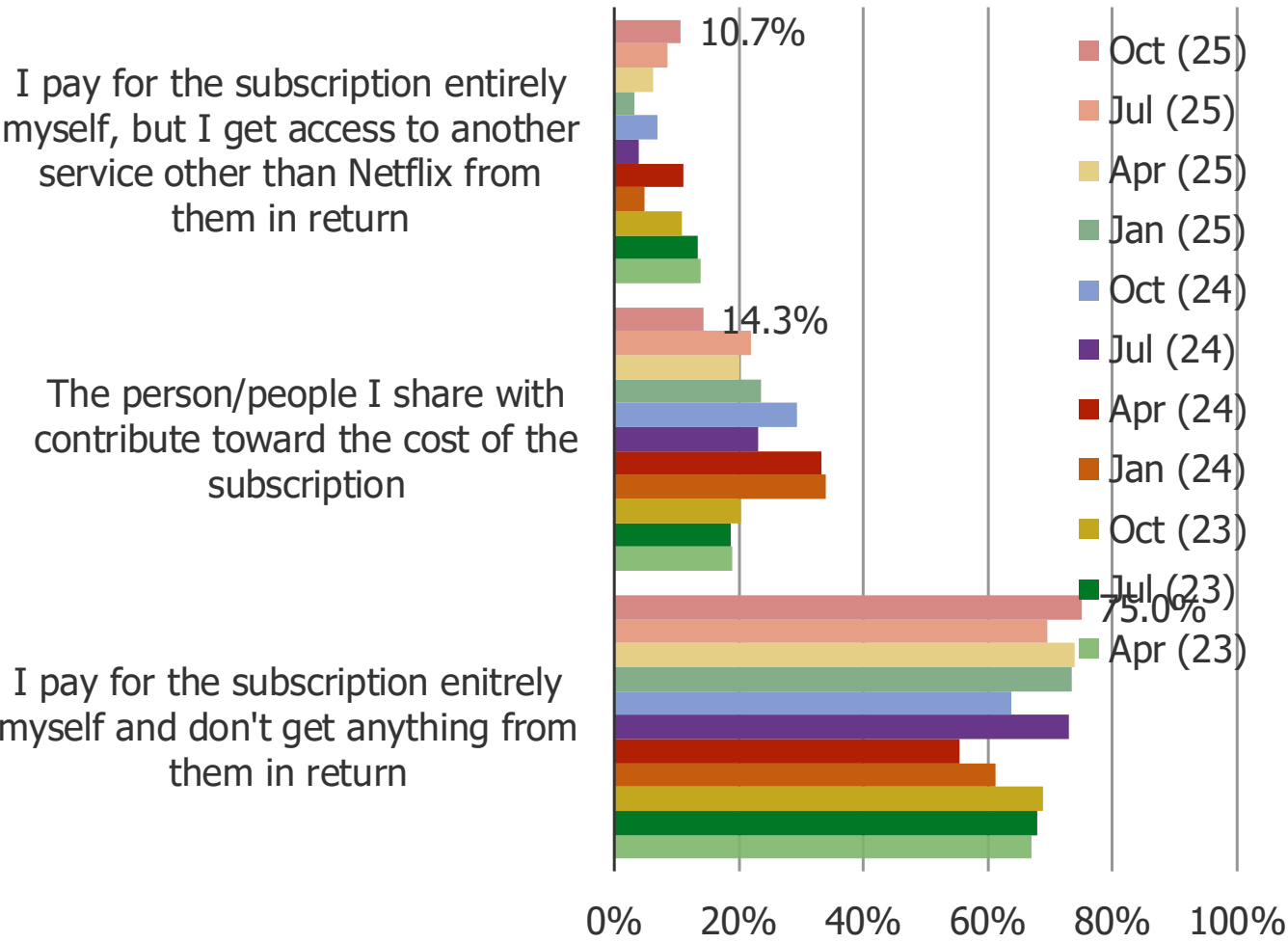
HOW MANY PEOPLE WHO LIVE OUTSIDE OF YOUR HOUSEHOLD DO YOU LET USE YOUR NETFLIX ACCOUNT?

Posed to all respondents who pay for Netflix and let people outside of their house use their log-in (N = 56)



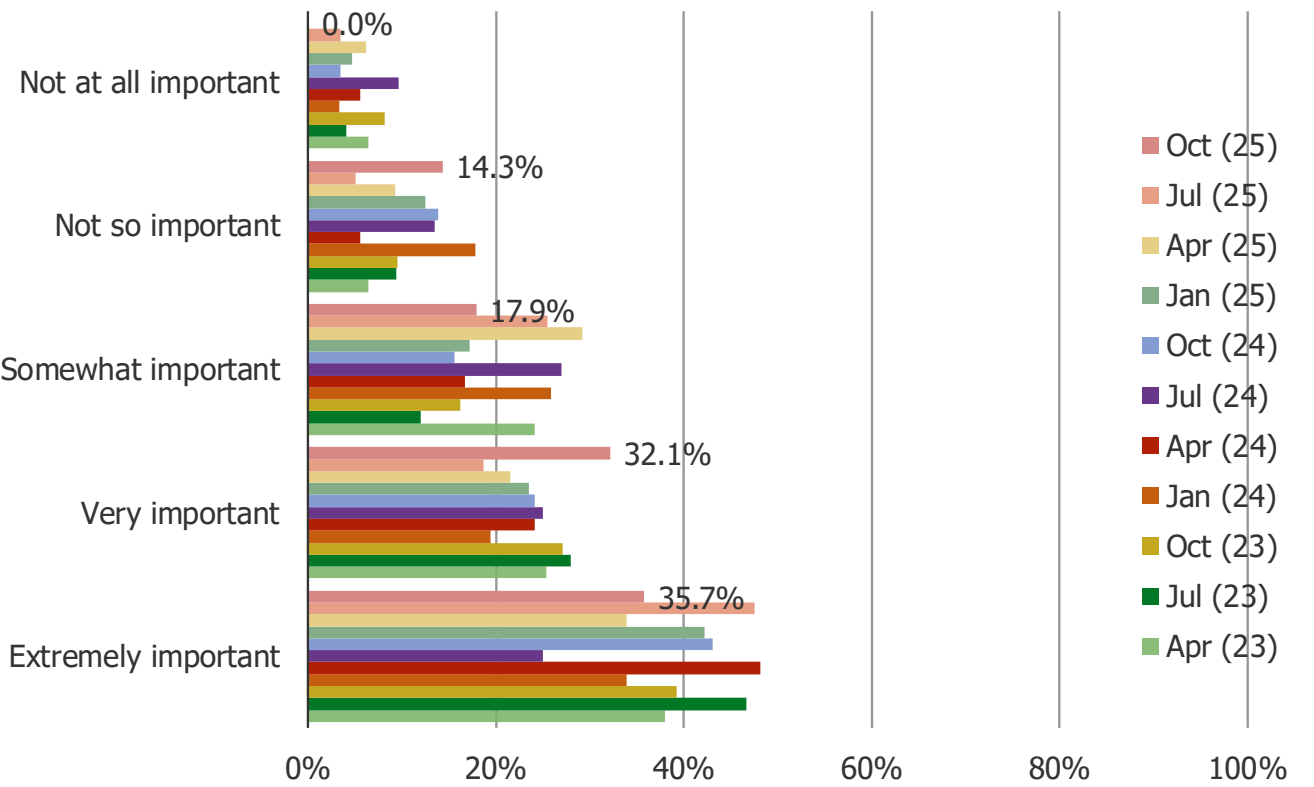
THINKING OF THE PERSON/PEOPLE YOU SHARE YOUR ACCOUNT WITH, WHO PAYS FOR THE SUBSCRIPTION?

Posed to Netflix subscribers who allow anyone outside their household to use their Netflix account. (N=56)



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

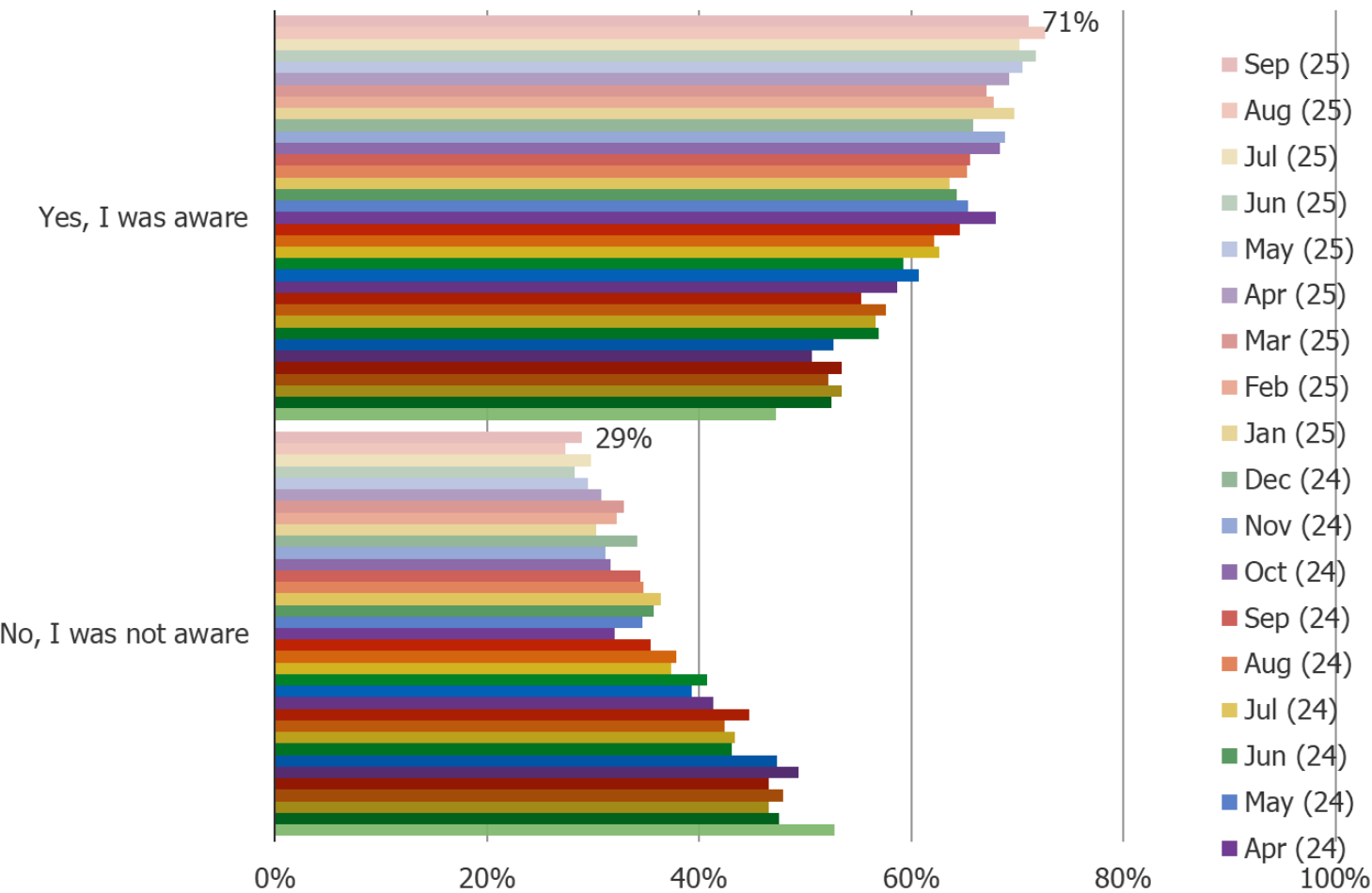
Posed to Netflix subscribers who allow anyone outside their household to use their Netflix account. (N=56)



STANDARD WITH ADS

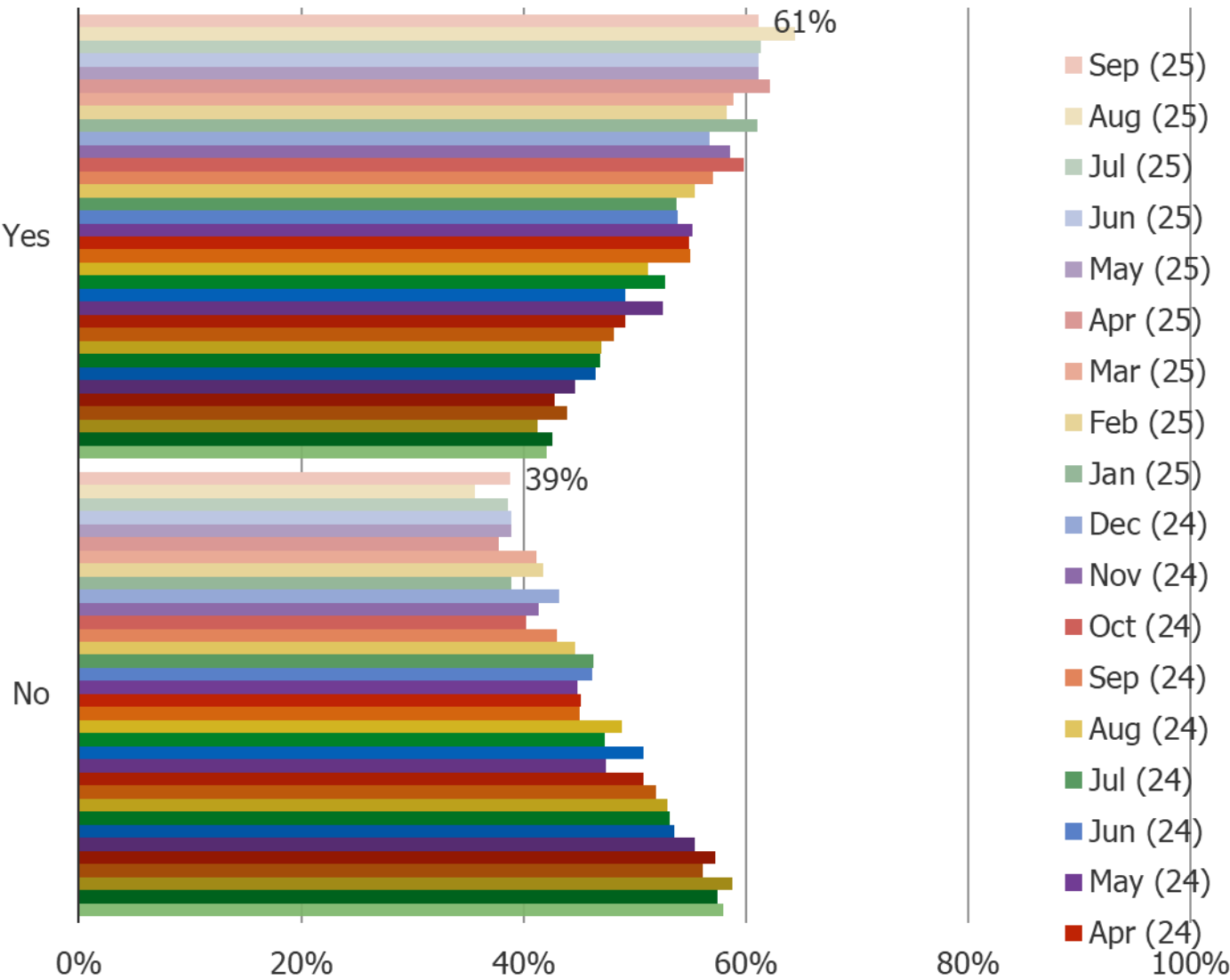
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT NETFLIX HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



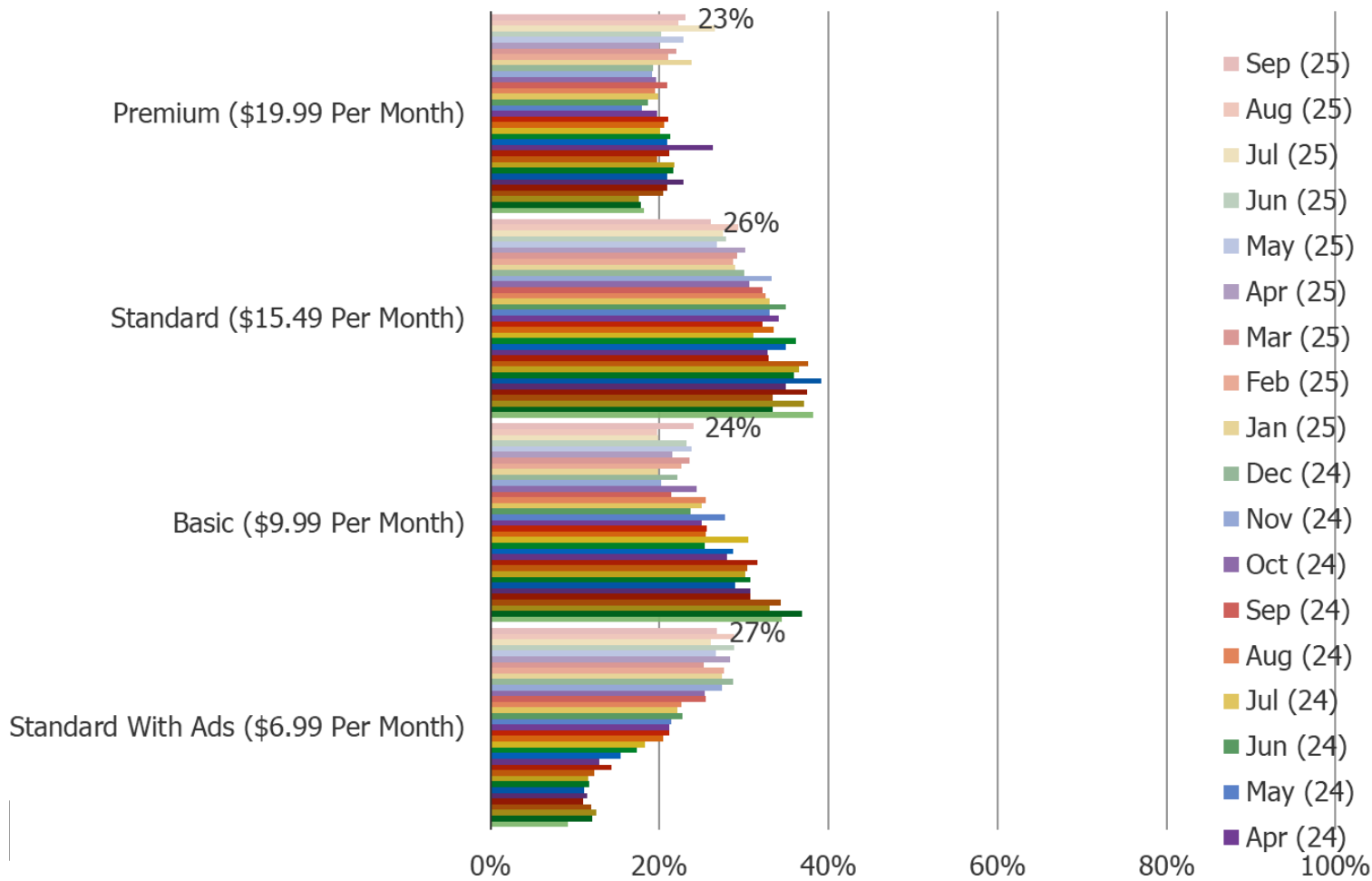
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT DISNEY+ HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



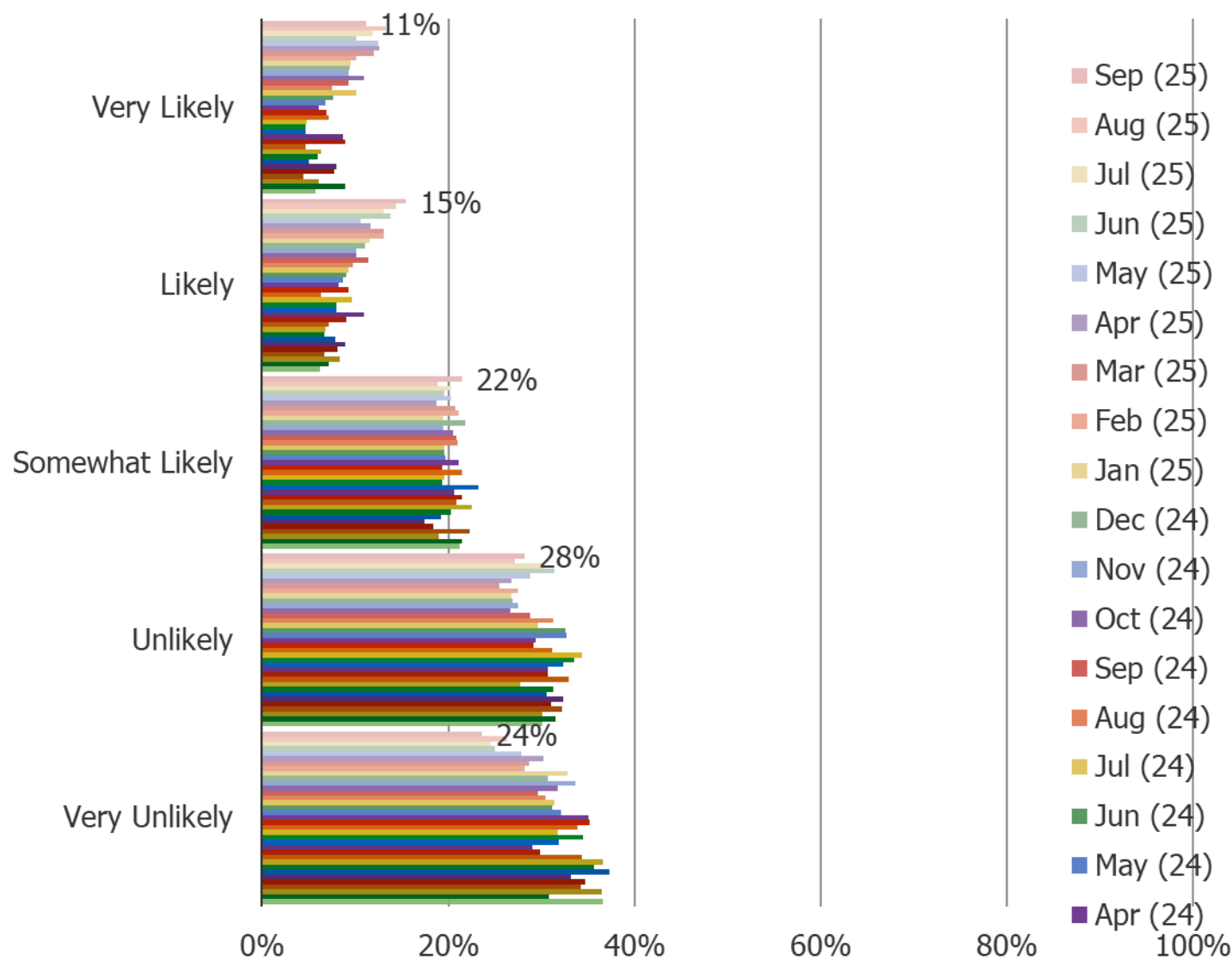
WHICH OF THE FOLLOWING MOST ACCURATELY DESCRIBES YOUR NETFLIX SUBSCRIPTION?

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?

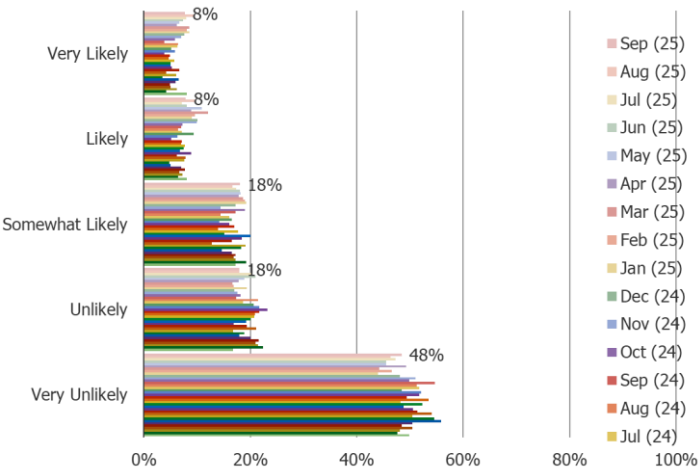
Posed to all respondents who are Netflix subscribers but are not on the ad supported plan.



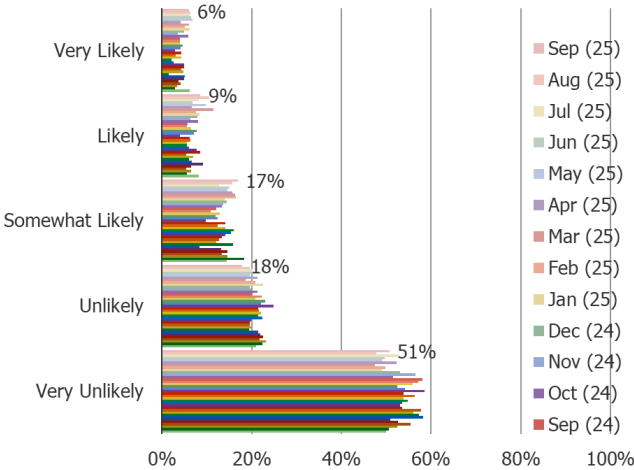
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING NETFLIX PLANS IN THE NEXT MONTH?

Posed to all respondents who are not currently Netflix subscribers.

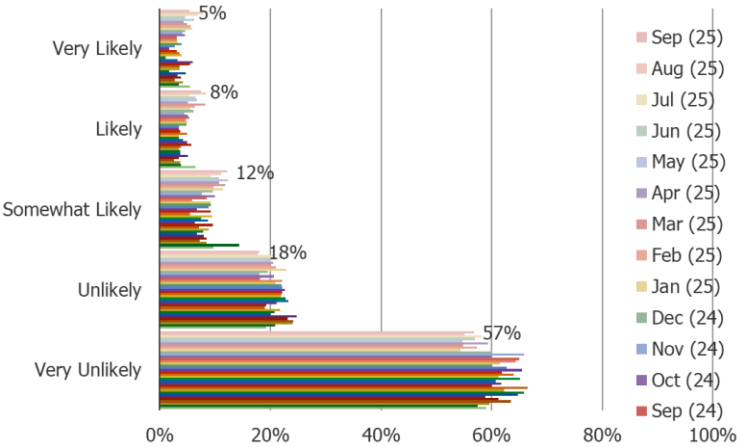
Standard with Ads



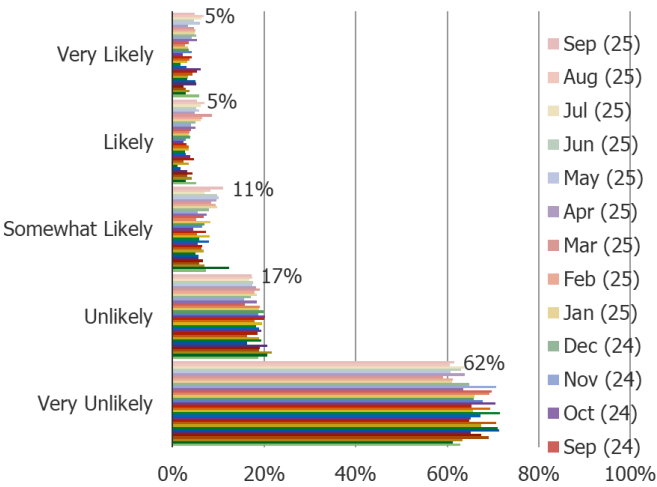
Basic



Standard

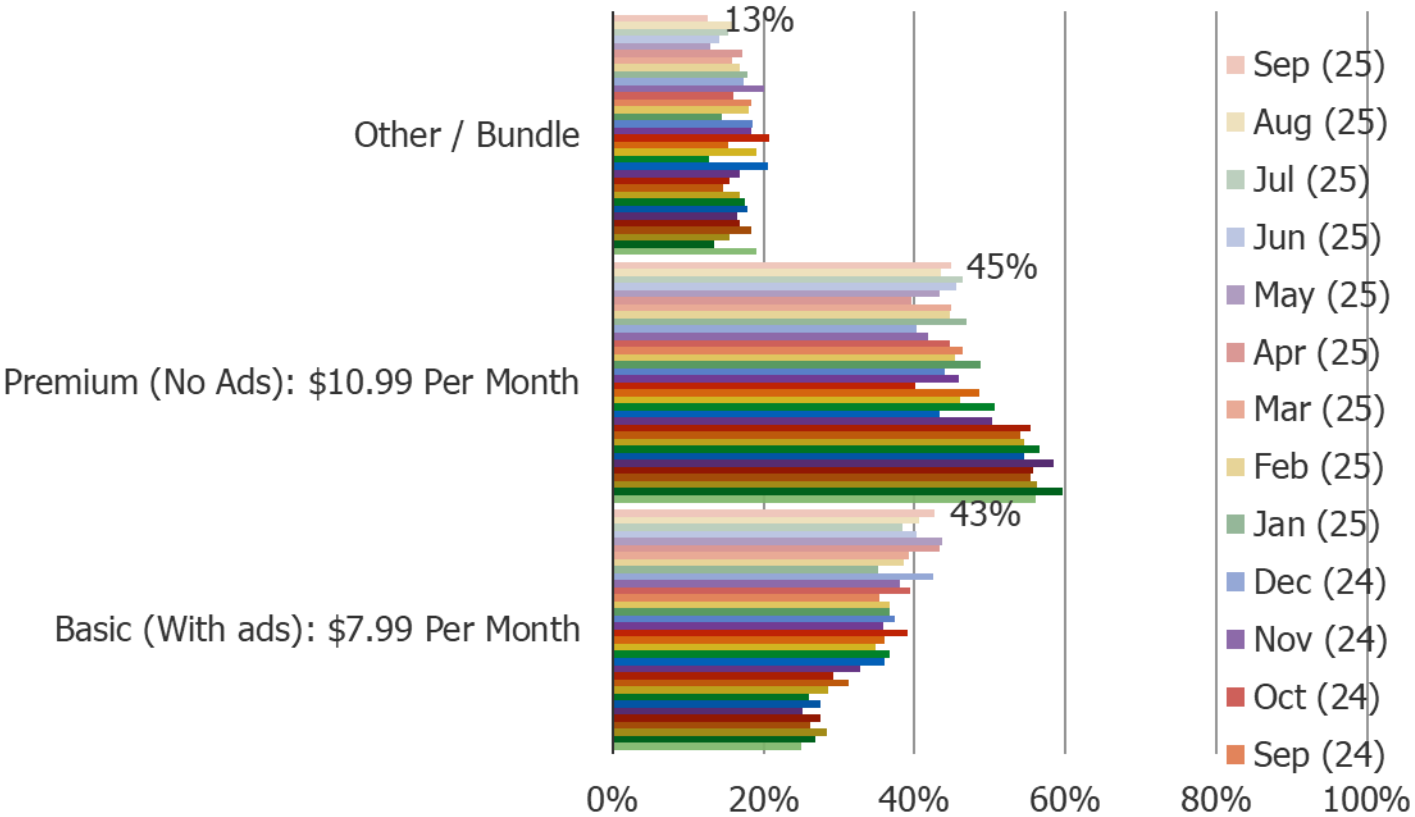


Premium



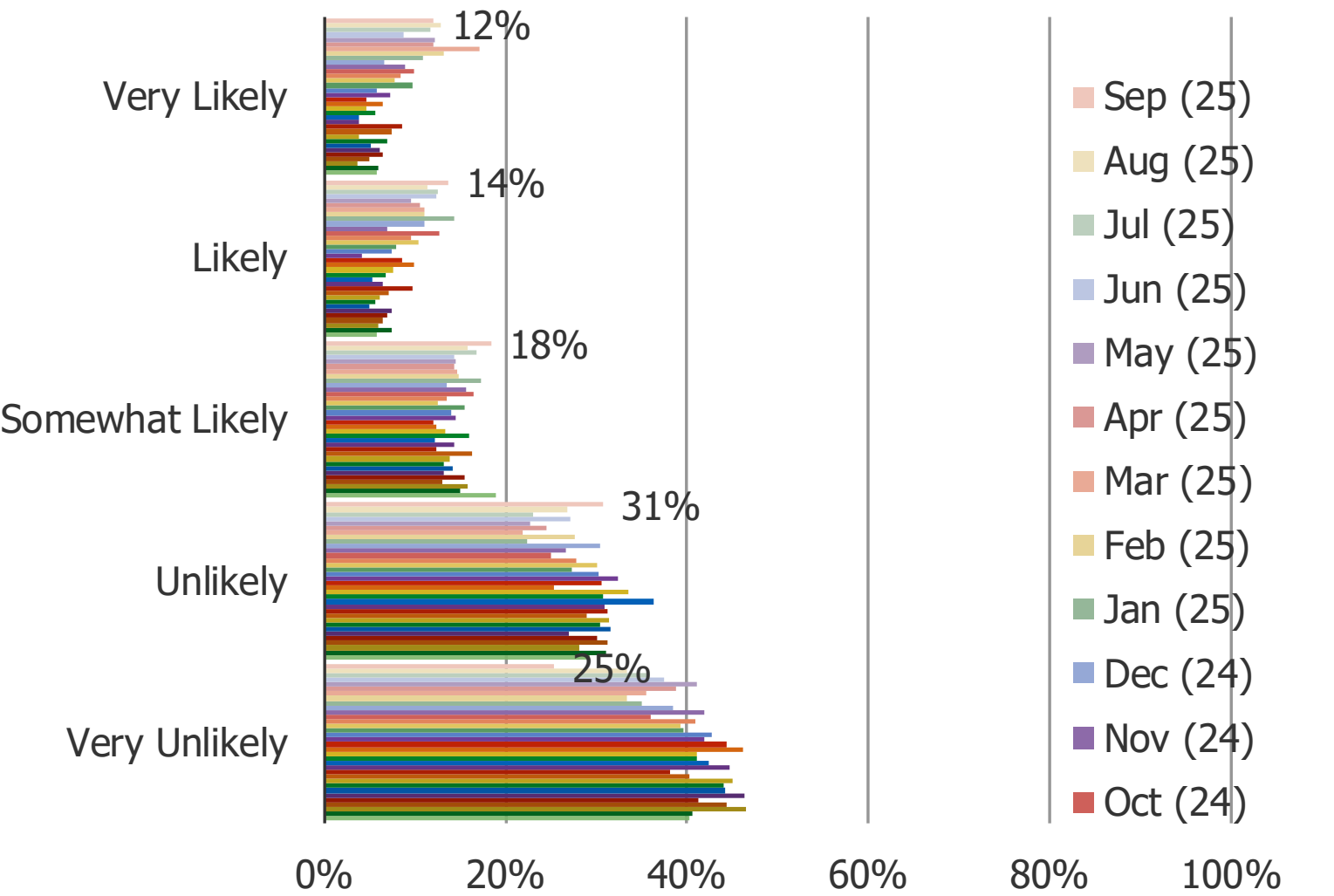
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DISNEY+ SUBSCRIPTION?

Posed to all respondents who are Disney+ subscribers.



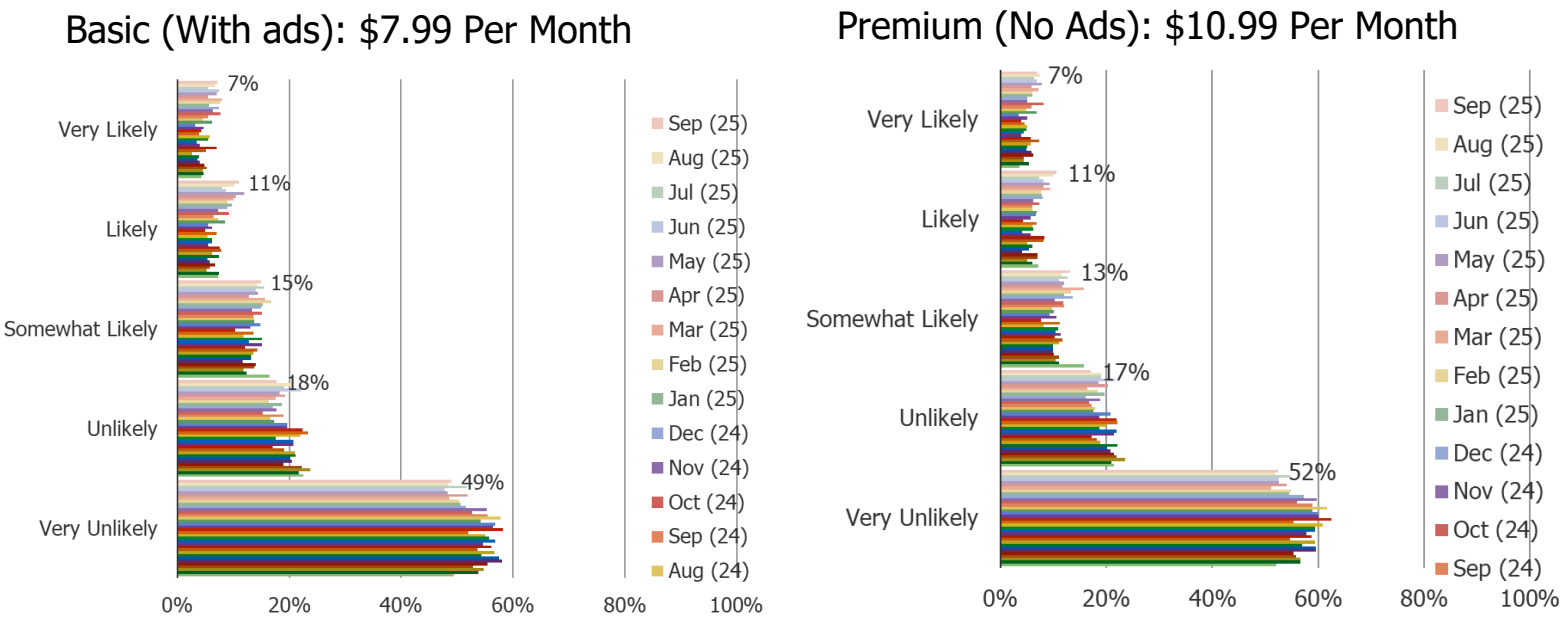
HOW LIKELY ARE YOU TO SWITCH YOUR DISNEY+ SUBSCRIPTION TO BASIC WITH ADS FOR \$7.99 PER MONTH IN THE NEXT MONTH?

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



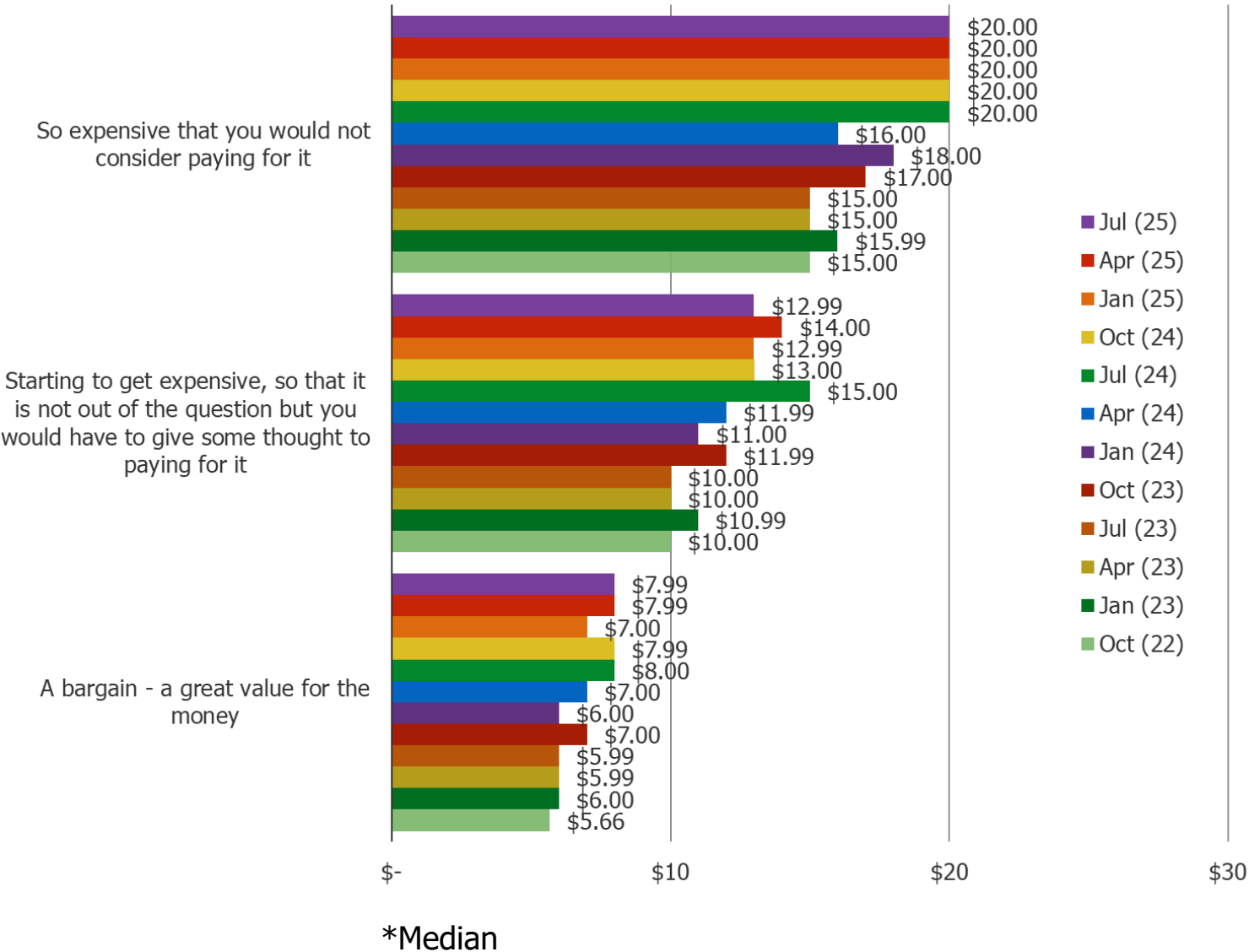
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING DISNEY+ PLANS IN THE NEXT MONTH?

Posed to respondents who are not currently Disney+ subscribers.



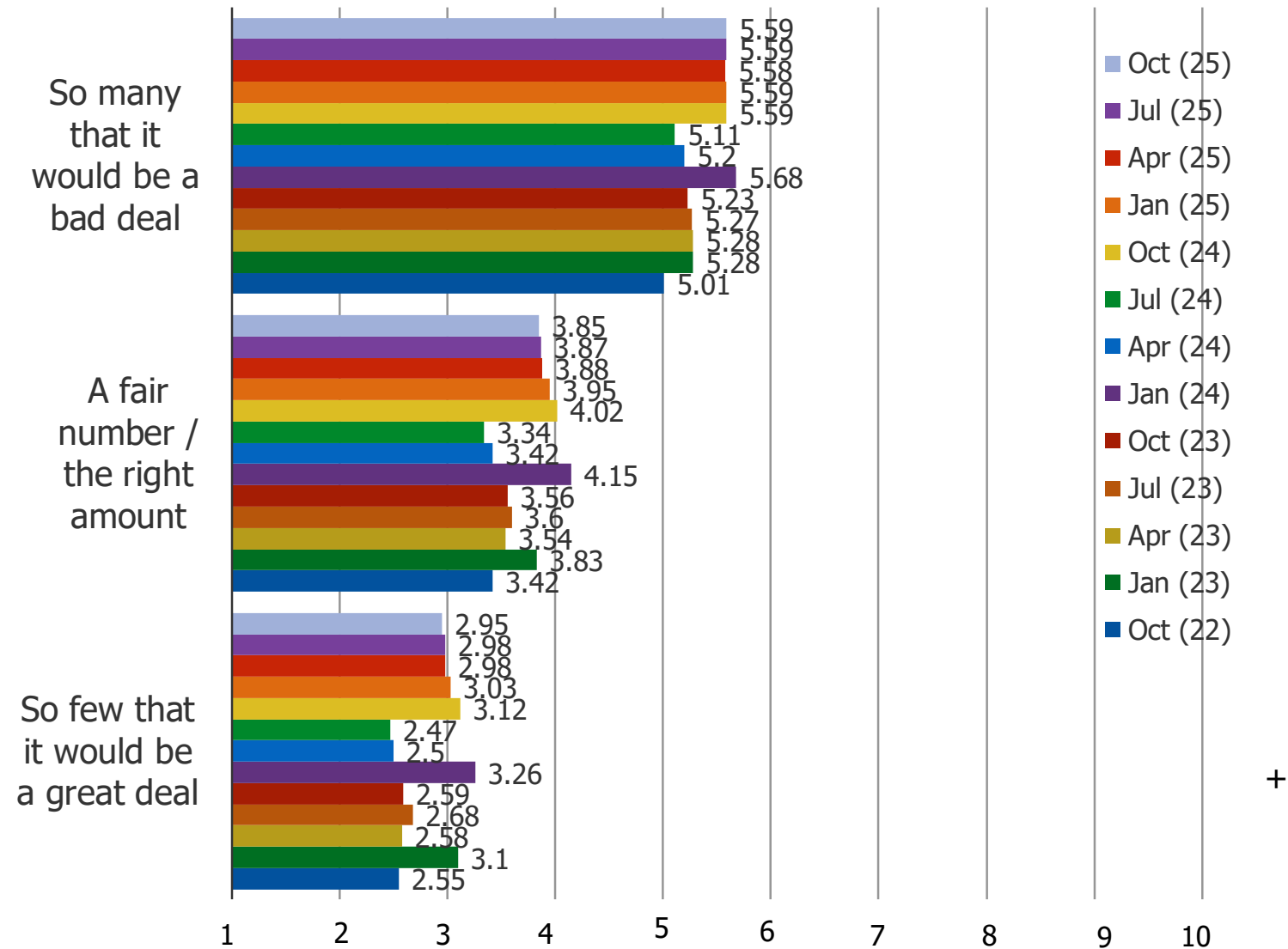
AT WHAT PRICES PER MONTH WOULD YOU CONSIDER A NETFLIX AD-SUPPORTED TIER TO BE...

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



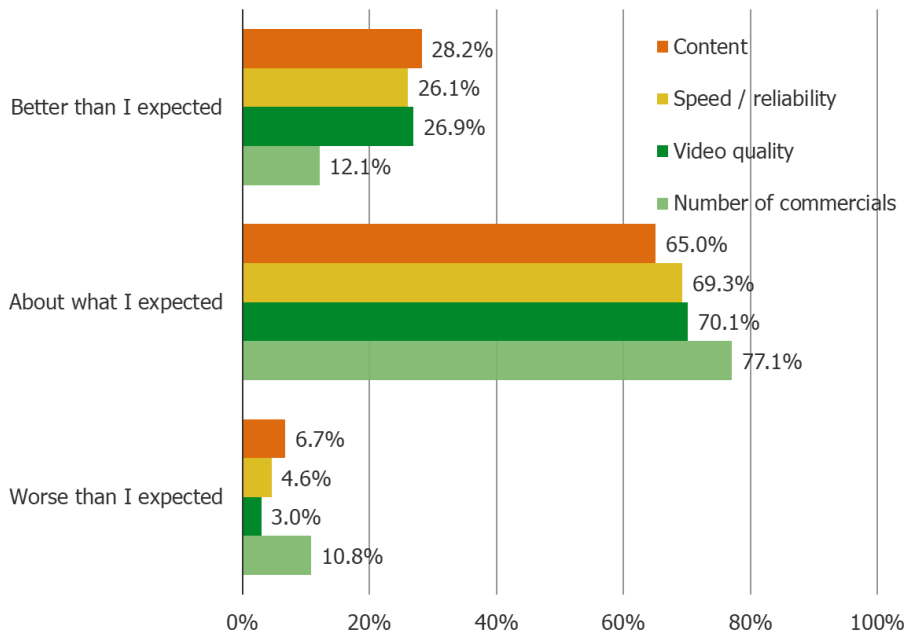
THINKING ABOUT NETFLIX'S AD-SUPPORTED TIER, HOW MANY COMMERCIALS PER HOUR WOULD YOU CONSIDER TO BE...

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N =1712

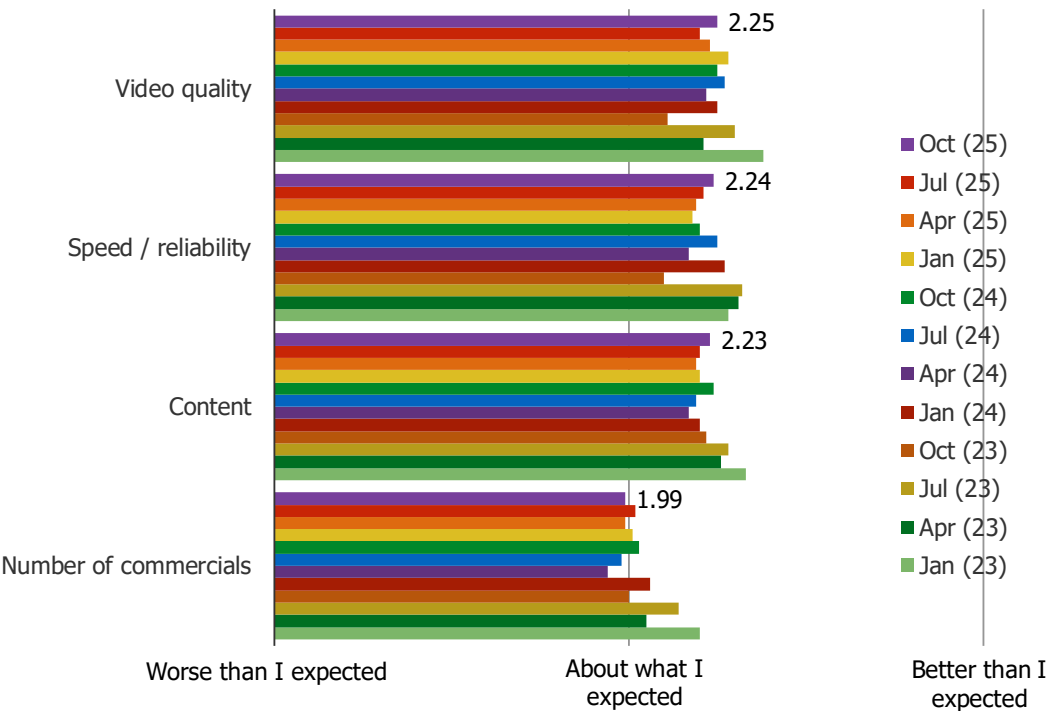


HOW DOES YOUR EXPERIENCE WITH THE STANDARDS WITH ADS PLAN COMPARE TO YOUR EXPECTATIONS WHEN IT COMES TO THE FOLLOWING?

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 1453

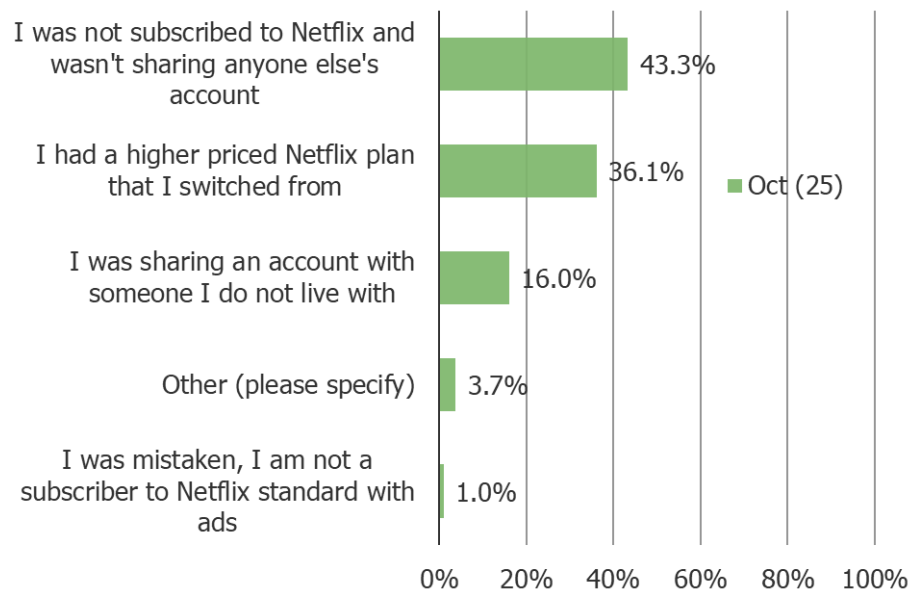


Weighted Average, vs. Historical Readings

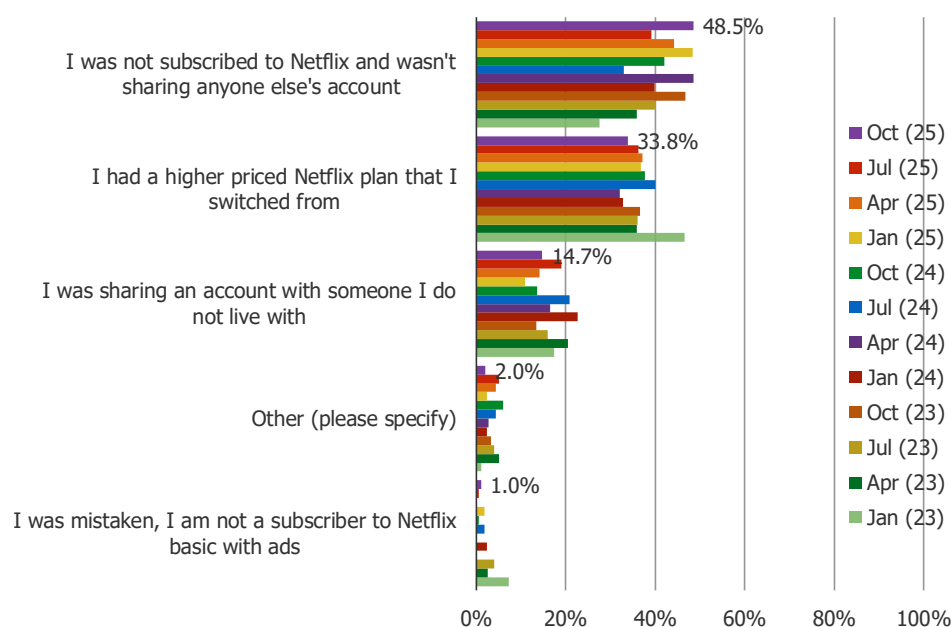


BEFORE YOU SIGNED UP FOR NETFLIX STANDARD WITH ADS, WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

Posed to respondents who said they are on the Standard with Ads Plan (all waves since launch combined), N = 1453



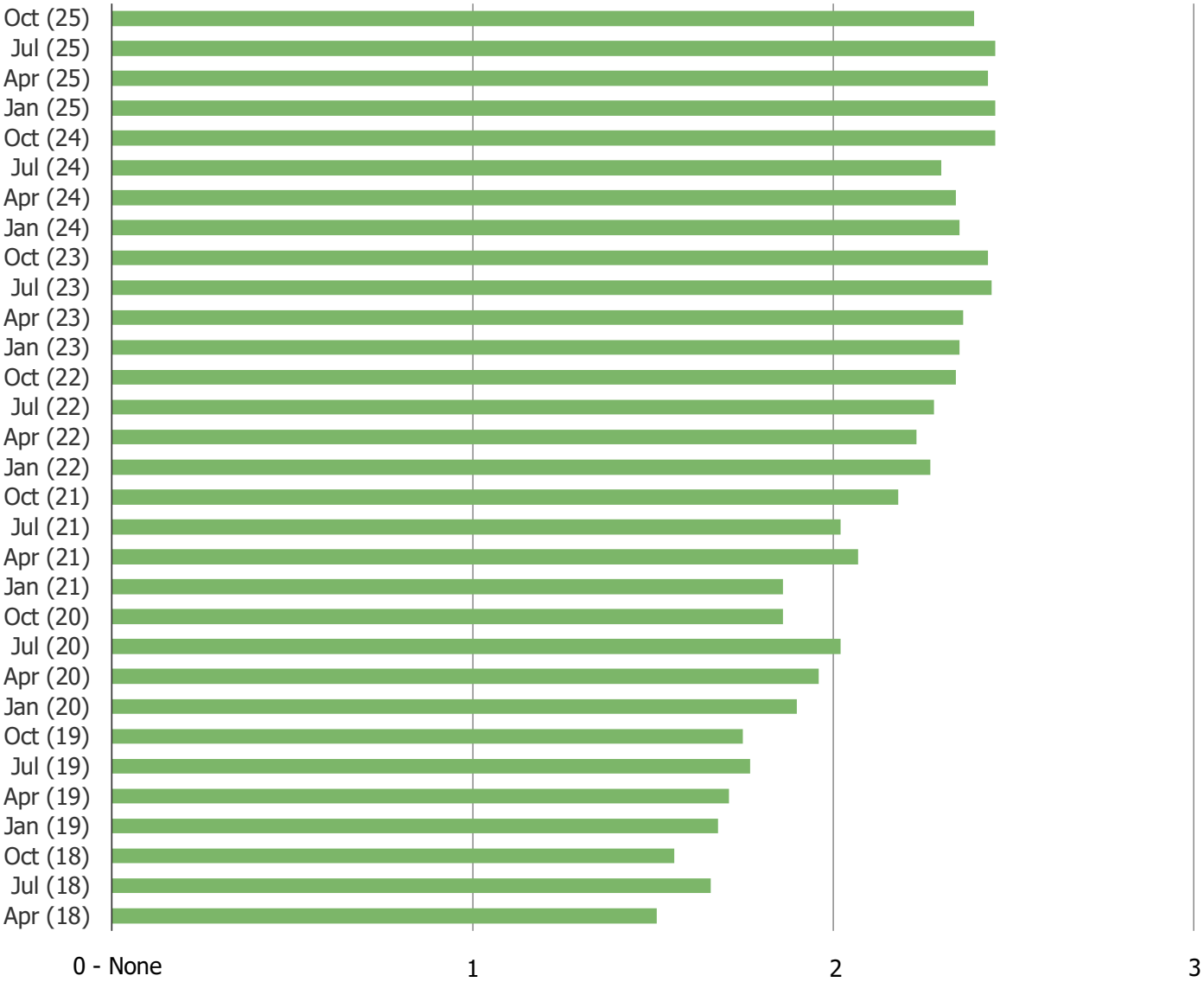
Historical Readings, Wave by Wave...



STREAMING SECTOR DYNAMICS

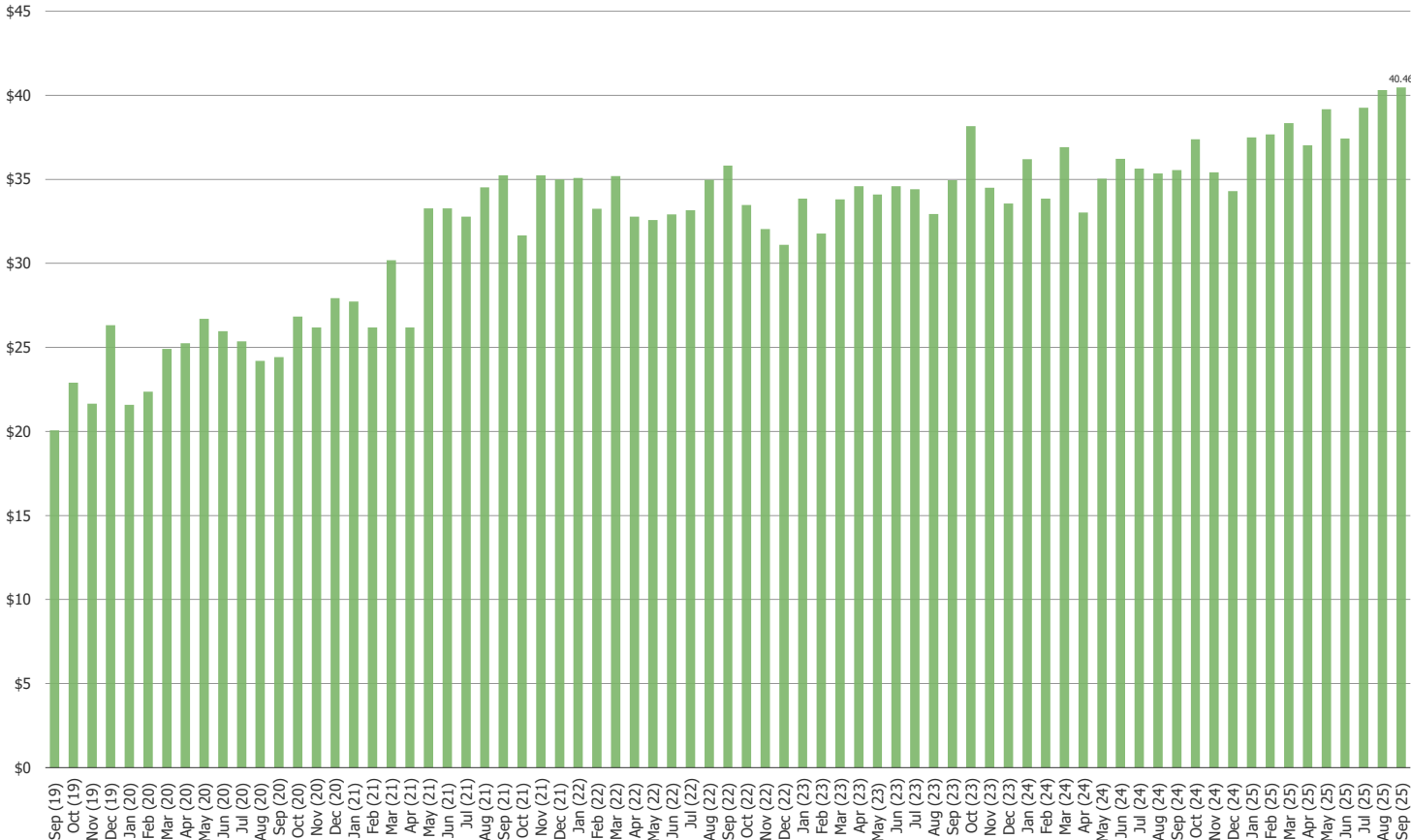
HOW MANY STREAMING VIDEO SERVICES DO YOU THINK IS THE RIGHT NUMBER TO BE PAYING FOR AT THE SAME TIME?

Posed to all respondents.



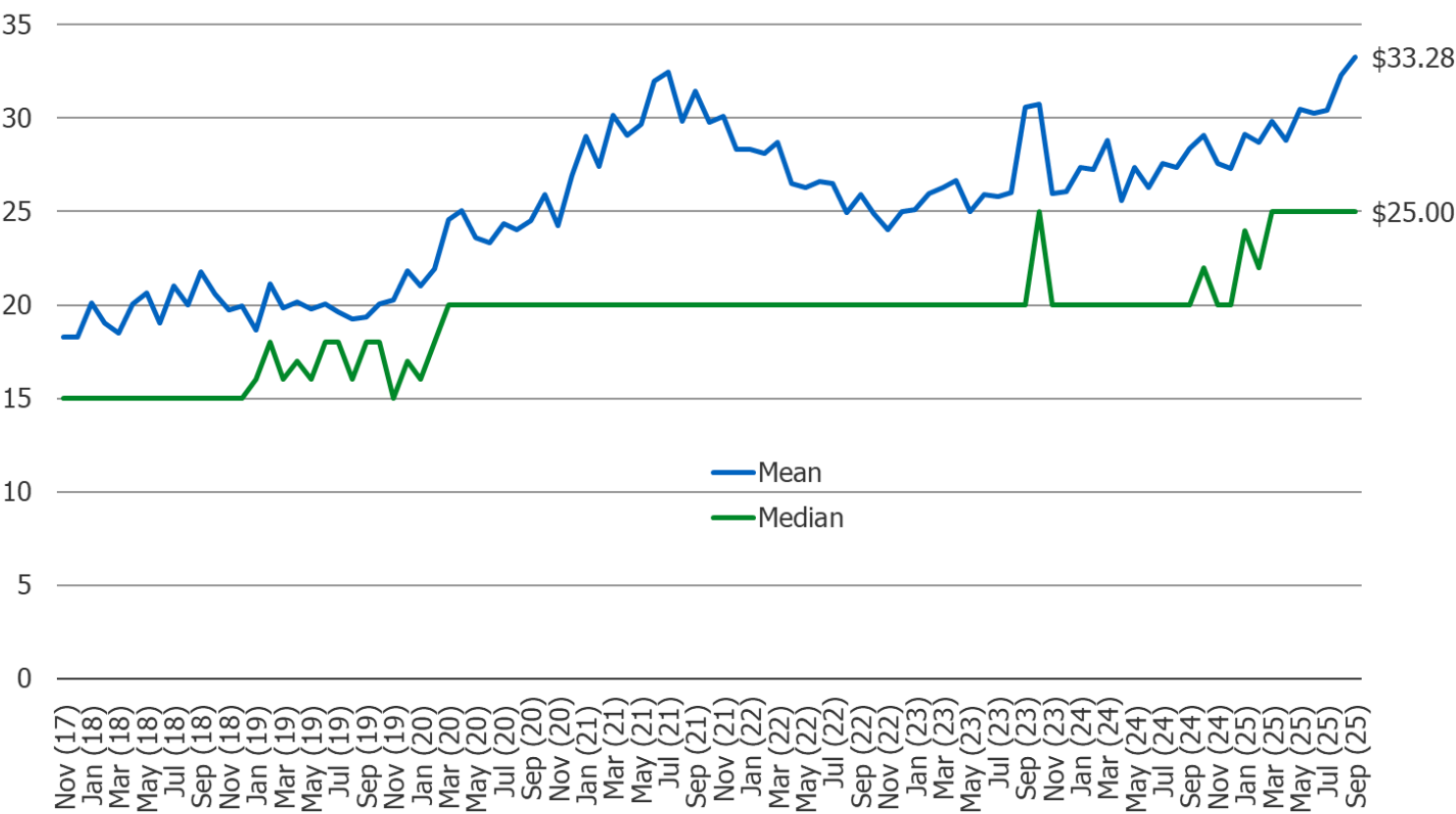
HOW MUCH DO YOU THINK IS APPROPRIATE TO SPEND ON STREAMING VIDEO SERVICES, IN TOTAL, PER MONTH?

Posed to all respondents.



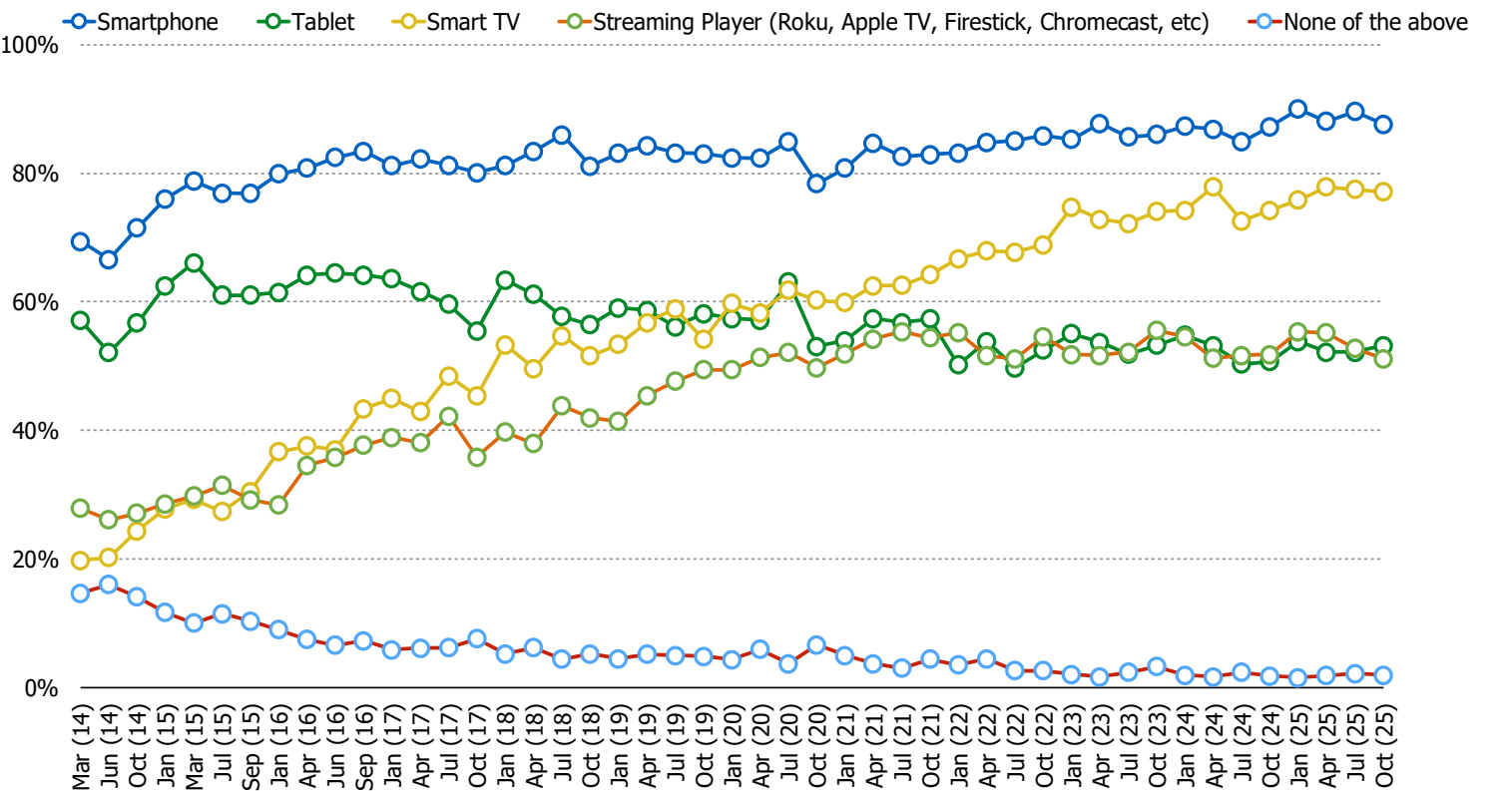
AT WHAT MONTHLY PRICE POINT WOULD YOU DECIDE TO CANCEL YOUR NETFLIX SUBSCRIPTION?
(IE, IF NETFLIX CONTINUES TO RAISE PRICES, WHAT PRICE POINT PER MONTH WOULD TRIGGER YOUR CANCELLATION OF NETFLIX)?

Posed to all respondents.



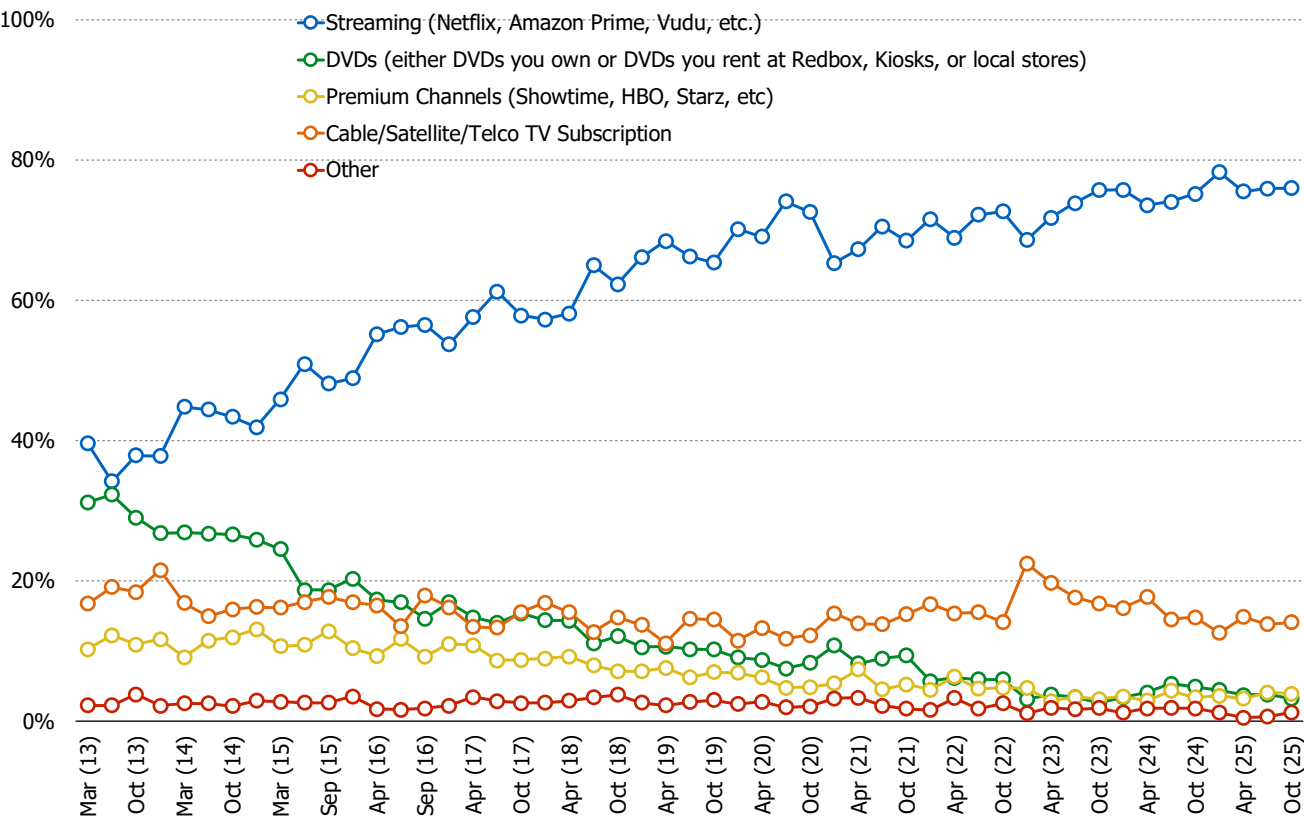
INTERNET CONNECTED DEVICES OWNED BY RESPONDENTS

This question was posed to the target audience.



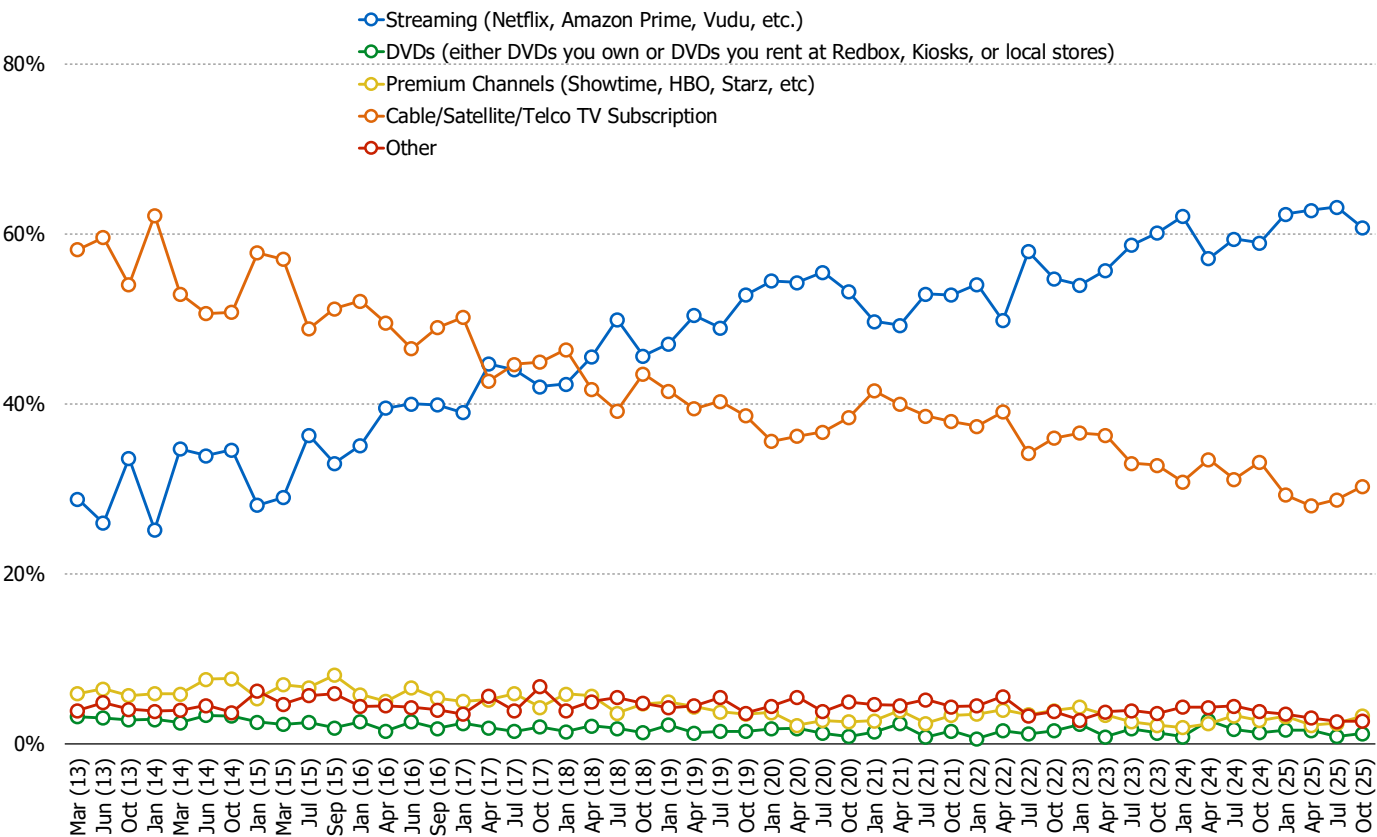
PREFERRED METHOD FOR WATCHING MOVIES

This question was posed to the target audience.



PREFERRED METHOD FOR WATCHING TELEVISION SHOWS

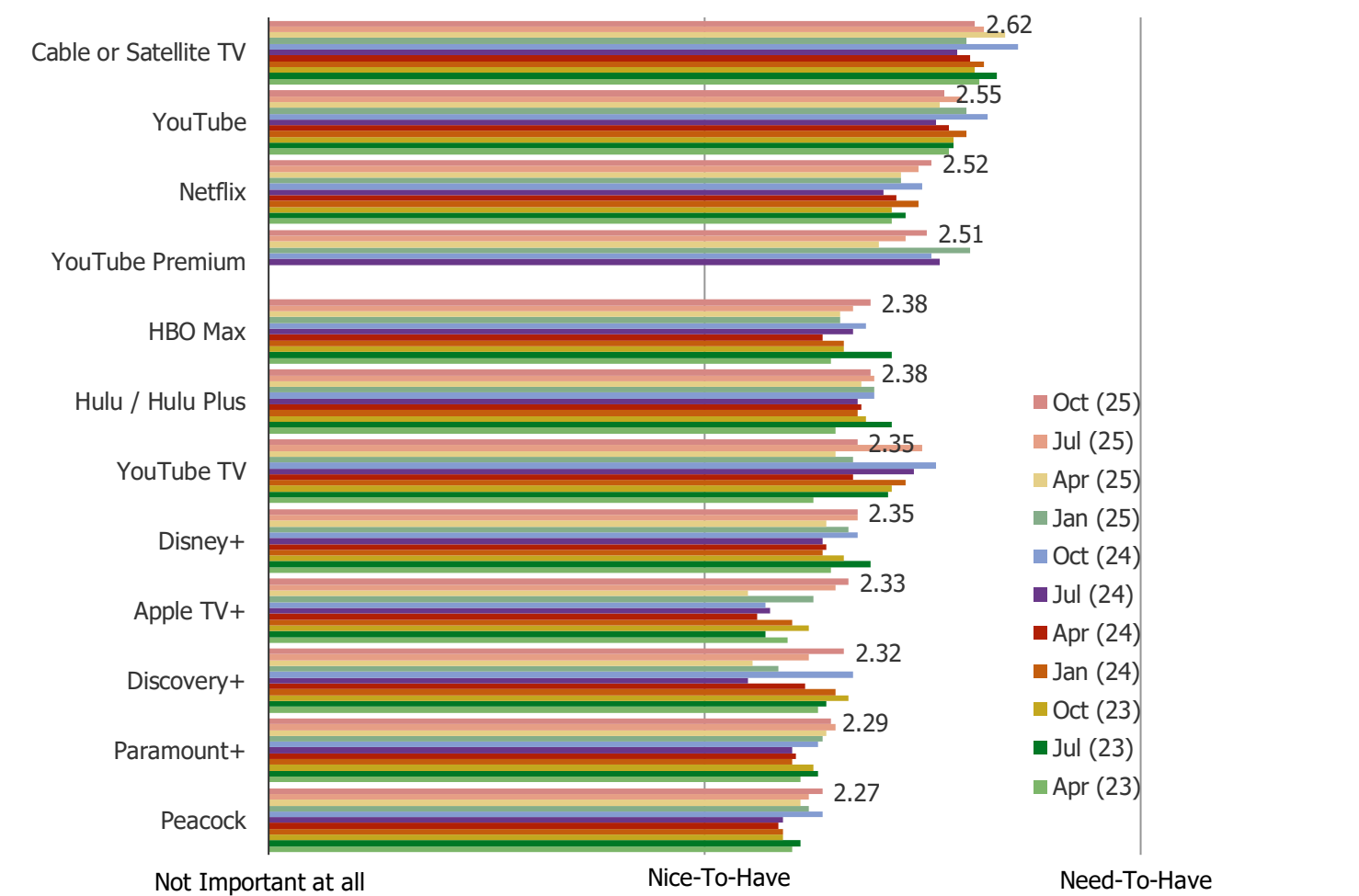
This question was posed to the target audience.



STREAMING PLATFORMS – COMPETITIVE DYNAMICS

DO YOU CONSIDER THE FOLLOWING TO BE...

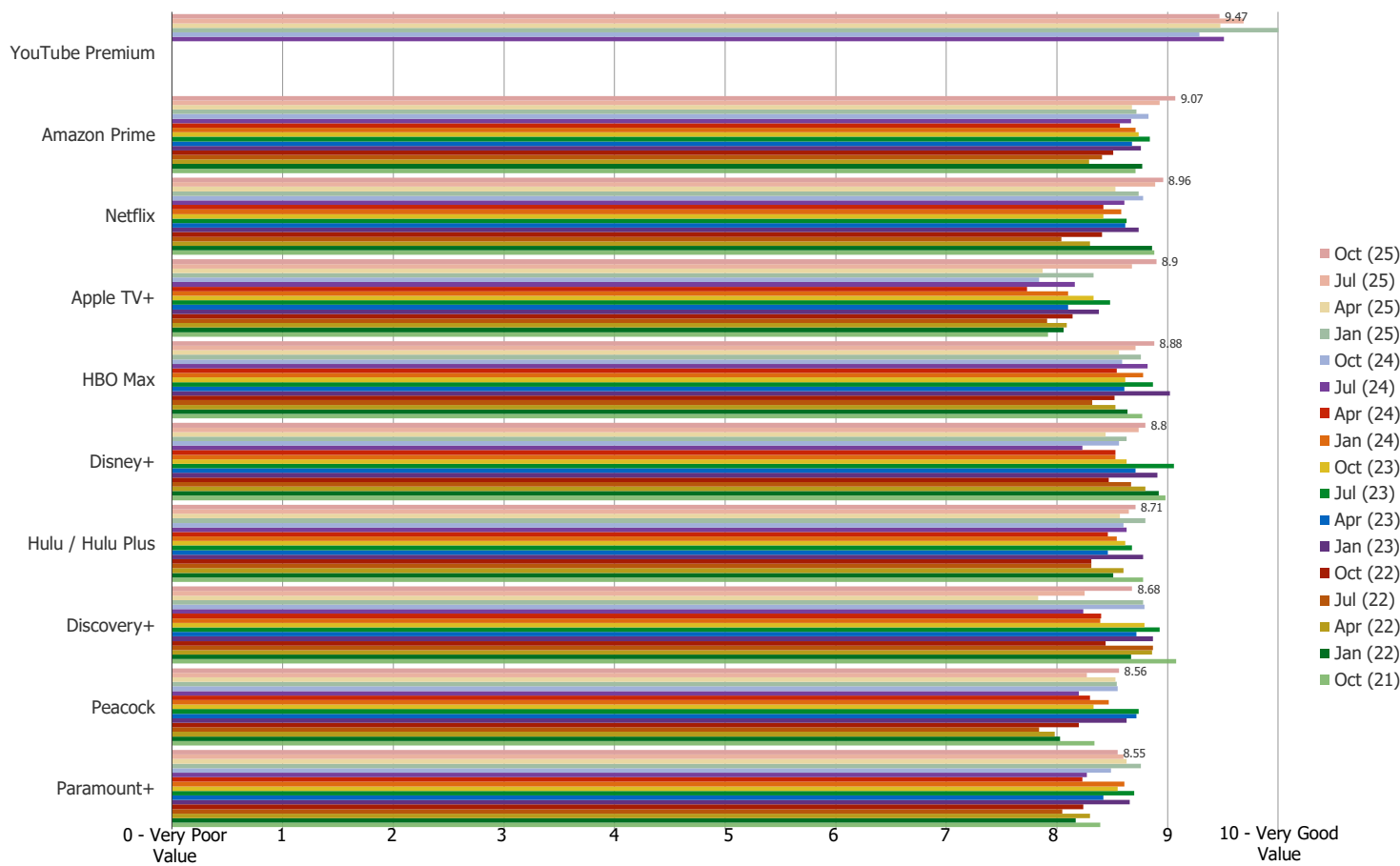
Posed to all respondents who use the below methods/services to watch movies/TV shows/video content at home.



	N=
Discovery+	74
YouTube Premium	83
Apple TV+	126
YouTube TV	146
HBO Max	268
Cable or Satellite TV	281
Peacock	282
Paramount+	291
Disney+	315
Hulu / Hulu Plus	346
YouTube	380
Netflix	560

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

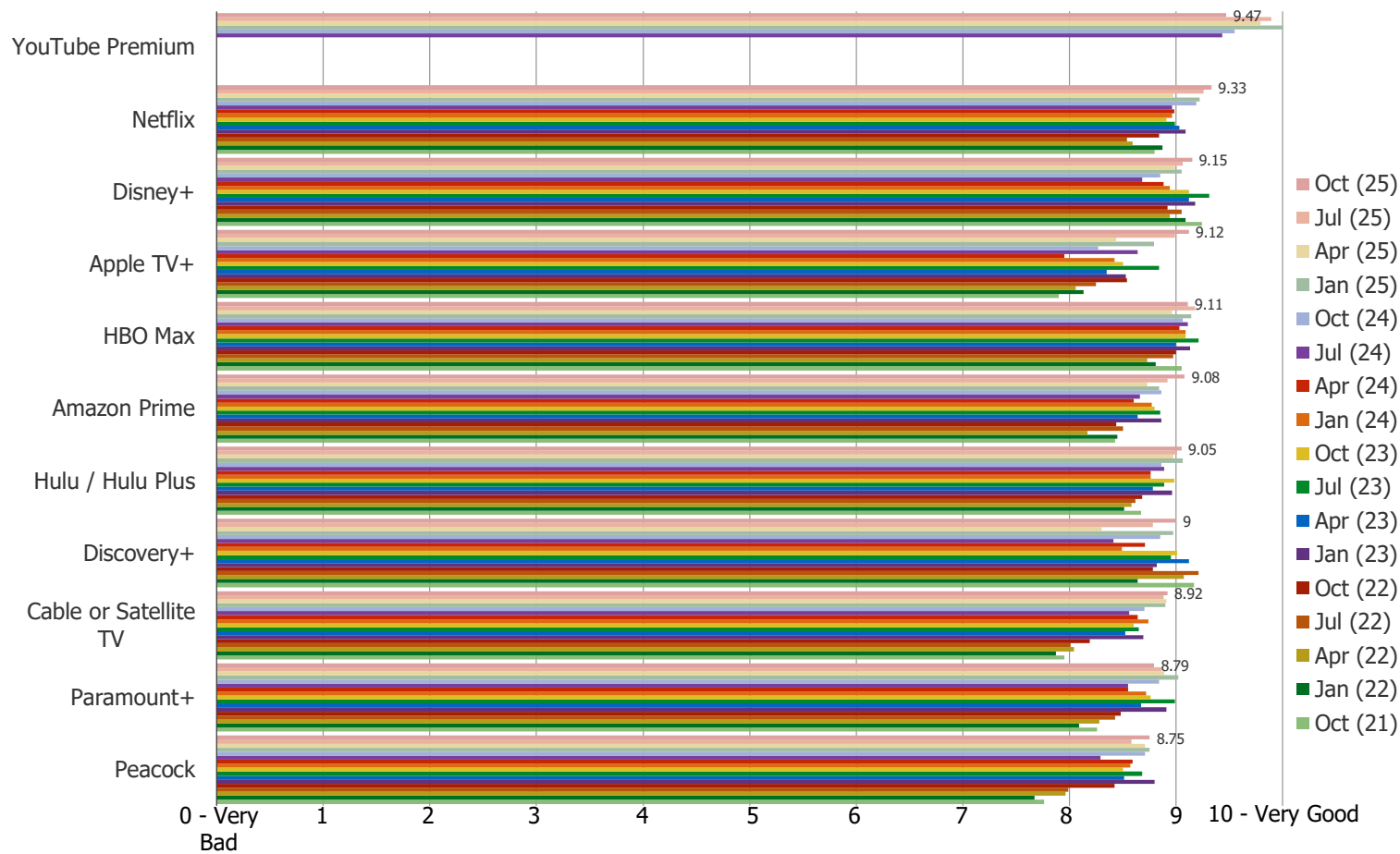
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.



	N=
Discovery+	71
YouTube Premium	79
Apple TV+	119
HBO Max	242
Peacock	263
Paramount+	272
Cable or Satellite TV	273
Disney+	296
Hulu / Hulu Plus	321
Amazon Prime	485
Netflix	533

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.

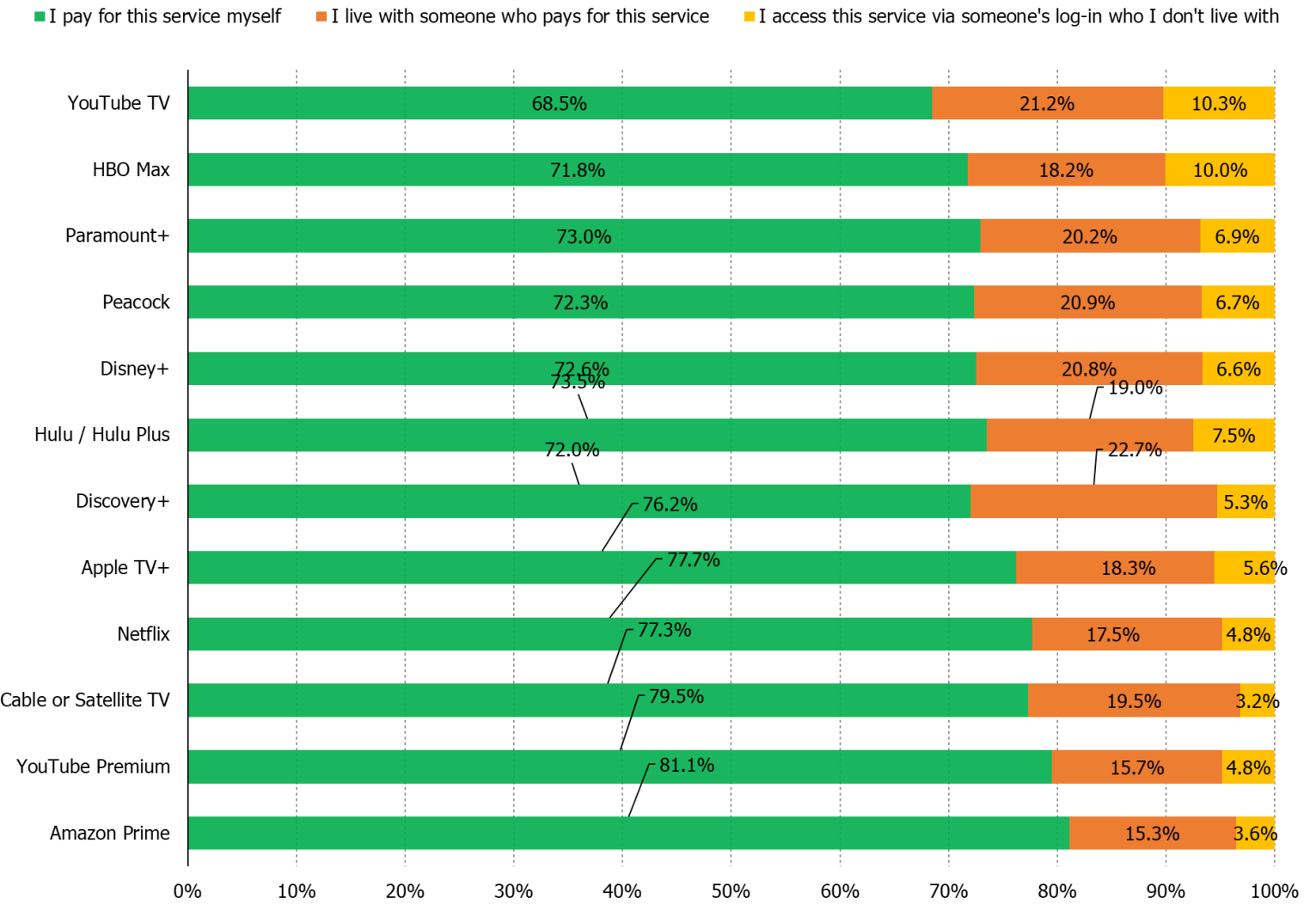


	N=
Discovery+	71
YouTube Premium	79
Apple TV+	119
HBO Max	242
Peacock	263
Paramount+	272
Cable or Satellite TV	273
Disney+	296
Hulu / Hulu Plus	321
Amazon Prime	485
Netflix	533

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

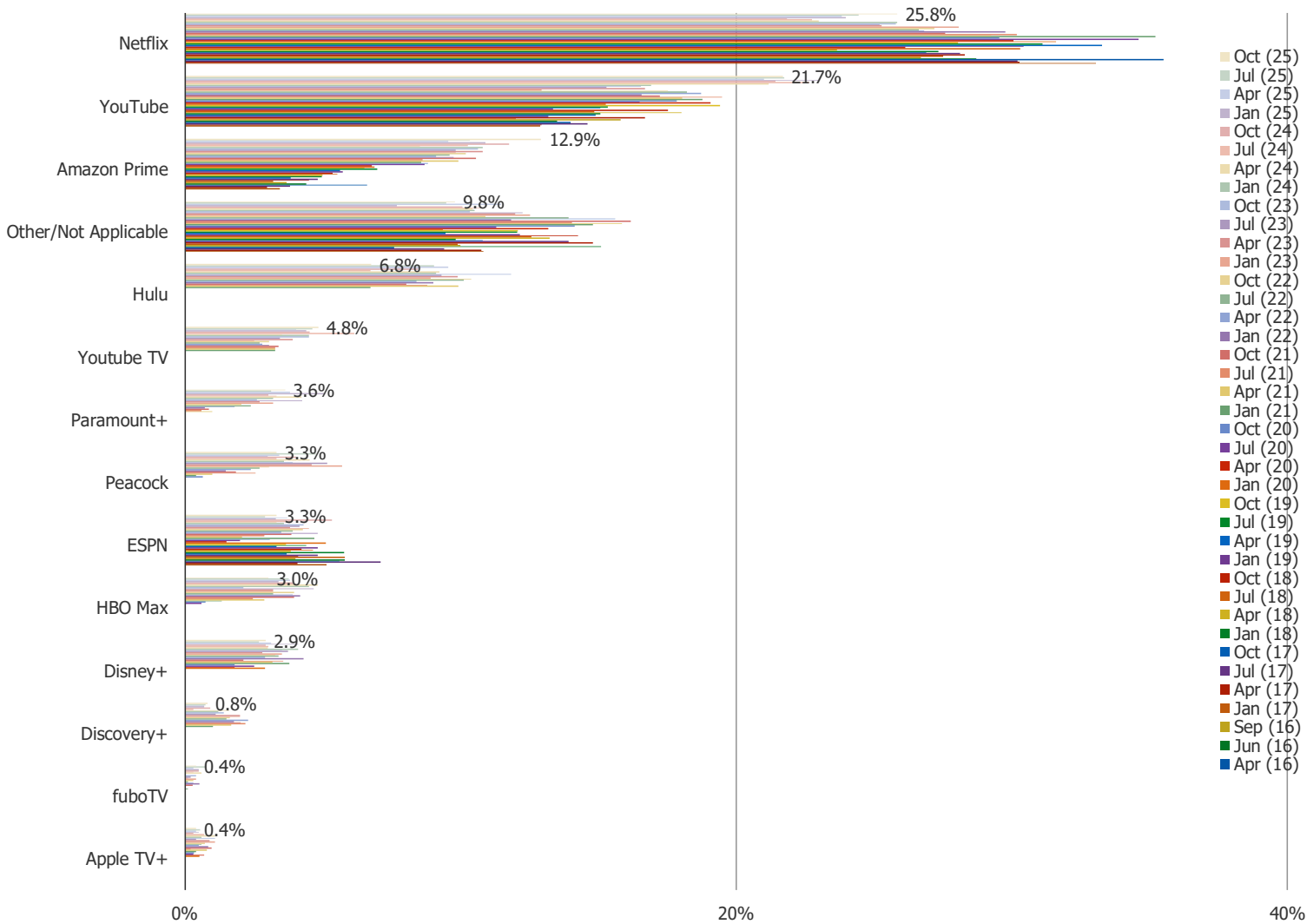
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.

OCTOBER 2025



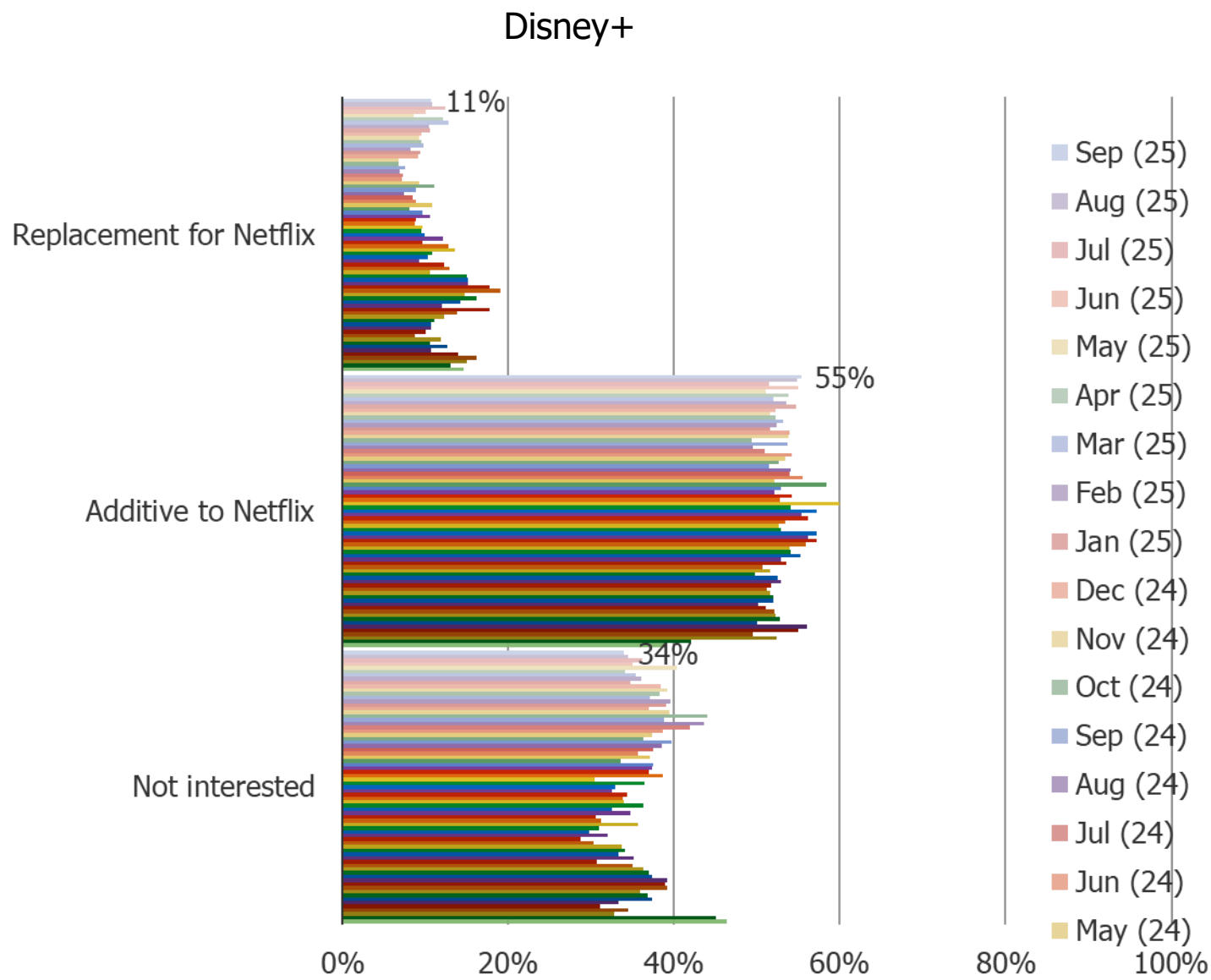
OUT OF THE FOLLOWING NETWORKS/SERVICES, WHICH DO YOU WATCH MOST OFTEN?

Posed to all respondents



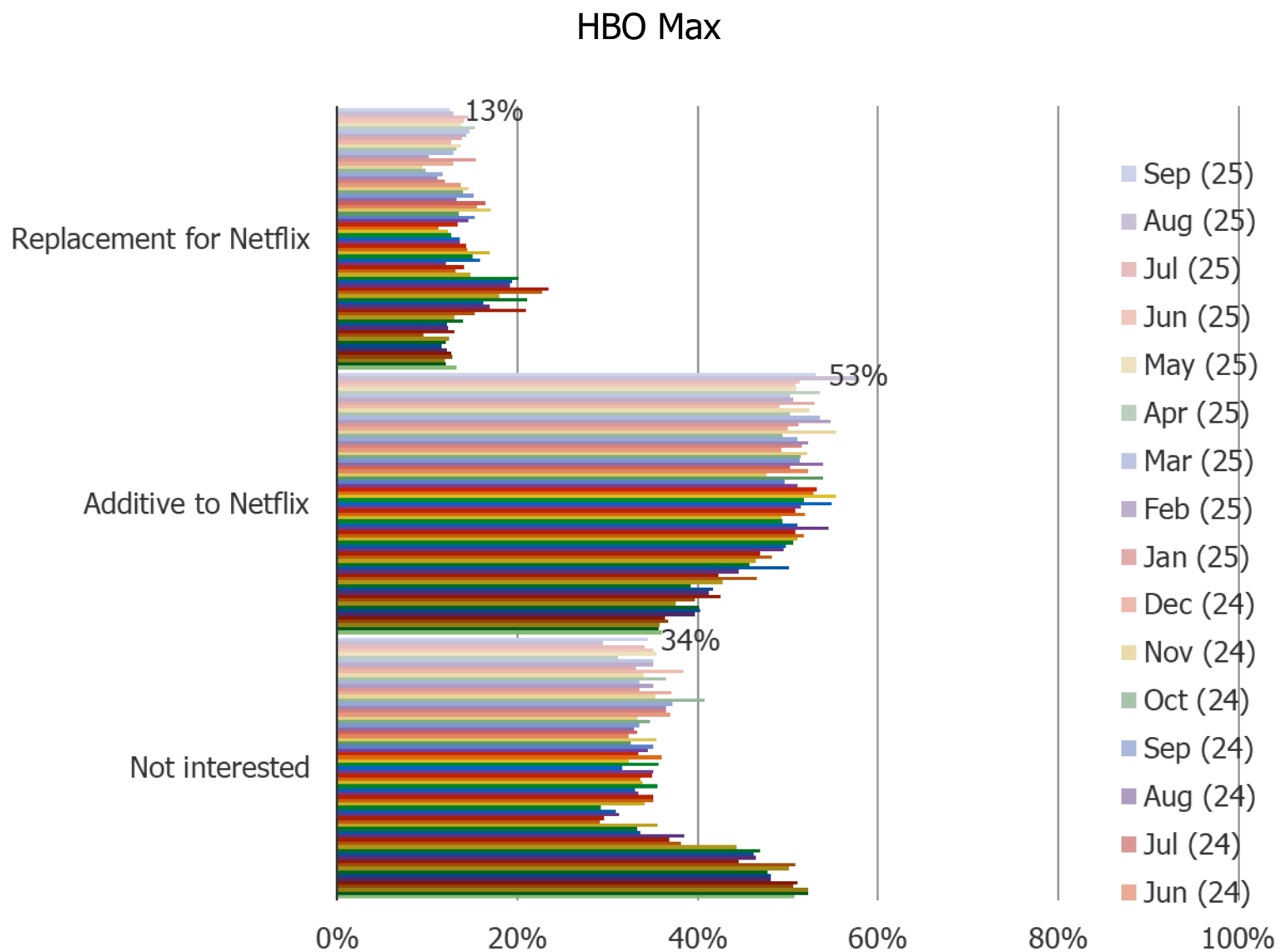
WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

Posed to Netflix subscribers.



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

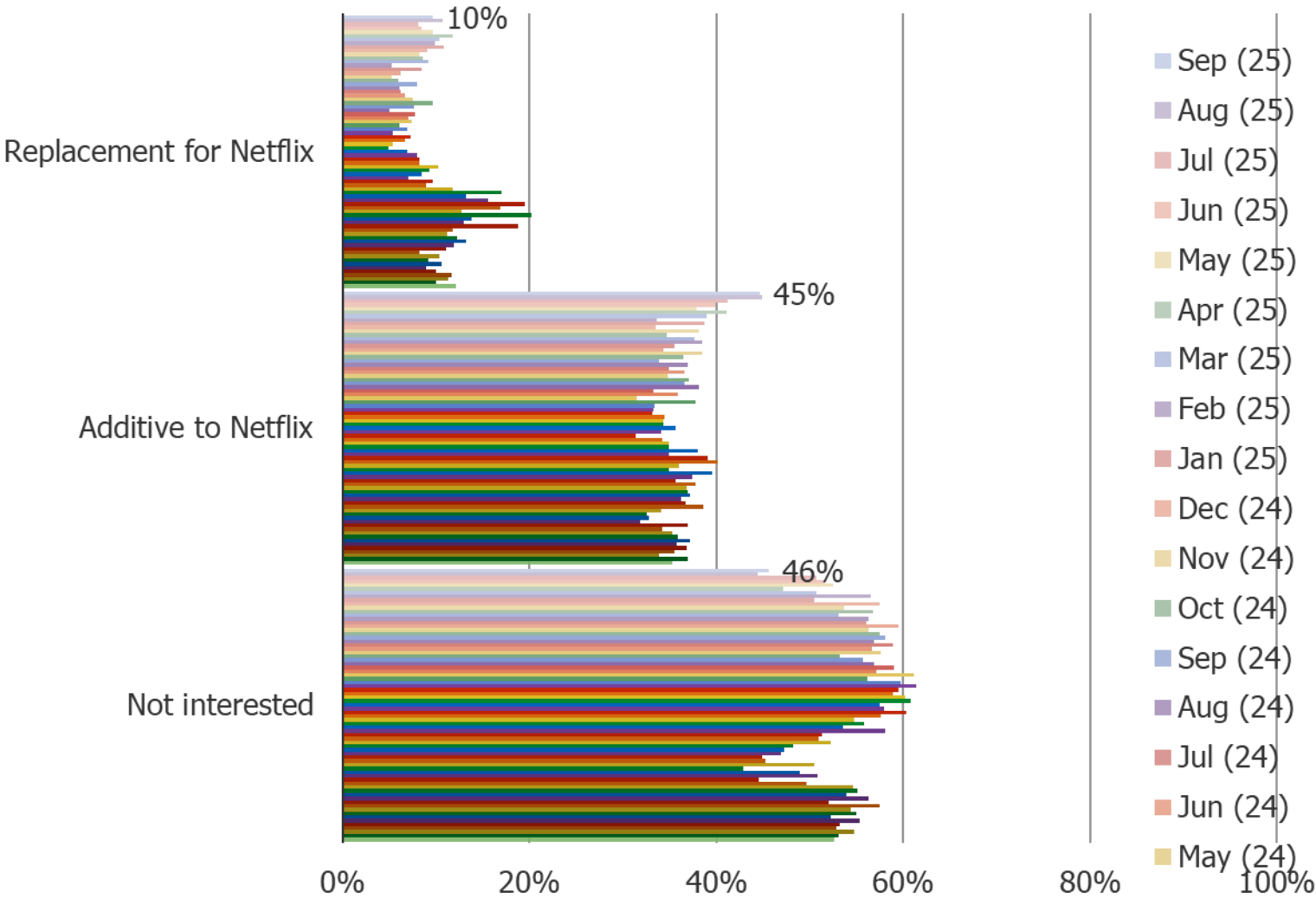
Posed to Netflix subscribers.



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

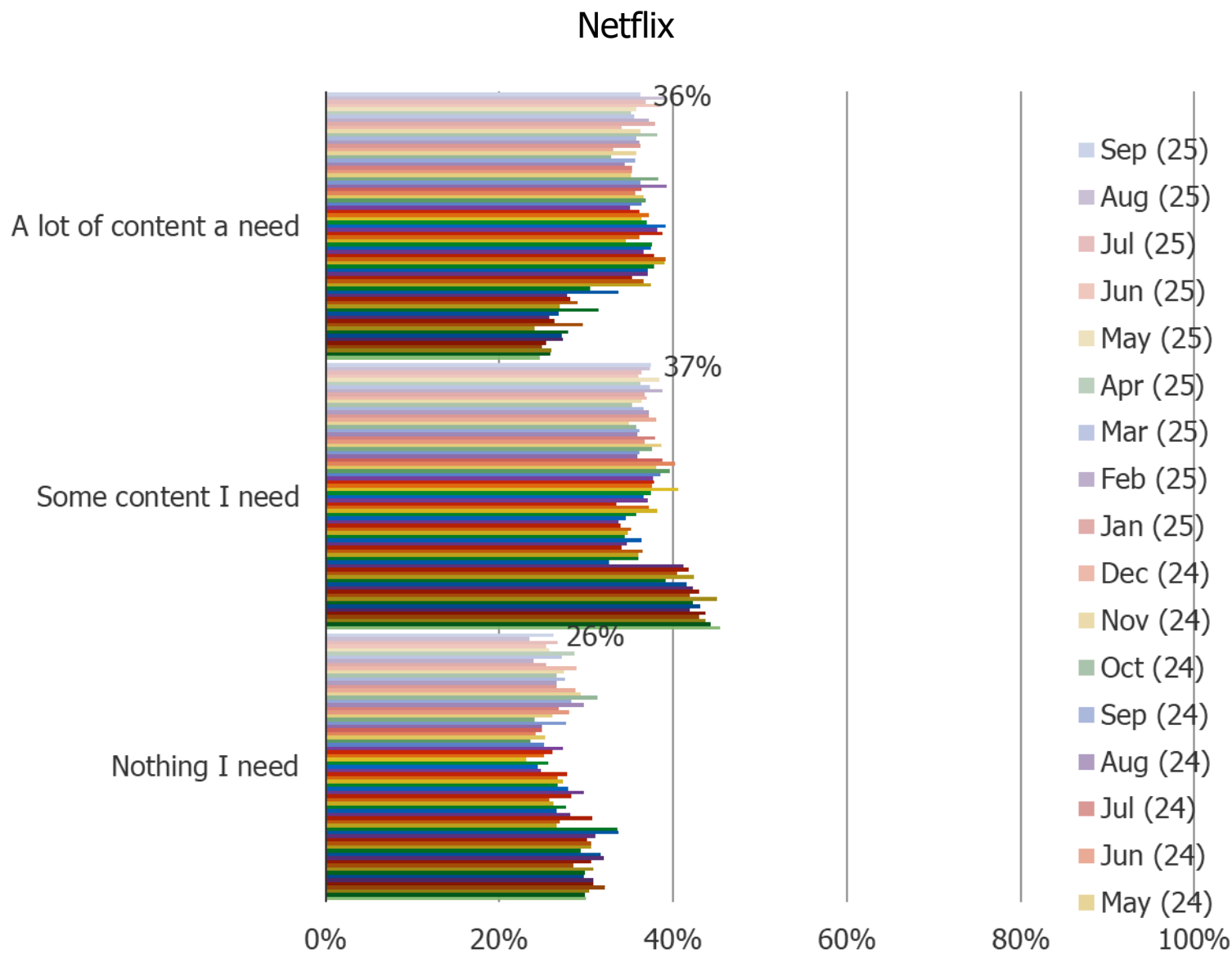
Posed to Netflix subscribers.

Apple TV+



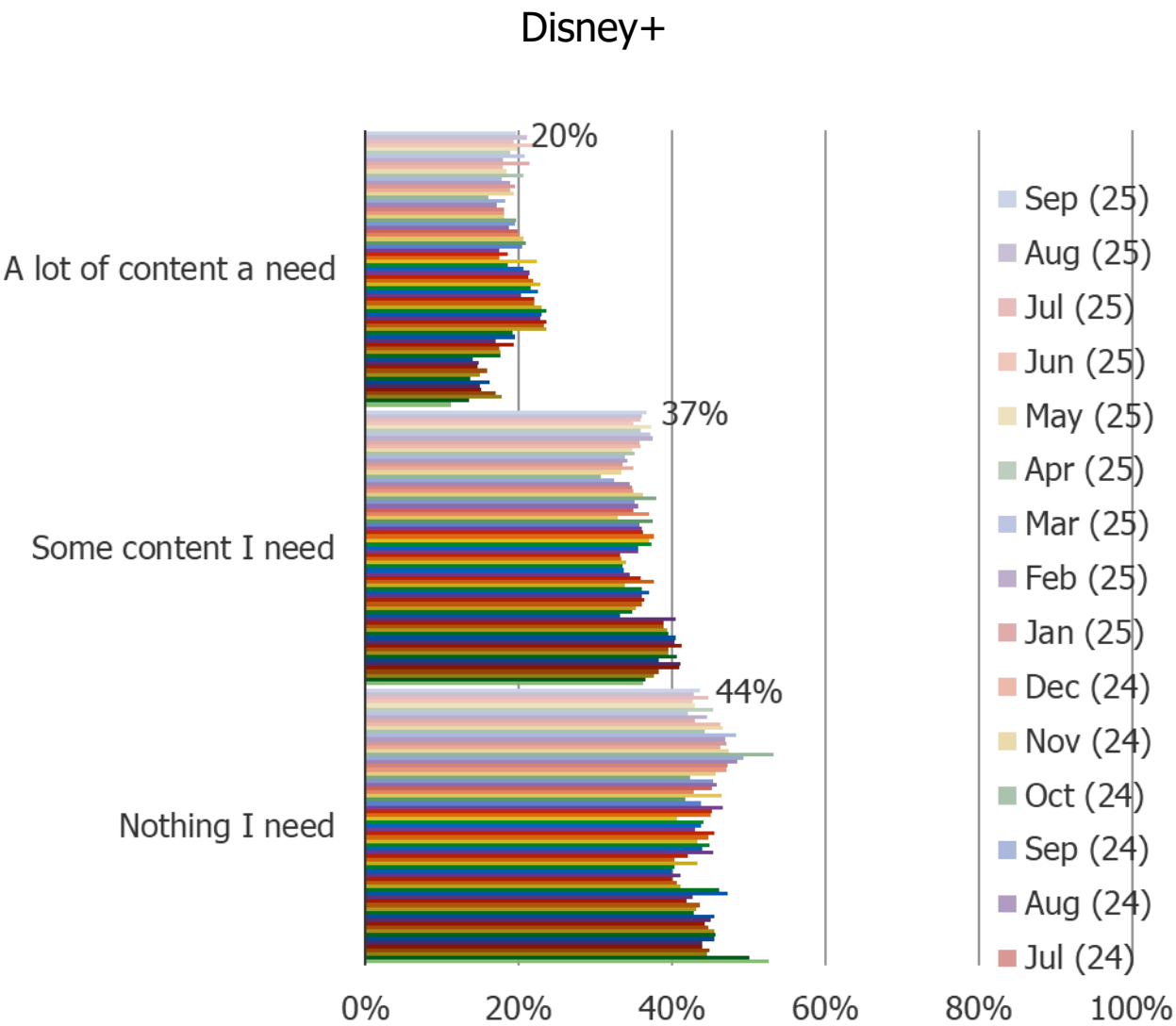
WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

Posed to all respondents.



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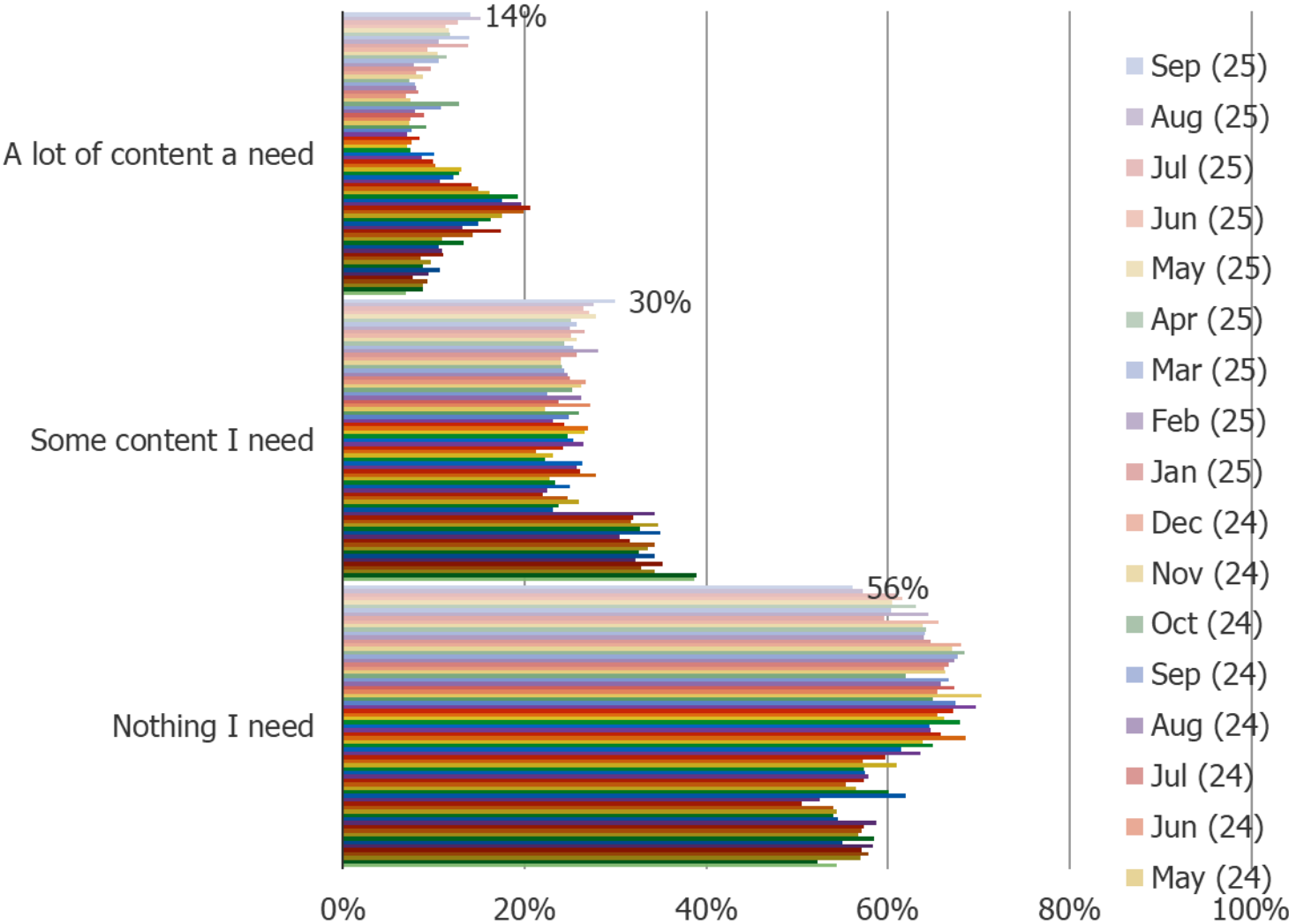
Posed to all respondents.



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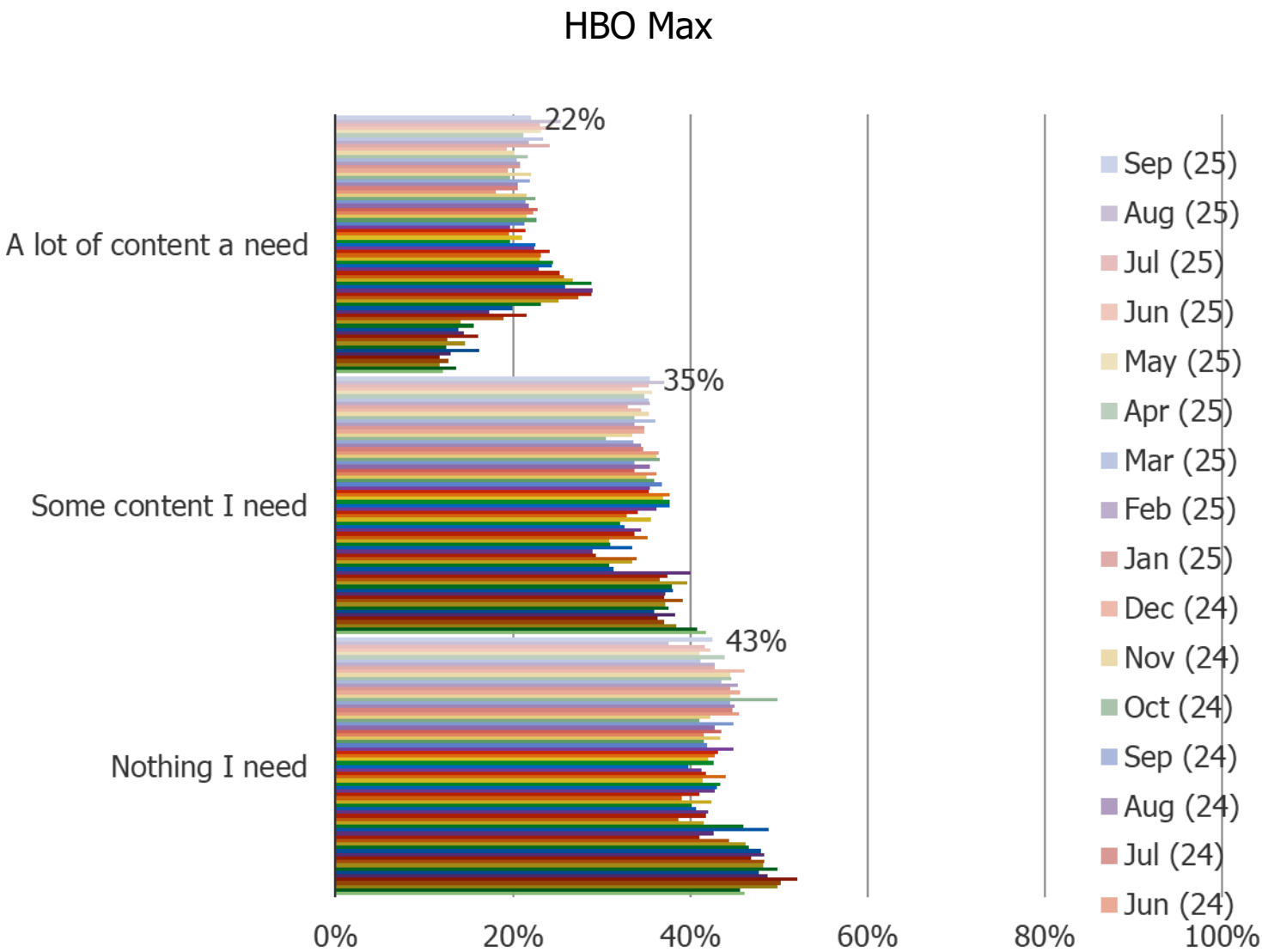
Posed to all respondents.

Apple TV+



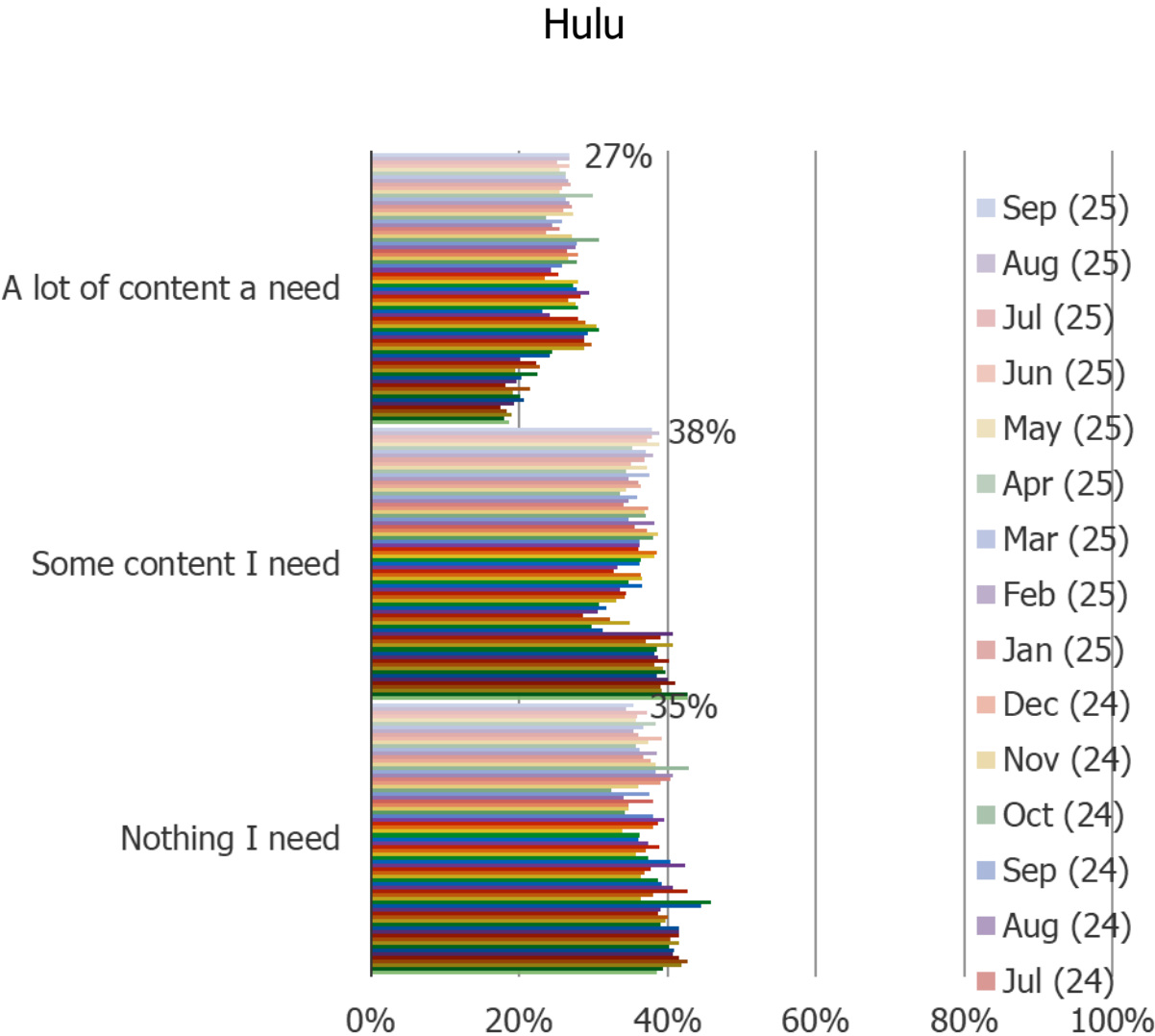
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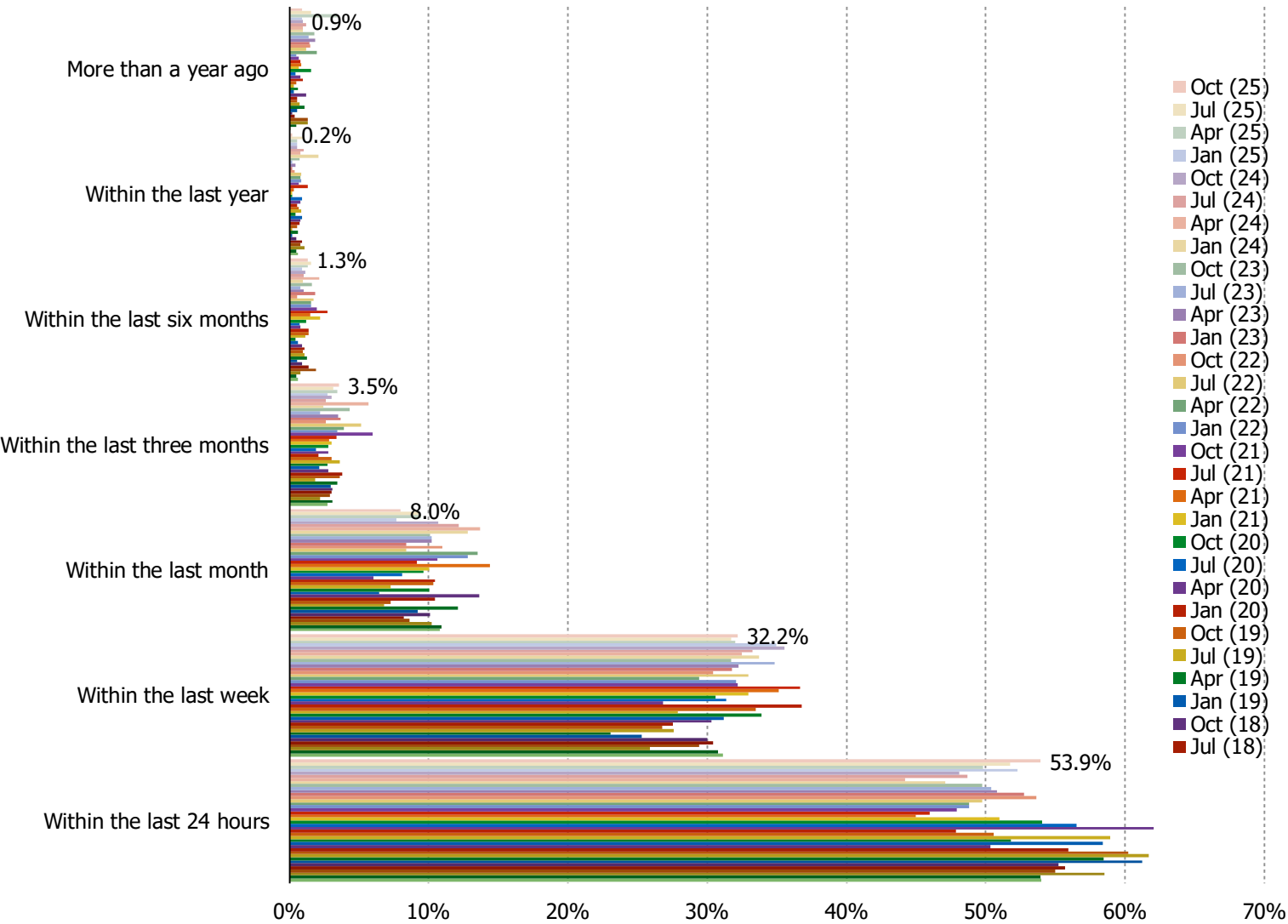
Posed to all respondents.



NETFLIX SUBSCRIBER ENGAGEMENT

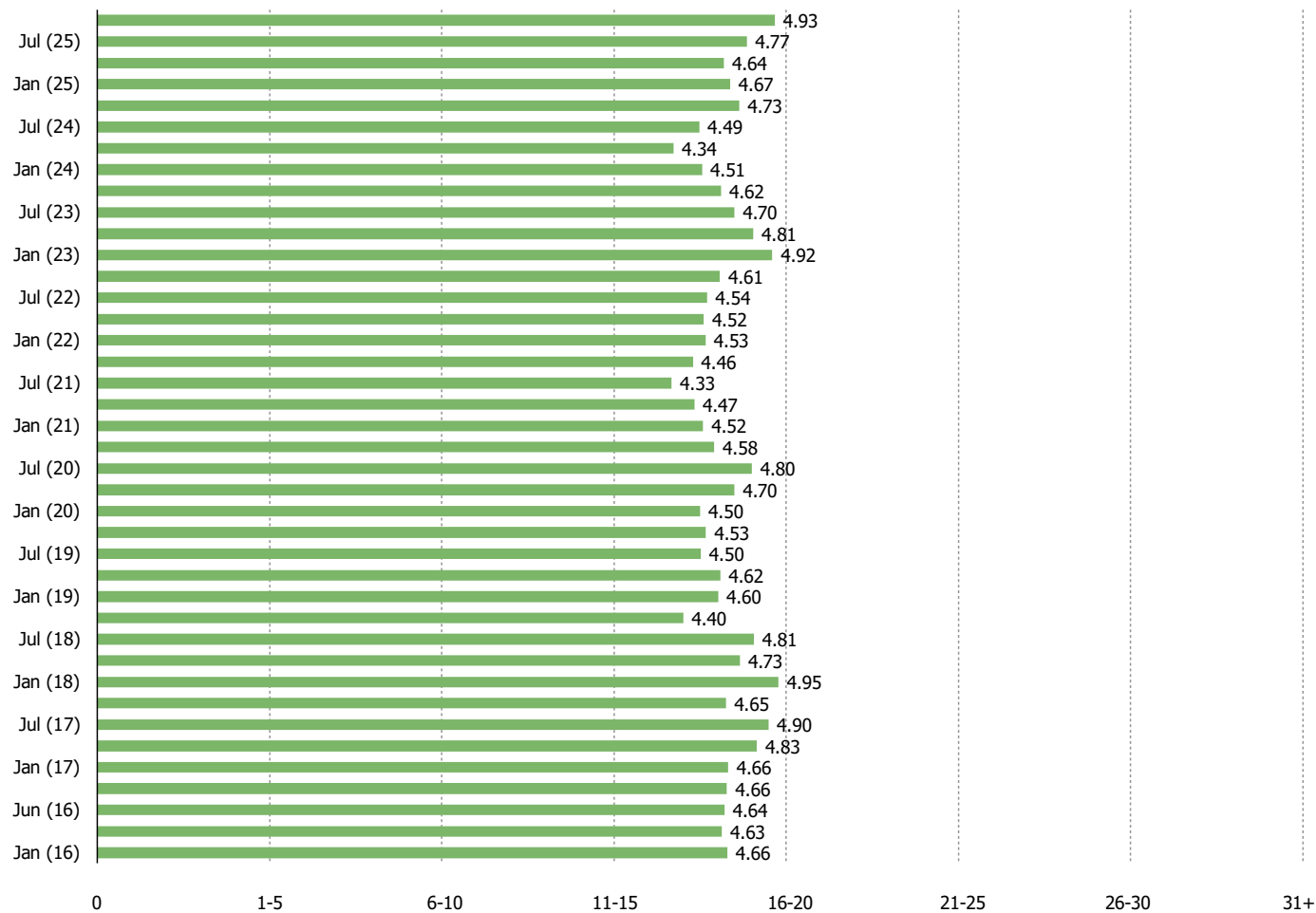
WHEN IS THE LAST TIME YOU WATCHED SOMETHING ON NETFLIX?

Posed to Netflix subscribers.



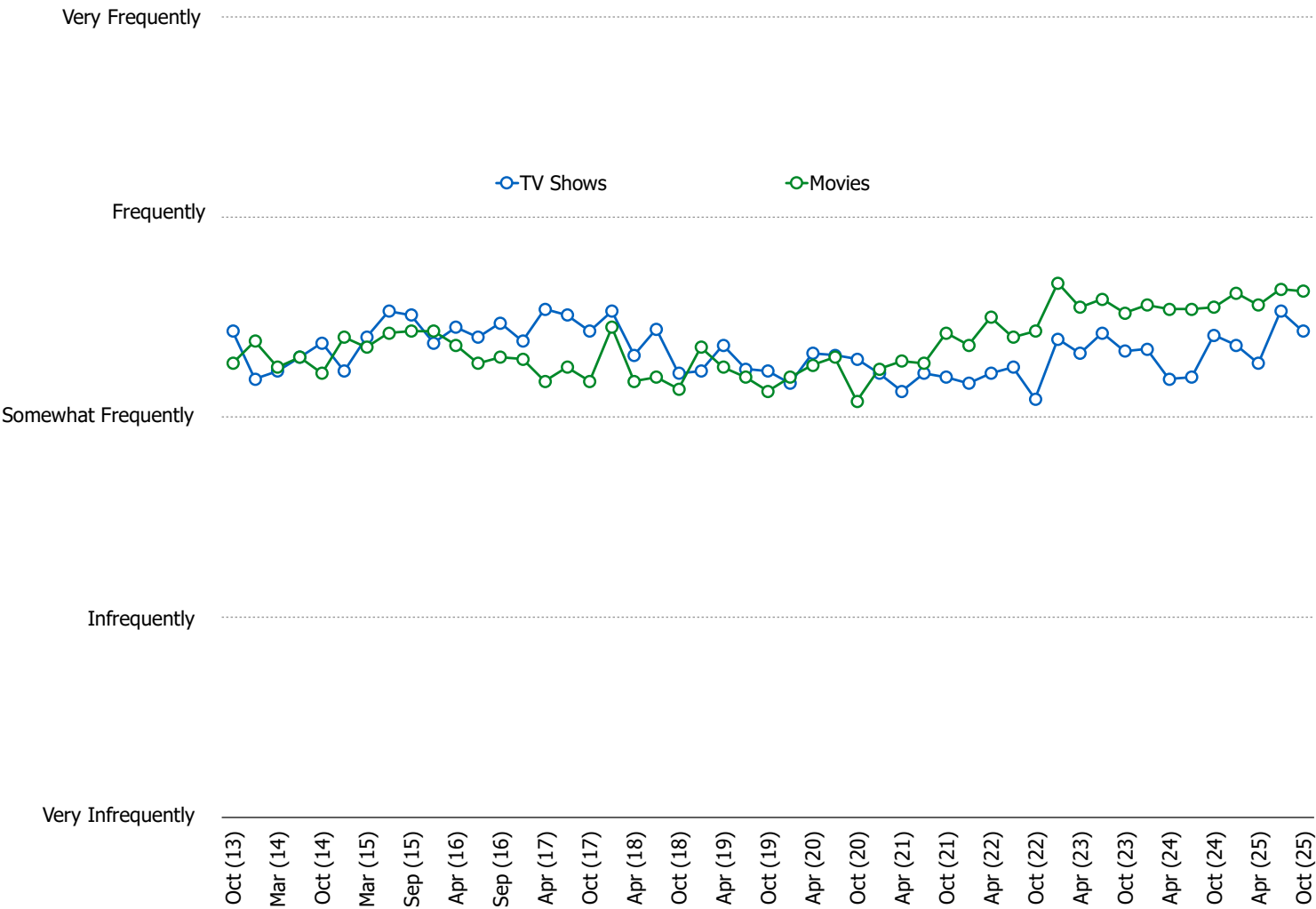
IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

Posed to Netflix subscribers.



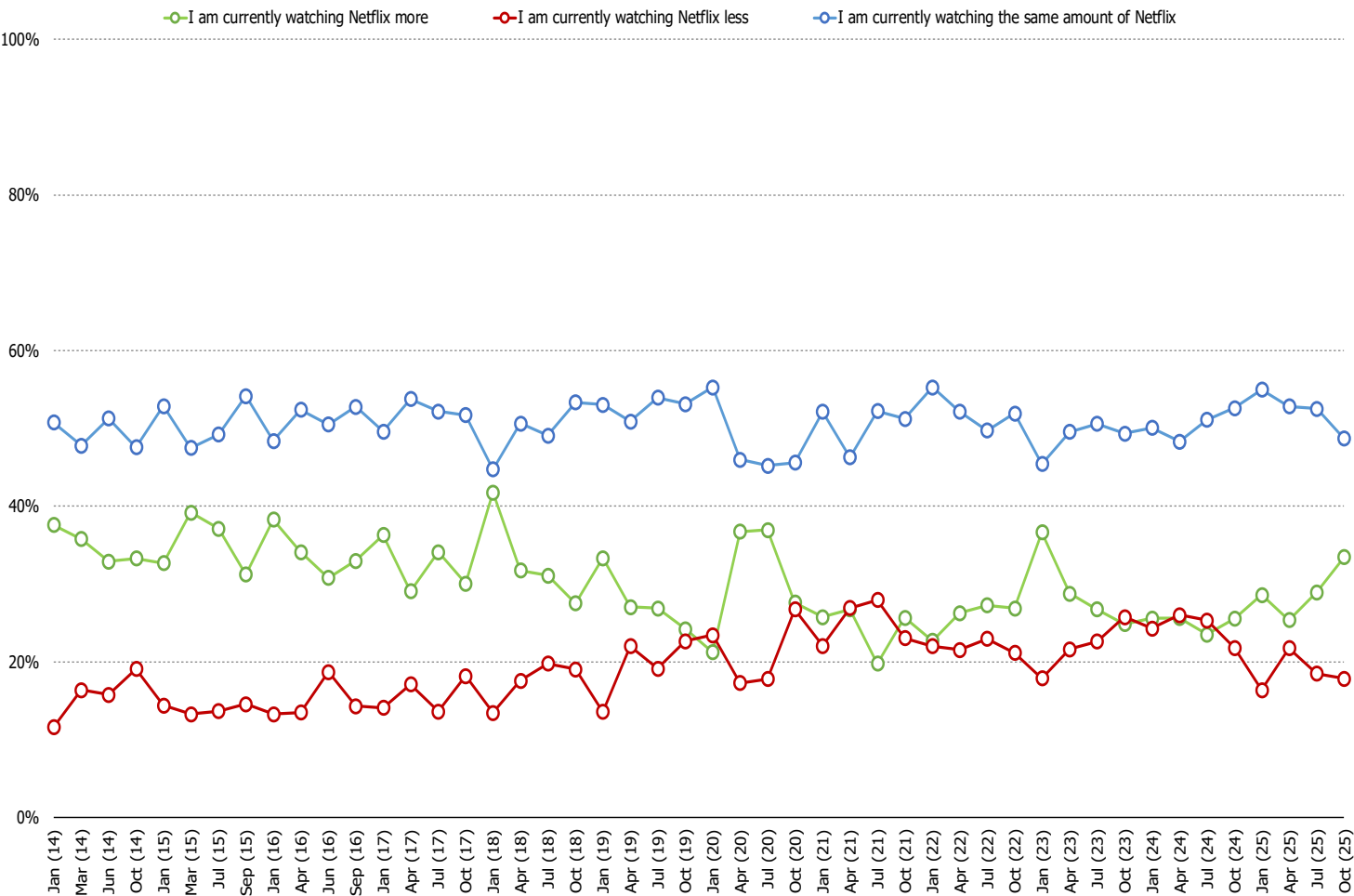
FREQUENCY OF WATCHING TV SHOWS AND MOVIES

Posed to Netflix subscribers.



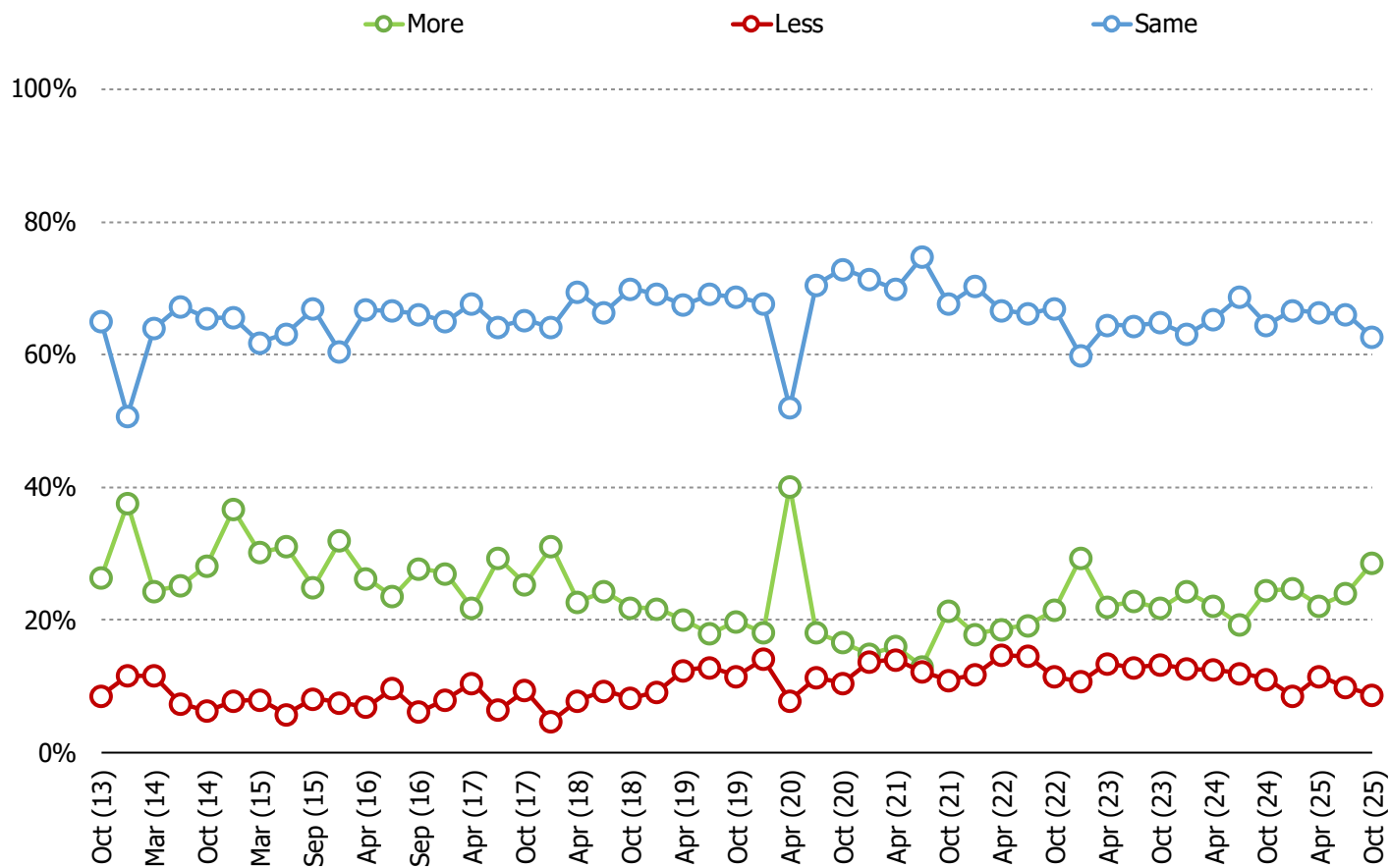
PLEASE COMPARE YOUR CURRENT USAGE OF NETFLIX WITH YOUR USAGE 3-6 MONTHS AGO.

Posed to Netflix subscribers.



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

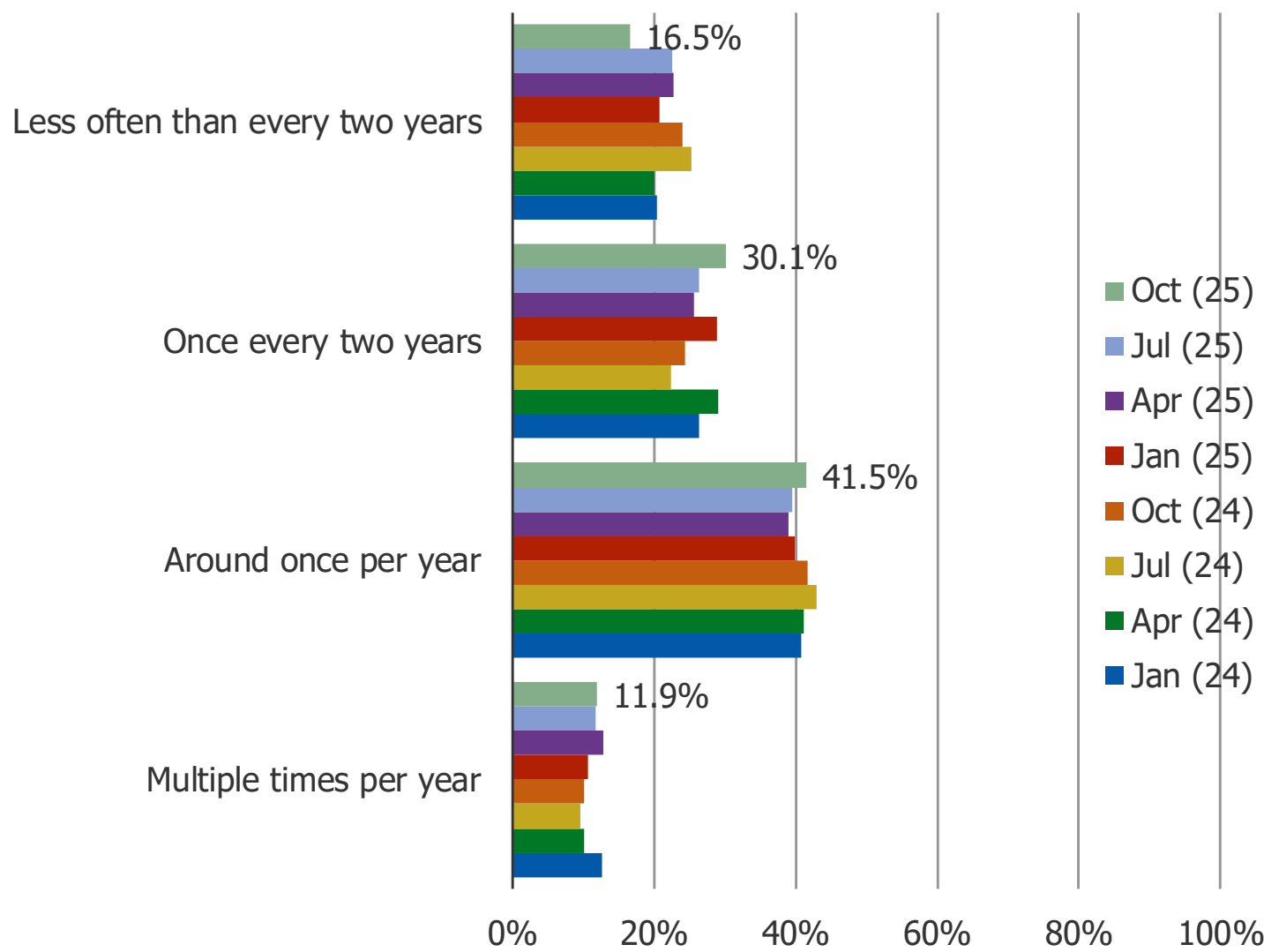
Posed to Netflix subscribers.



NETFLIX PRICING POWER

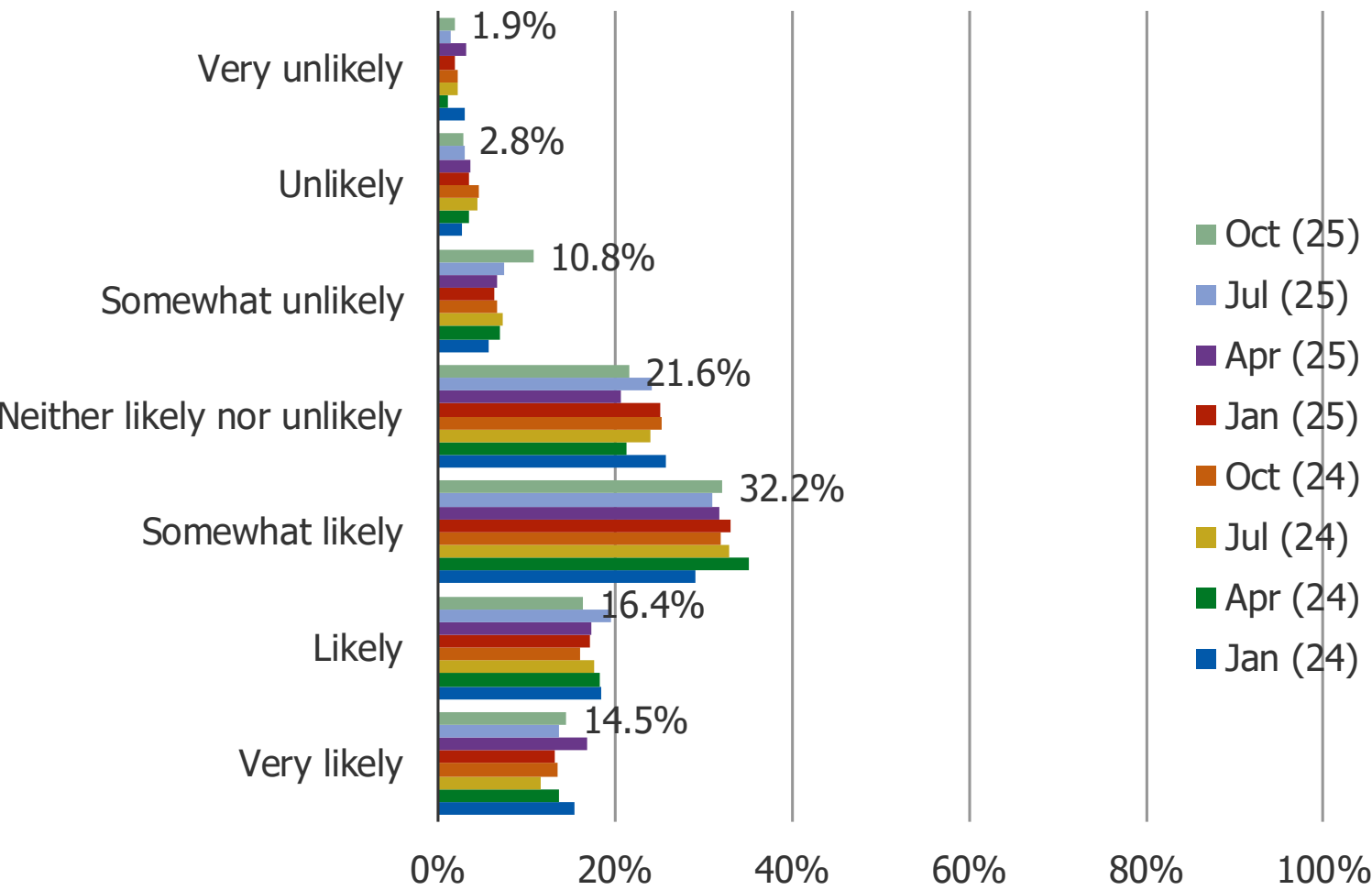
IN GENERAL, HOW OFTEN DO YOU EXPECT NETFLIX TO INCREASE THEIR PRICES?

Posed to Netflix subscribers.



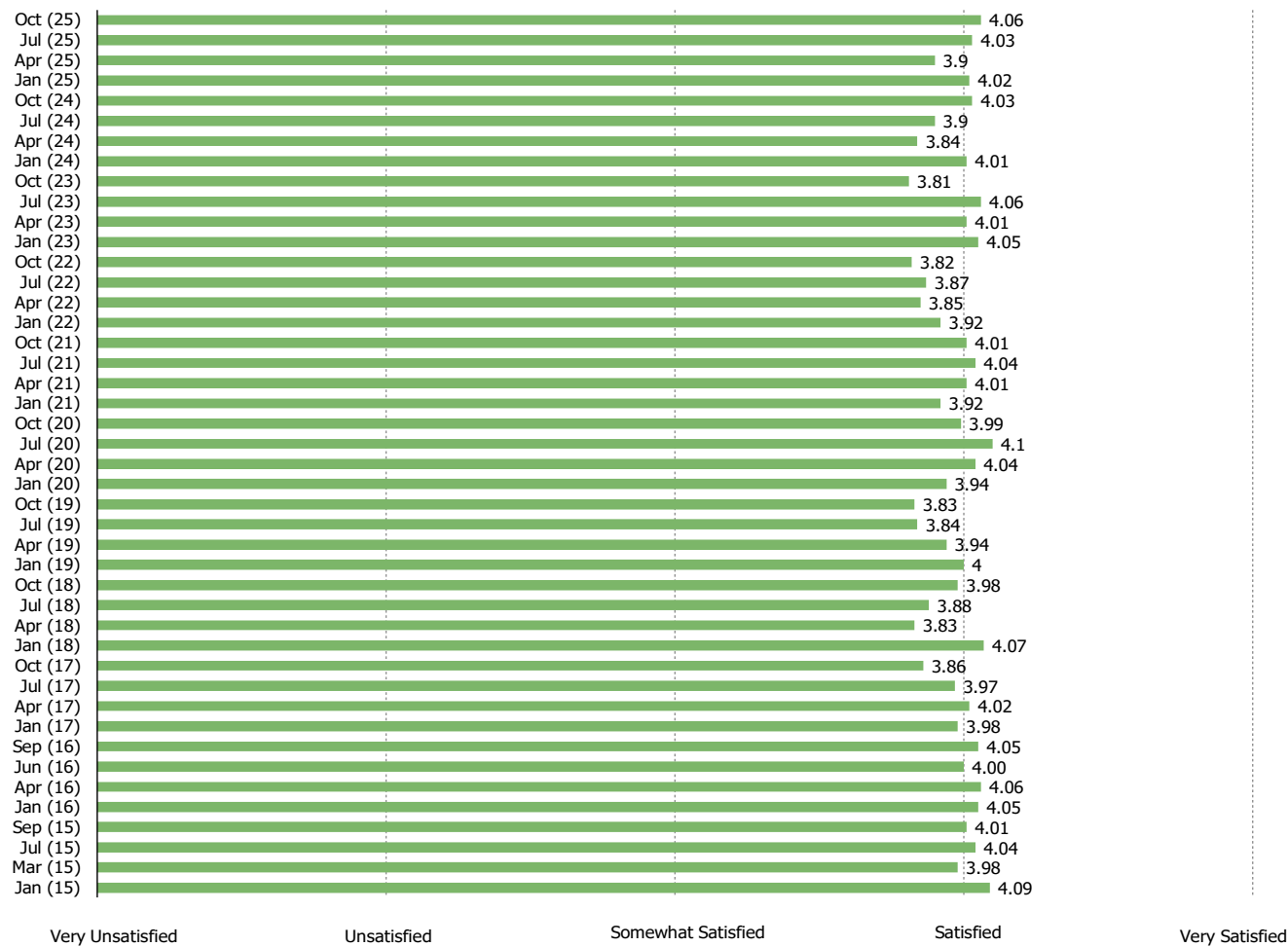
HOW LIKELY DO YOU THINK IT IS THAT NETFLIX WILL INCREASE PRICES IN THE NEXT THREE MONTHS?

Posed to Netflix subscribers.



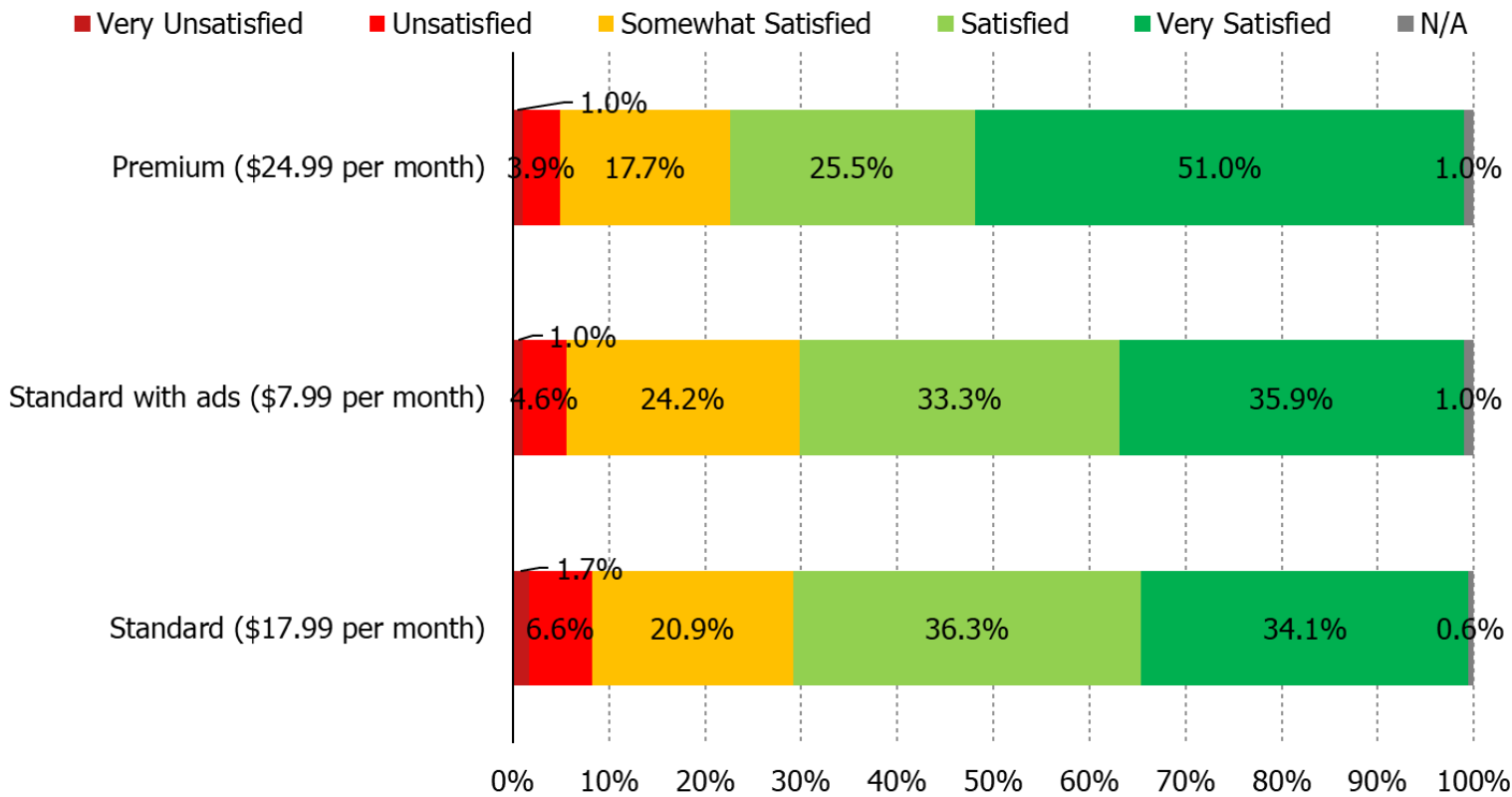
SATISFACTION WITH THE VALUE THEY RECEIVE FOR THE MONEY WITH NETFLIX

Posed to Netflix subscribers.



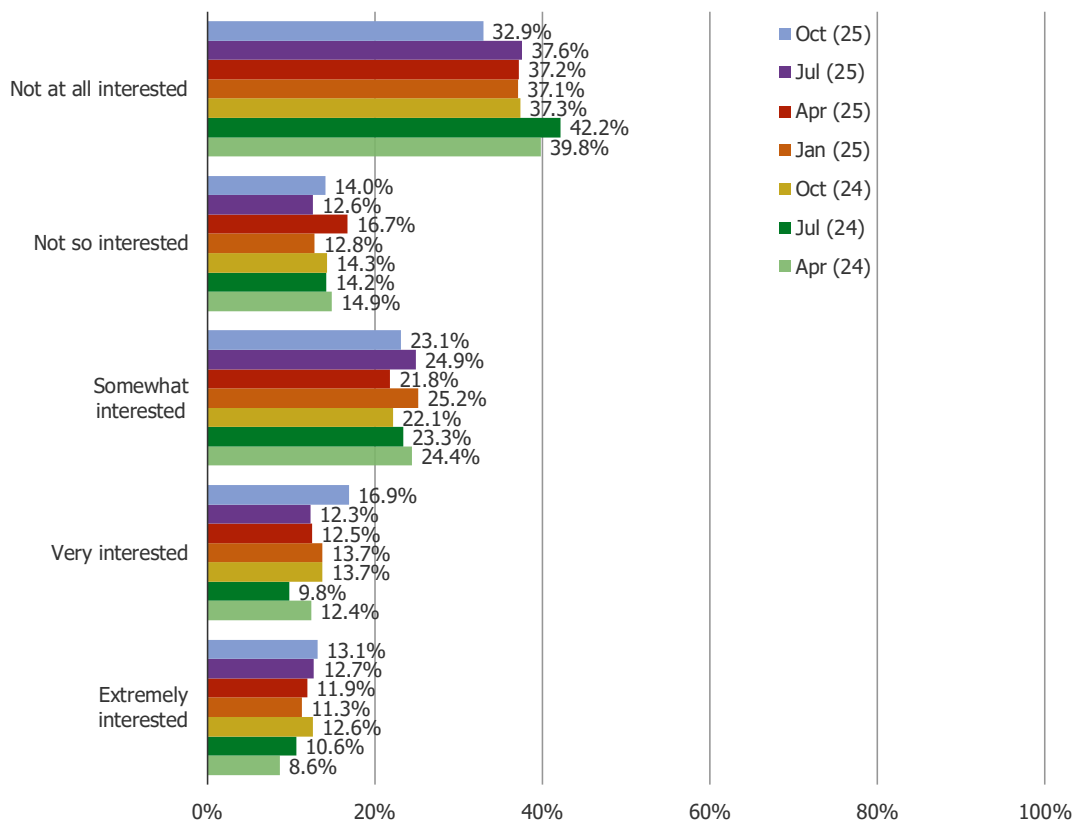
HOW SATISFIED ARE YOU WITH THE VALUE YOU RECEIVE FROM NETFLIX FOR YOUR MONEY?

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



NETFLIX CONTENT

Posed to all respondents.

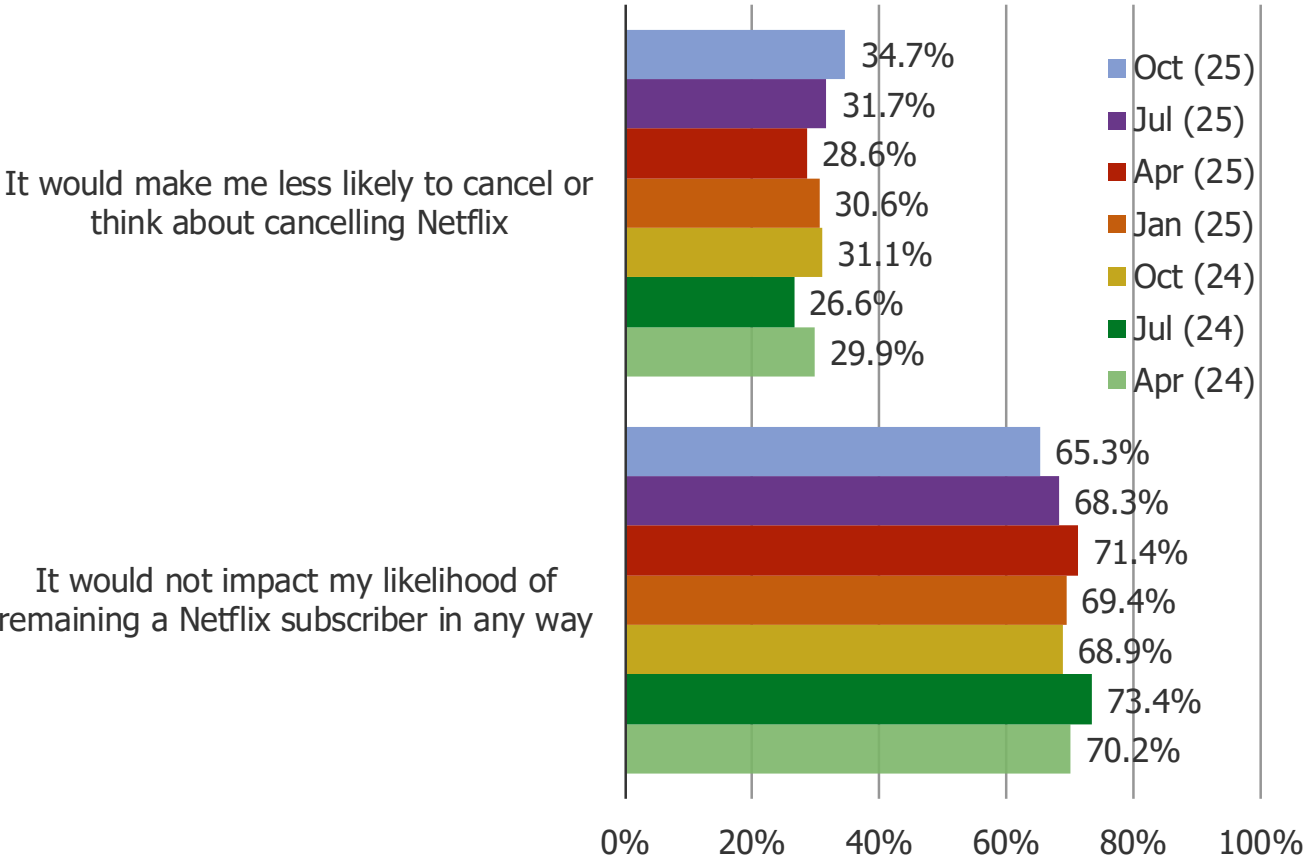


Why?



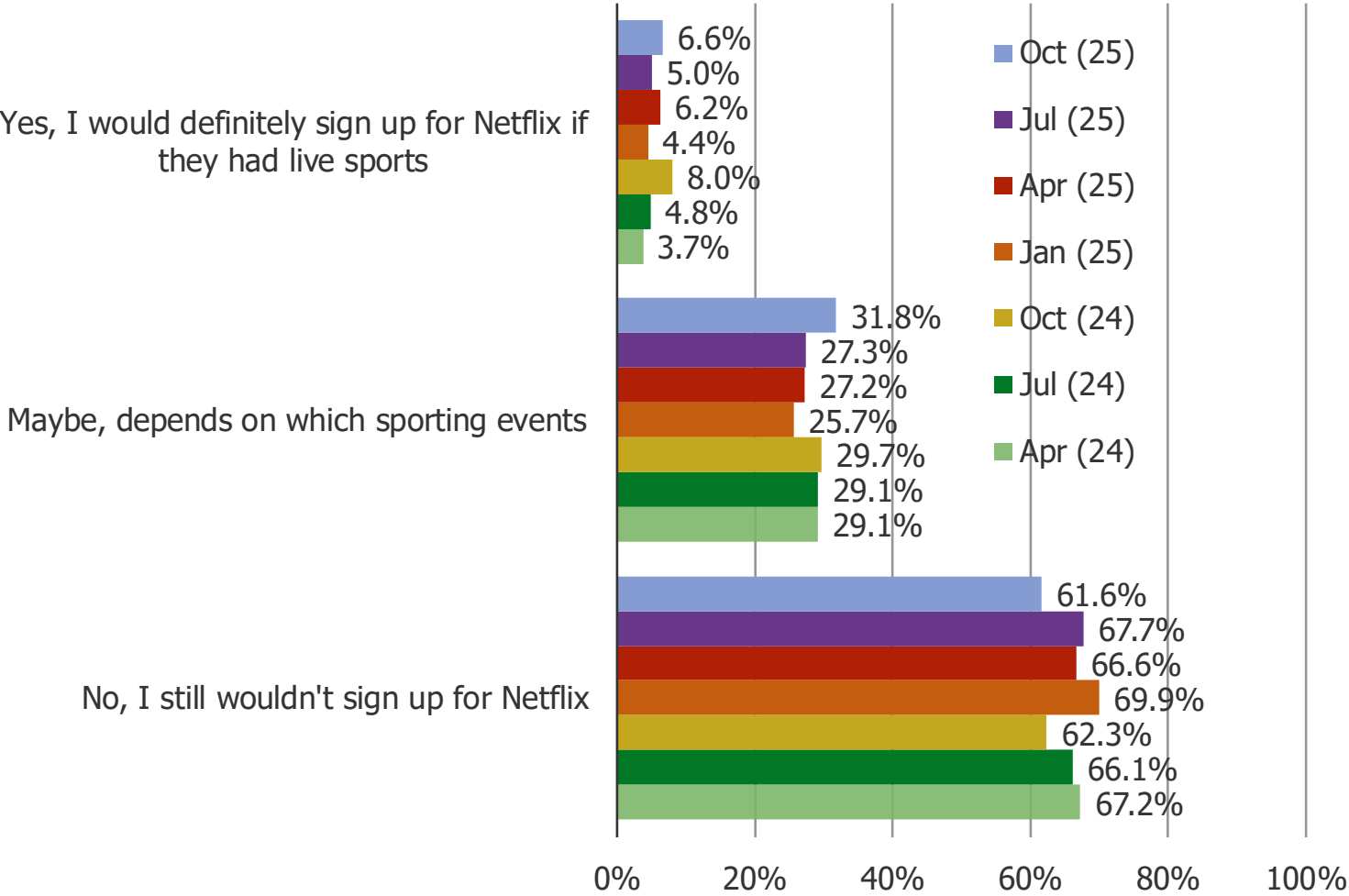
YOU MENTIONED YOU ARE A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTS EVENTS ON NETFLIX, WHICH BEST DESCRIBES YOU...

Posed to respondents who are Netflix subscribers.



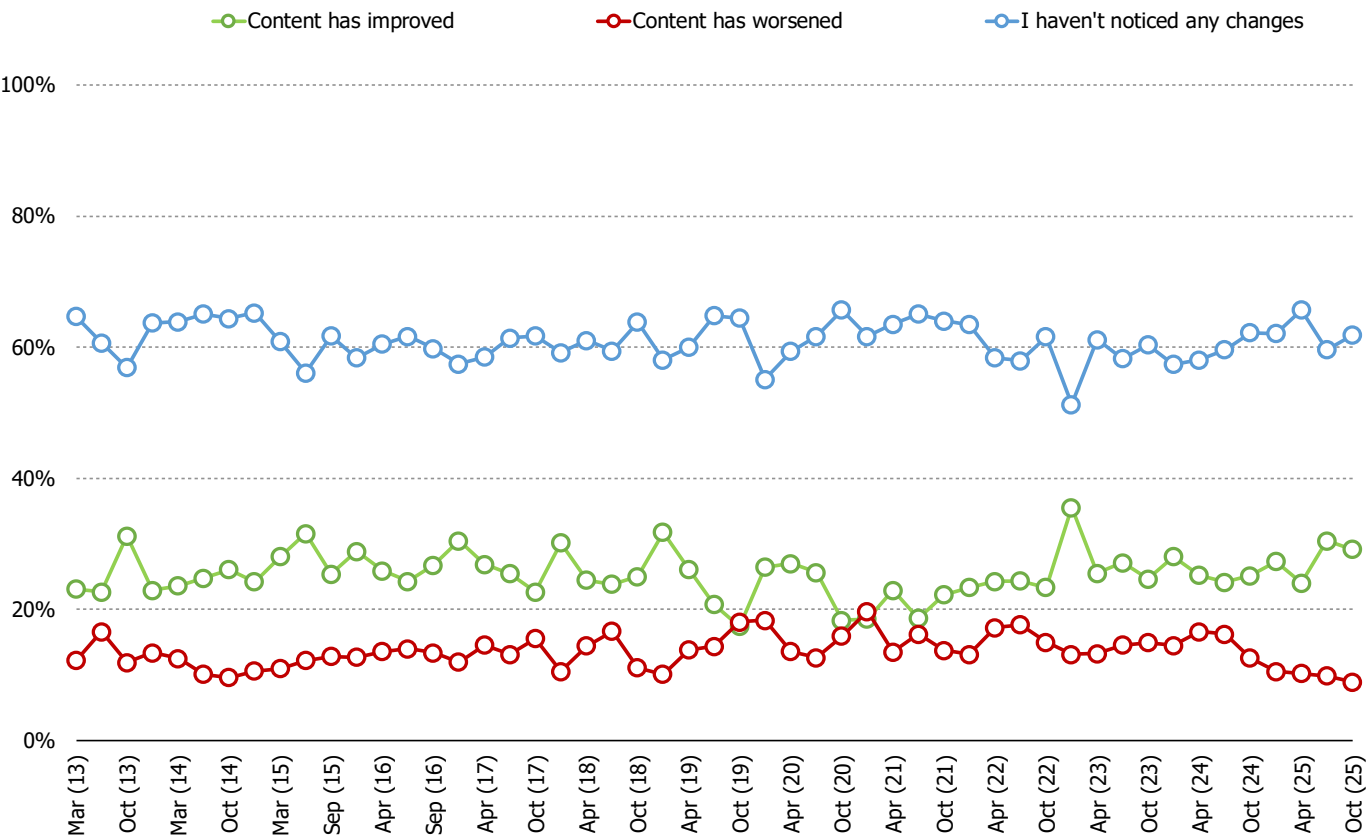
YOU MENTIONED THAT YOU ARE NOT A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTING EVENTS AS PART OF THEIR SUBSCRIPTION, WOULD THAT COMPEL YOU TO SIGN UP FOR NETFLIX?

Posed to respondents who are NOT Netflix subscribers.



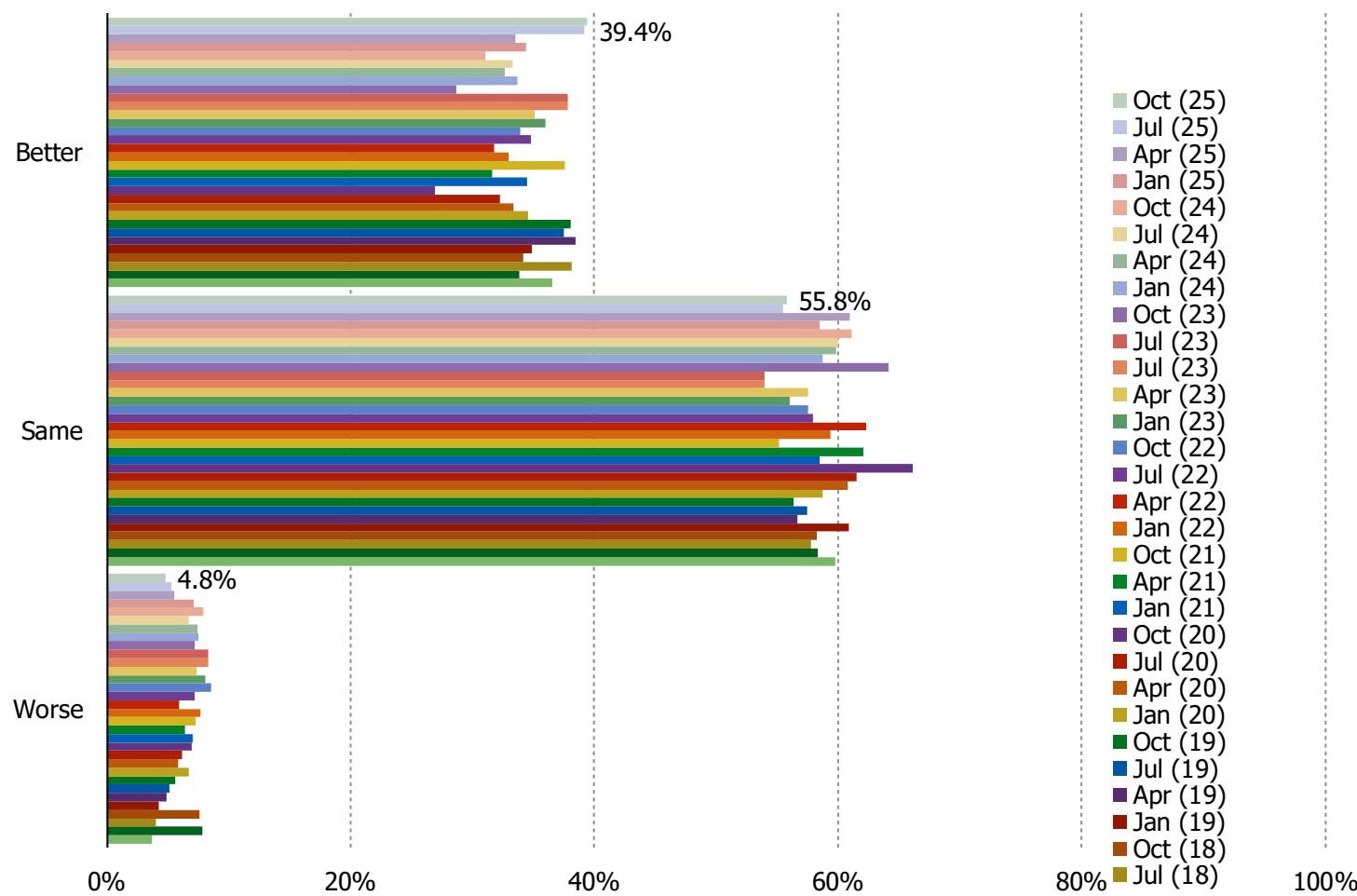
HAVE YOU NOTICED ANY CHANGES TO NETFLIX’S CONTENT OVER THE LAST SIX MONTHS?

Posed to Netflix subscribers.



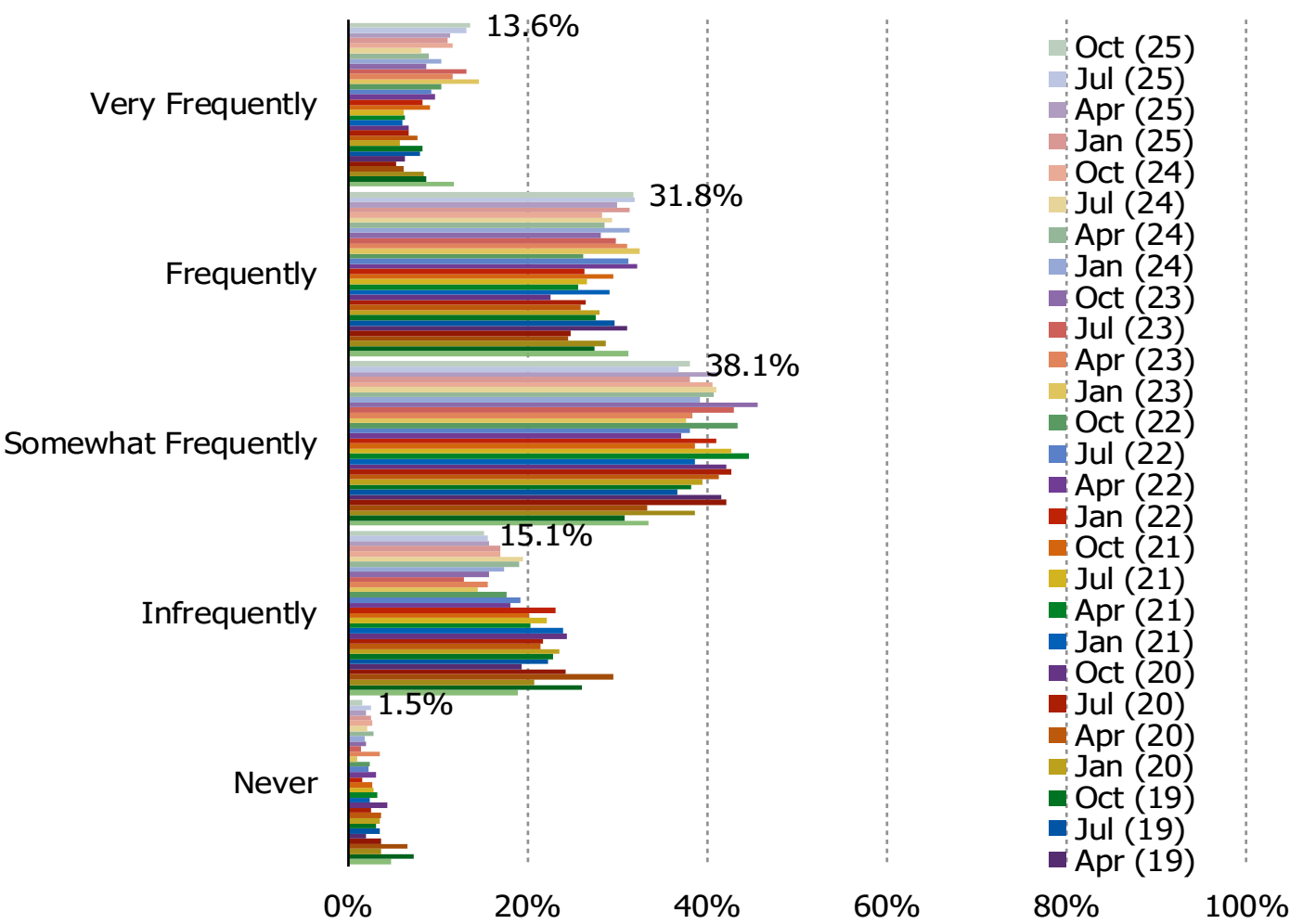
HOW DO YOU COMPARE NETFLIX ORIGINAL CONTENT SHOWS AGAINST SHOWS YOU VIEW ON OTHER NETWORKS OR SERVICES?

Posed to Netflix subscribers.



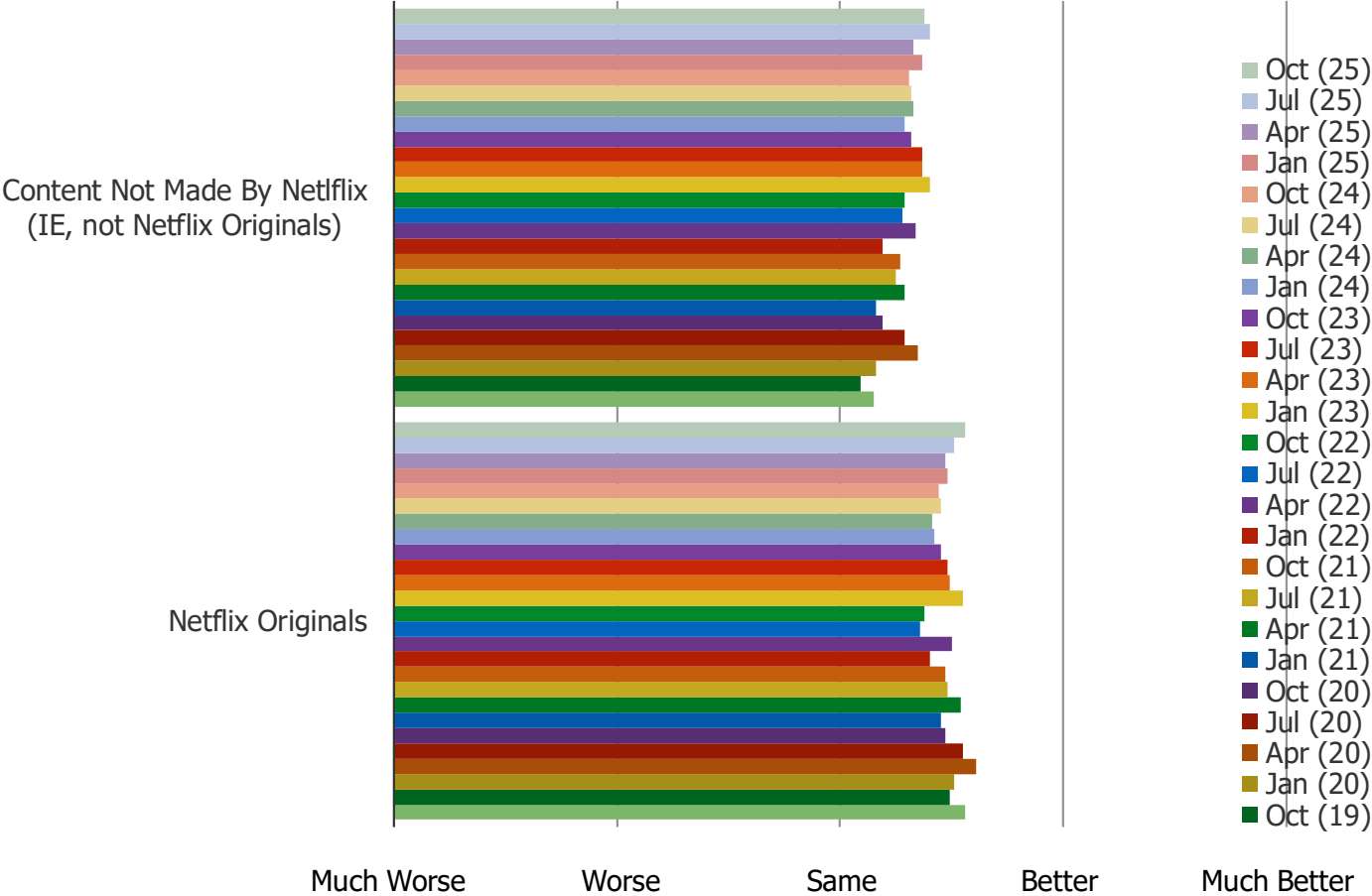
HOW OFTEN DO YOU WATCH NETFLIX ORIGINAL CONTENT SHOWS?

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?

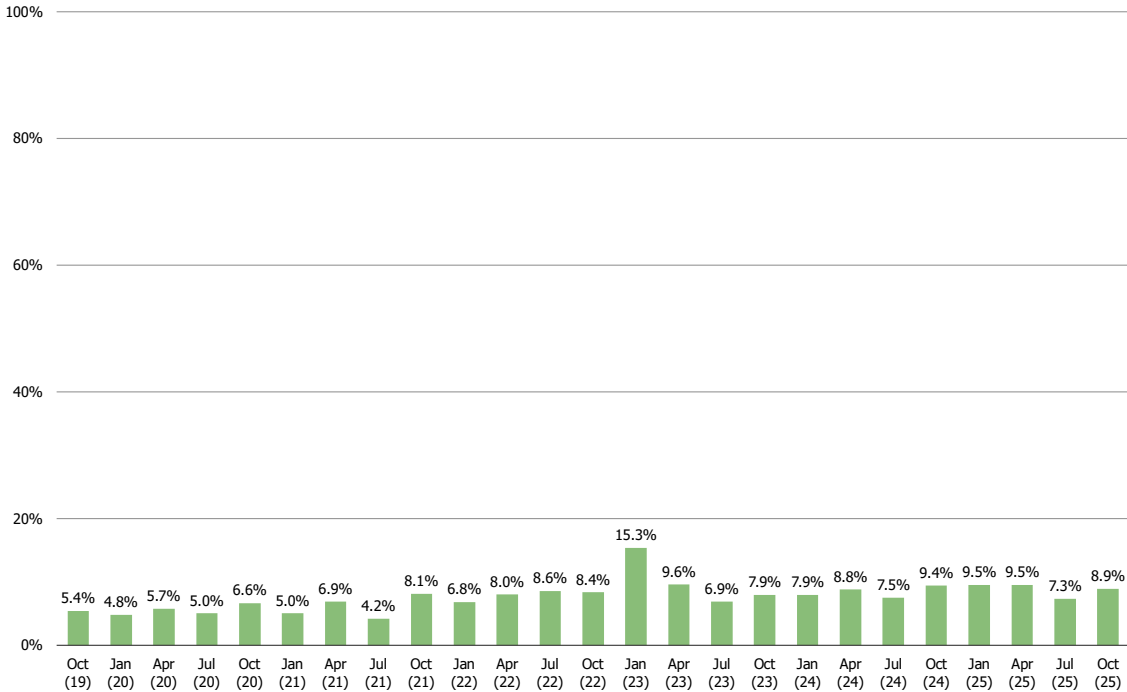
Posed to Netflix subscribers.



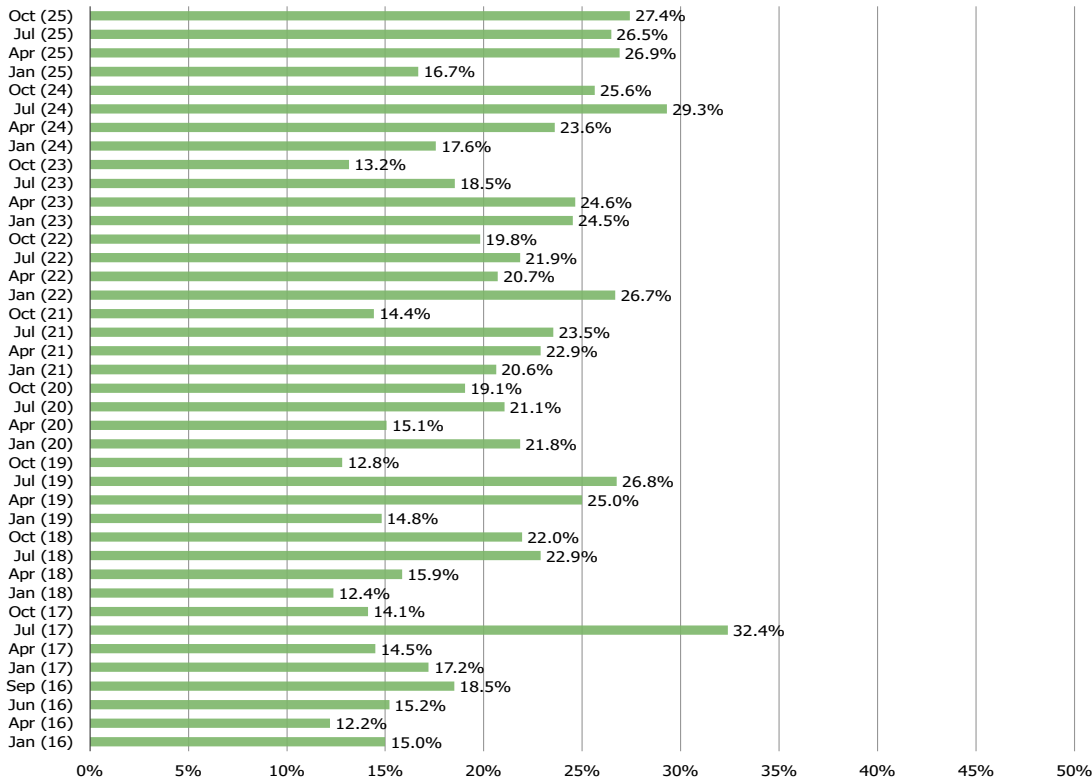
CYCLING IN AND OUT OF NETFLIX

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.

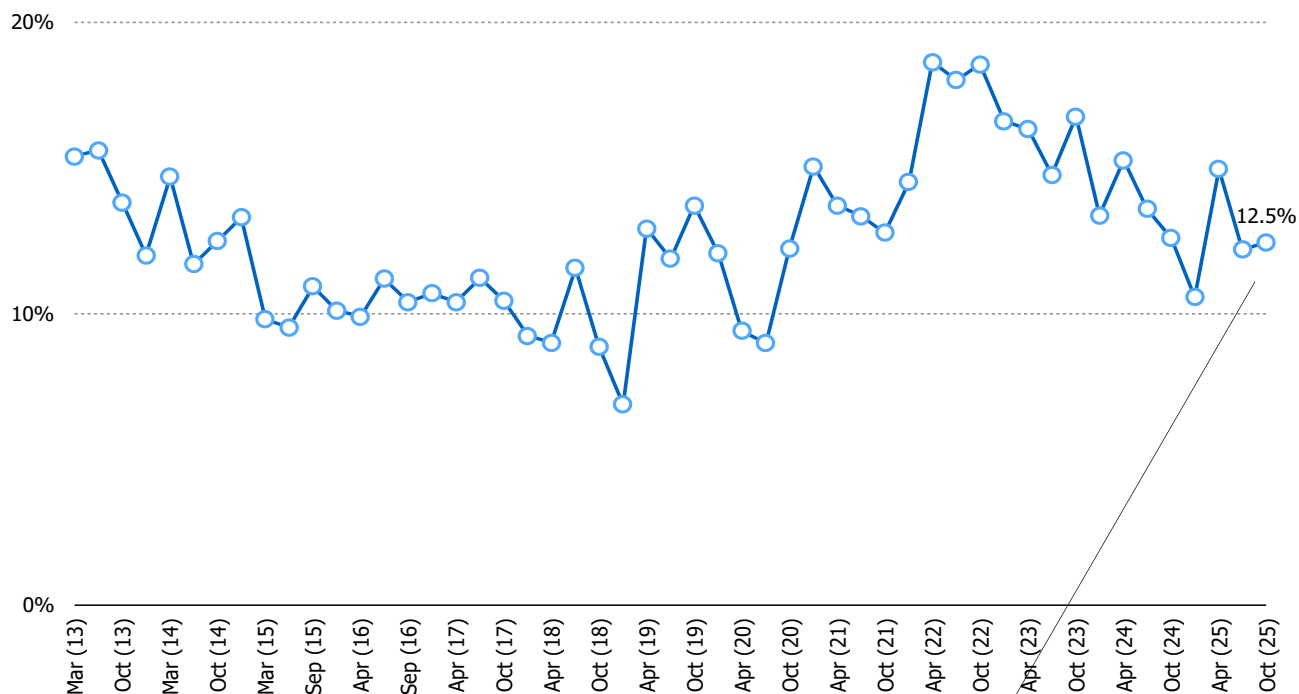


Posed to respondents who are not current Netflix subscribers but have been in the past.



NFLX CHURN

Posed to Netflix subscribers.

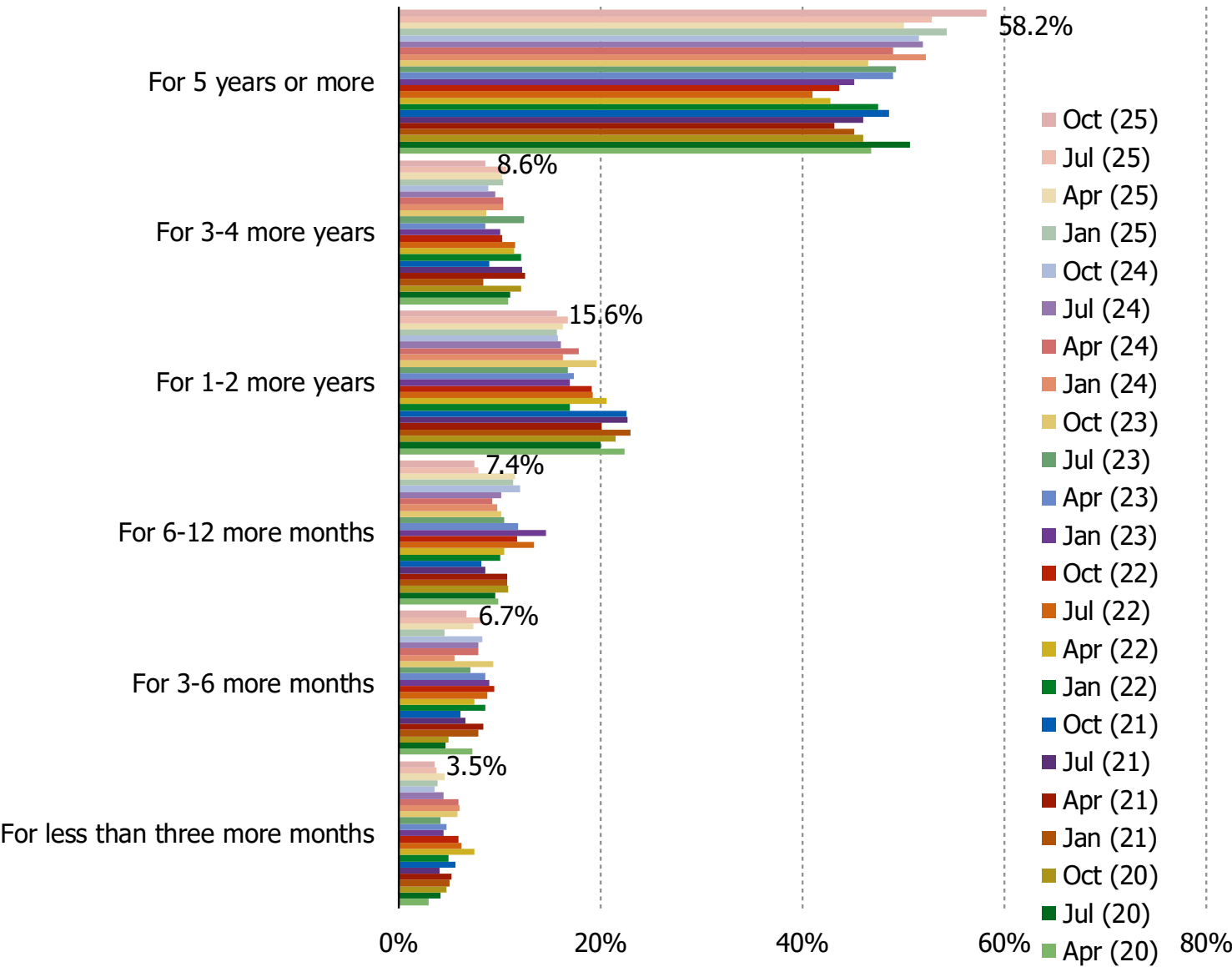


Why?



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.

