

BESPOKE SURVEYS

Streaming Video US, Vol 51

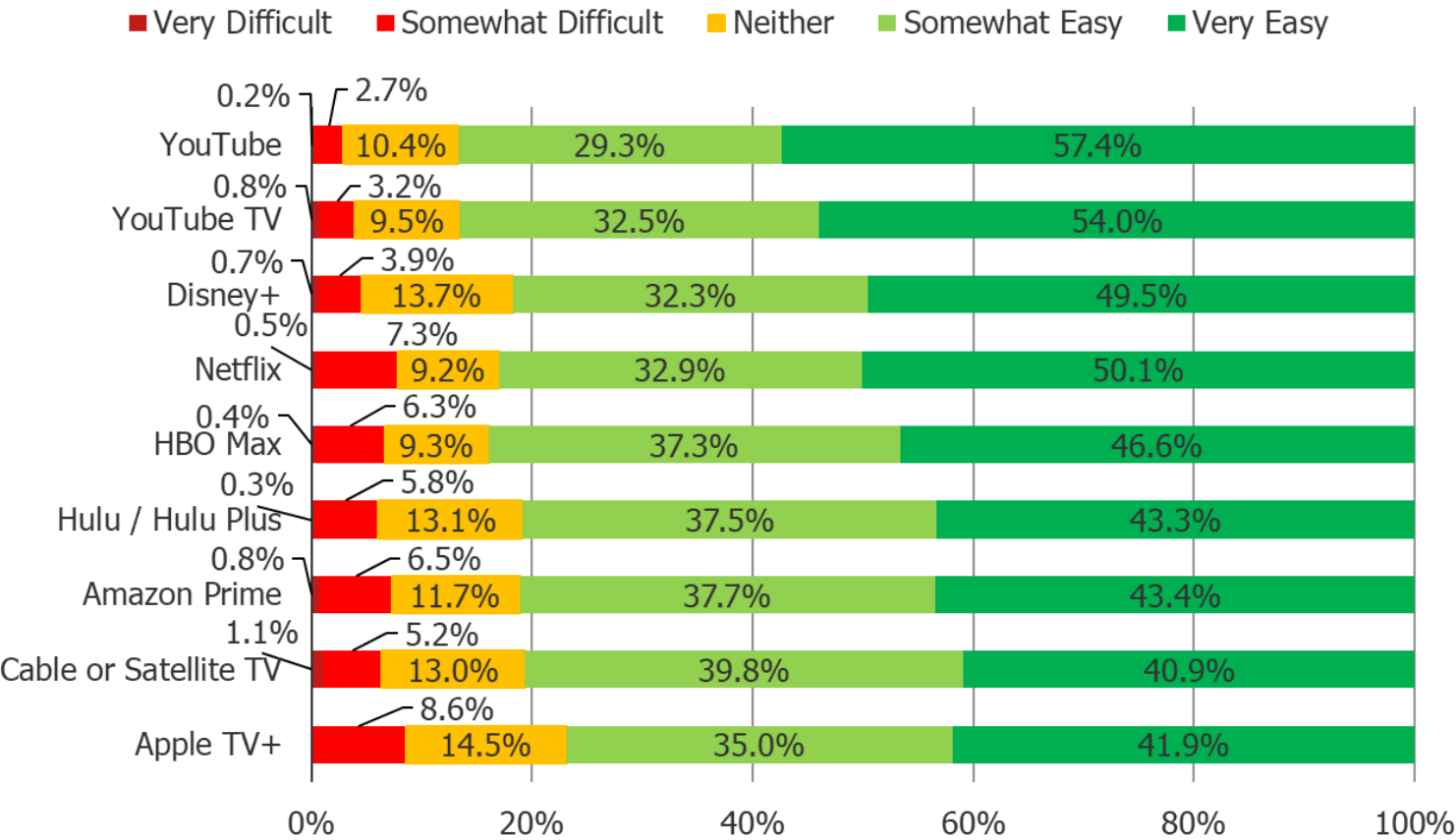
1,000+ Respondents Per Quarter

January 2026

RECENTLY ADDED QUESTIONS

HOW EASY OR DIFFICULT IS IT TO FIND SOMETHING YOU WANT TO WATCH ON THE FOLLOWING?

Posed to all respondents who use the below services.



	N =
Apple TV+	117
Cable or Satellite TV	269
Amazon Prime	523
Hulu / Hulu Plus	381
HBO Max	268
Netflix	589
Disney+	307
YouTube TV	126
YouTube	413

WHEN YOU WANT TO WATCH SOMETHING ON TV, WHERE DO YOU USUALLY START?

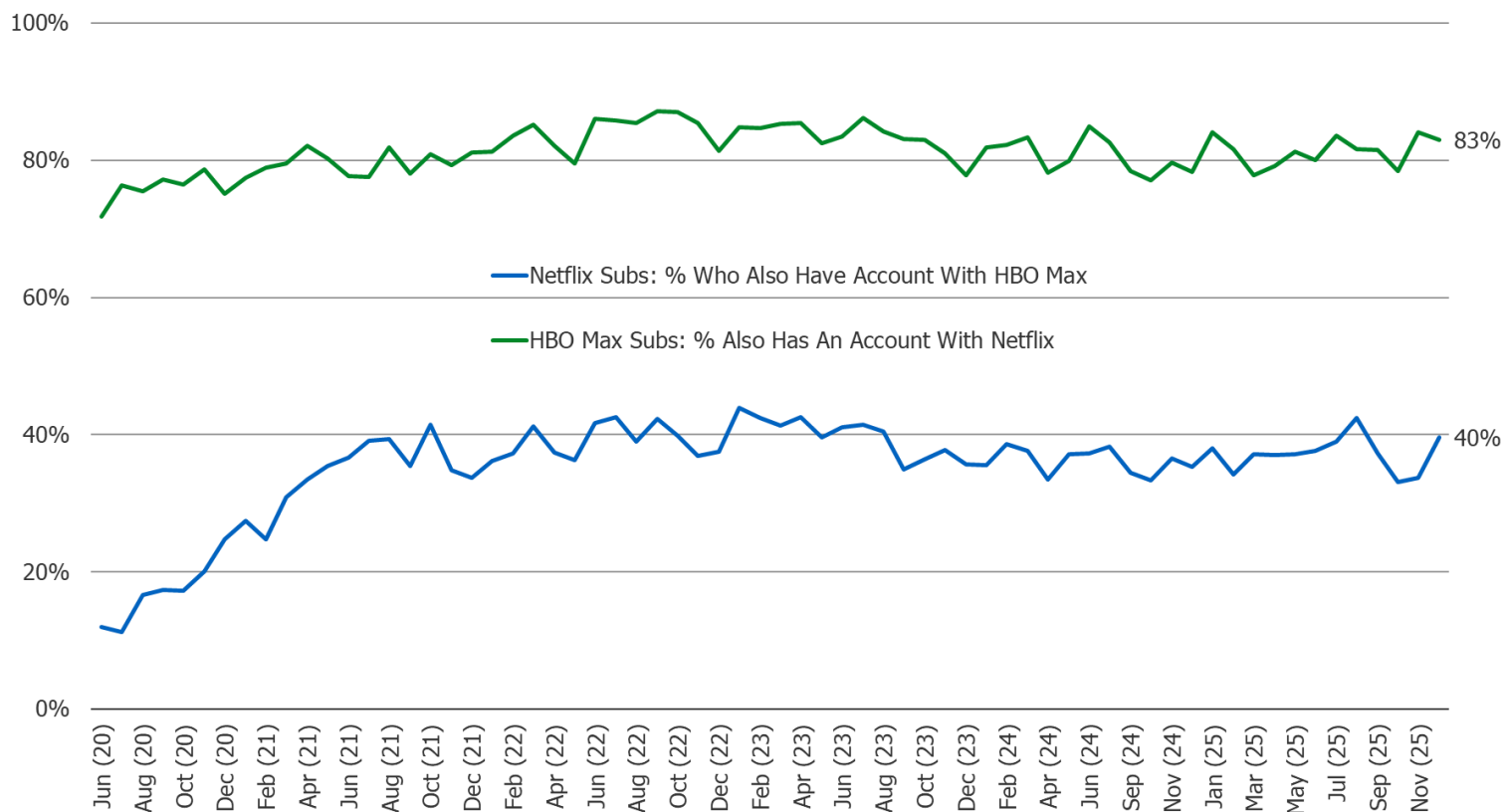
Posed to all respondents.



ACCOUNT HOLDER CROSS-OVER: NETFLIX ACCOUNT HOLDERS AND HBO MAX ACCOUNT HOLDERS

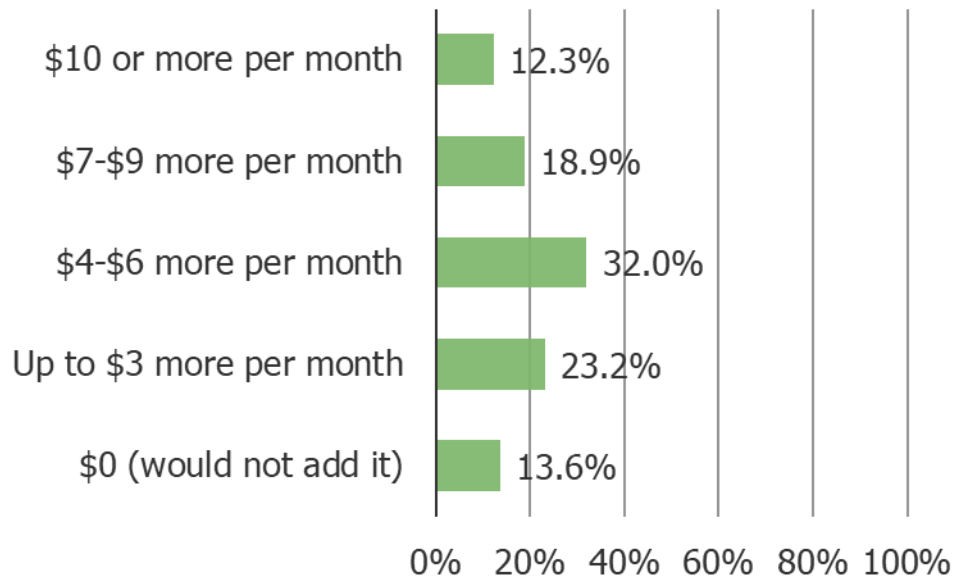
Blue Line = Netflix Account Holders (% also has an account with HBO Max)

Green Line: HBO Max Account Holders (% also has an account with Netflix)

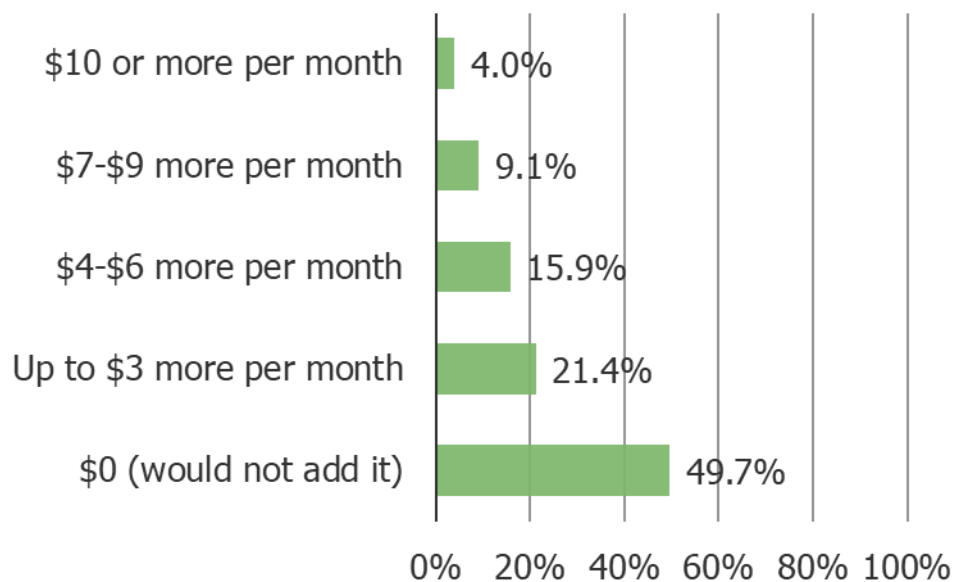


IF HBO/MAX CONTENT WERE AVAILABLE AS AN OPTIONAL ADD-ON TO YOUR NETFLIX SUBSCRIPTION, HOW MUCH MORE PER MONTH, IF ANYTHING, WOULD YOU BE WILLING TO PAY?

Posed to all NFLX subscribers who ALSO have HBO Max currently (N = 228)

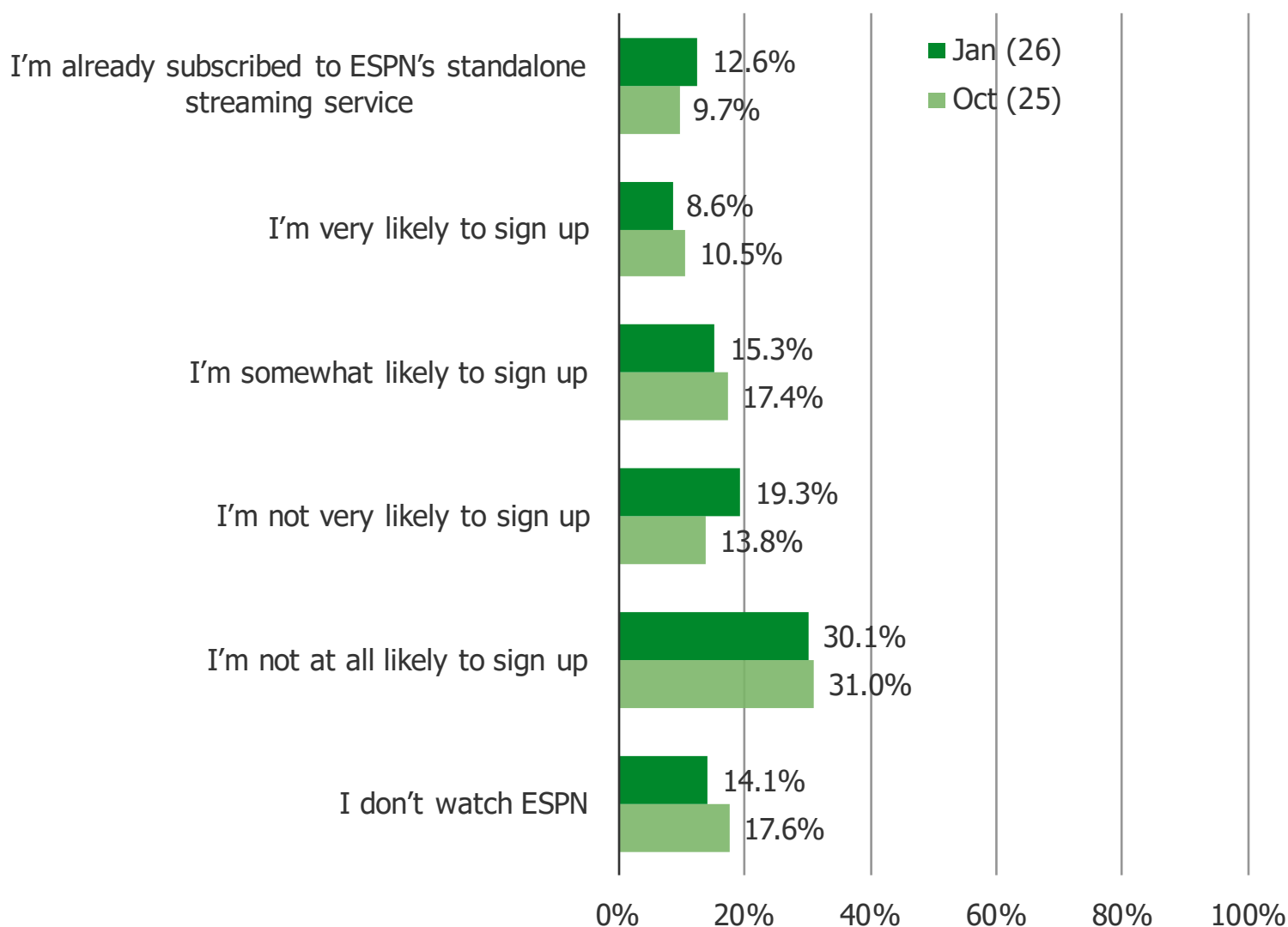


Posed to all NFLX subscribers who DO NOT have HBO Max currently (N = 529)



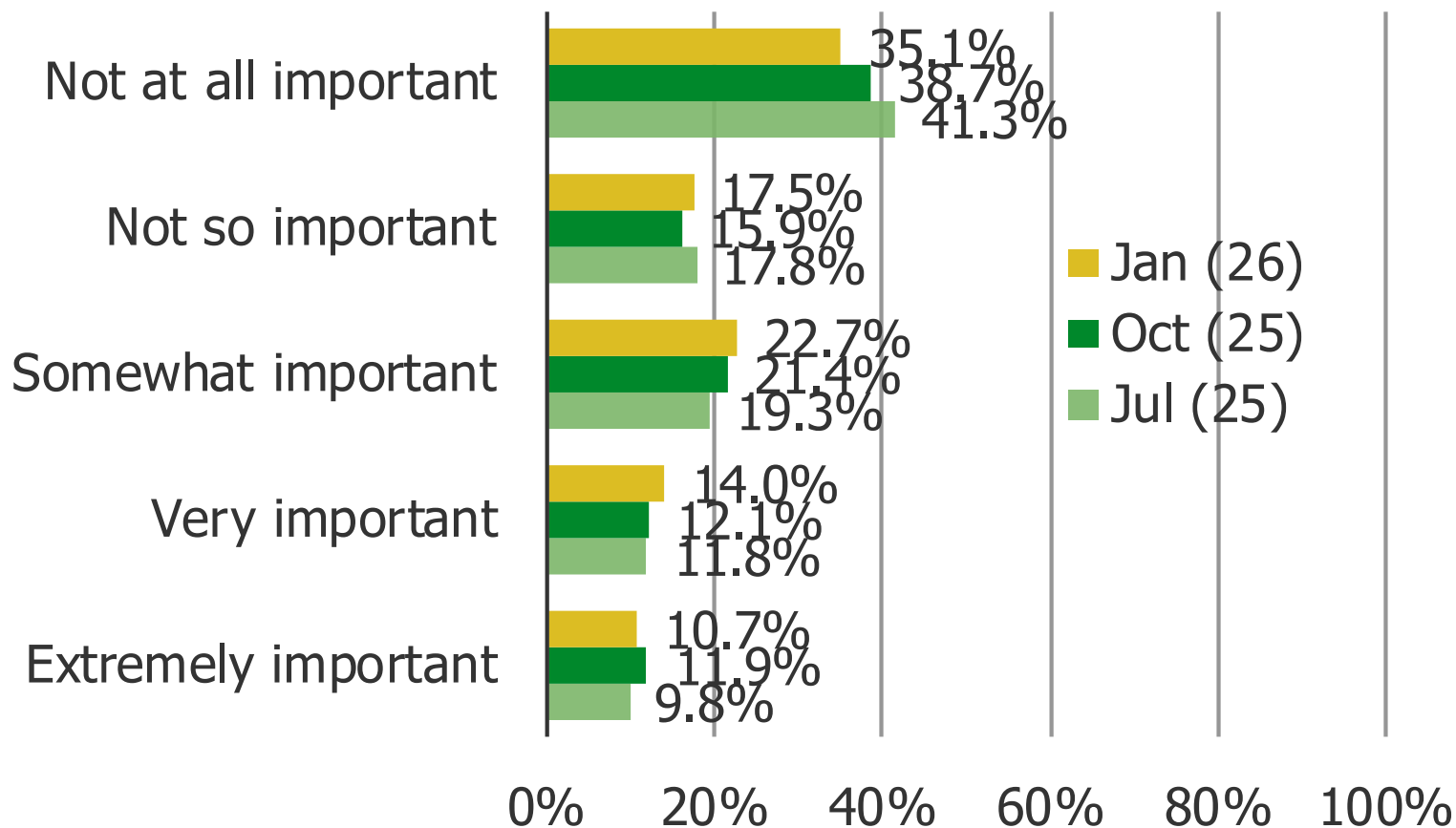
ESPN NOW OFFERS A STANDALONE STREAMING SUBSCRIPTION FOR \$29.99/MONTH THAT GIVES FULL ACCESS TO ALL ESPN CHANNELS AND SHOWS WITHOUT NEEDING CABLE. WHICH OF THE FOLLOWING BEST DESCRIBES YOU?

Posed to all respondents who have access to ESPN.



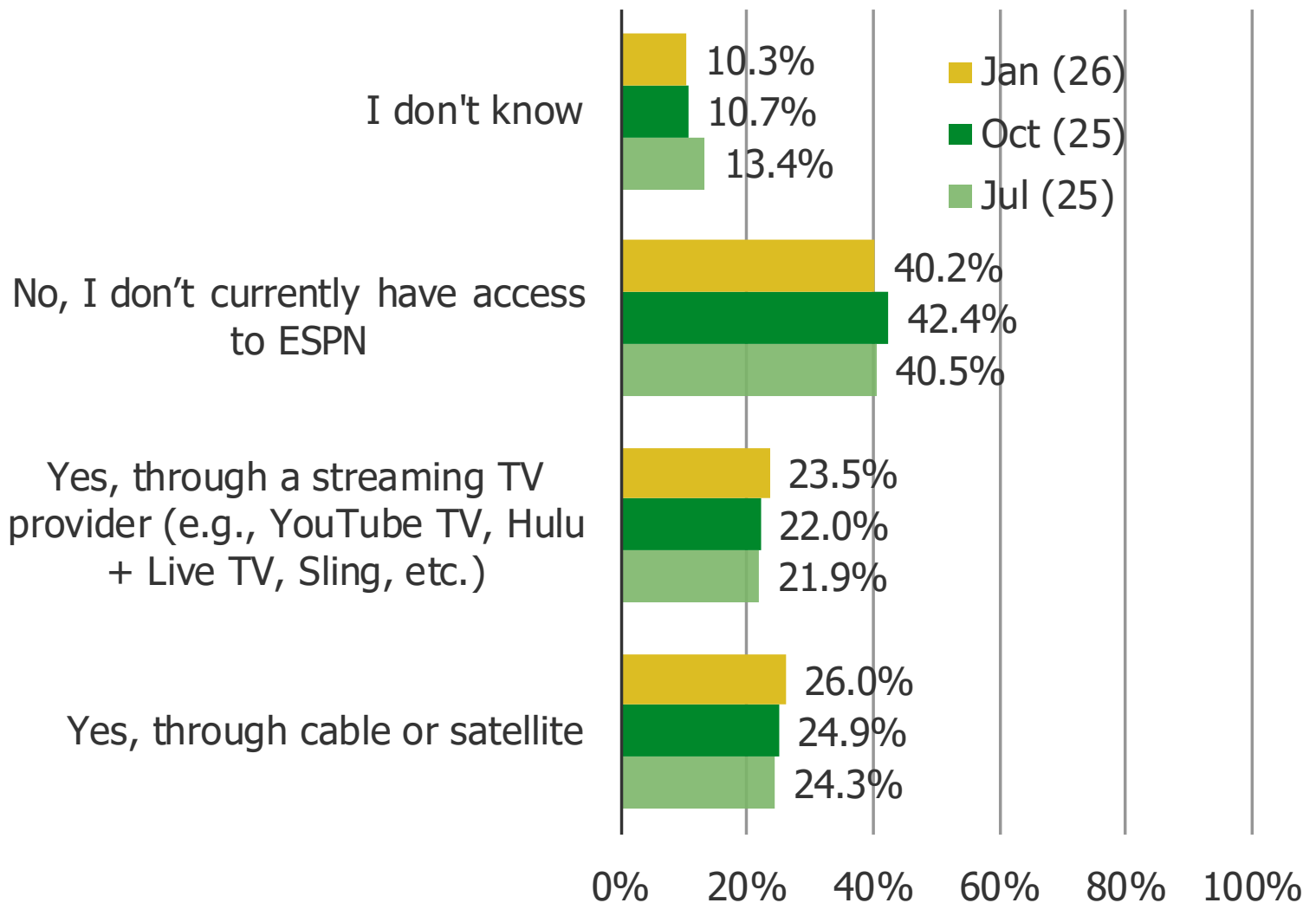
HOW IMPORTANT IS THE ESPN NETWORK TO YOU?

Posed to all respondents.



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

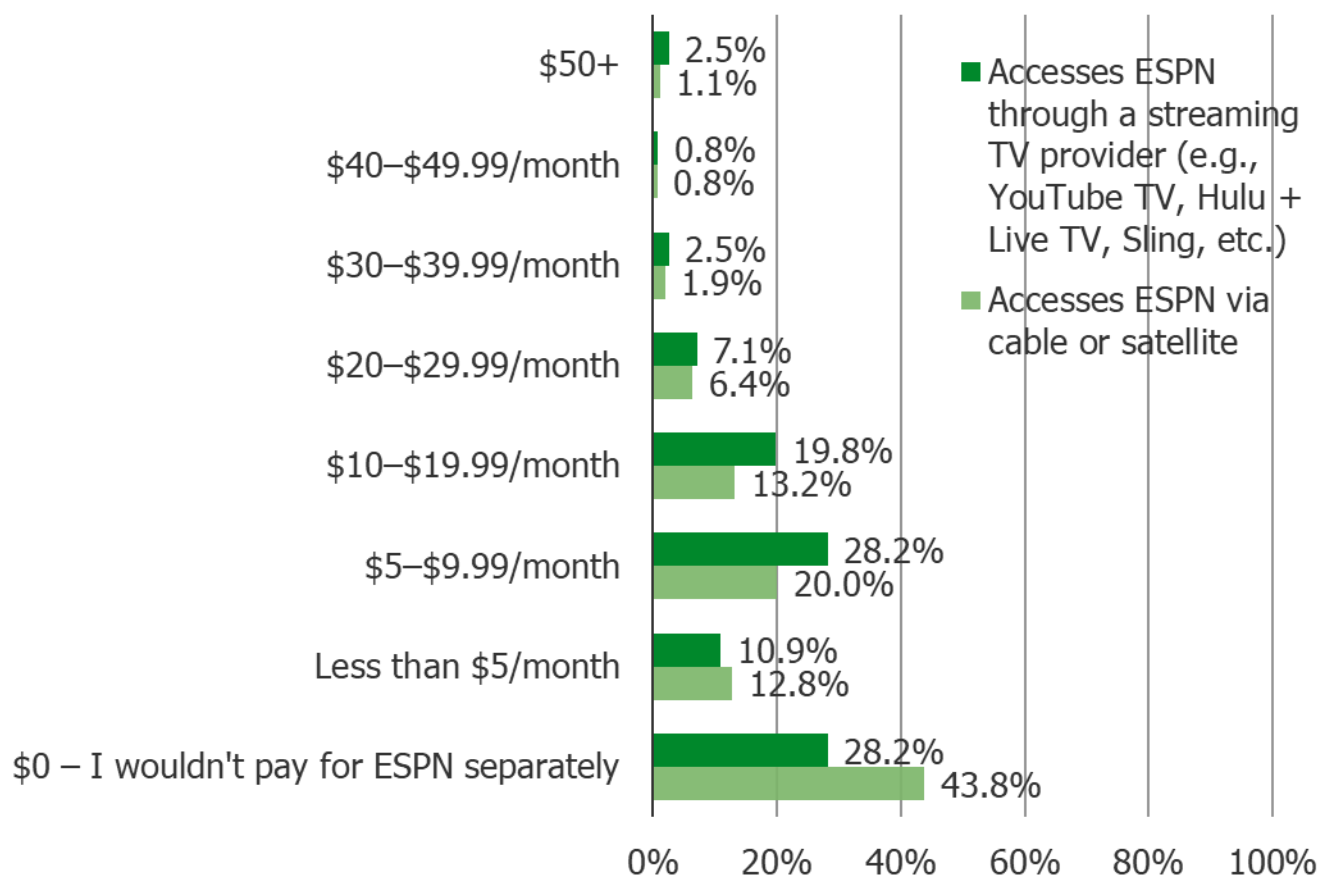
Posed to all respondents.



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=503)

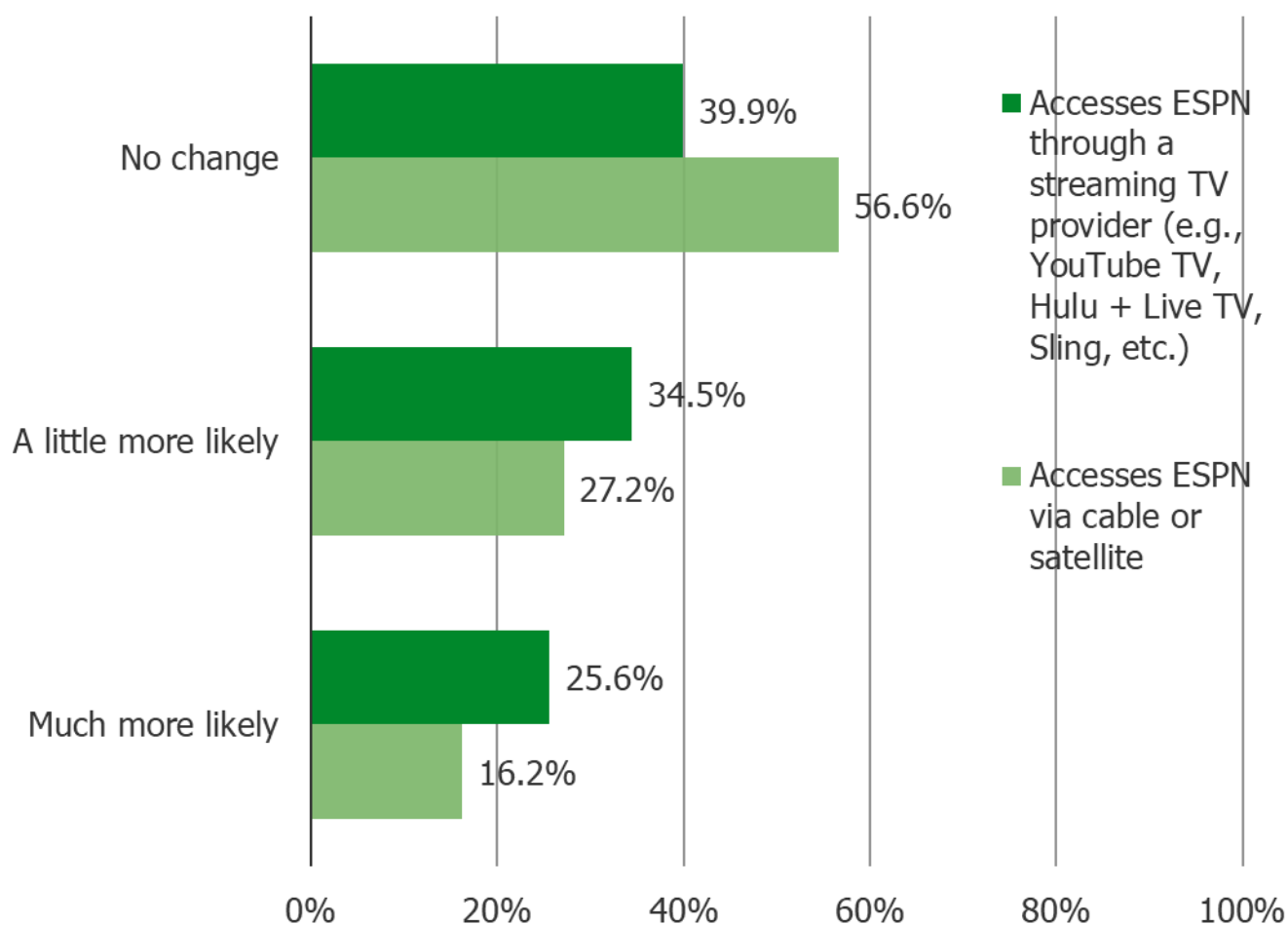
January 2026



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

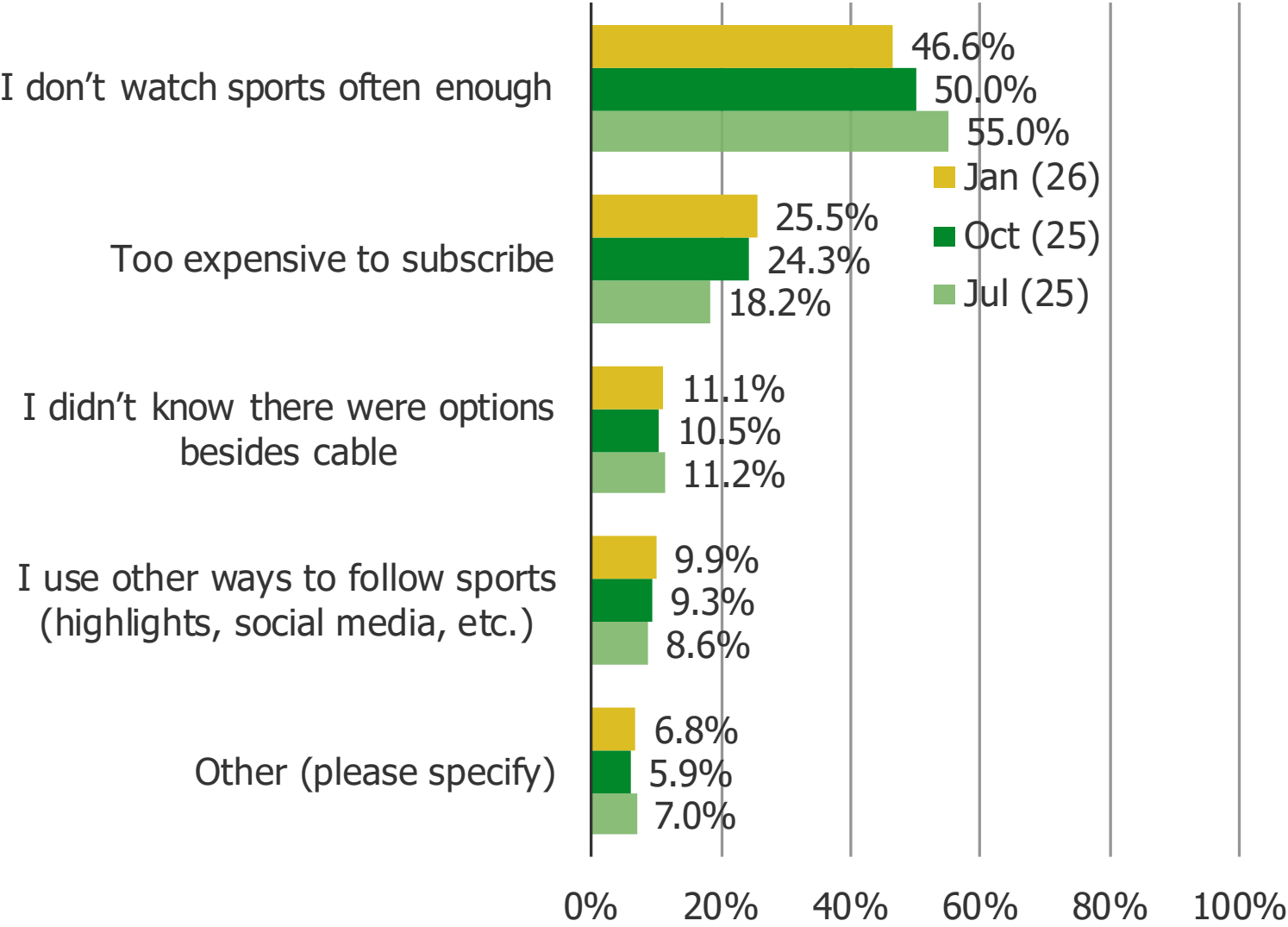
Posed to all respondents who have access to ESPN. (N=503)

January 2026



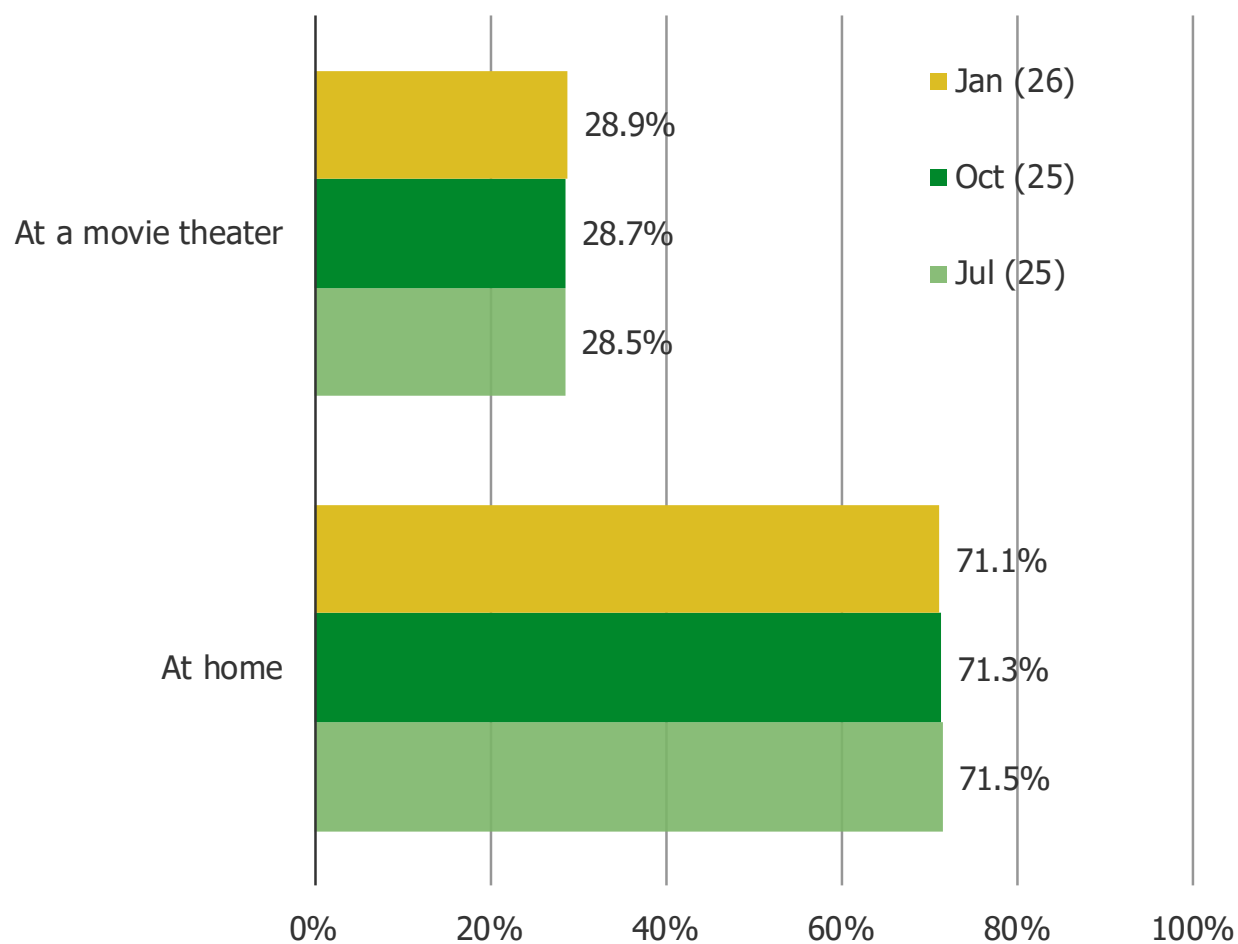
WHY DON'T YOU CURRENTLY HAVE ACCESS TO ESPN? (SELECT ALL THAT APPLY)

Posed to all respondents who DO NOT have access to ESPN.



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

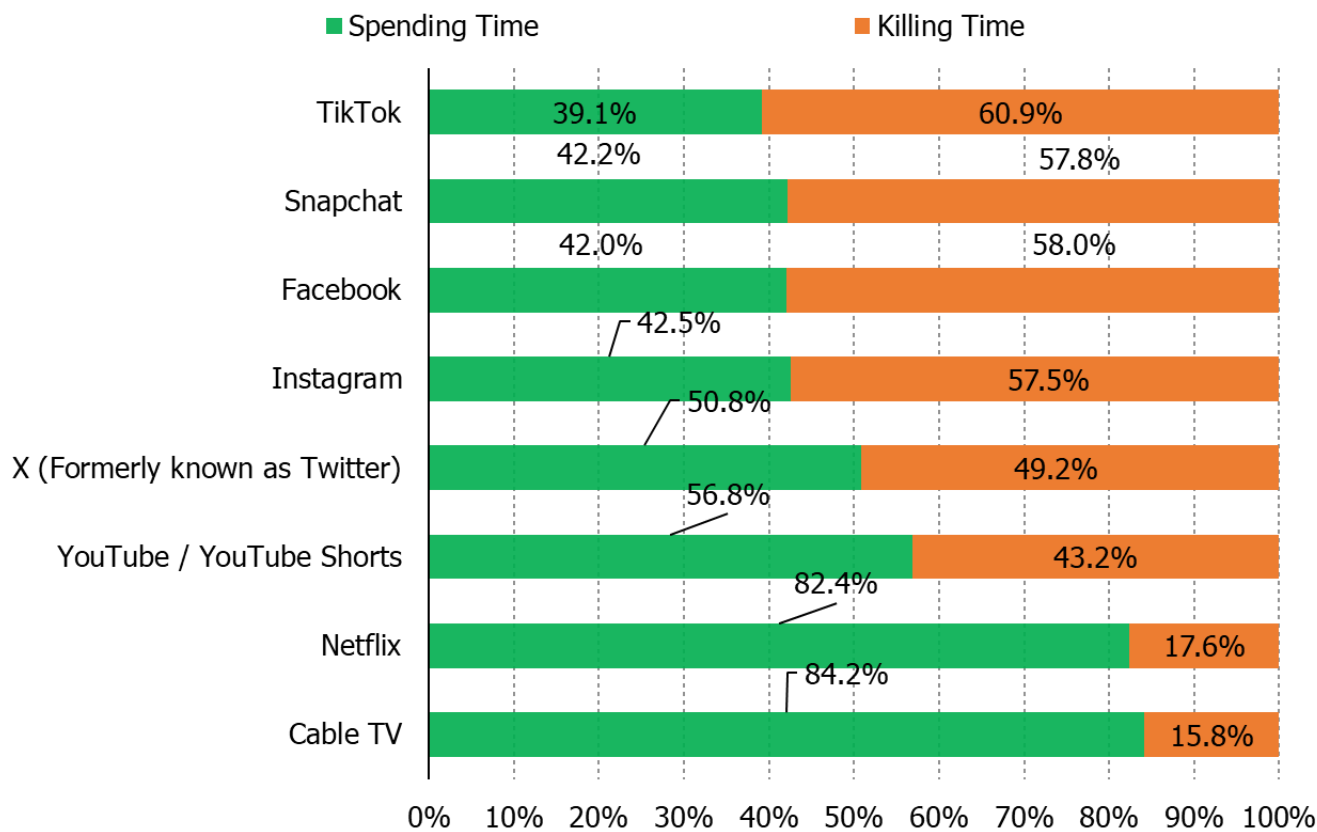
Posed to all respondents.



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.

January 2026



Relevant Quote From Ted Sarandos: (March 2025)

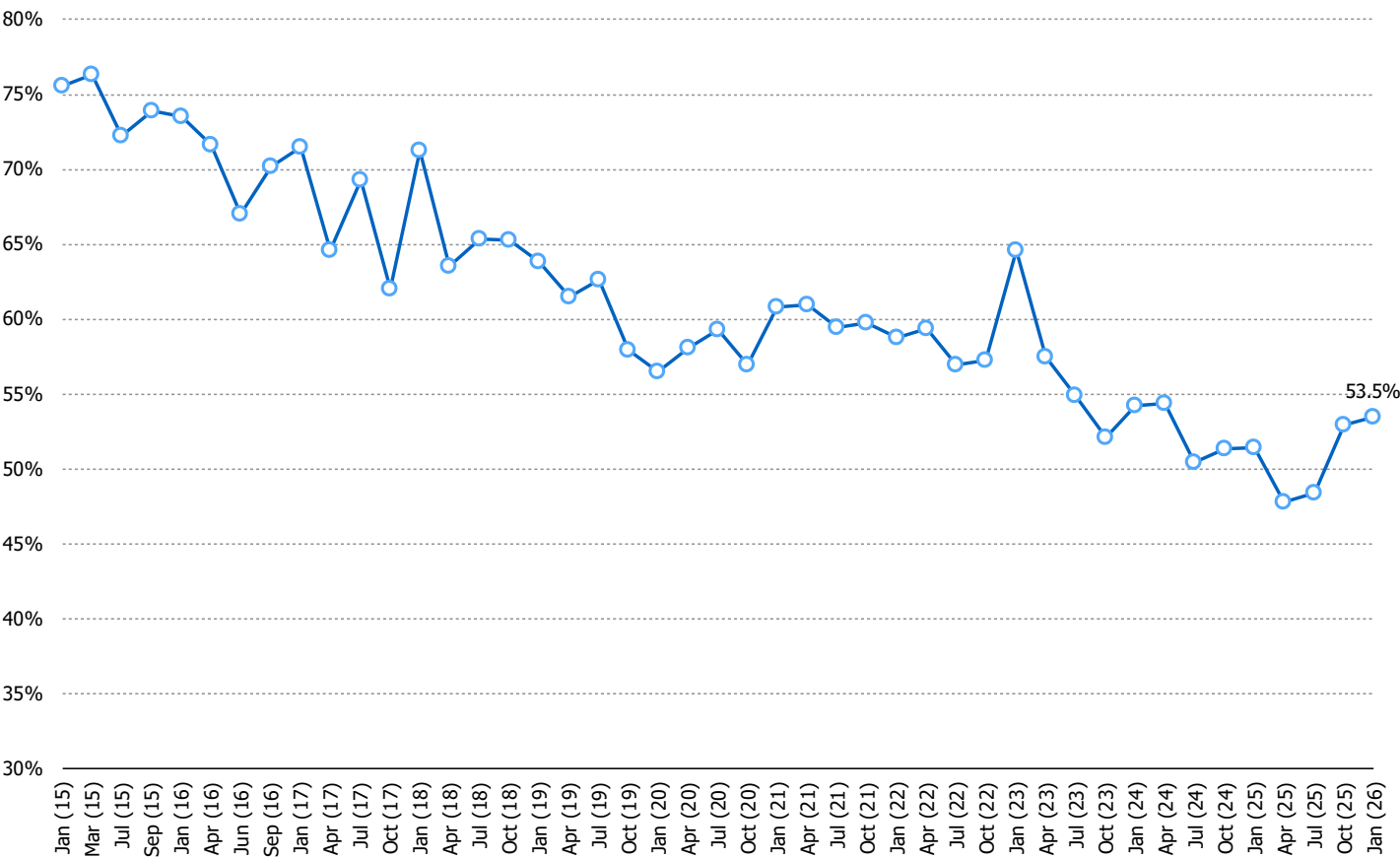
“We compete with them, along with everybody else, for entertainment, time and money. So certainly we’re competing with them for advertising dollars and professional content. So for that part of YouTube, we definitely compete. For the other parts we definitely don’t,” he continued. “I think there’s a 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	303
Netflix	523
YouTube / YouTube Shorts	695
X (Formerly known as Twitter)	191
Instagram	407
Facebook	564
Snapchat	180
TikTok	381

CABLE TV QUESTIONS

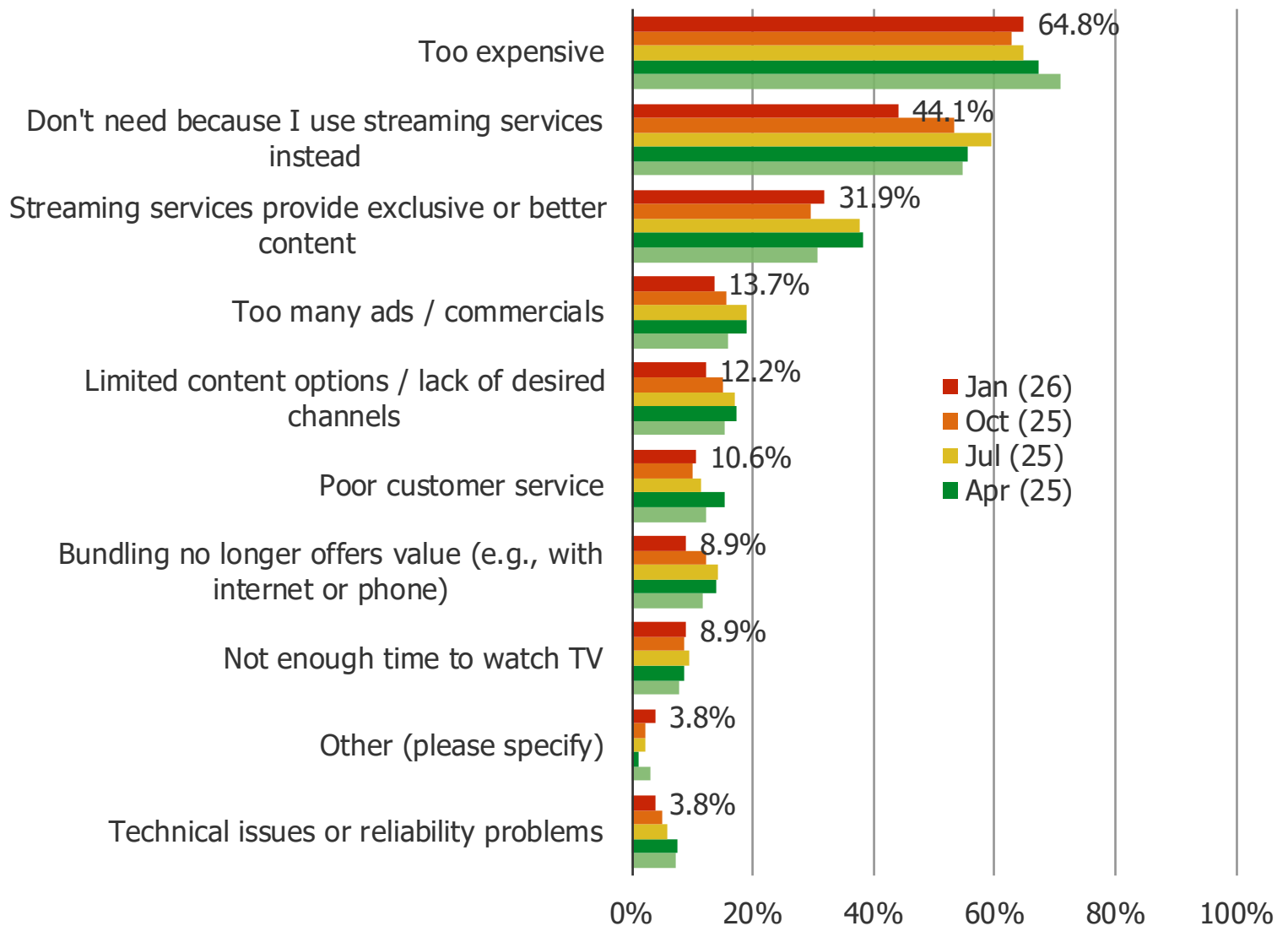
DO YOU CURRENTLY SUBSCRIBE TO CABLE, SATELLITE, OR TELCO TV?

Posed to respondents who watch video content at home.



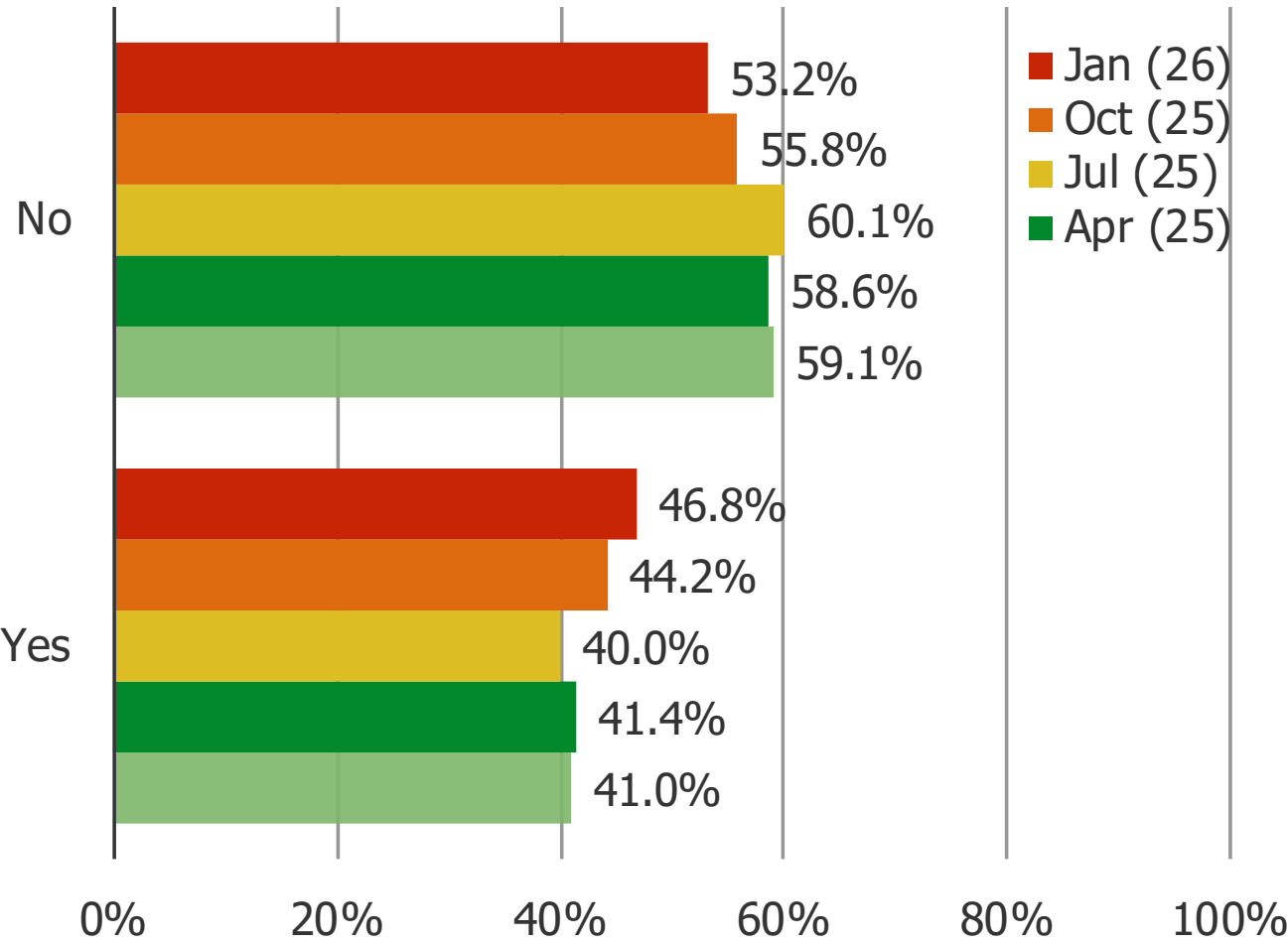
WHICH OF THE FOLLOWING BEST DESCRIBES WHY YOU DON'T HAVE A CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION? SELECT ALL THAT APPLY

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



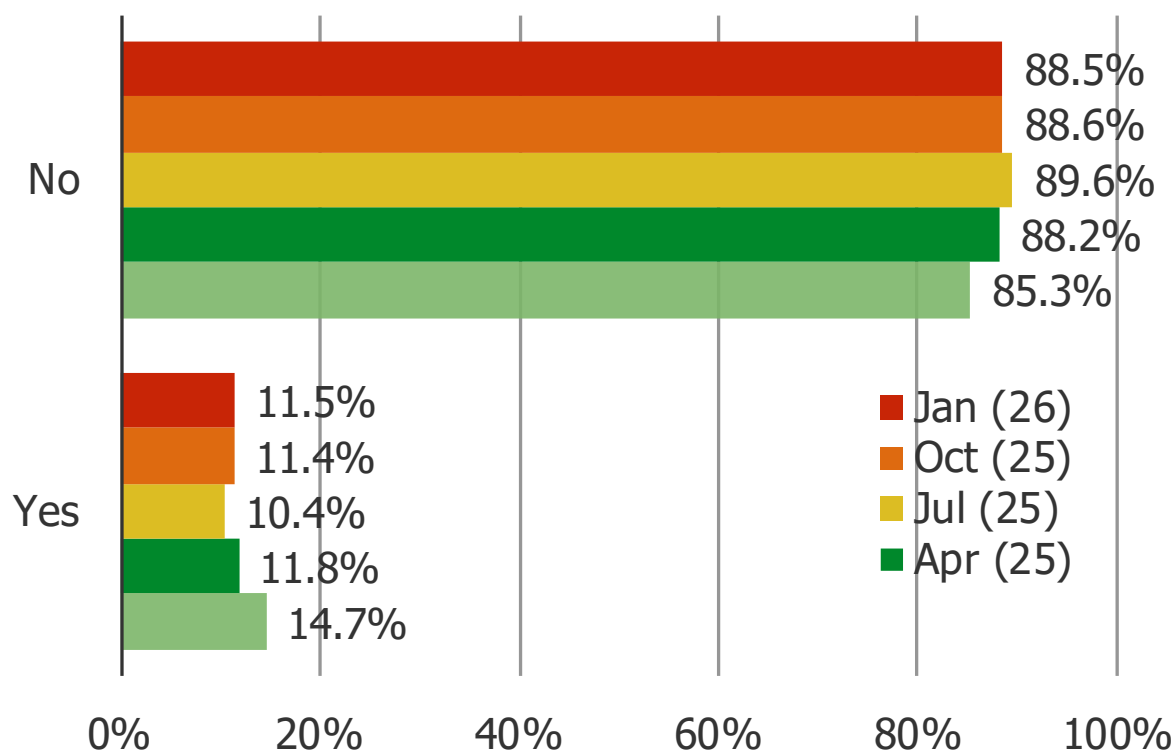
DO FREE STREAMING SUBSCRIPTIONS INCLUDED IN YOUR PAY TV PACKAGE LOWER YOUR LIKELIHOOD OF CANCELLING?

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



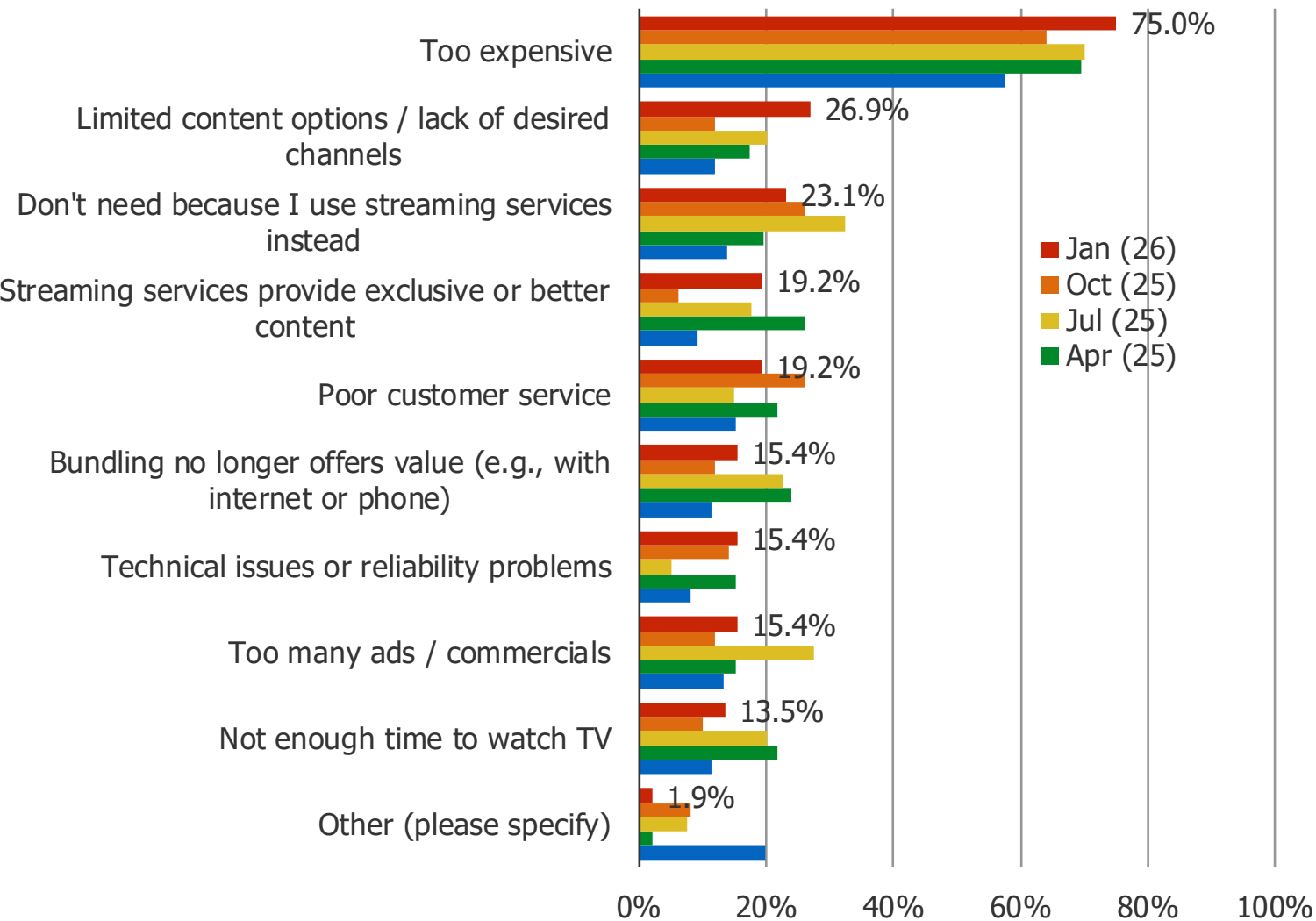
DO YOU INTEND TO CANCEL YOUR CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION IN THE NEXT 6-12 MONTHS?

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



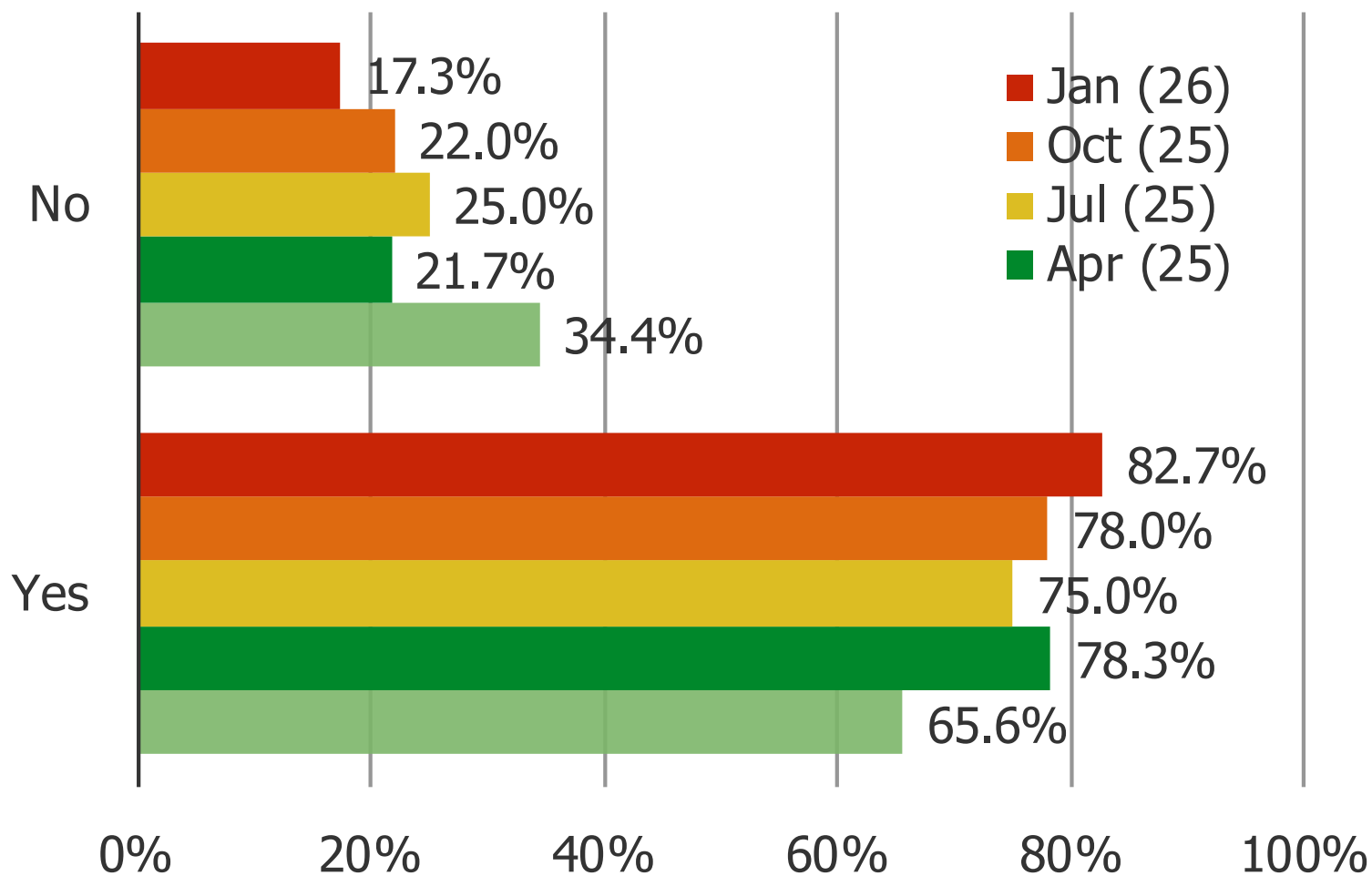
WHAT ARE THE REASONS FOR WHY YOU INTEND TO CANCEL CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION?

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



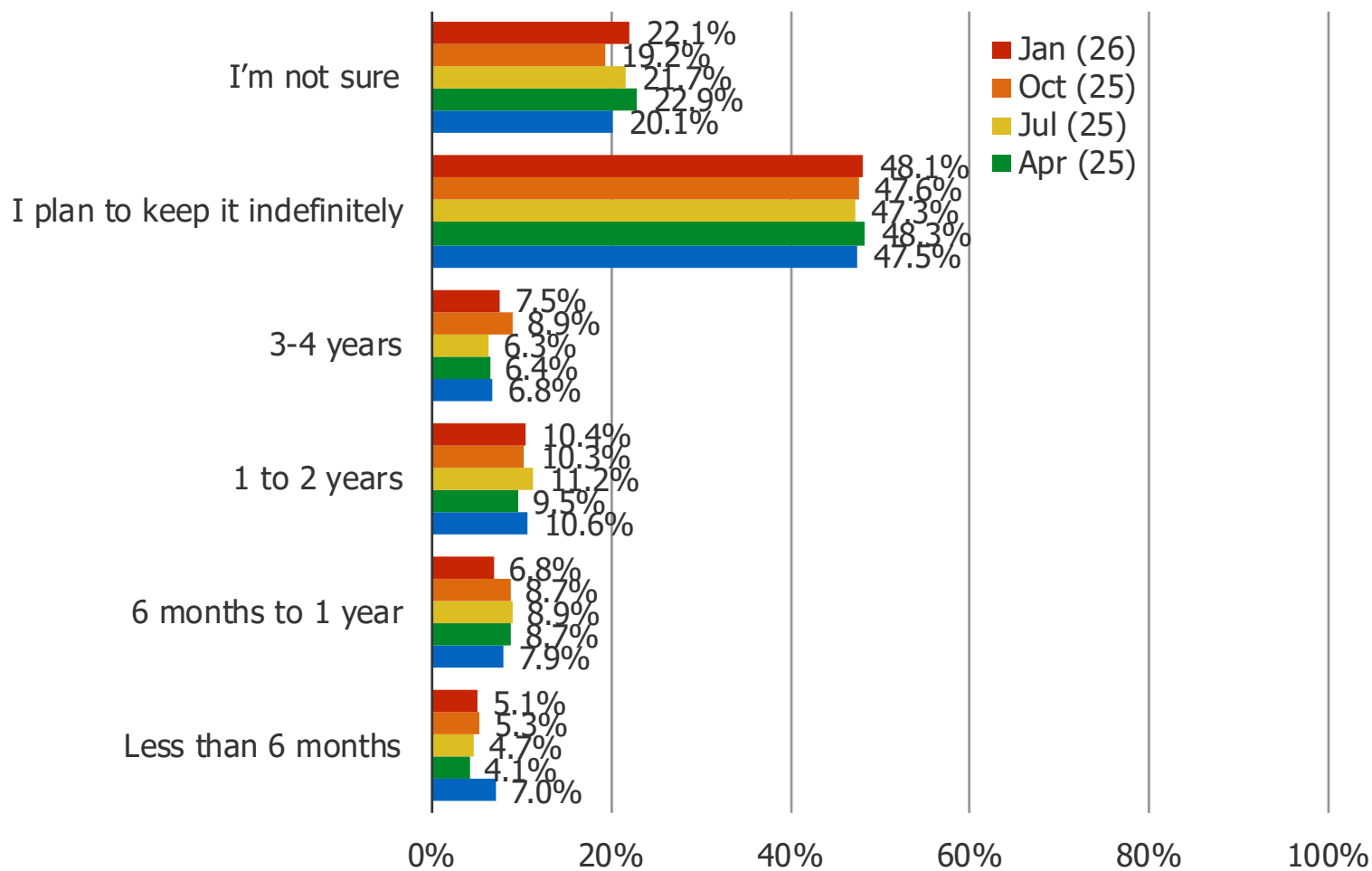
IF YOU CANCEL, WILL YOU USE A STREAMING SERVICE THAT PROVIDES LIVE TV AND ON-DEMAND CONTENT OVER THE INTERNET (E.G., YOUTUBE TV, HULU + LIVE TV, PHILO, SLING, FUBOTV, ETC.)

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



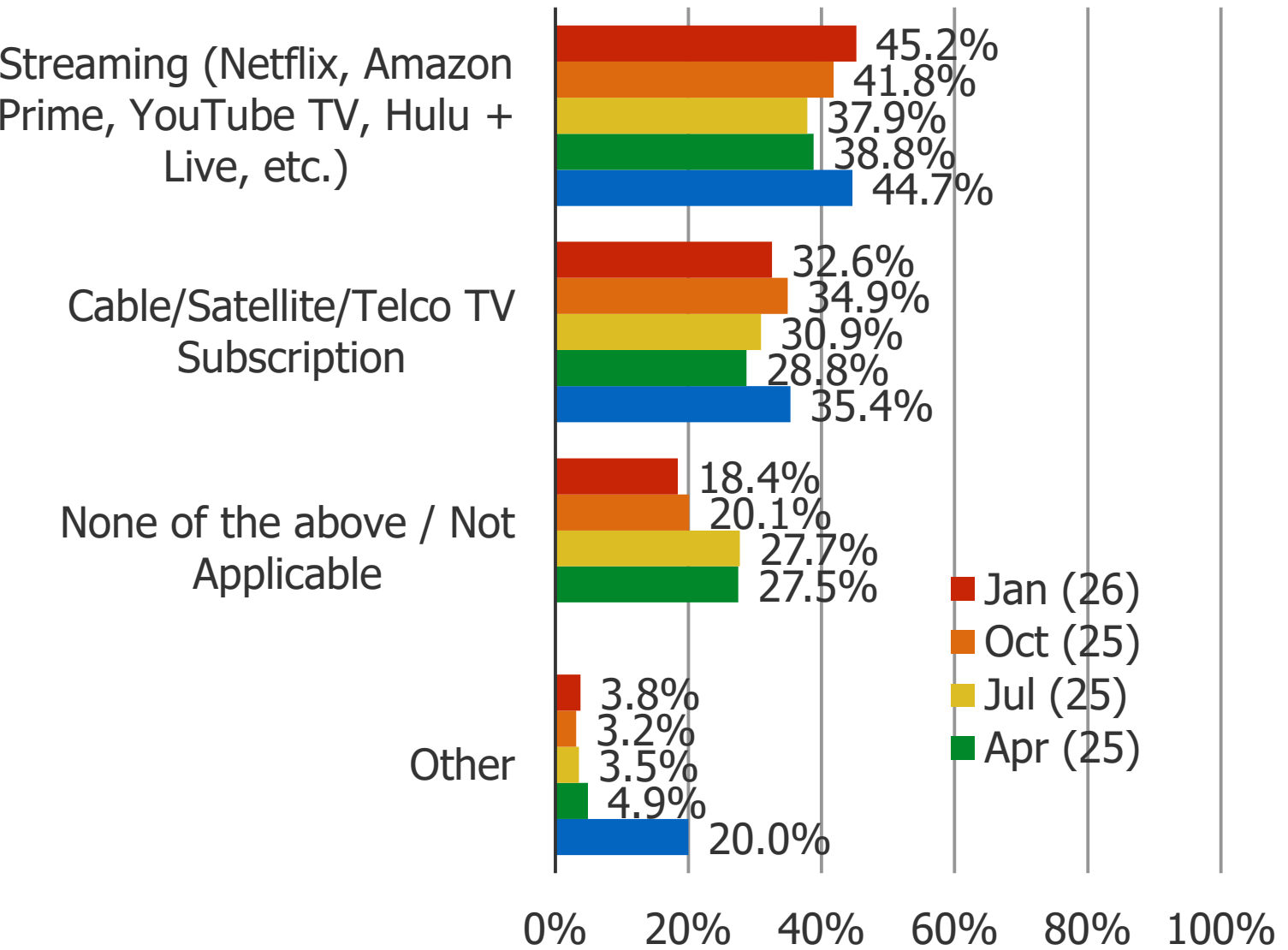
FOR HOW MUCH LONGER DO YOU THINK YOU WILL HAVE A CABLE, SATELLITE, OR TELCO TV SUBSCRIPTION?

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



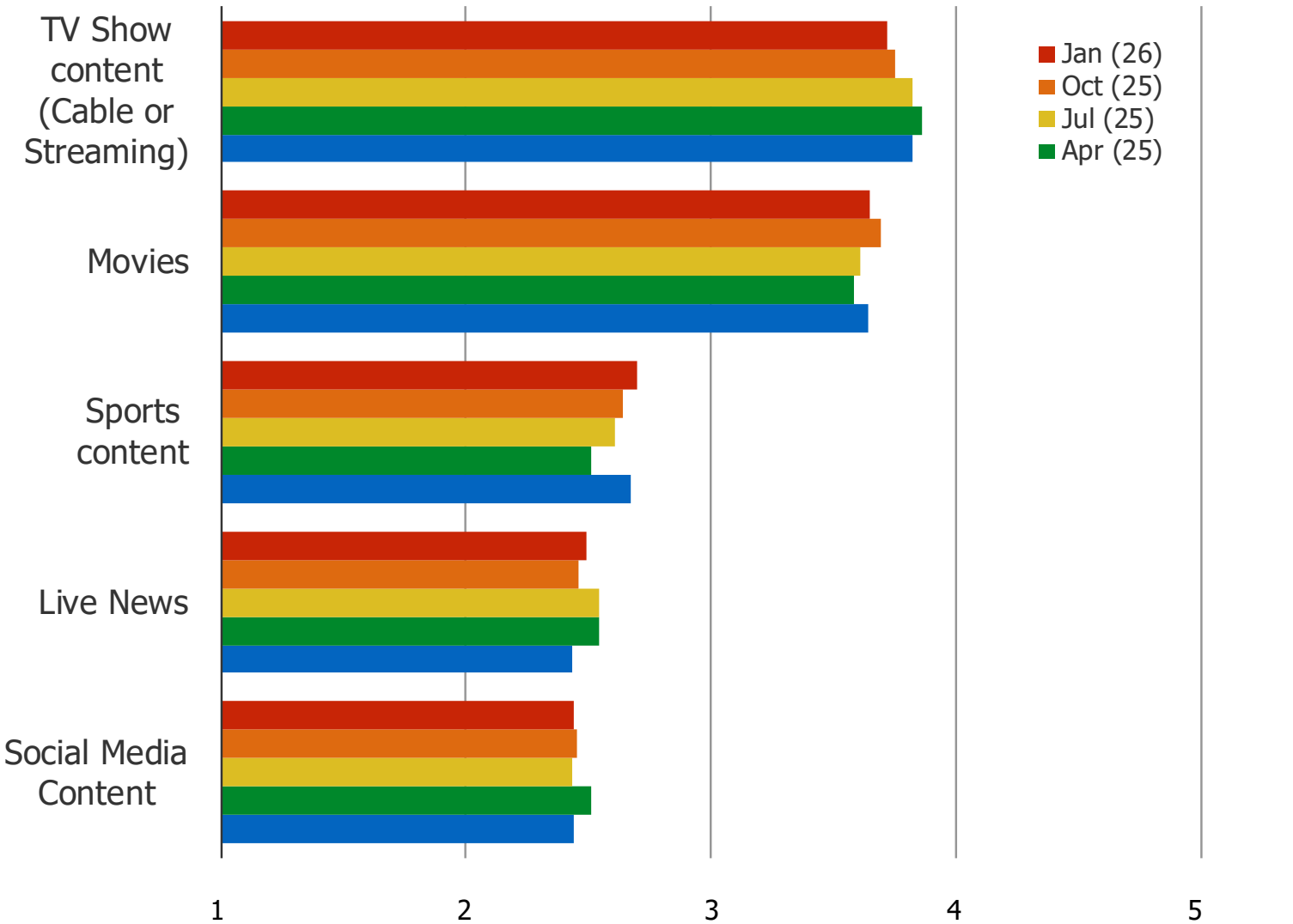
WHAT IS YOUR PREFERRED METHOD FOR WATCHING SPORTS?

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



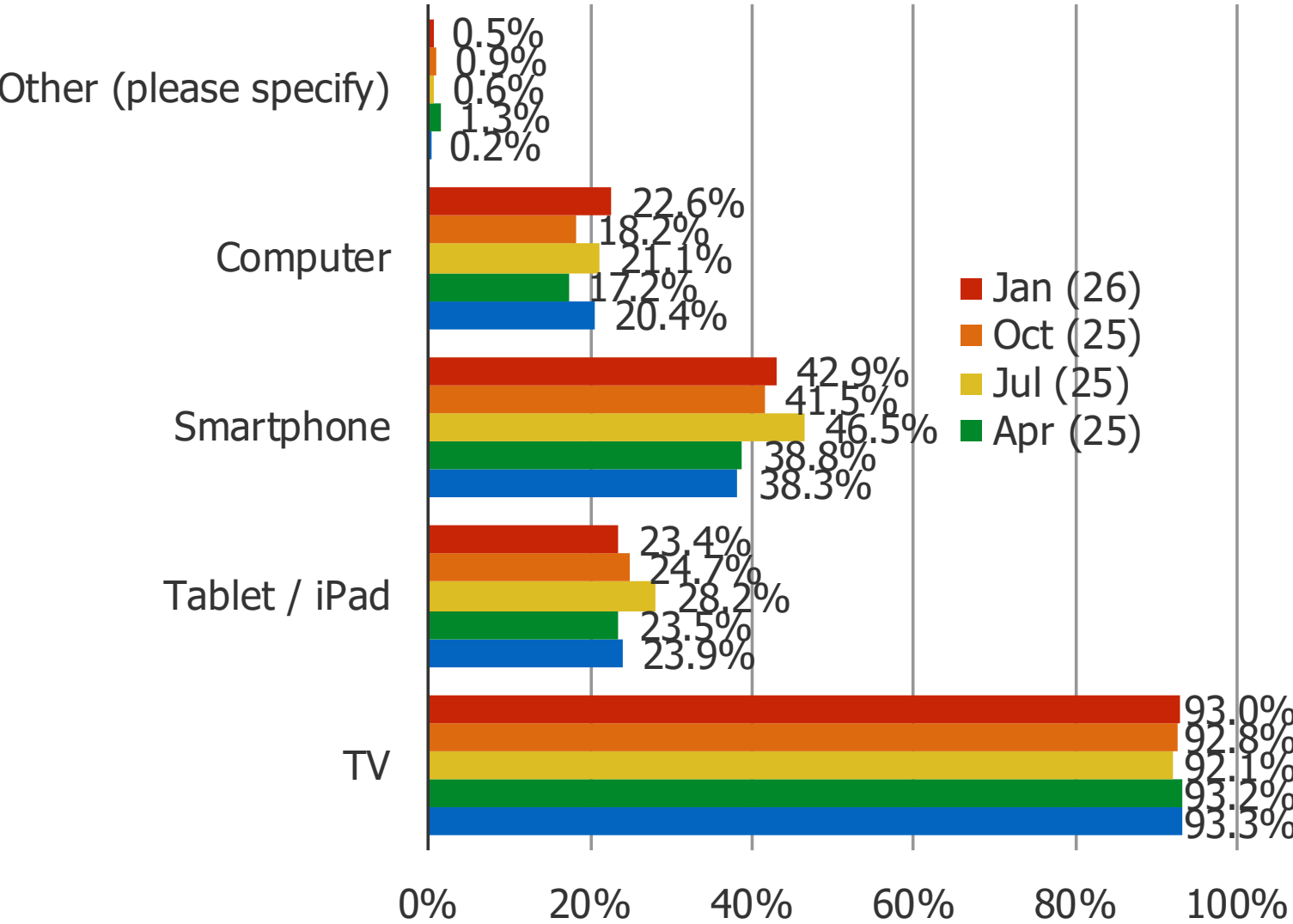
PLEASE RANK WHAT TYPE OF CONTENT YOU PREFER, FROM MOST AT THE TOP TO LEAST AT THE BOTTOM.

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



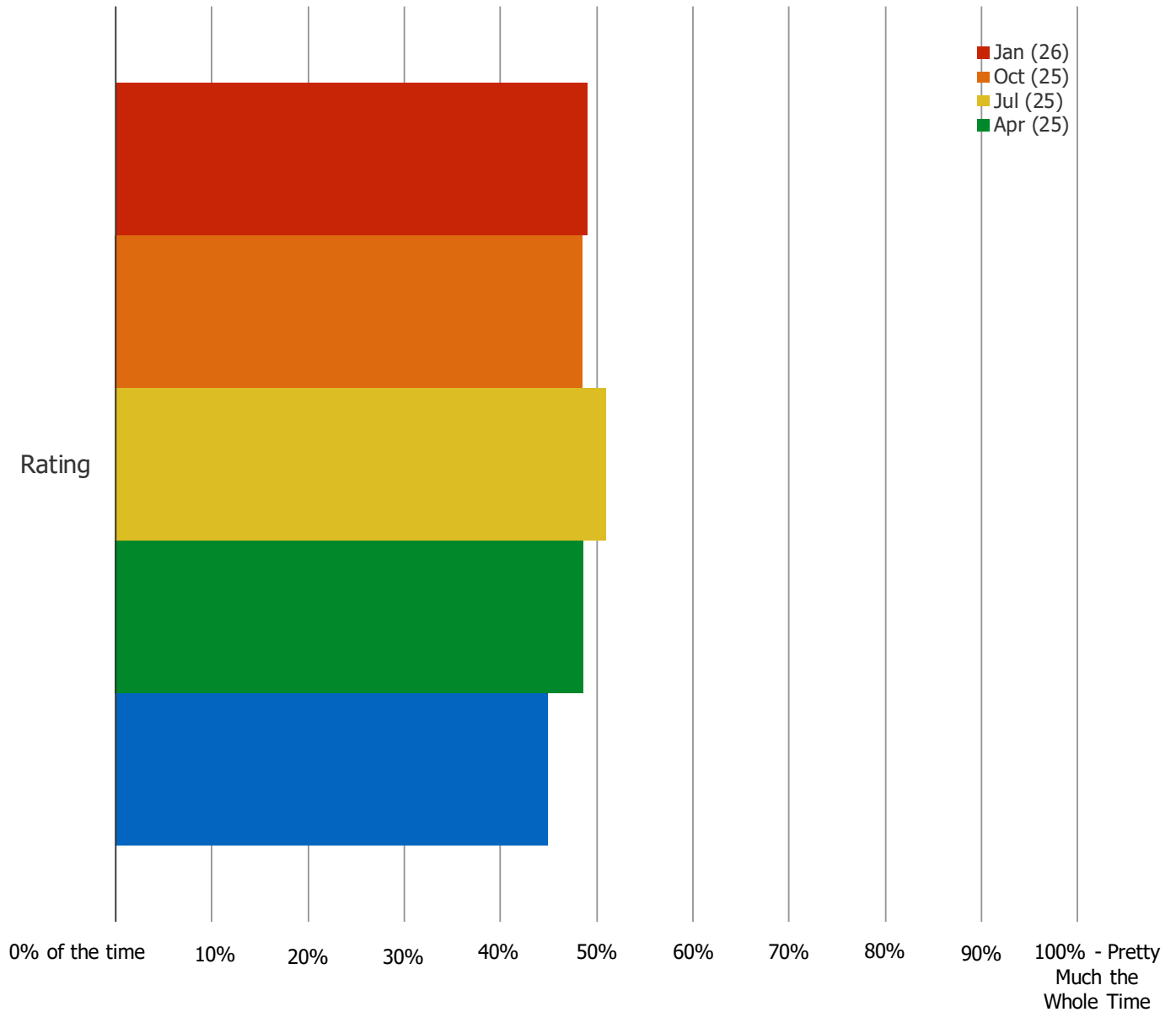
HOW DO YOU WATCH NETFLIX? SELECT ALL THAT APPLY

Posed to all Netflix subscribers.



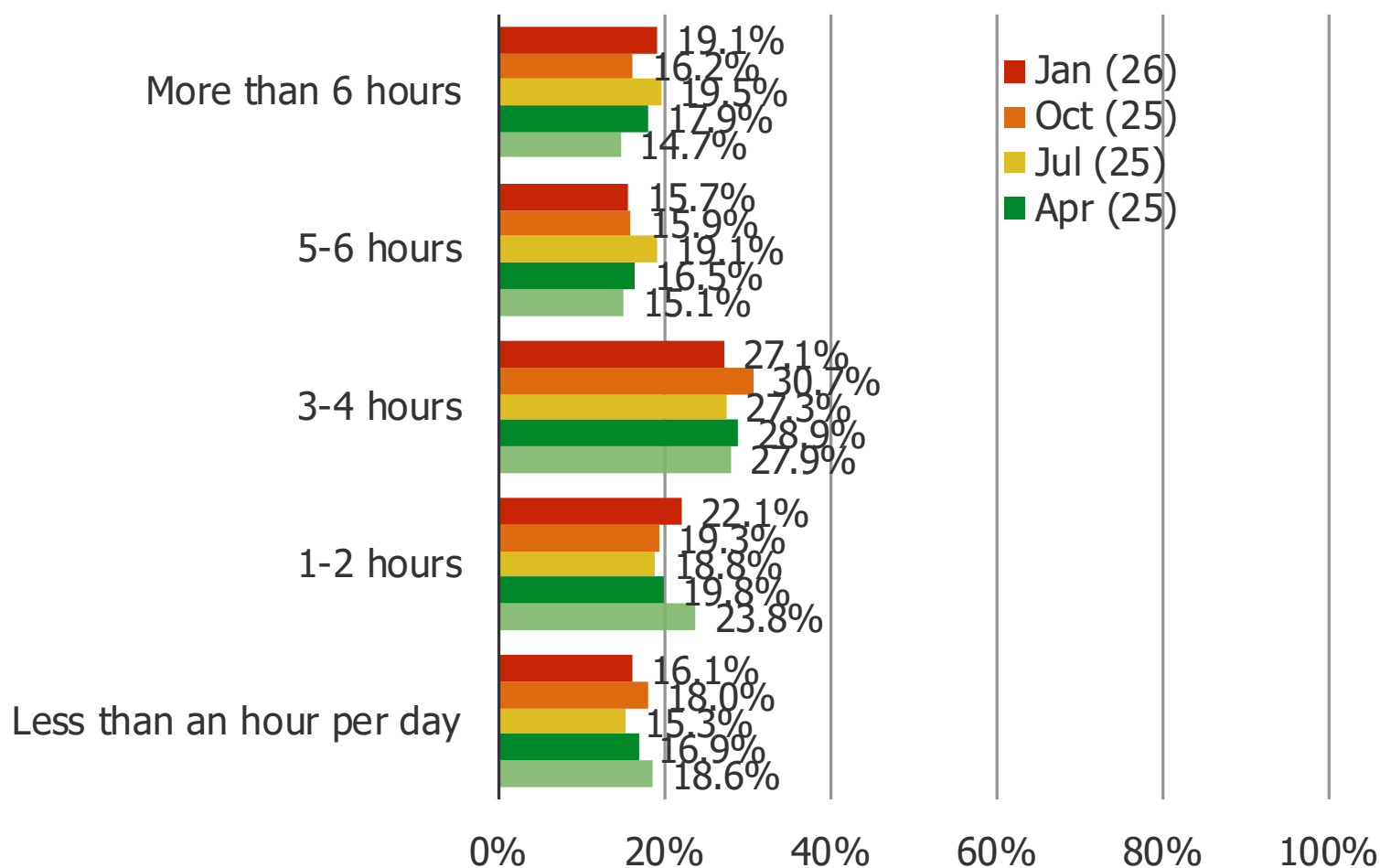
WHEN YOU ARE WATCHING TV, APPROXIMATELY WHAT PERCENTAGE OF THE TIME ARE YOU ALSO LOOKING AT SOMETHING ON YOUR SMARTPHONE?

Posed to all respondents.



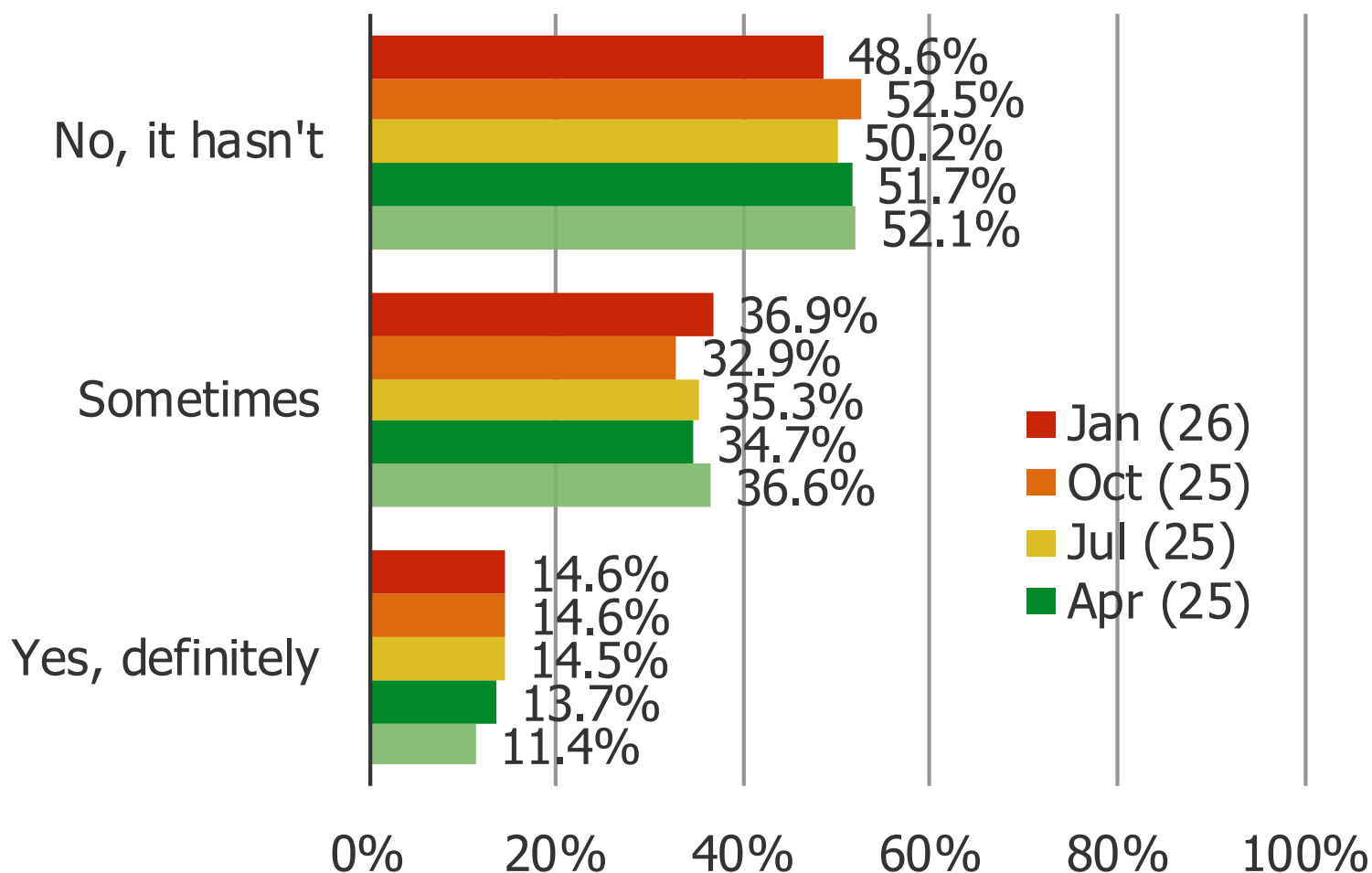
DO YOU HAVE A SENSE FOR HOW MUCH TIME PER DAY YOU SPEND ON YOUR PHONE? IE - YOUR AVERAGE SCREEN TIME PER DAY...

Posed to all respondents.



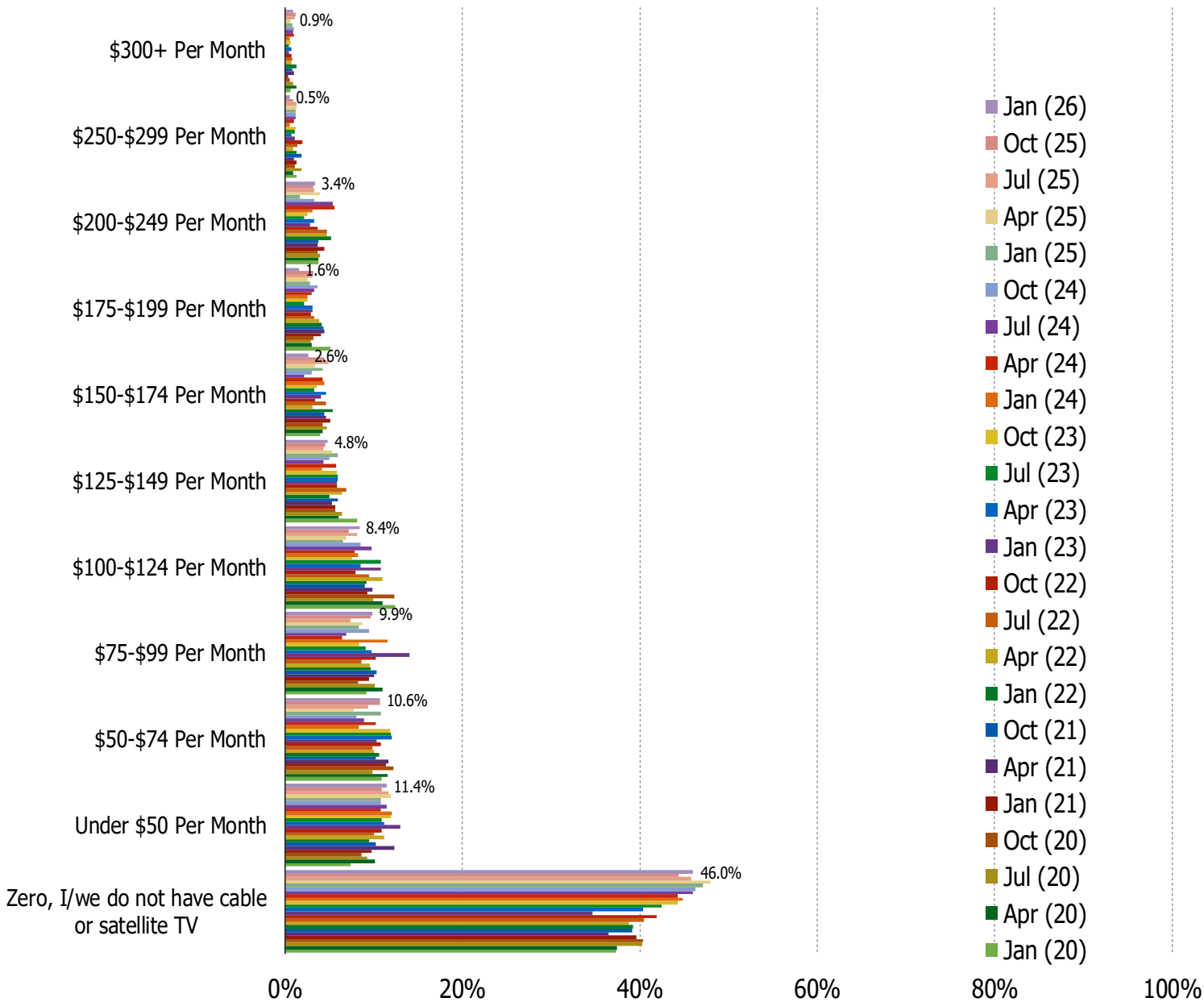
IN YOUR OPINION, HAS THE CONTENT YOU WATCH ON YOUR PHONE DIMINISHED THE IMPORTANCE OF WHAT YOU ARE WATCHING ON TV?

Posed to all respondents.

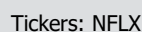


APPROXIMATELY HOW MUCH DO YOU SPEND ON CABLE/SATELLITE TV SERVICES PER MONTH?

Posed to respondents who watch video content at home.



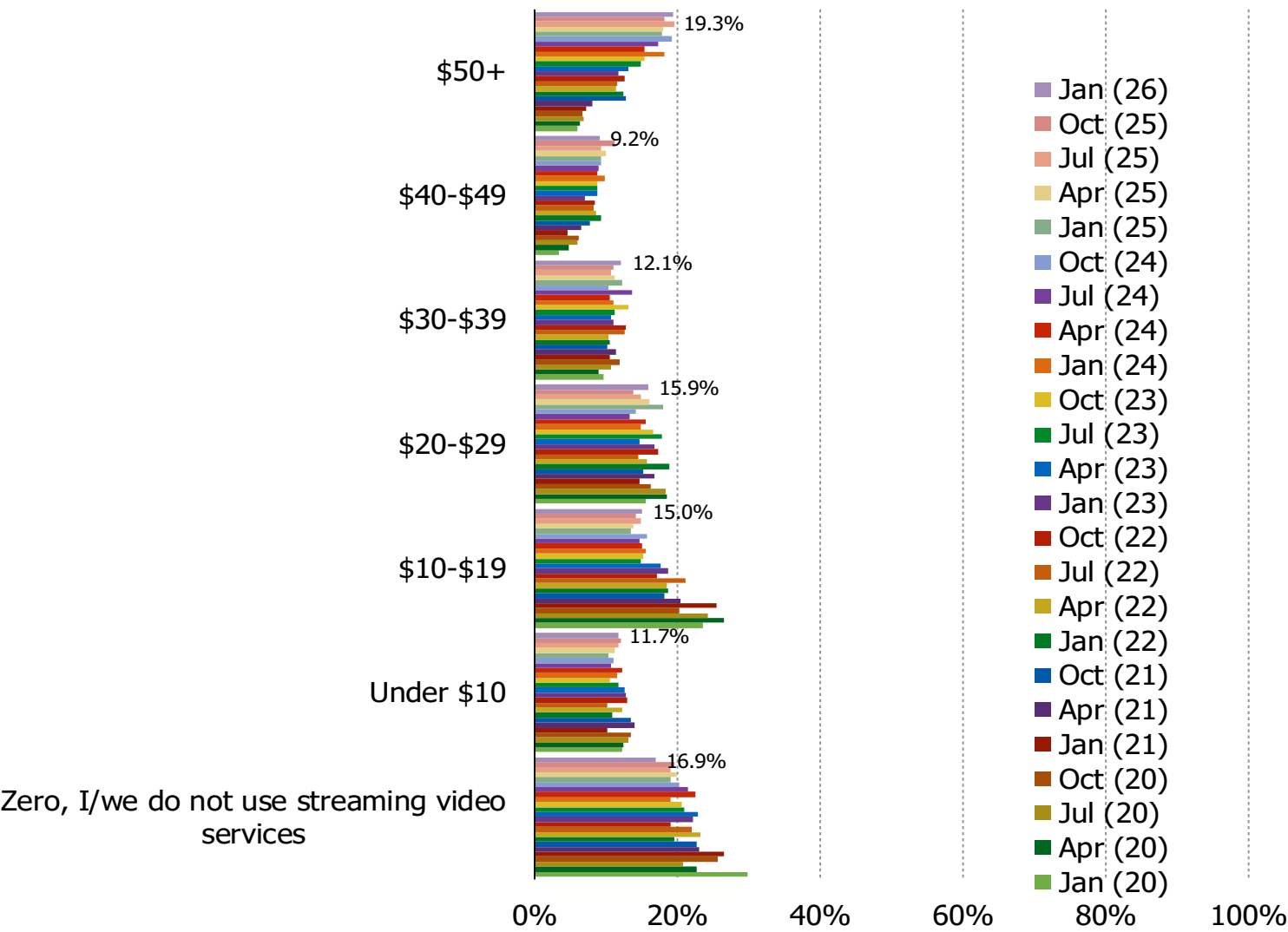
Posed to respondents who currently pay for cable or satellite tv.



SPEND ON STREAMING CONTENT

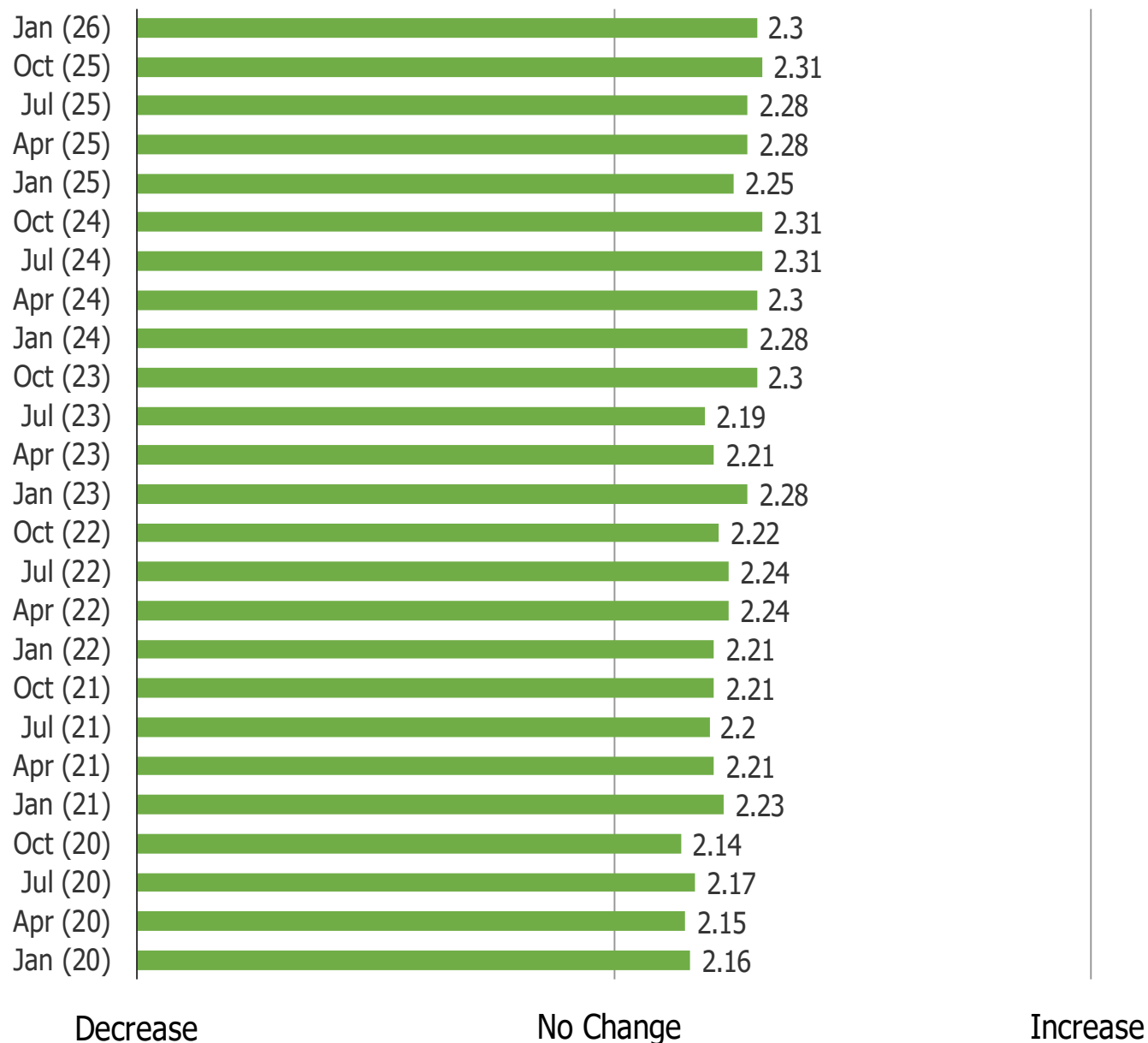
APPROXIMATELY HOW MUCH DO YOU SPEND ON STREAMING VIDEO SERVICES PER MONTH?

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.



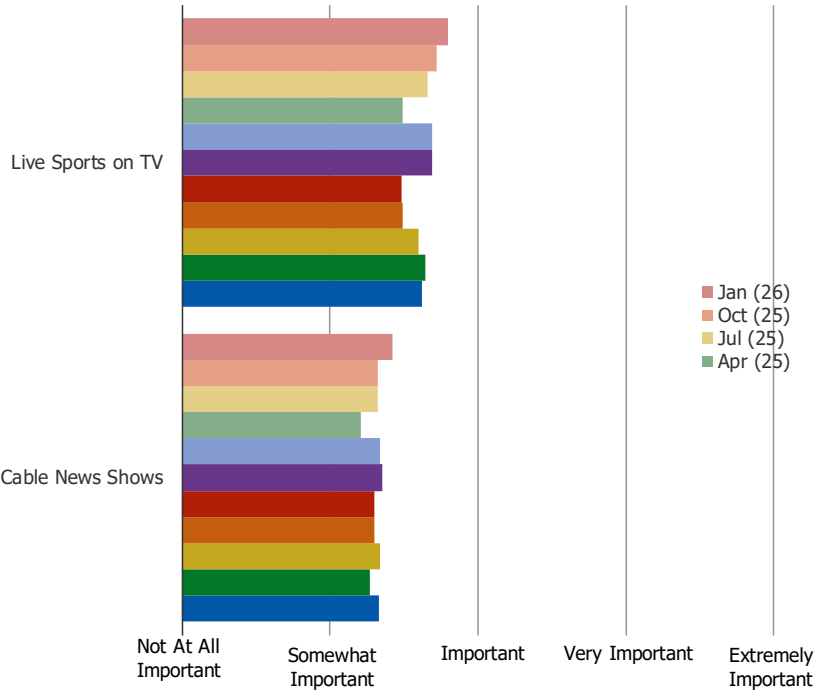
CABLE TV PERSONALITIES AND LIVE SPORTS/EVENTS

Posed to all respondents who watch cable TV at home.

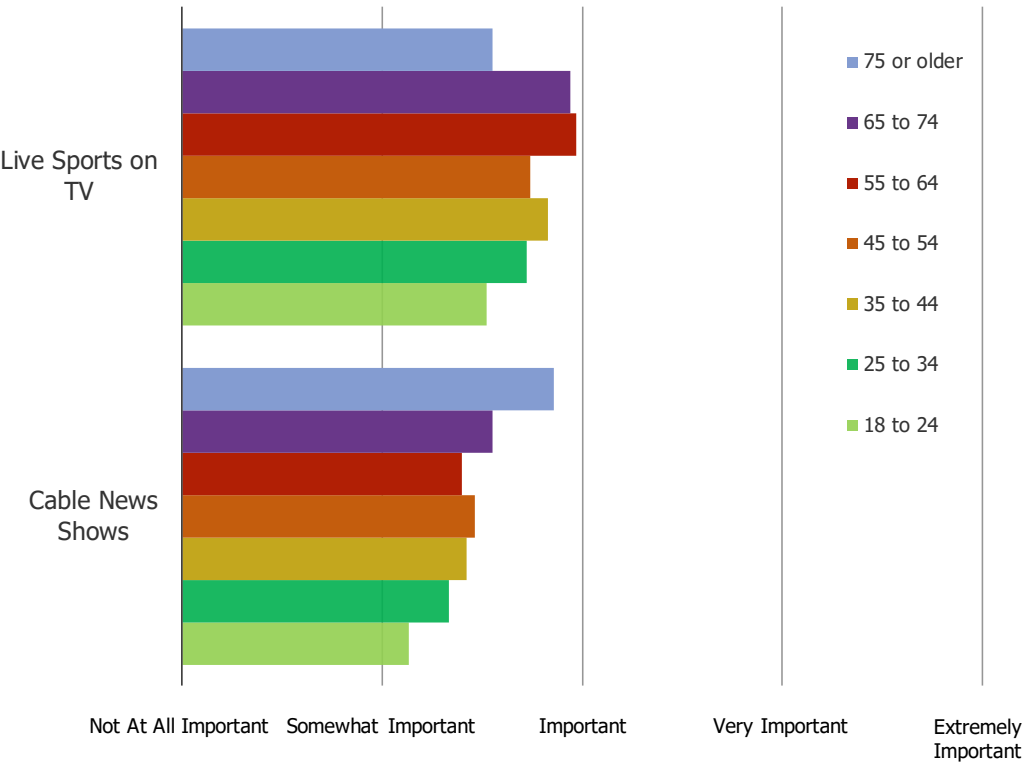


HOW IMPORTANT ARE THE FOLLOWING TO YOU...

Posed to all respondents.



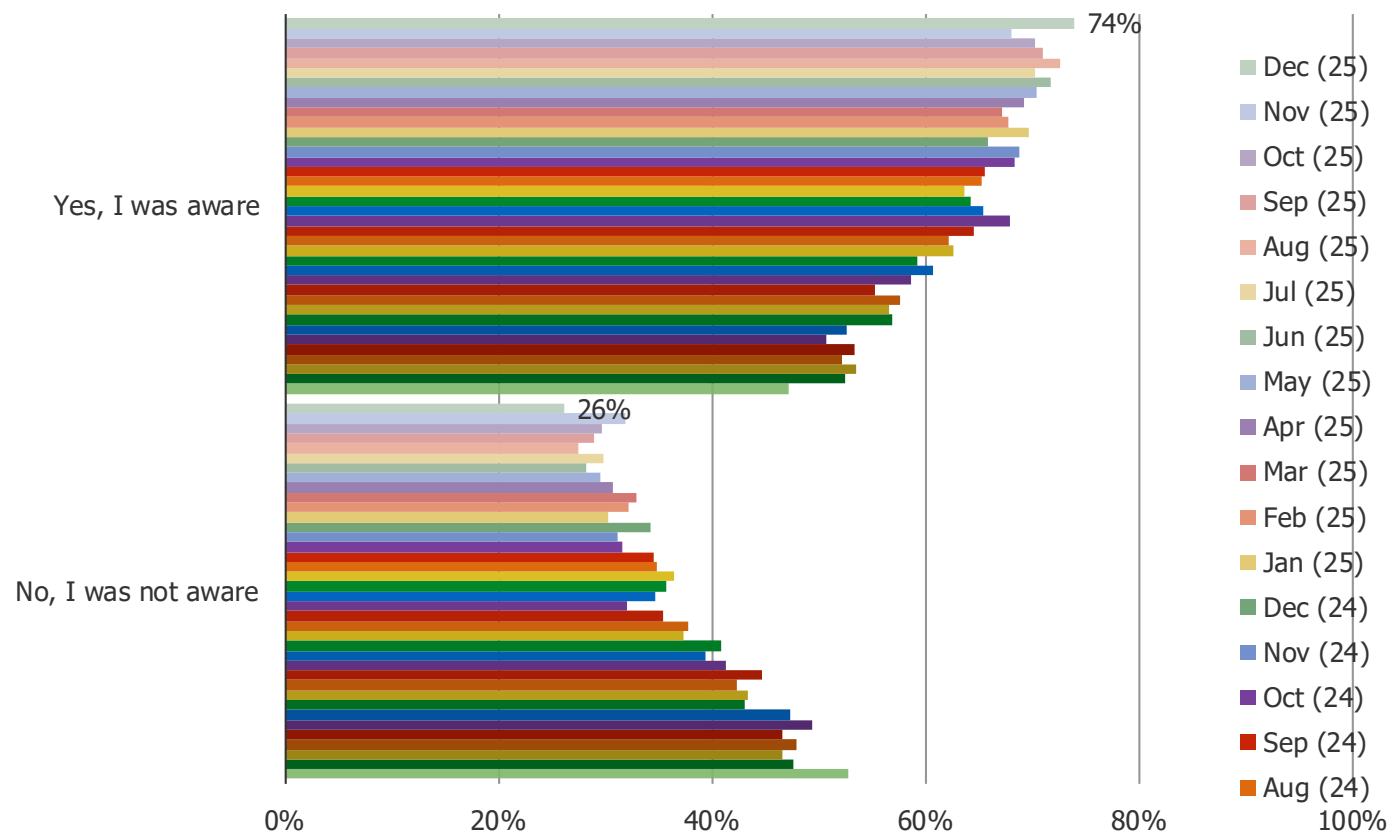
Cross-Tab (Weighted Averages)



STANDARD WITH ADS

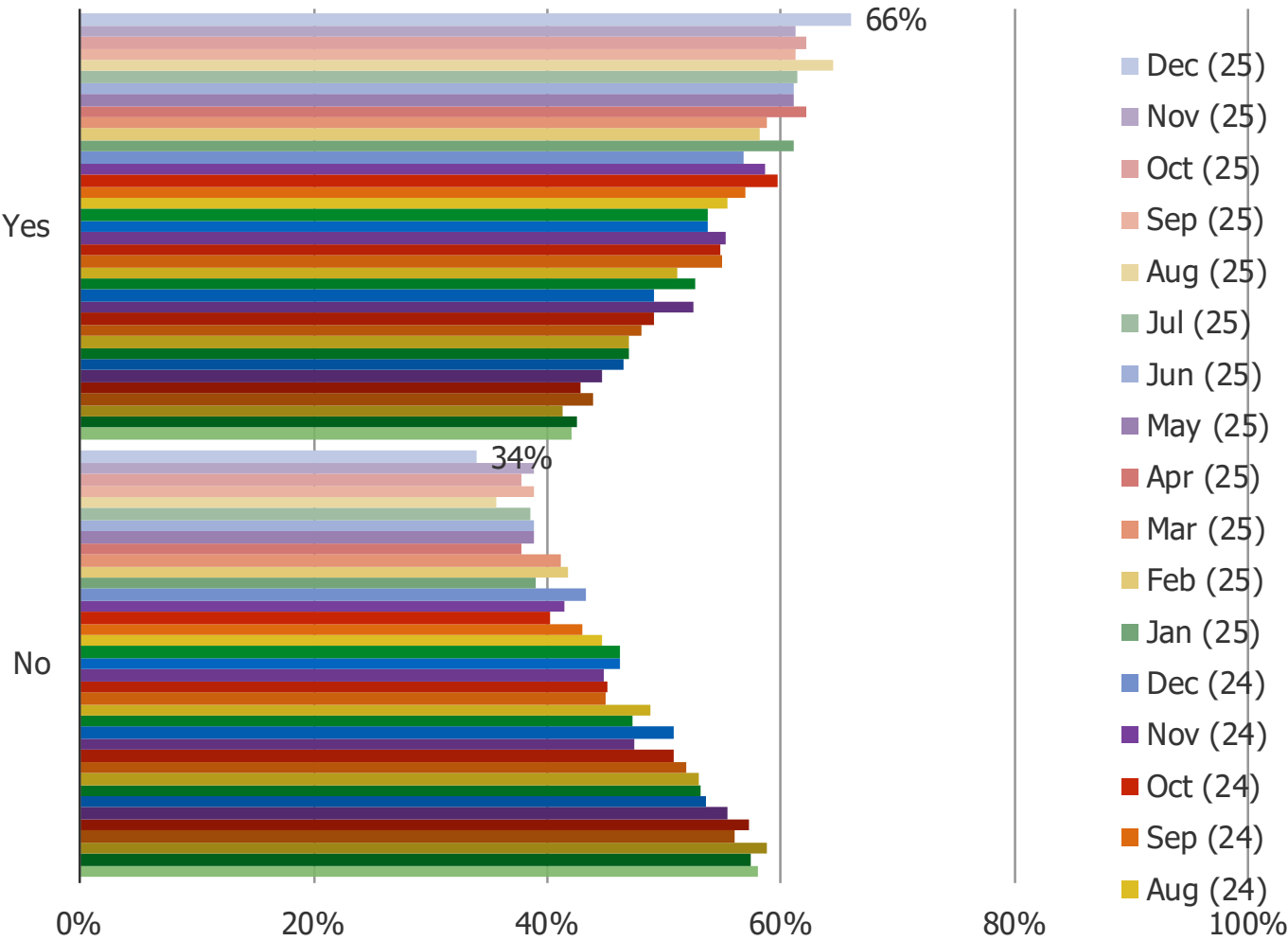
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT NETFLIX HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



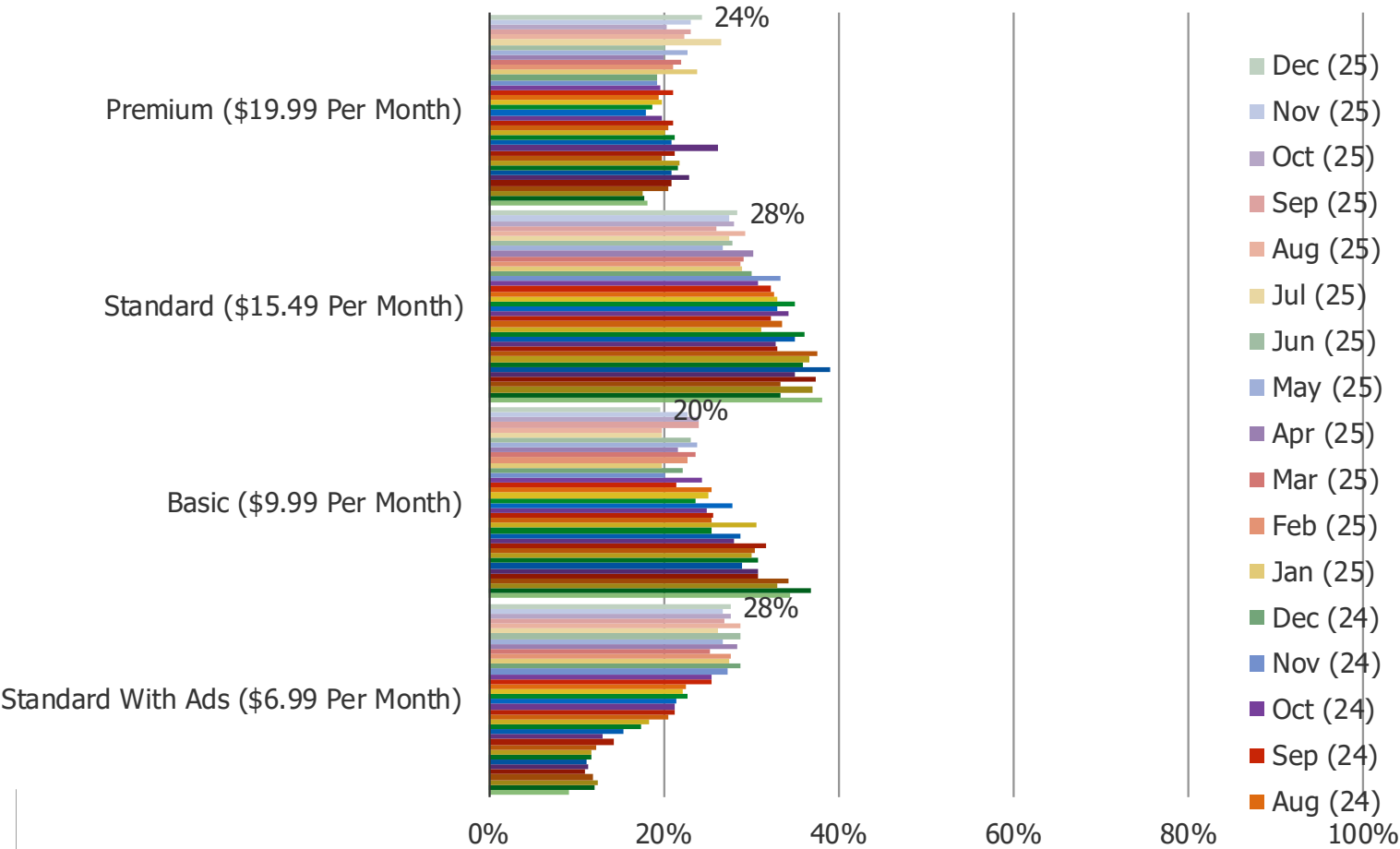
BEFORE TAKING THIS SURVEY, WERE YOU AWARE THAT DISNEY+ HAS AN AD-SUPPORTED TIER WITH COMMERCIALS?

Posed to all respondents.



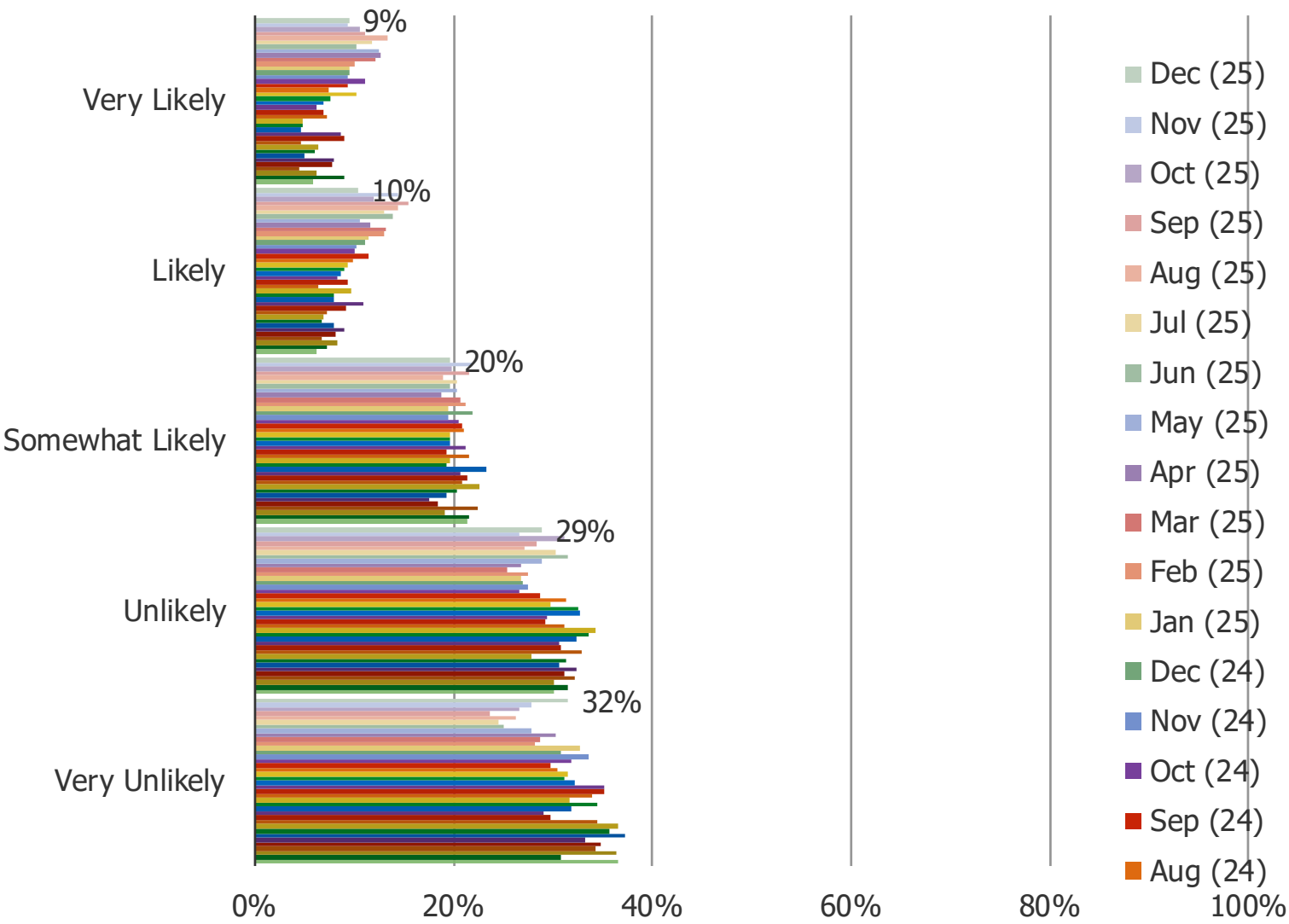
WHICH OF THE FOLLOWING MOST ACCURATELY DESCRIBES YOUR NETFLIX SUBSCRIPTION?

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?

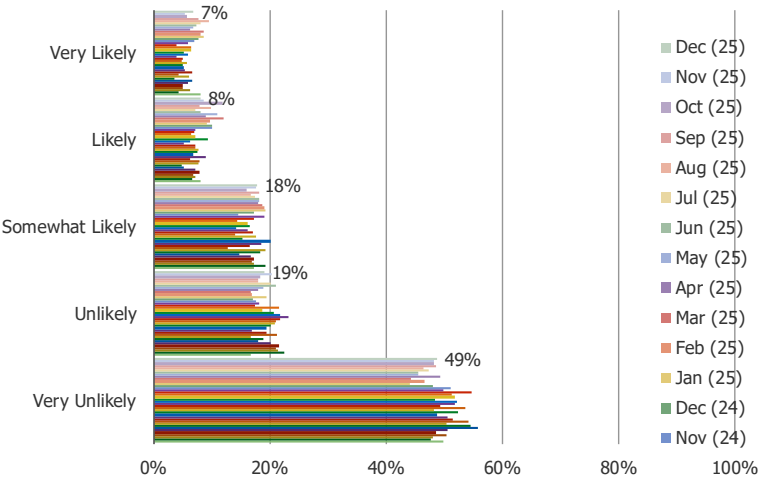
Posed to all respondents who are Netflix subscribers but are not on the ad supported plan.



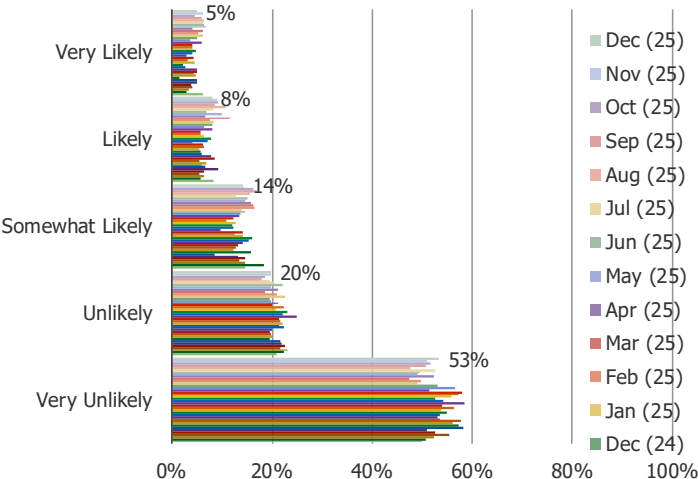
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING NETFLIX PLANS IN THE NEXT MONTH?

Posed to all respondents who are not currently Netflix subscribers.

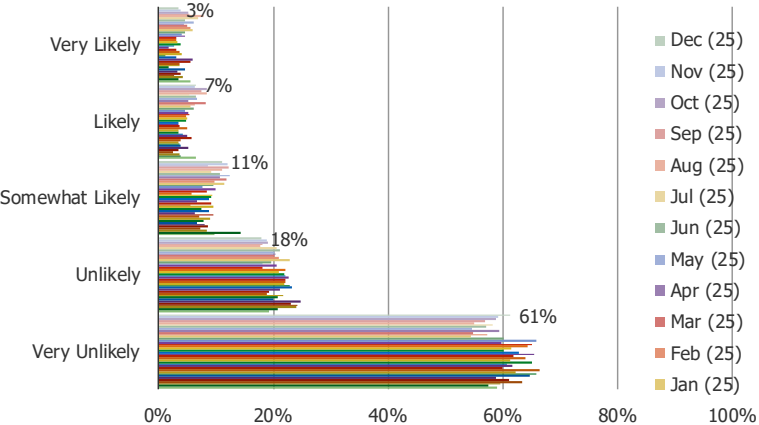
Standard with Ads



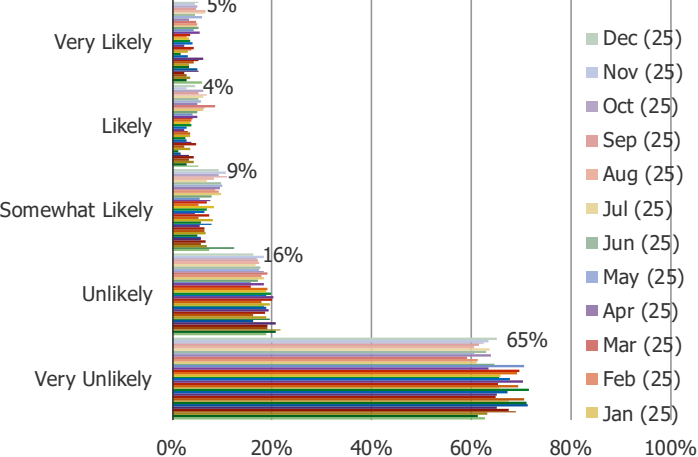
Basic



Standard

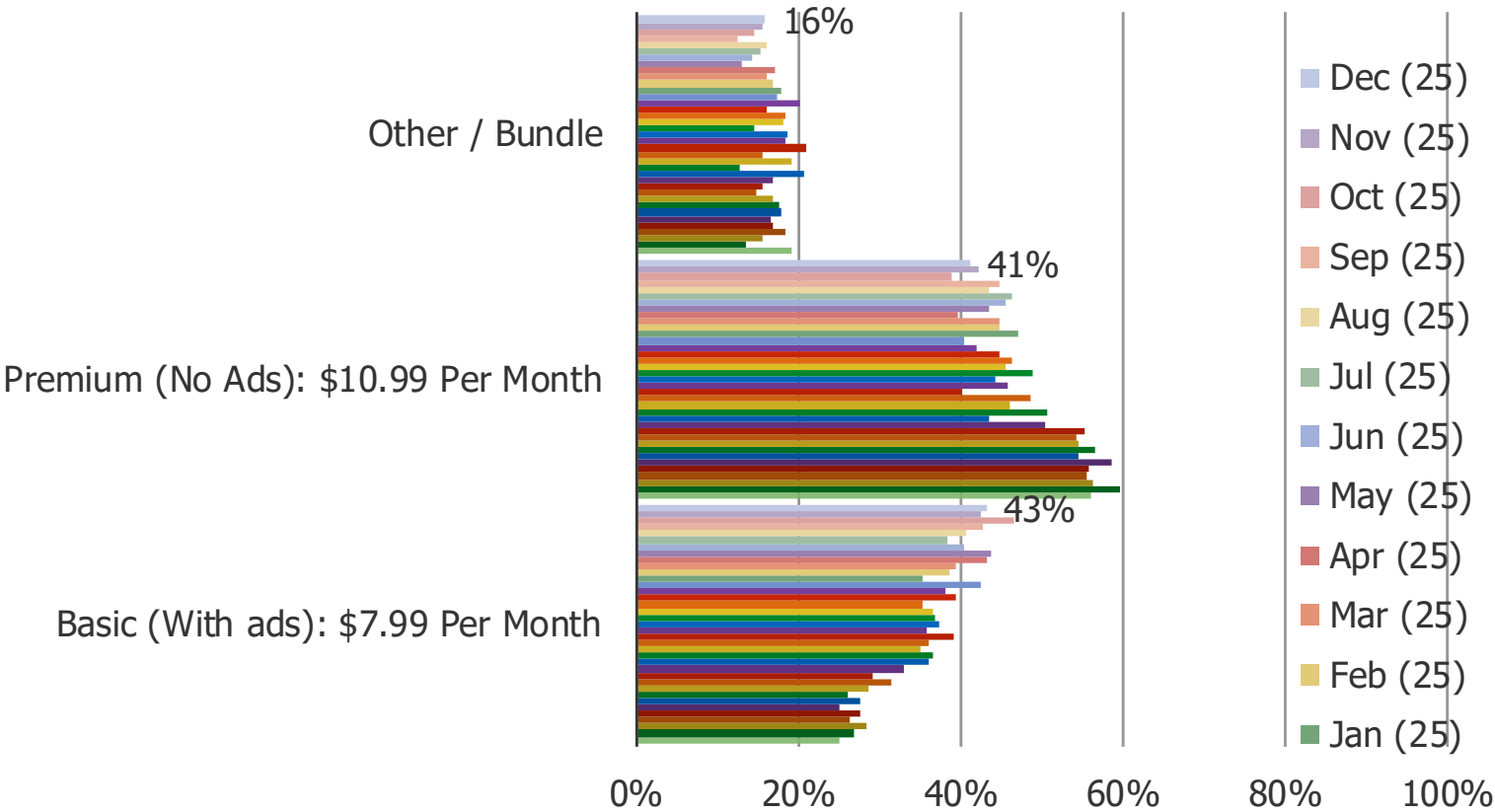


Premium



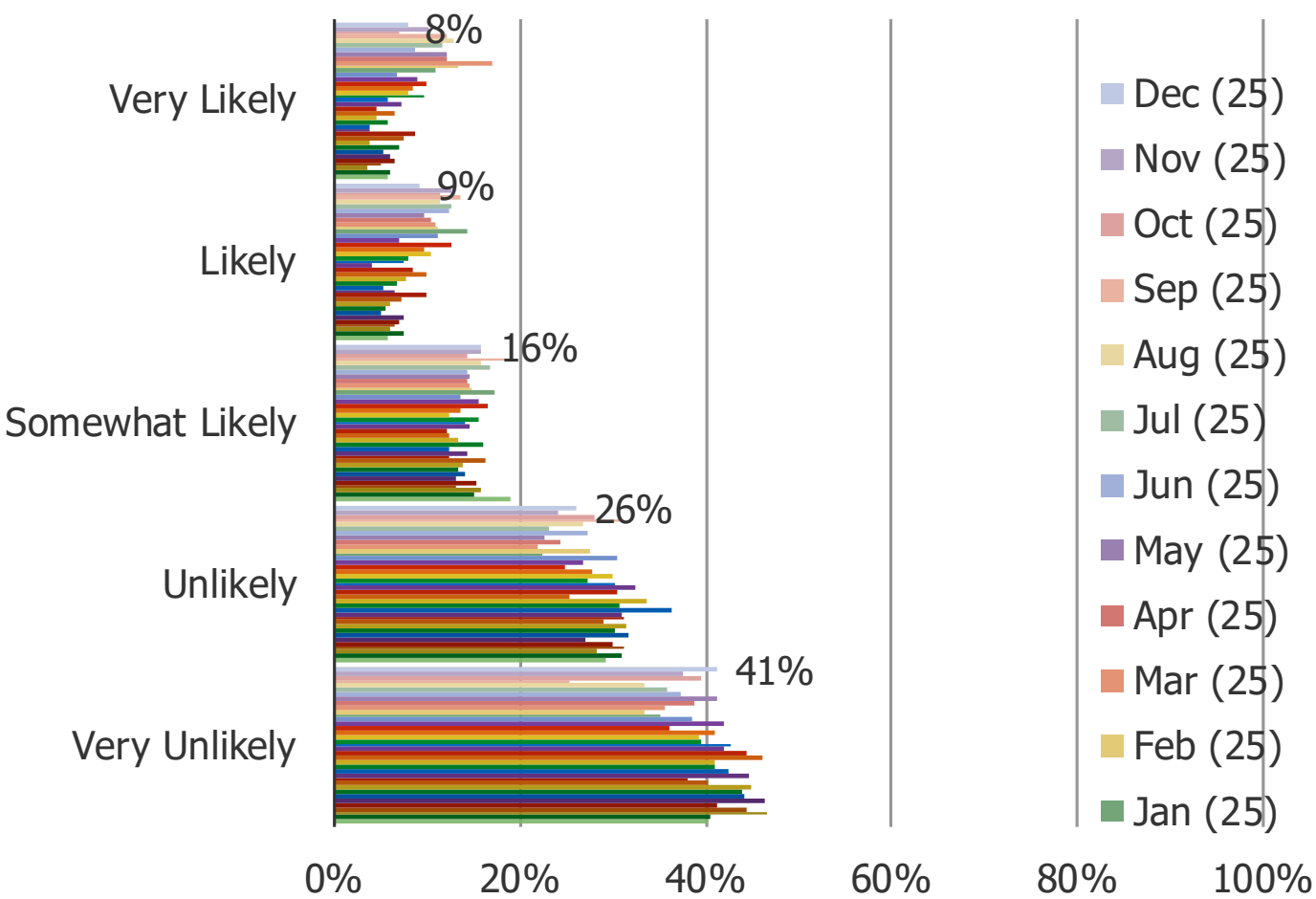
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR DISNEY+ SUBSCRIPTION?

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?

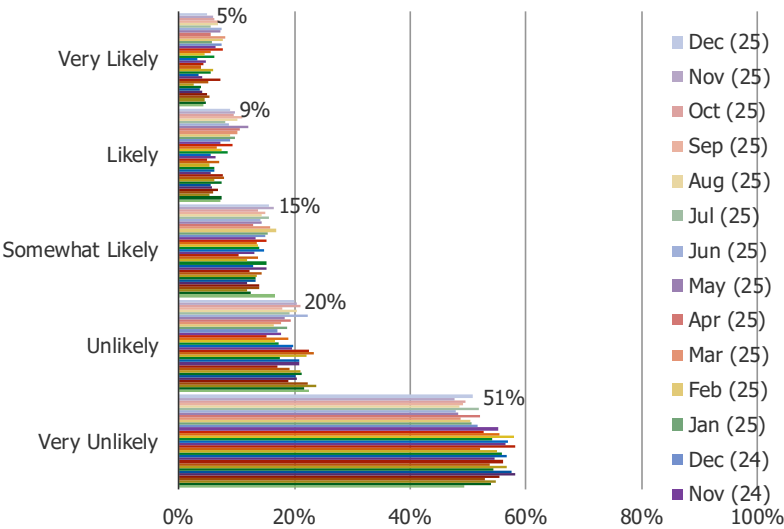
Posed to all respondents who are Disney+ subscribers but are not on the ad supported plan currently.



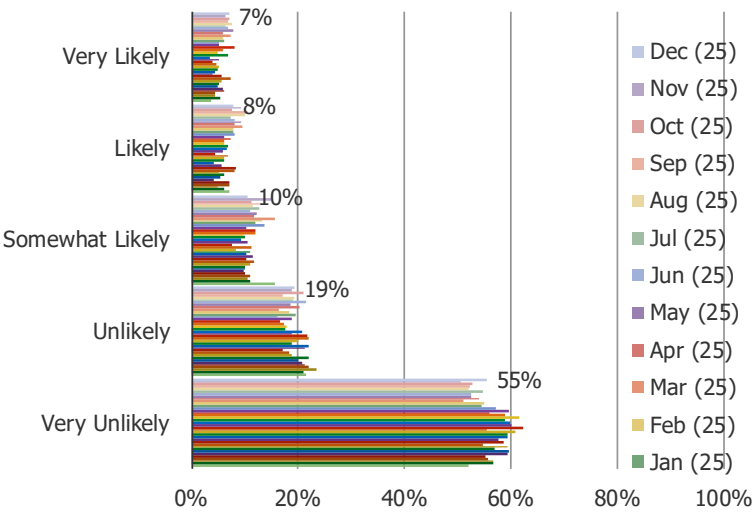
HOW LIKELY ARE YOU TO SIGN UP FOR THE FOLLOWING DISNEY+ PLANS IN THE NEXT MONTH?

Posed to respondents who are not currently Disney+ subscribers.

Basic (With ads): \$7.99 Per Month

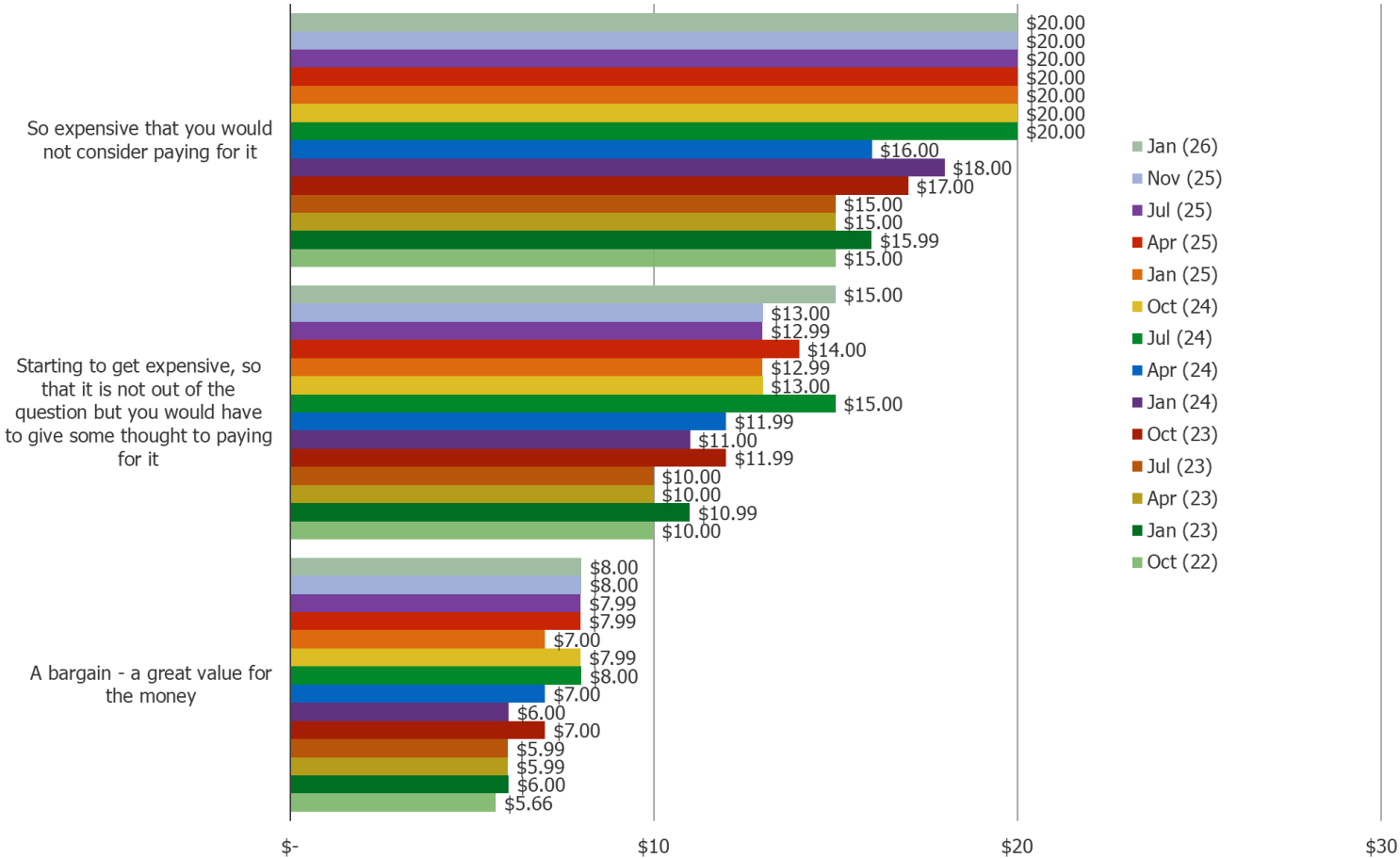


Premium (No Ads): \$10.99 Per Month



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

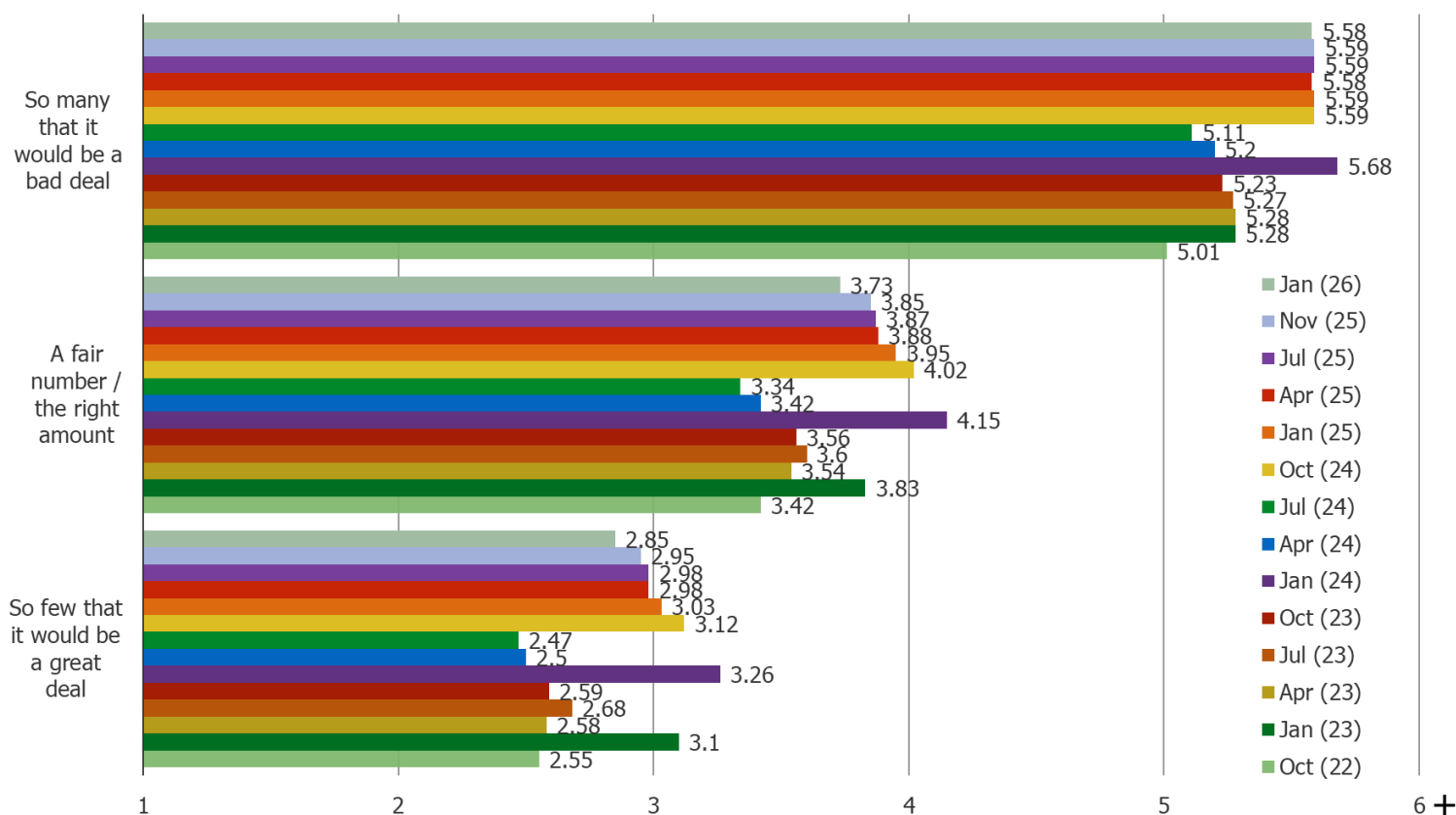
Posed to respondents who watch movies and/or TV shows at home (N = 848)



*Median

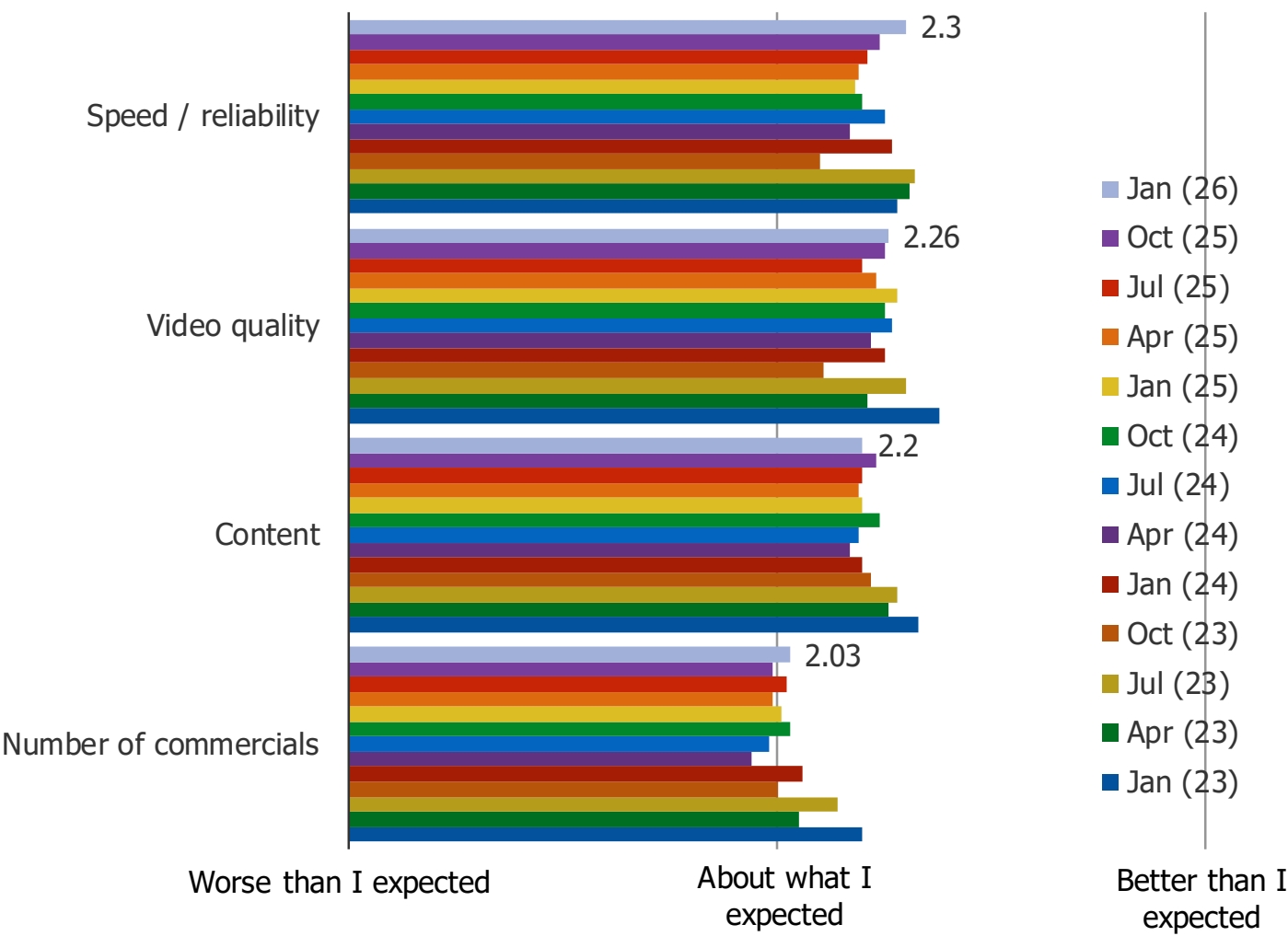
THINKING ABOUT NETFLIX'S AD-SUPPORTED TIER, HOW MANY COMMERCIALS PER HOUR WOULD YOU CONSIDER TO BE...

Posed to respondents who watch movies and/or TV shows at home (N = 848)



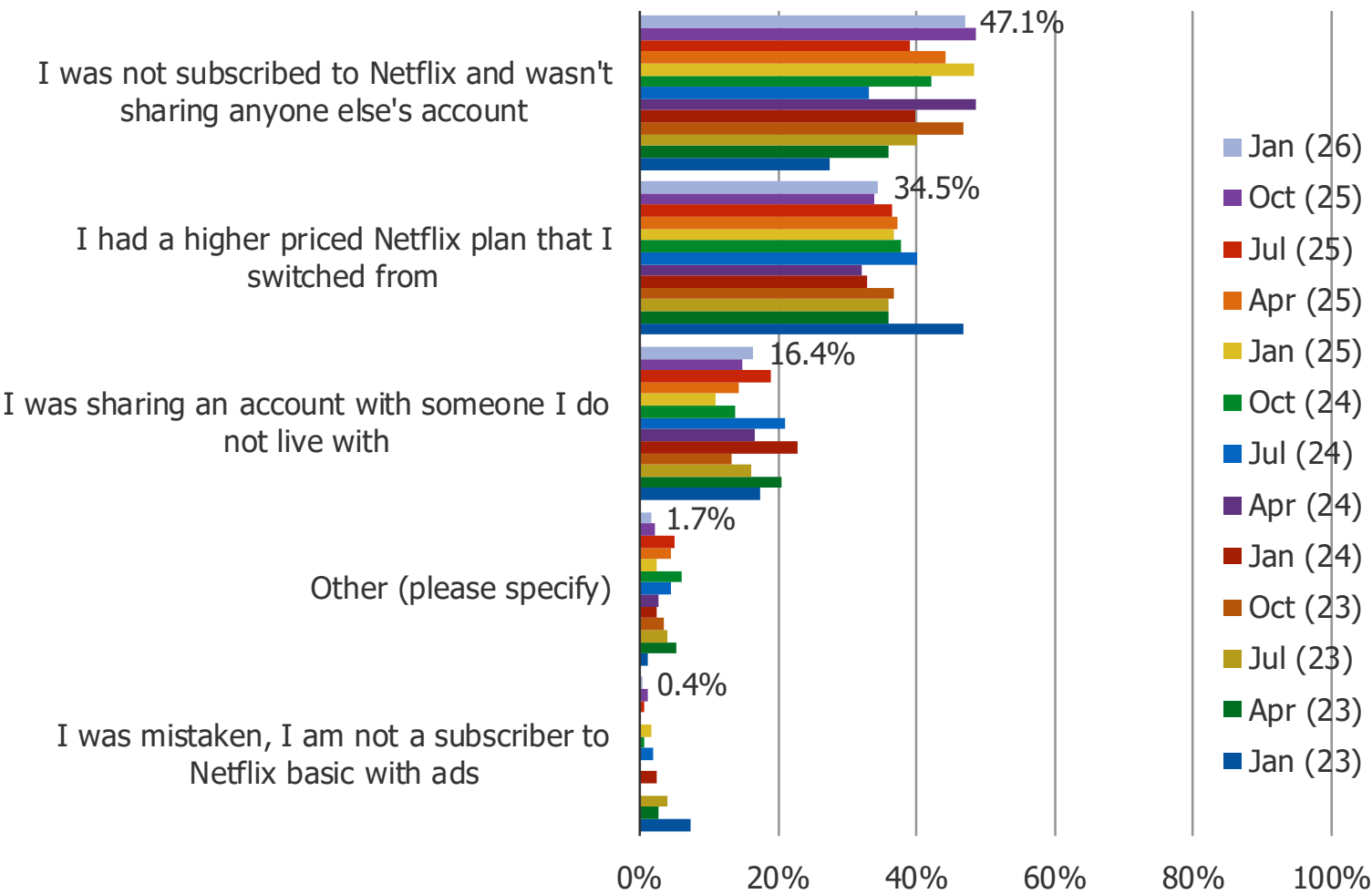
HOW DOES YOUR EXPERIENCE WITH THE STANDARDS WITH ADS PLAN COMPARE TO YOUR EXPECTATIONS WHEN IT COMES TO THE FOLLOWING?

Posed to respondents who said they are on the Standard with Ads Plan (N = 238)



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

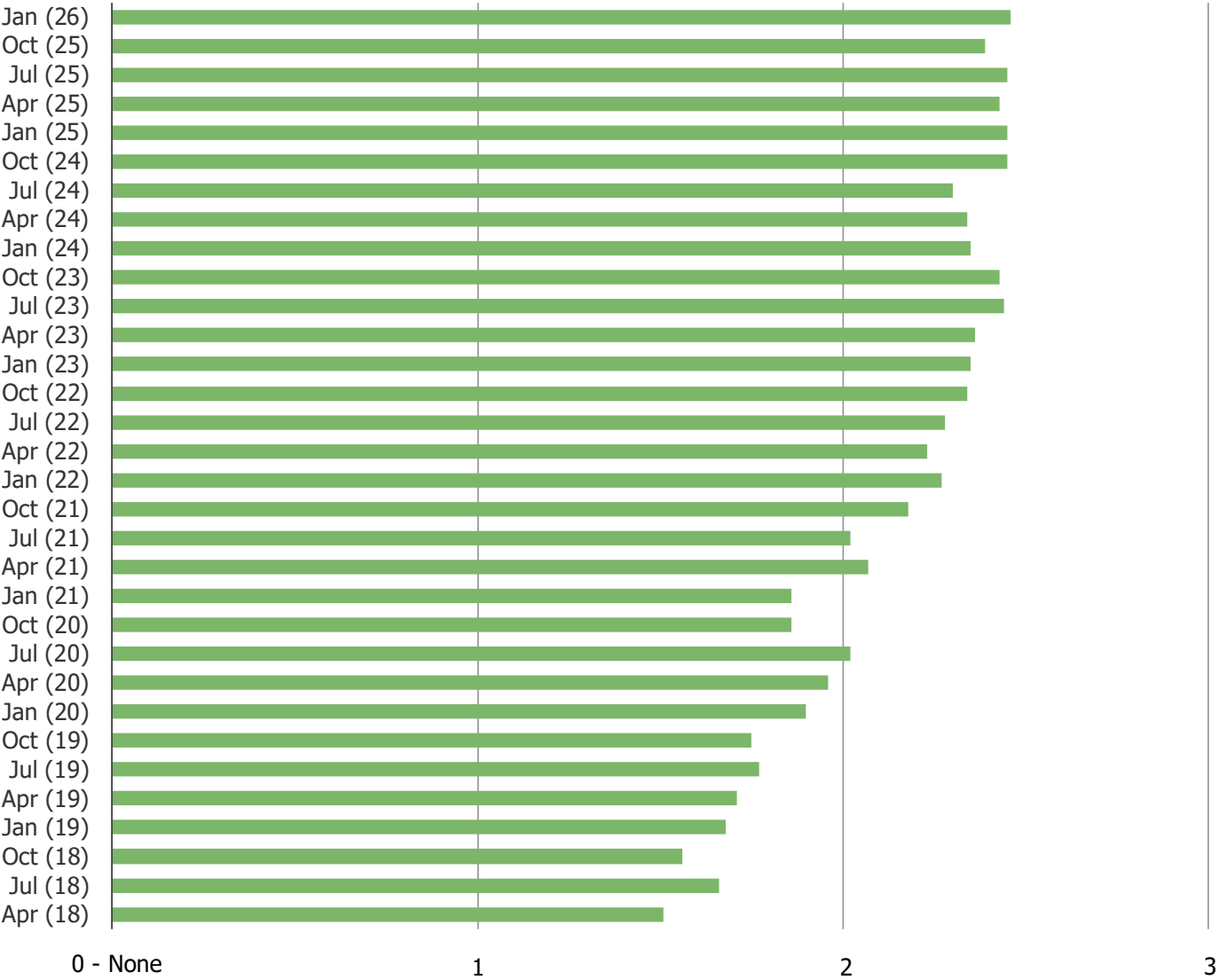
Posed to respondents who said they are on the Standard with Ads Plan (N = 238)



STREAMING SECTOR DYNAMICS

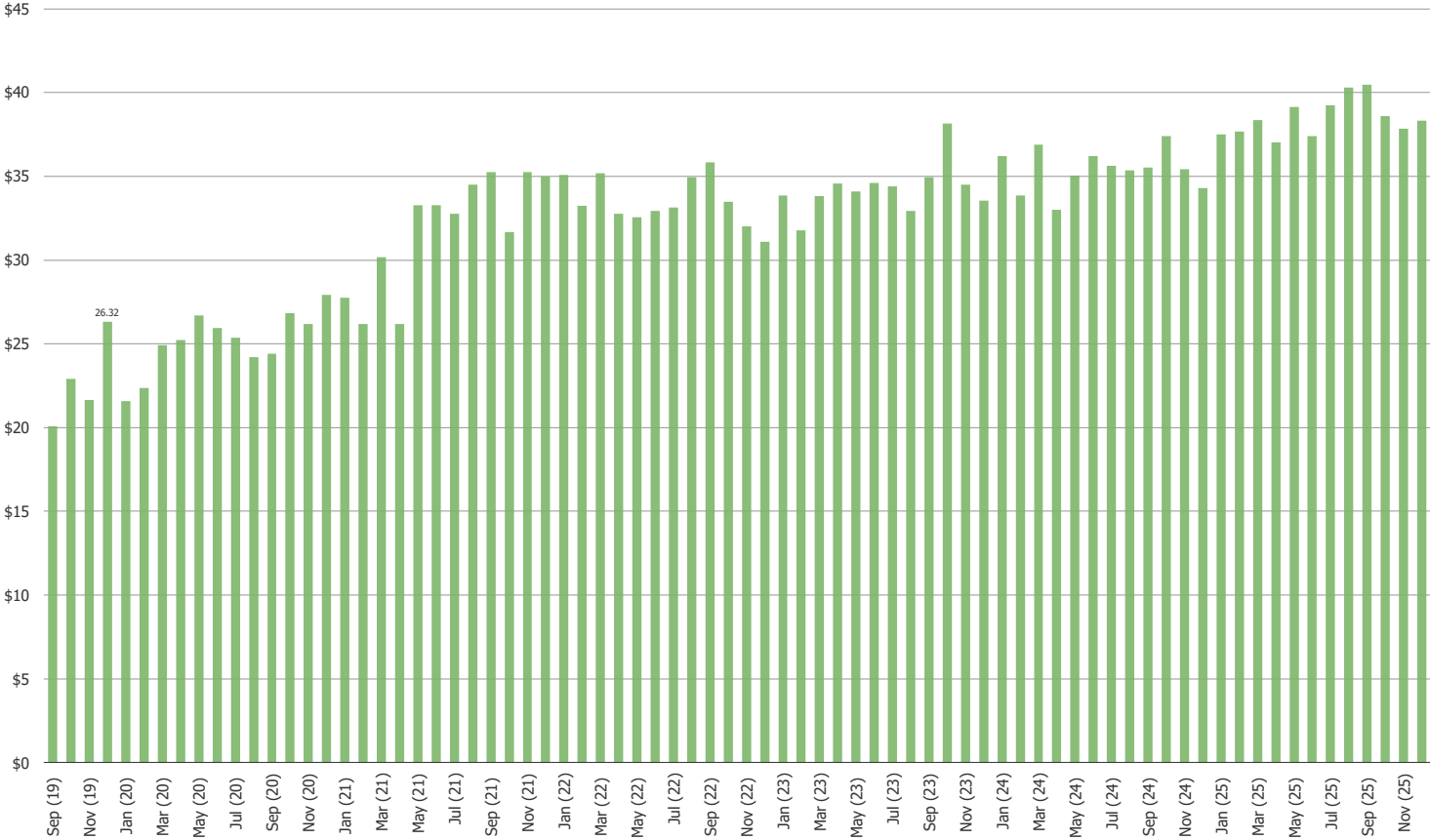
HOW MANY STREAMING VIDEO SERVICES DO YOU THINK IS THE RIGHT NUMBER TO BE PAYING FOR AT THE SAME TIME?

Posed to all respondents.



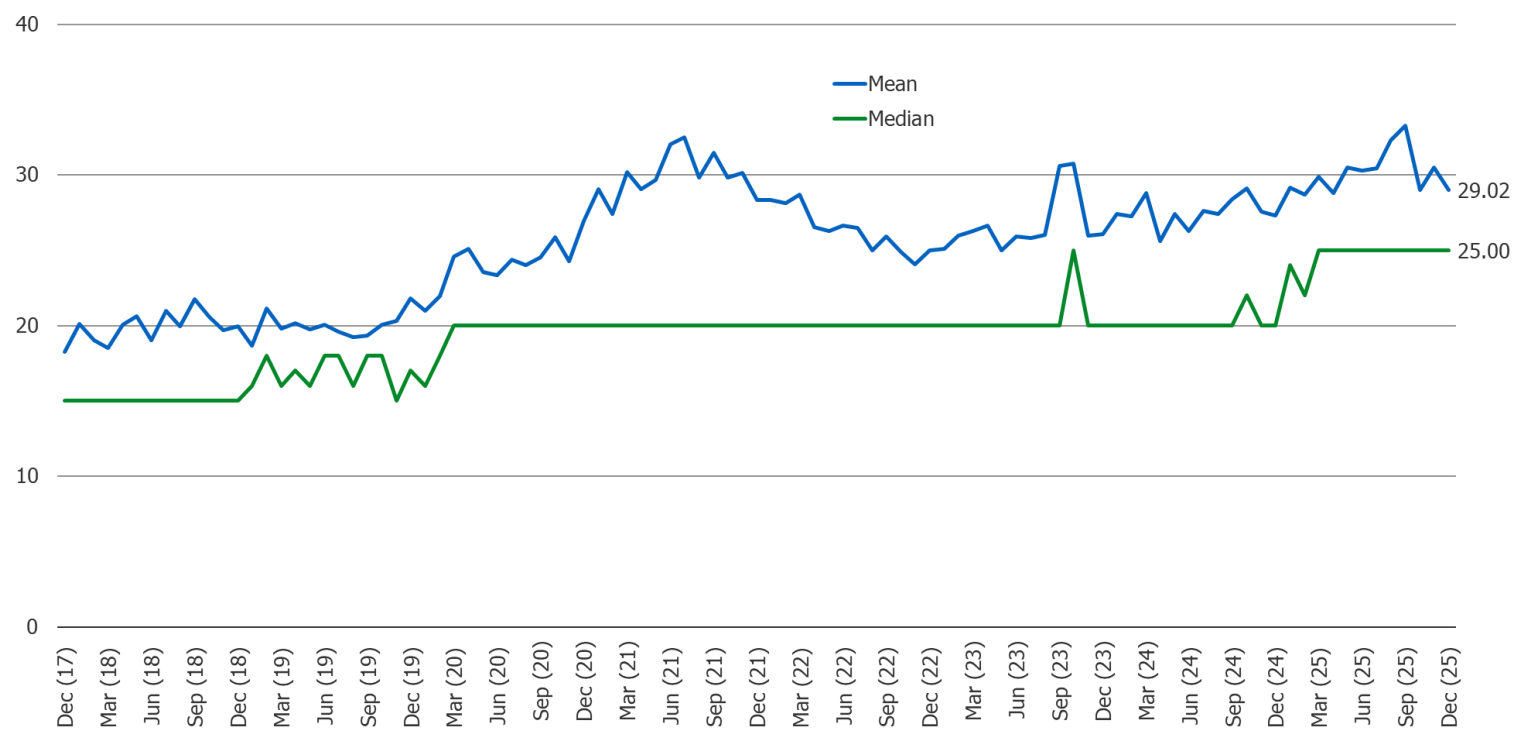
HOW MUCH DO YOU THINK IS APPROPRIATE TO SPEND ON STREAMING VIDEO SERVICES, IN TOTAL, PER MONTH?

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.

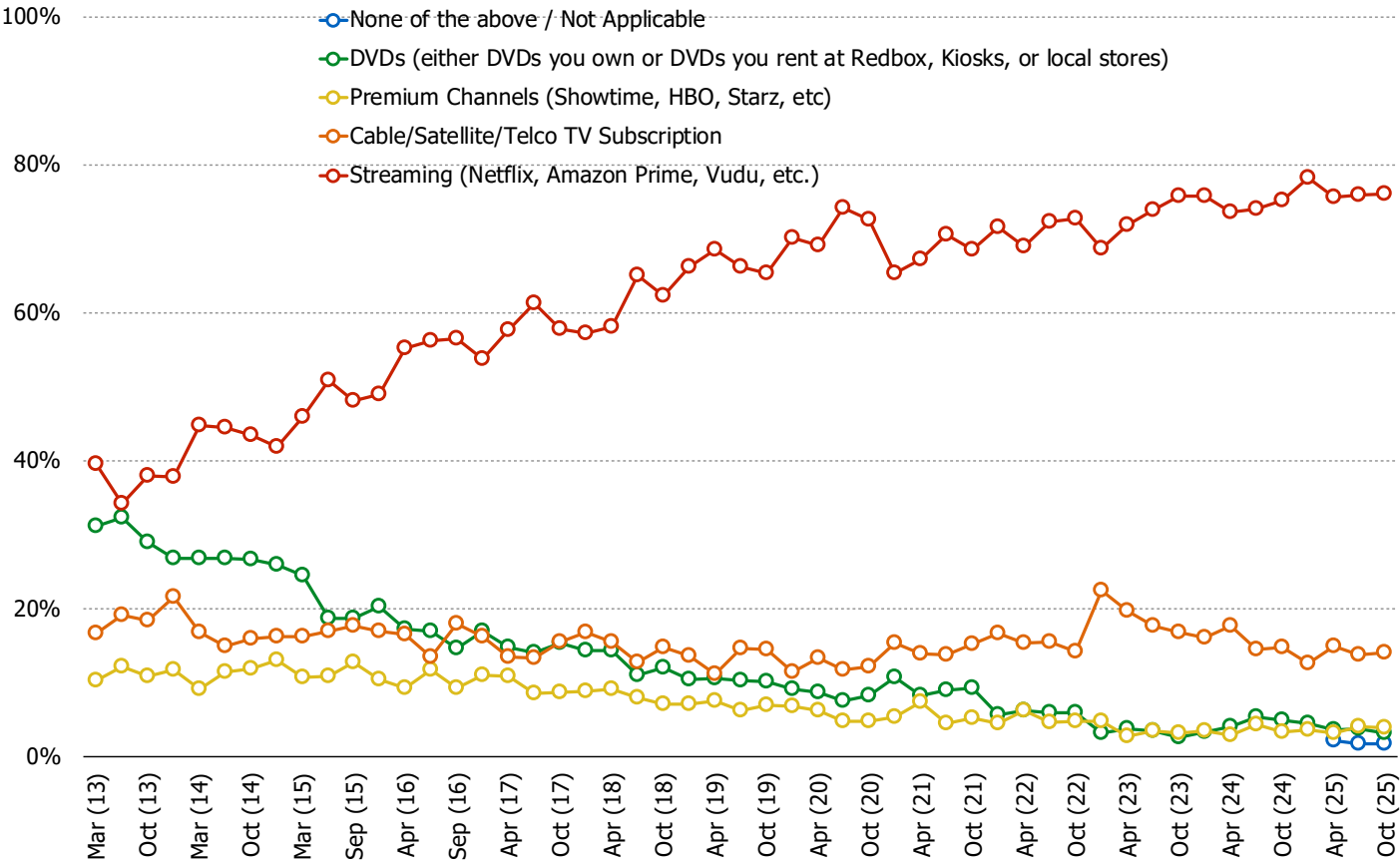


This question was posed to the target audience.



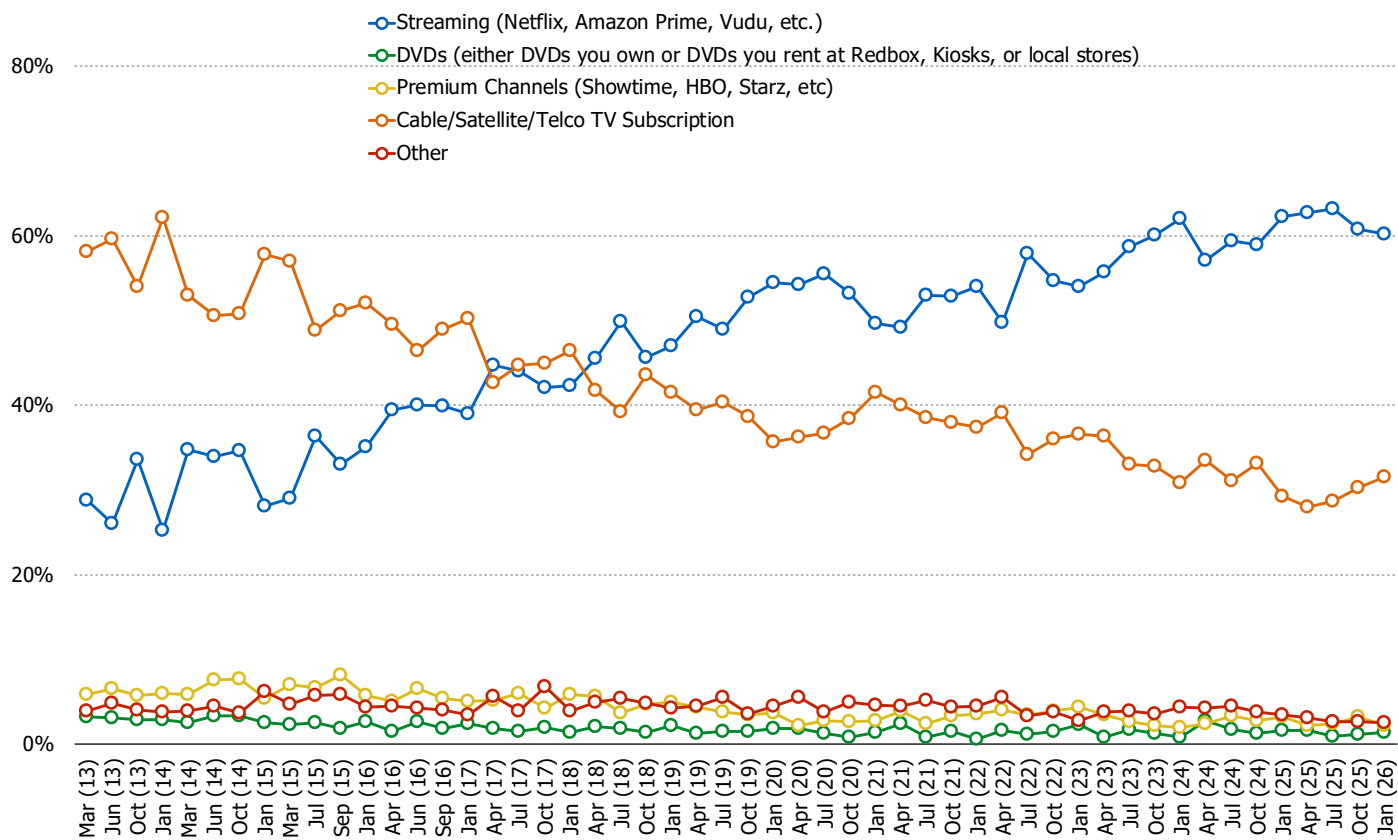
PREFERRED METHOD FOR WATCHING MOVIES

This question was posed to the target audience.



PREFERRED METHOD FOR WATCHING TELEVISION SHOWS

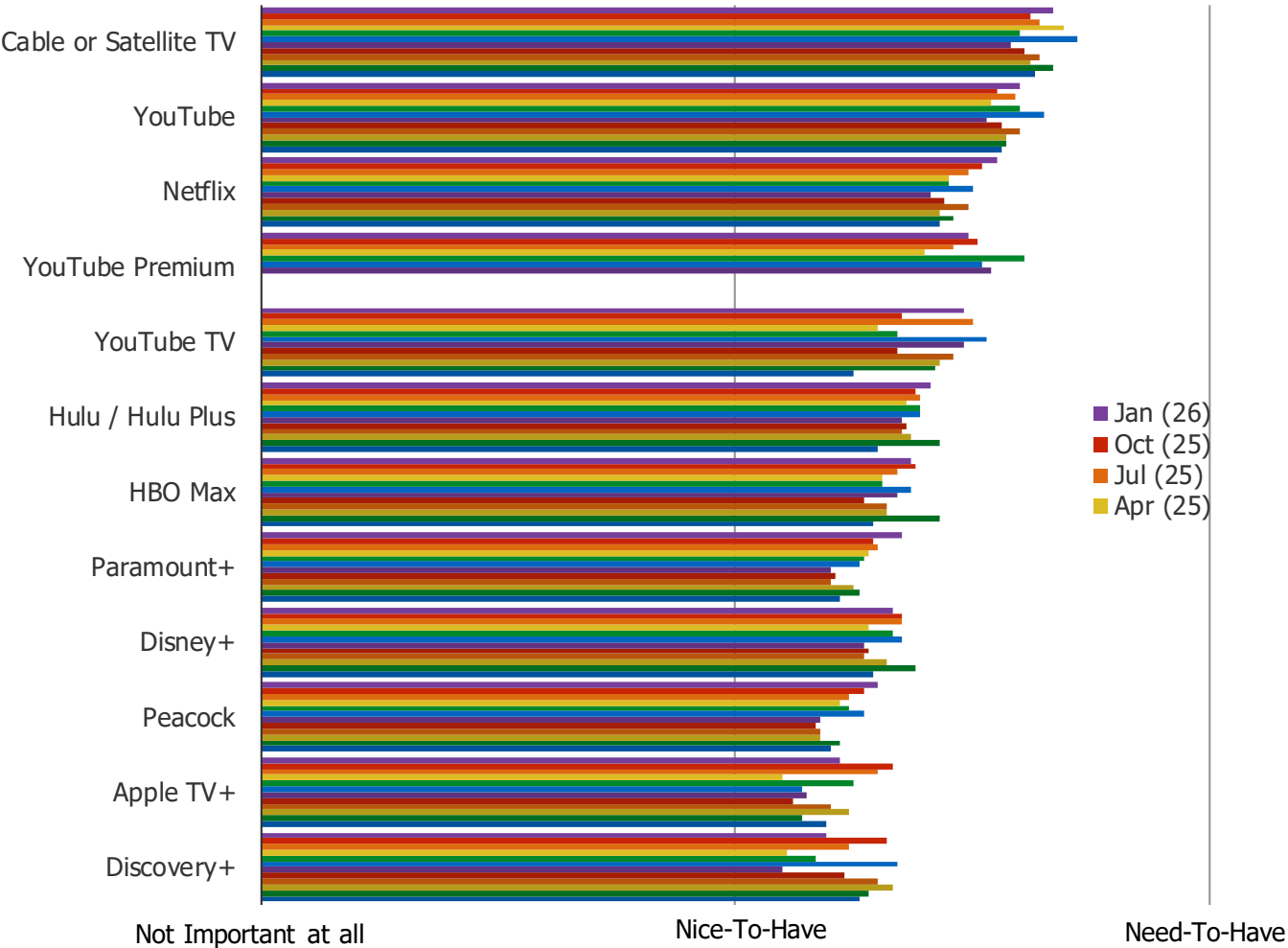
This question was posed to the target audience.



STREAMING PLATFORMS – COMPETITIVE DYNAMICS

DO YOU CONSIDER THE FOLLOWING TO BE...

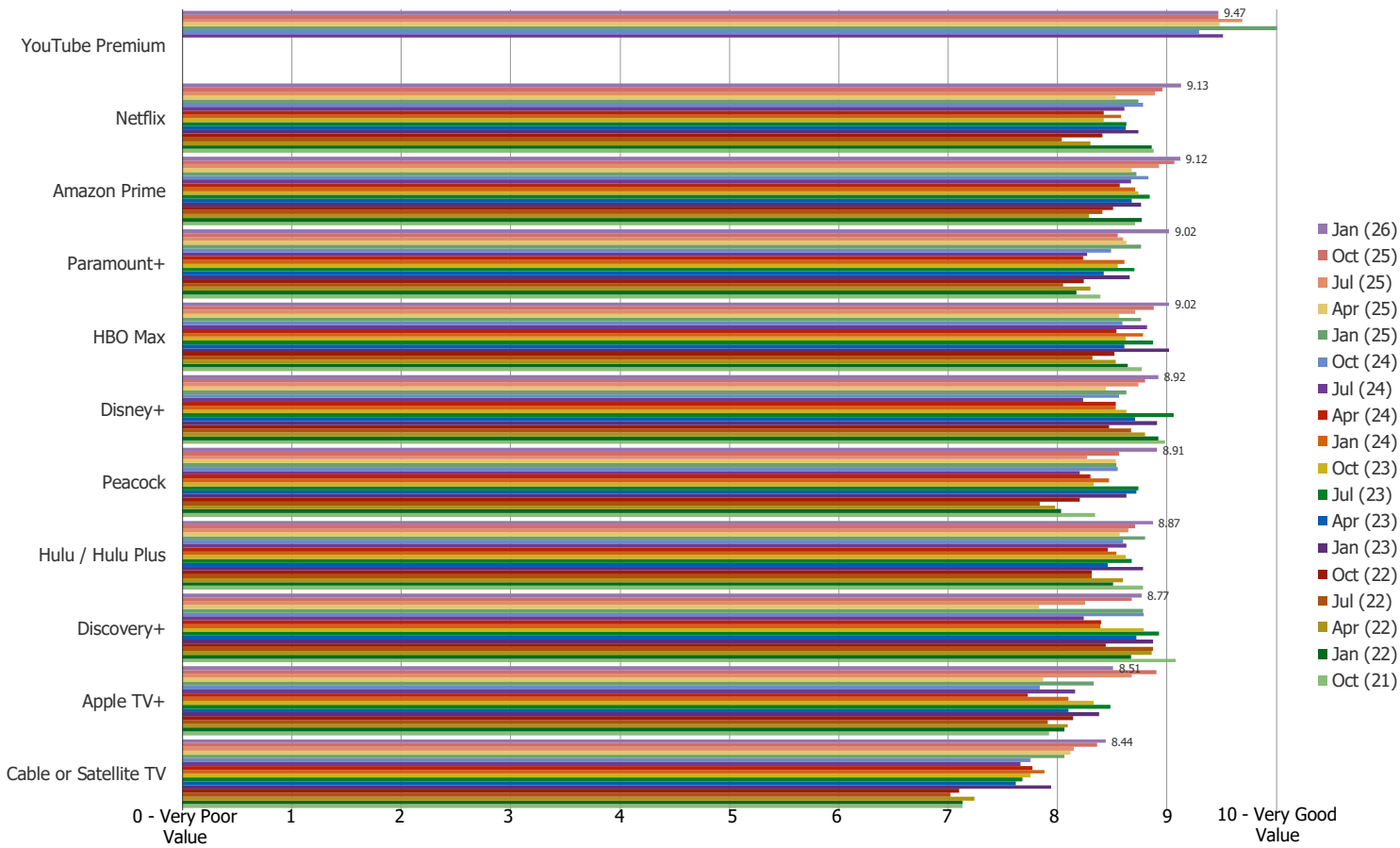
Posed to all respondents who use the below methods/services to watch movies/TV shows/video content at home.



	N=
Discovery+	64
YouTube Premium	80
Apple TV+	117
YouTube TV	126
HBO Max	265
Cable or Satellite TV	267
Disney+	306
Peacock	310
Paramount+	312
Hulu / Hulu Plus	380
YouTube	412
Netflix	586

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

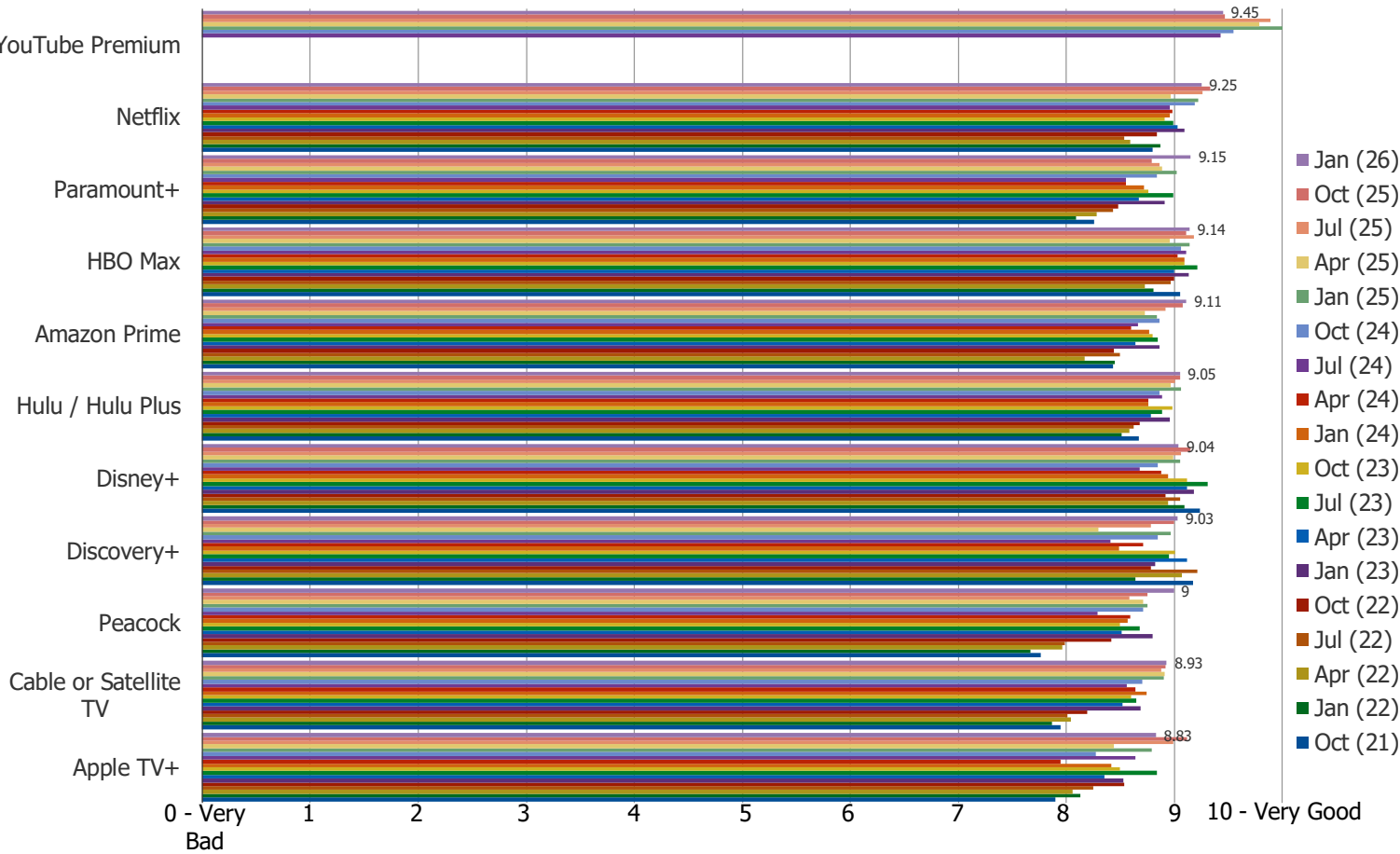
Posed to respondents who use each of the following at home and either pay for it themselves or access the platform via the account of someone they live with.



	N=
Discovery+	61
YouTube Premium	77
Apple TV+	110
HBO Max	252
Cable or Satellite TV	267
Disney+	291
Peacock	292
Paramount+	296
Hulu / Hulu Plus	365
Amazon Prime	501
Netflix	561

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+	61
YouTube Premium	77
Apple TV+	110
HBO Max	252
Cable or Satellite TV	267
Disney+	291
Peacock	292
Paramount+	296
Hulu / Hulu Plus	365
Amazon Prime	501
Netflix	561

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.

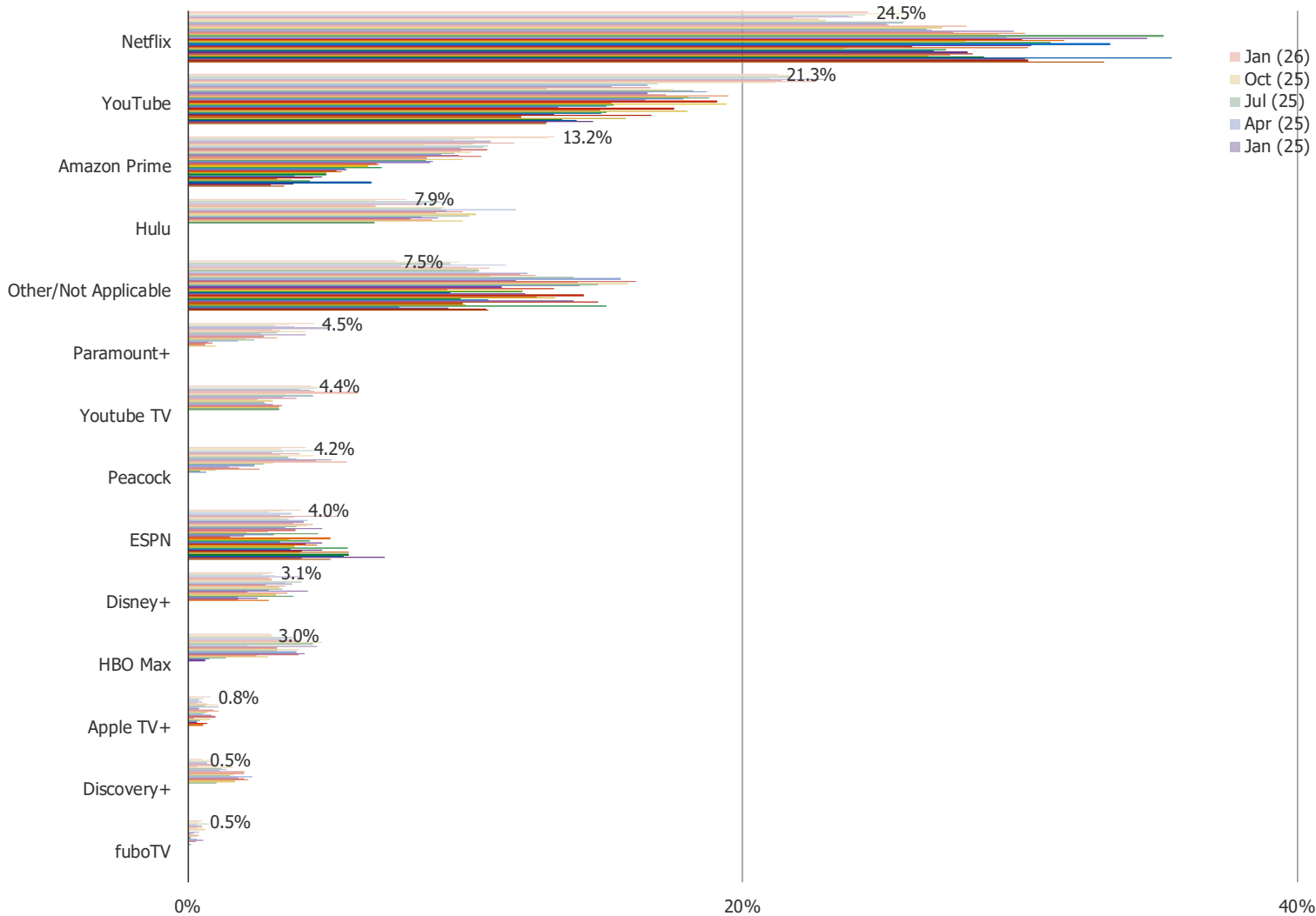
JANUARY 2026

■ I pay for this service myself ■ I live with someone who pays for this service ■ I access this service via someone's log-in who I don't live with



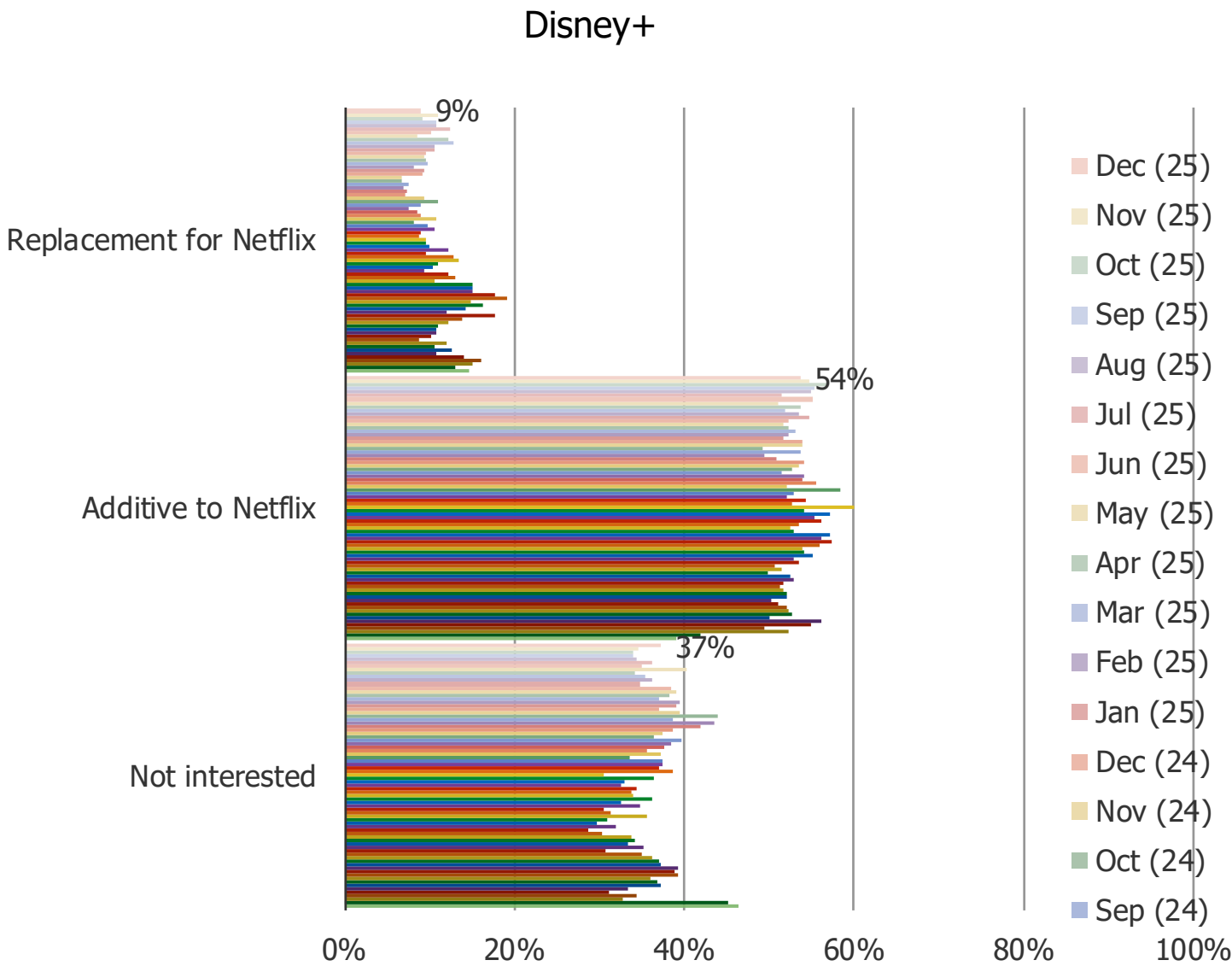
OUT OF THE FOLLOWING NETWORKS/SERVICES, WHICH DO YOU WATCH MOST OFTEN?

Posed to all respondents



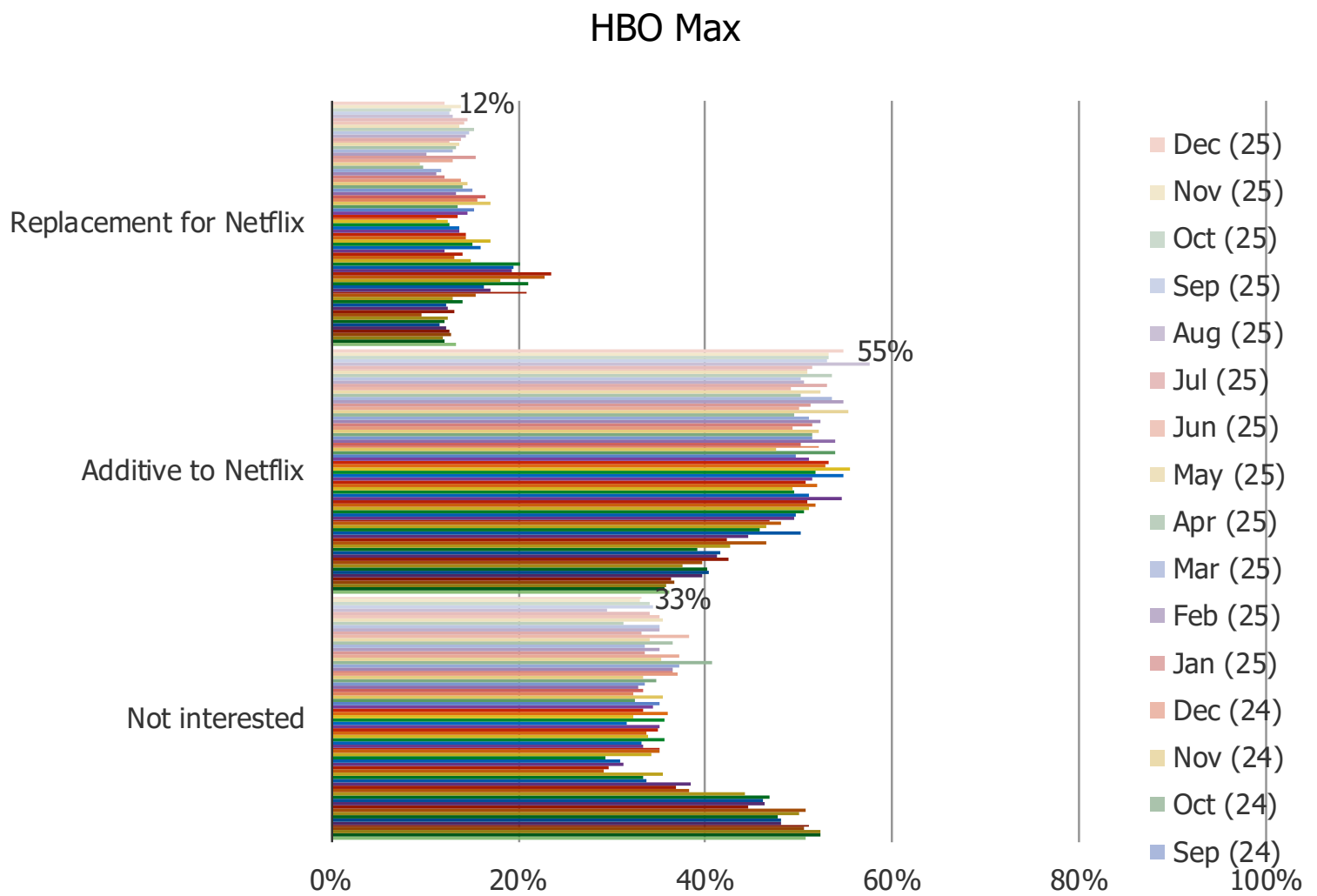
WOULD YOU VIEW THE FOLLOWING TO BE ADDITIVE OR A REPLACEMENT OF NETFLIX?

Posed to Netflix subscribers.



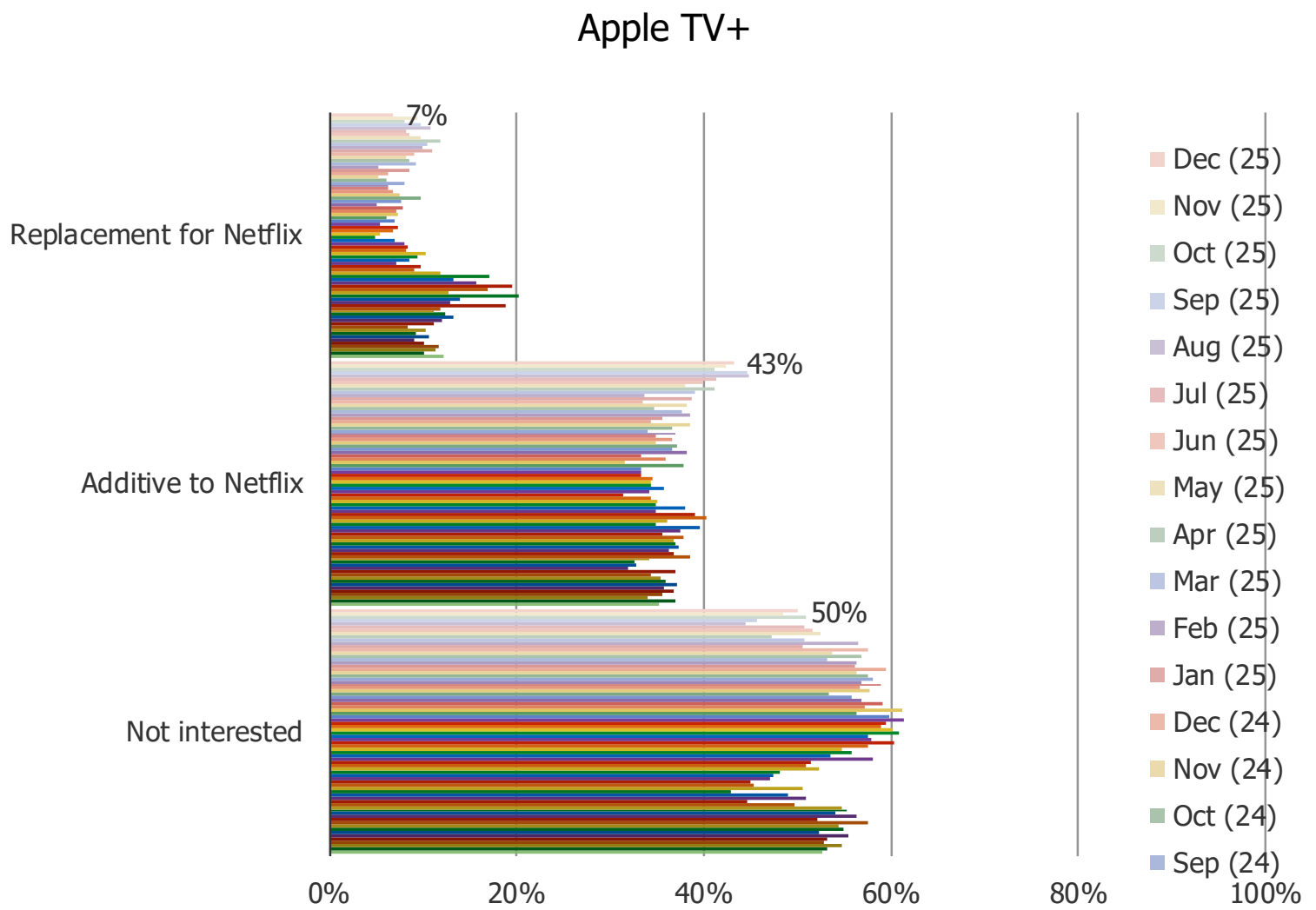
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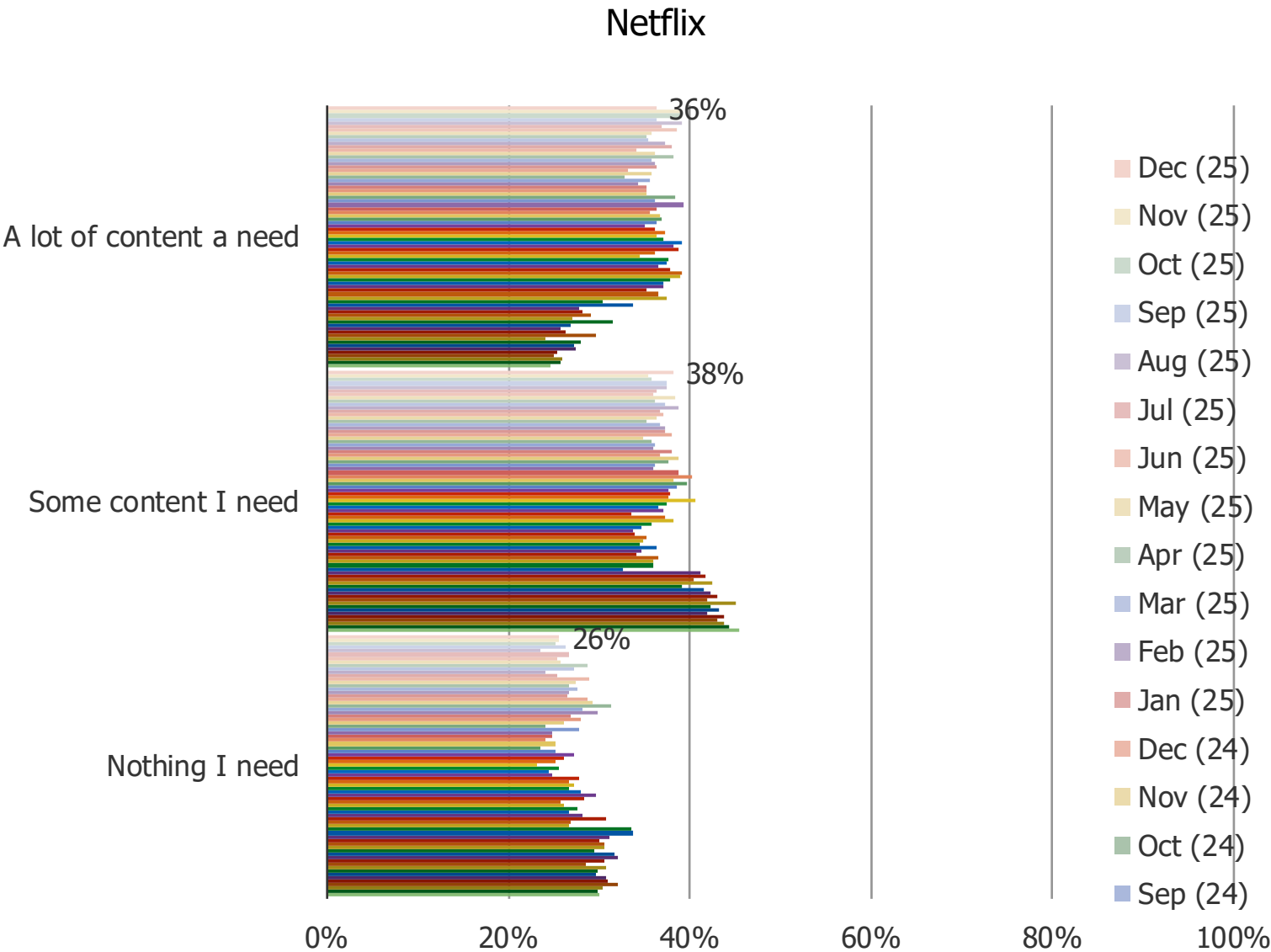
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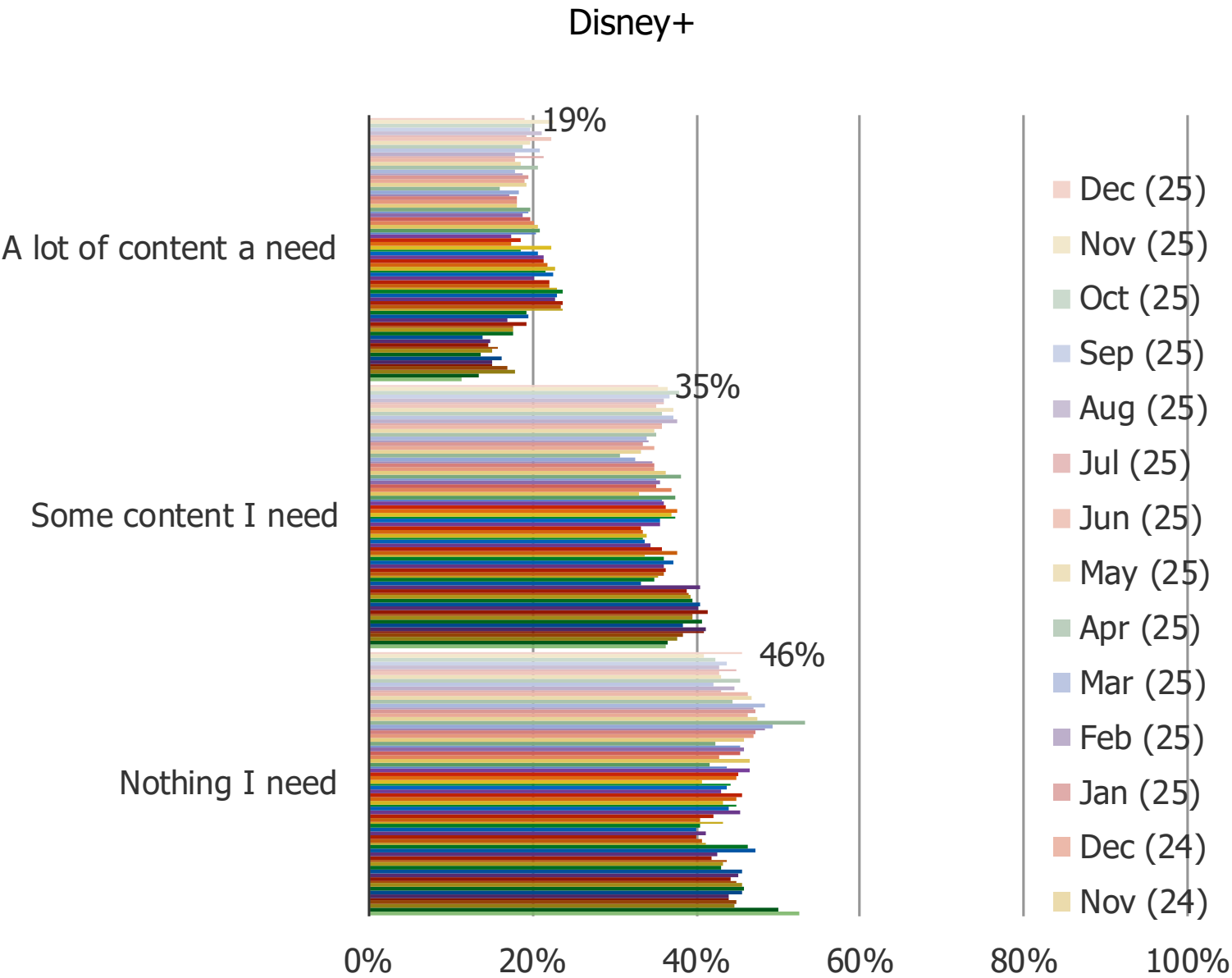
WHAT ARE YOUR EXPECTATIONS FOR THE CONTENT THAT WILL BE ON EACH OF THESE PLATFORMS GOING FORWARD?

Posed to all respondents.



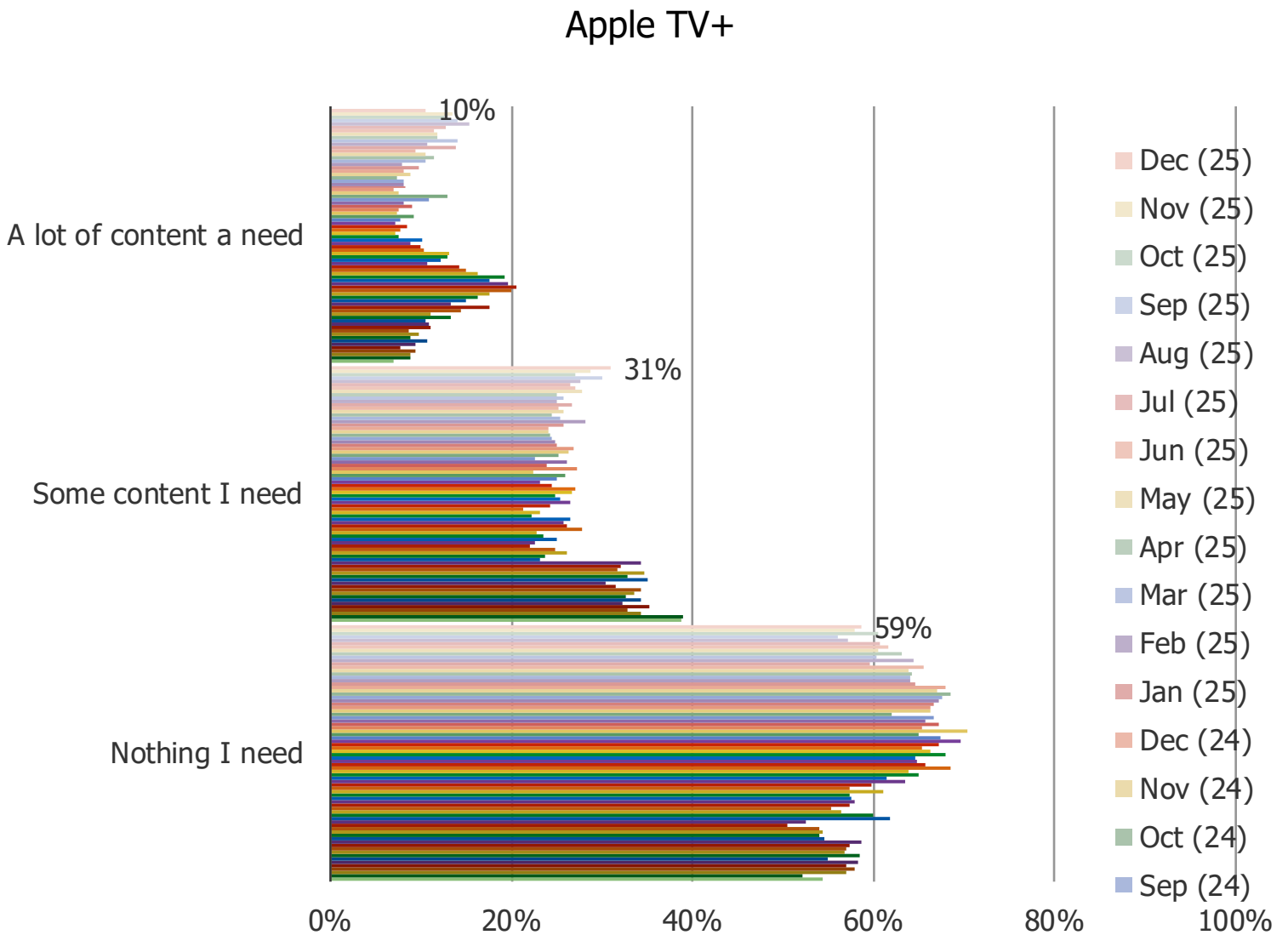
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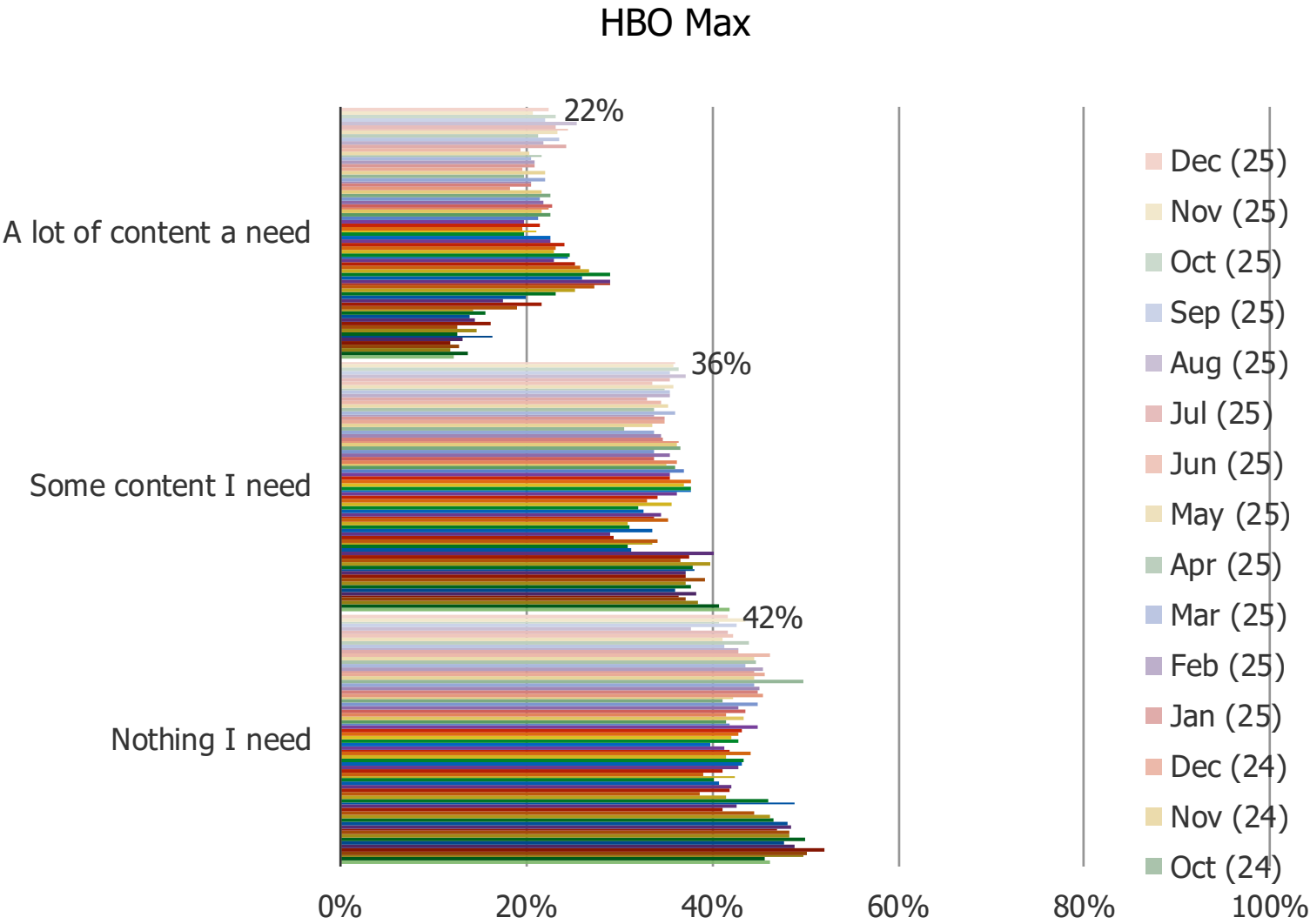
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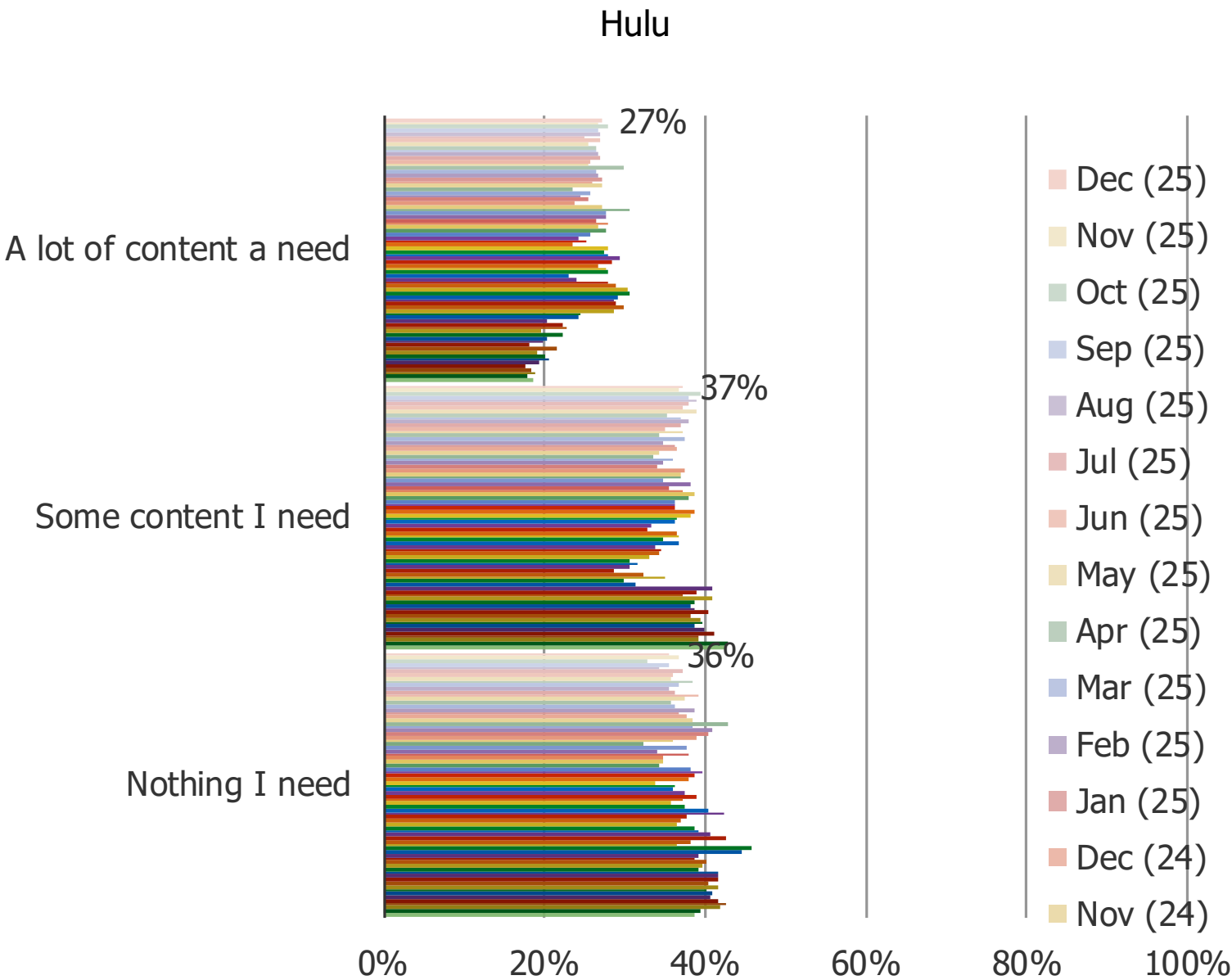
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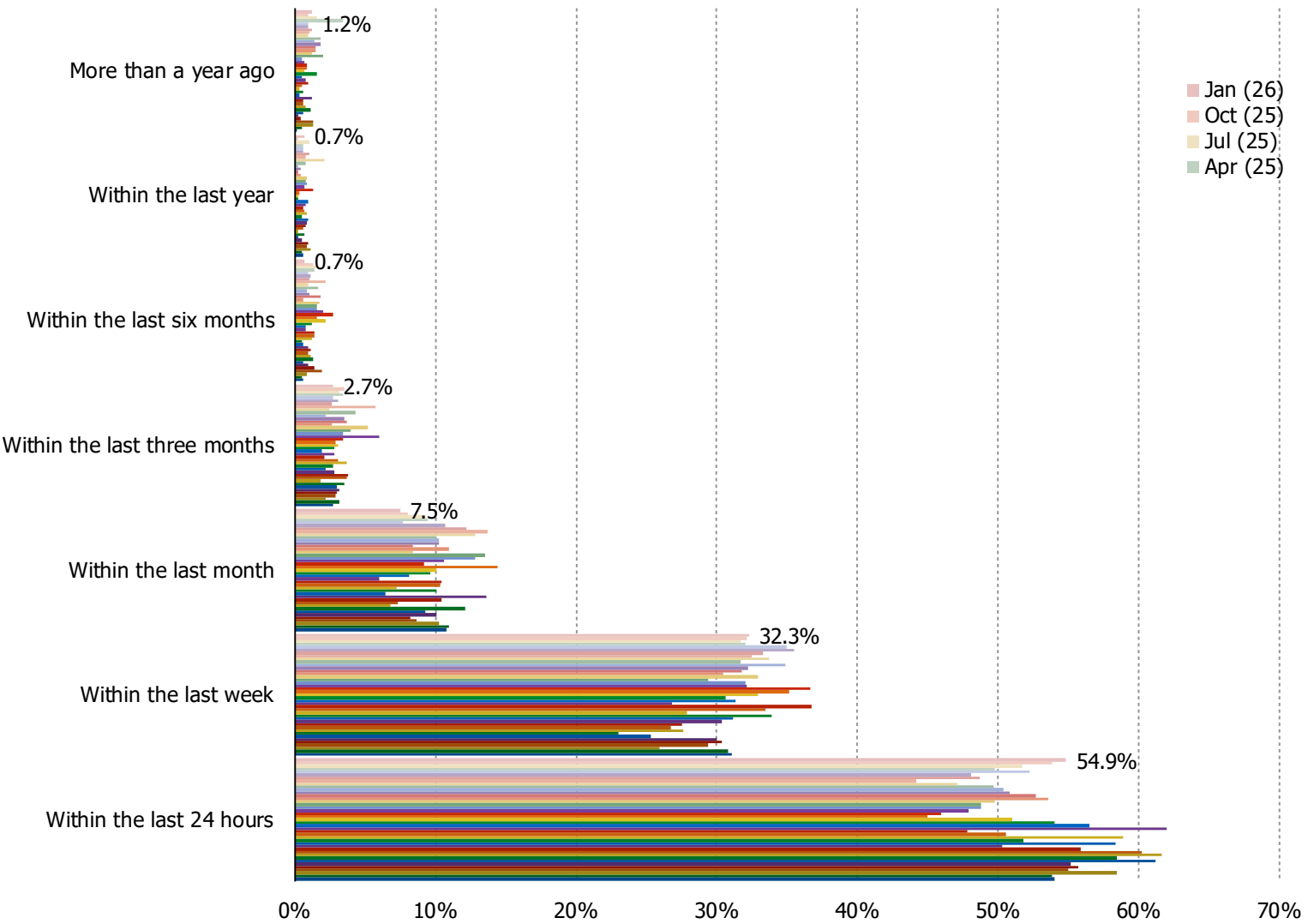
Posed to all respondents.



NETFLIX SUBSCRIBER ENGAGEMENT

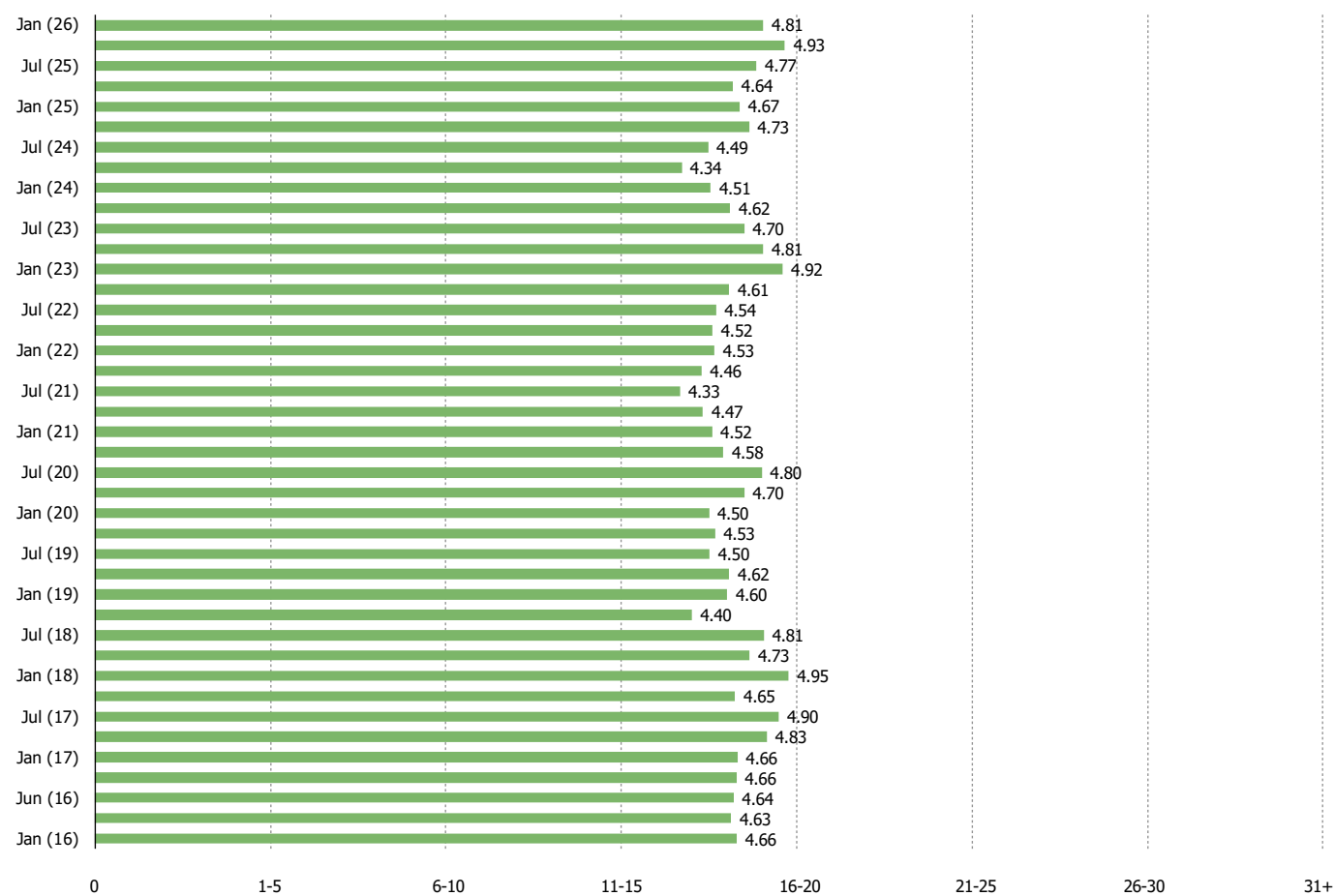
WHEN IS THE LAST TIME YOU WATCHED SOMETHING ON NETFLIX?

Posed to Netflix subscribers.



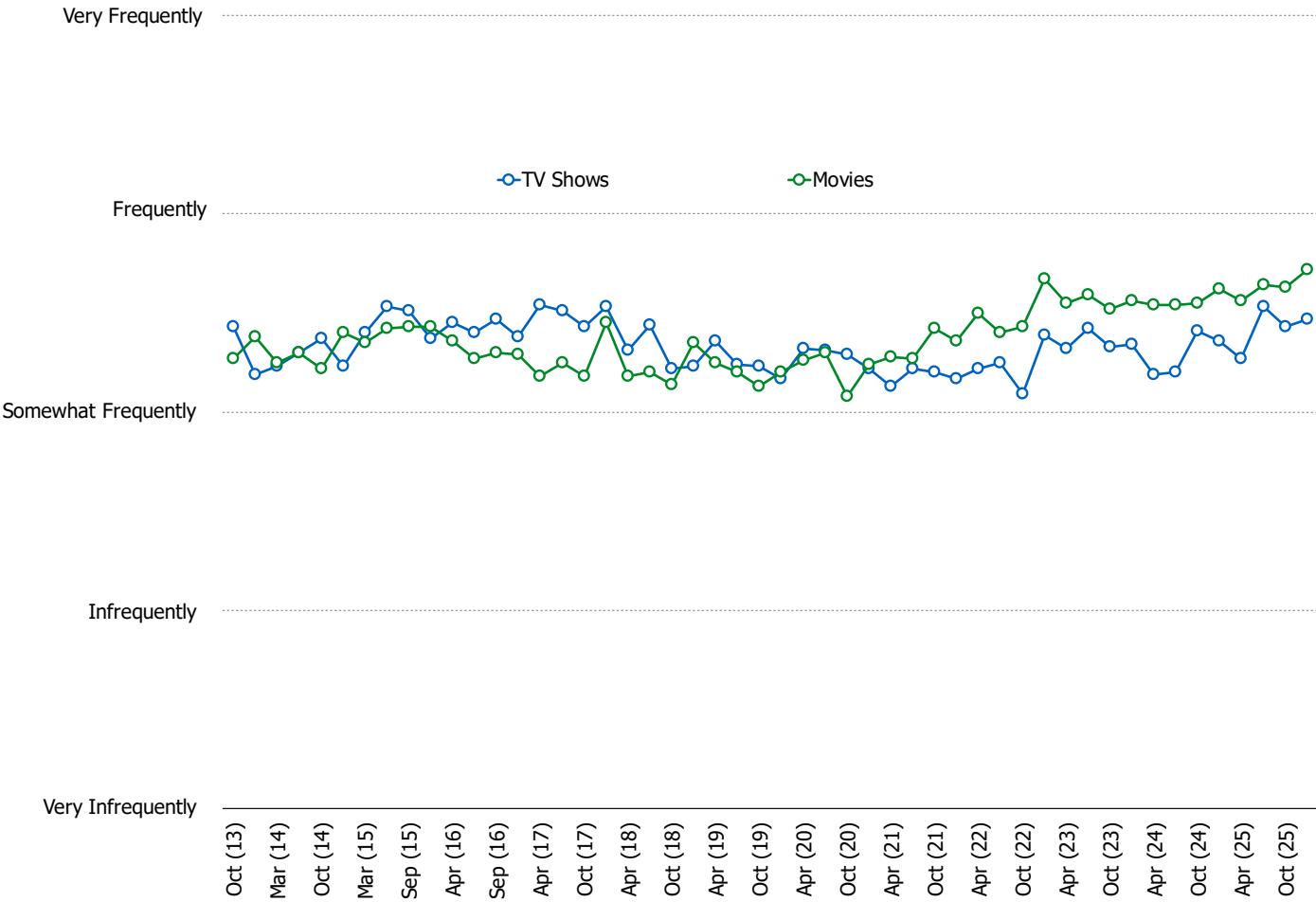
IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

Posed to Netflix subscribers.



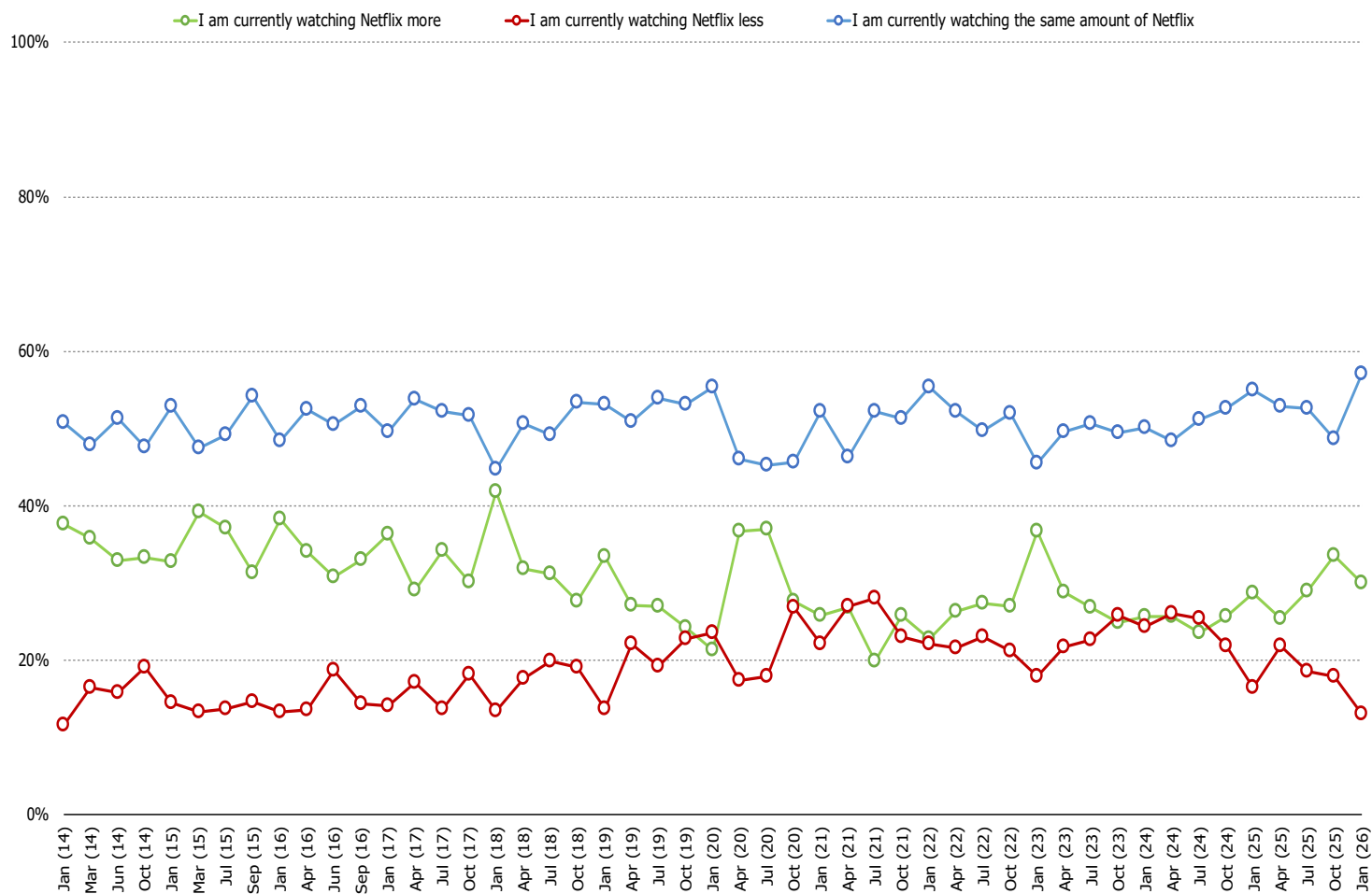
FREQUENCY OF WATCHING TV SHOWS AND MOVIES

Posed to Netflix subscribers.



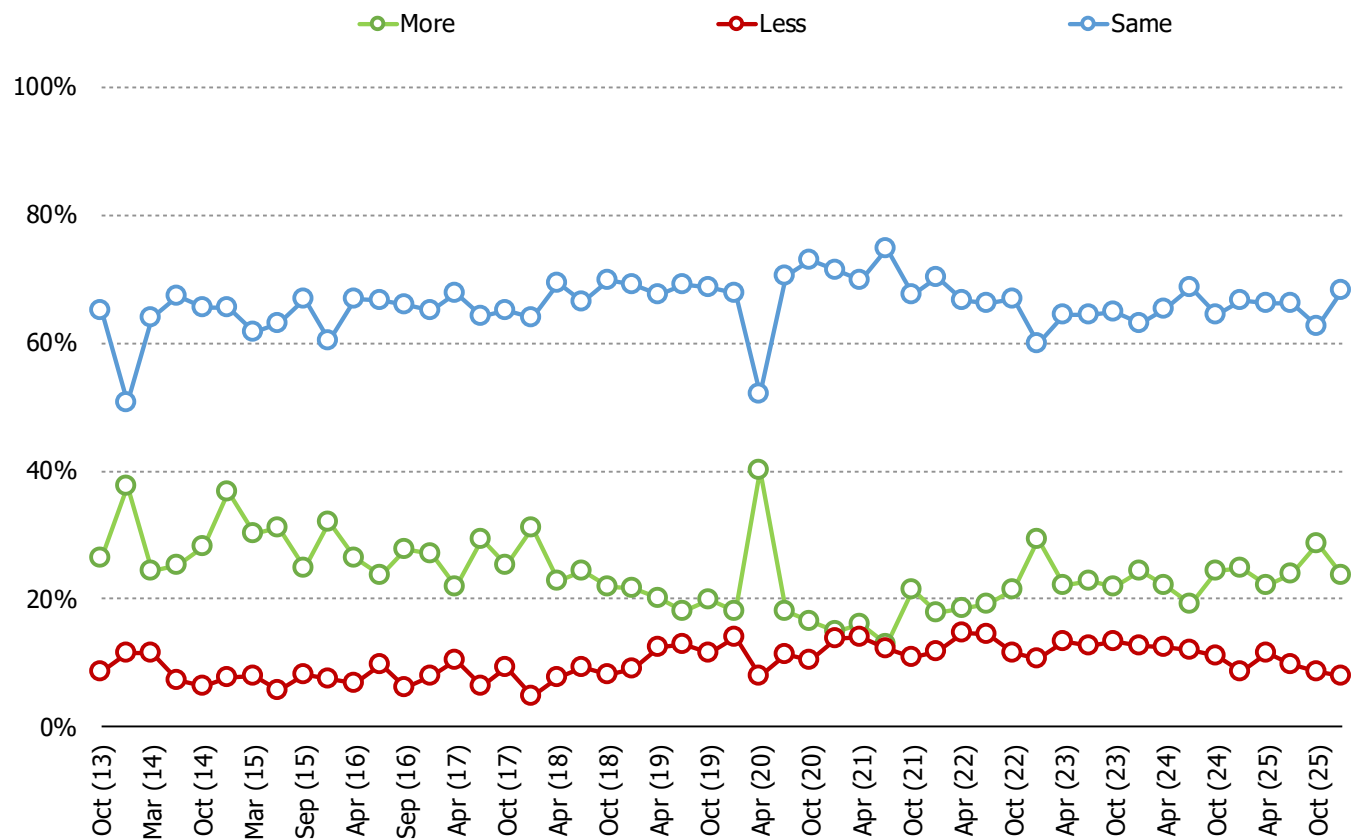
PLEASE COMPARE YOUR CURRENT USAGE OF NETFLIX WITH YOUR USAGE 3-6 MONTHS AGO.

Posed to Netflix subscribers.



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

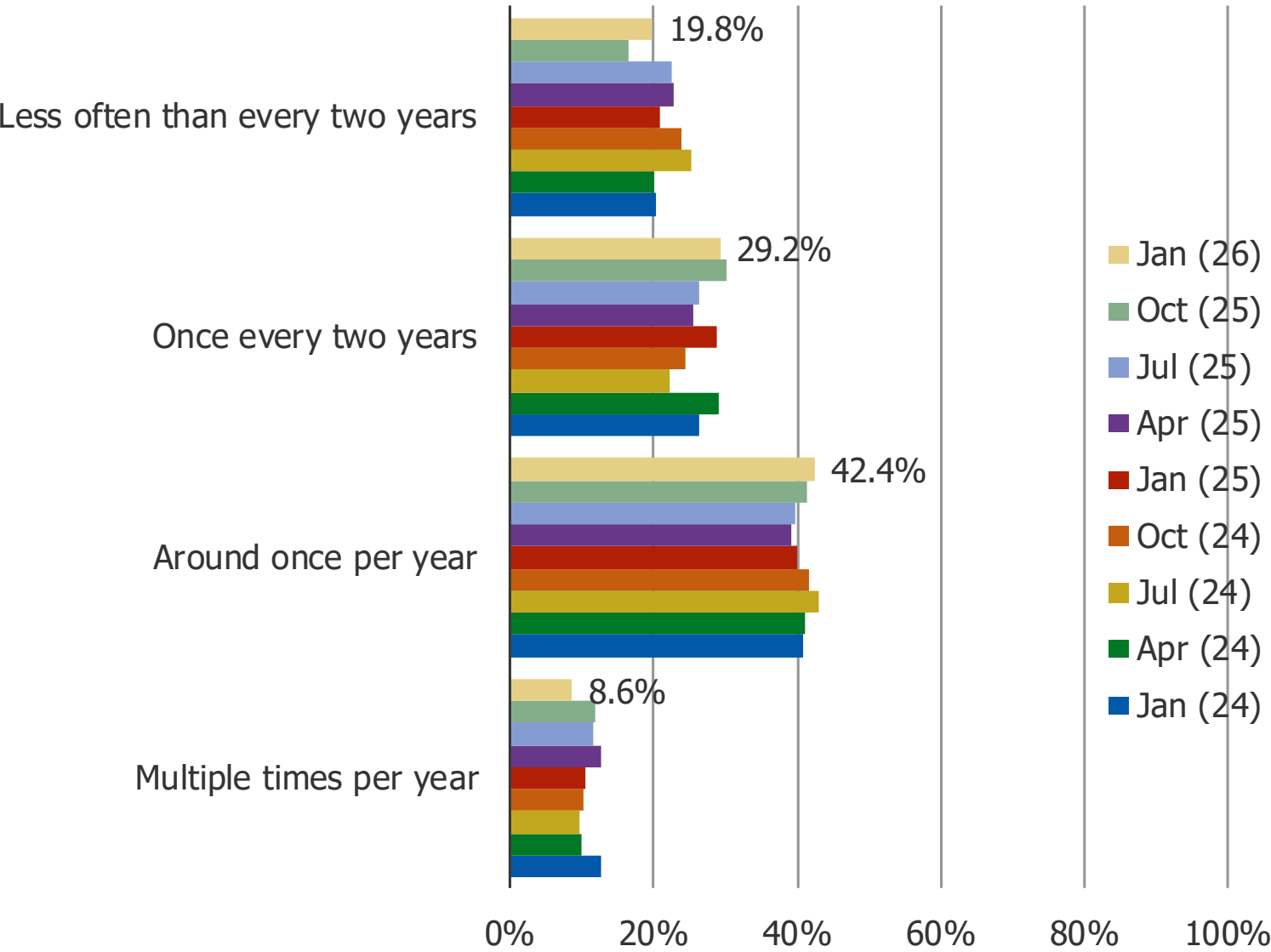
Posed to Netflix subscribers.



NETFLIX PRICING POWER

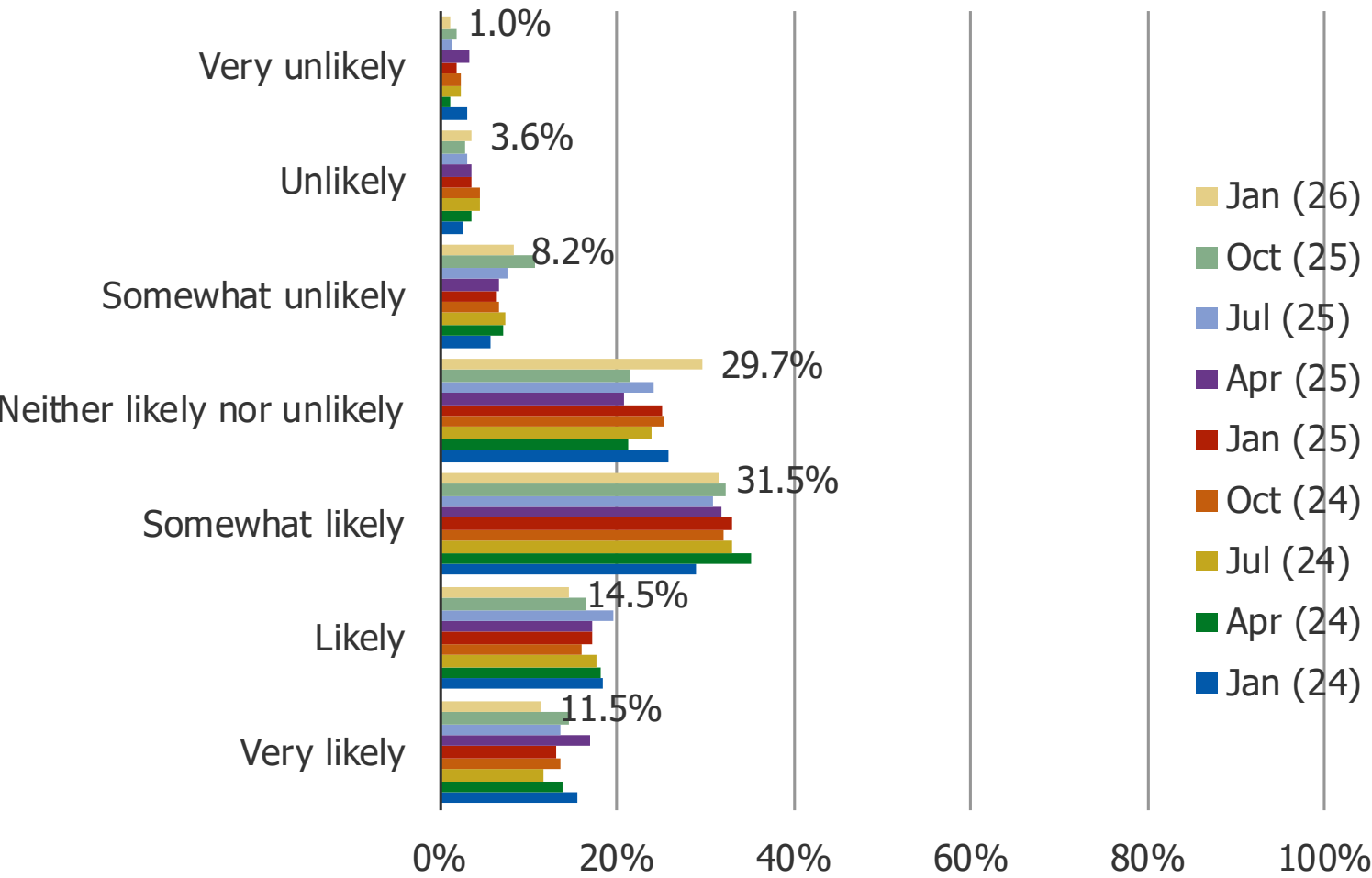
IN GENERAL, HOW OFTEN DO YOU EXPECT NETFLIX TO INCREASE THEIR PRICES?

Posed to Netflix subscribers.



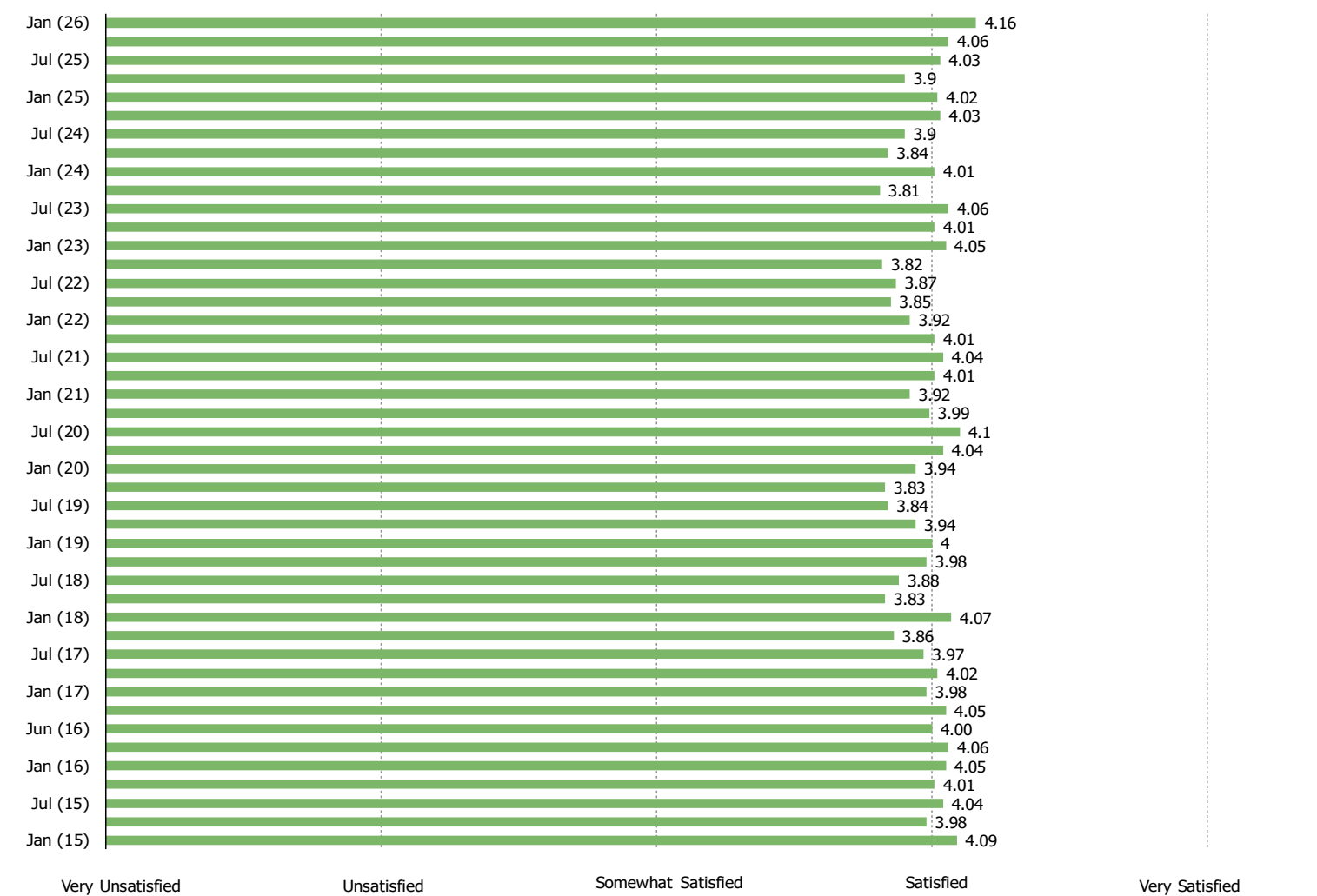
HOW LIKELY DO YOU THINK IT IS THAT NETFLIX WILL INCREASE PRICES IN THE NEXT THREE MONTHS?

Posed to Netflix subscribers.



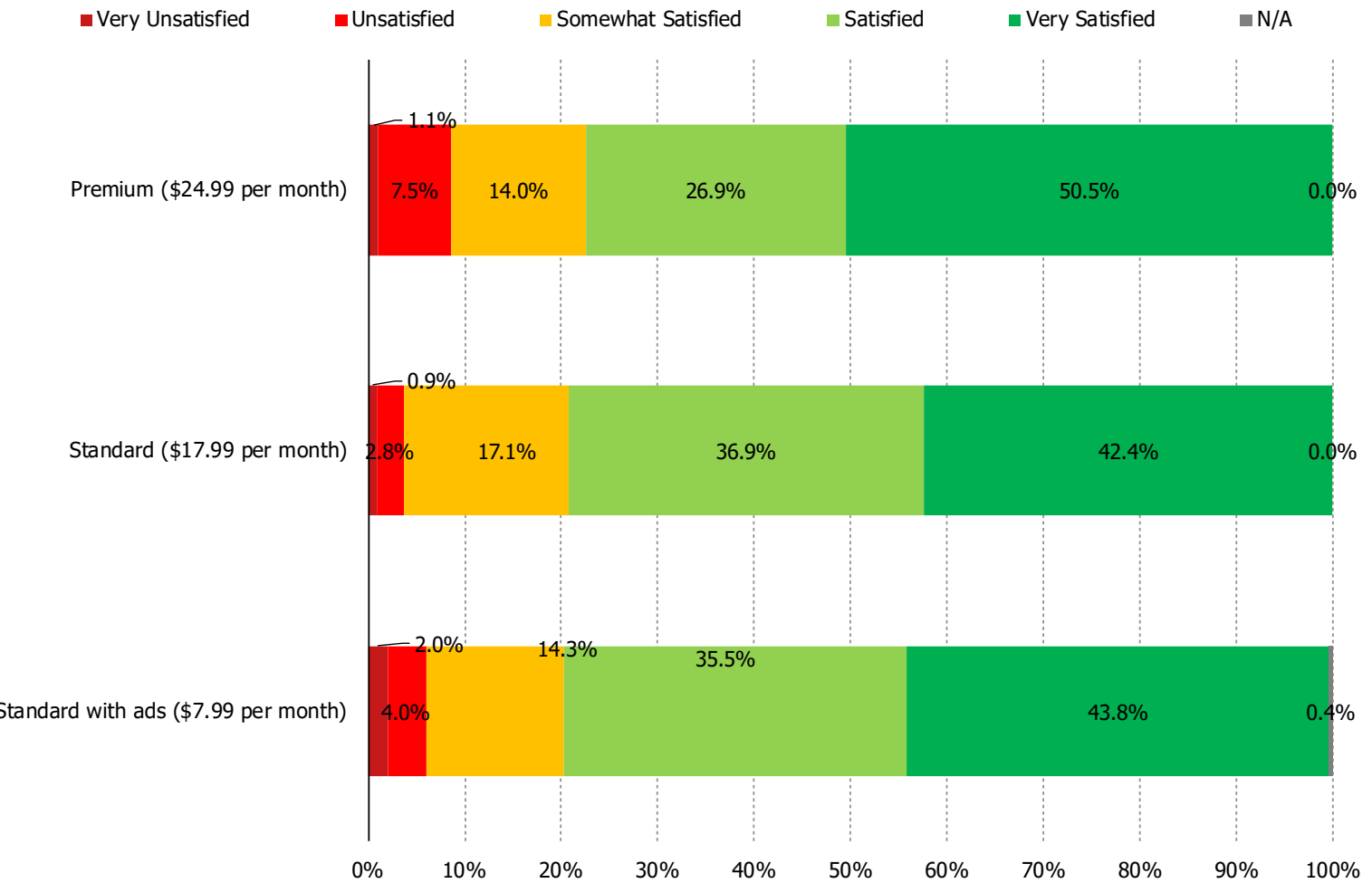
SATISFACTION WITH THE VALUE THEY RECEIVE FOR THE MONEY WITH NETFLIX

Posed to Netflix subscribers.



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

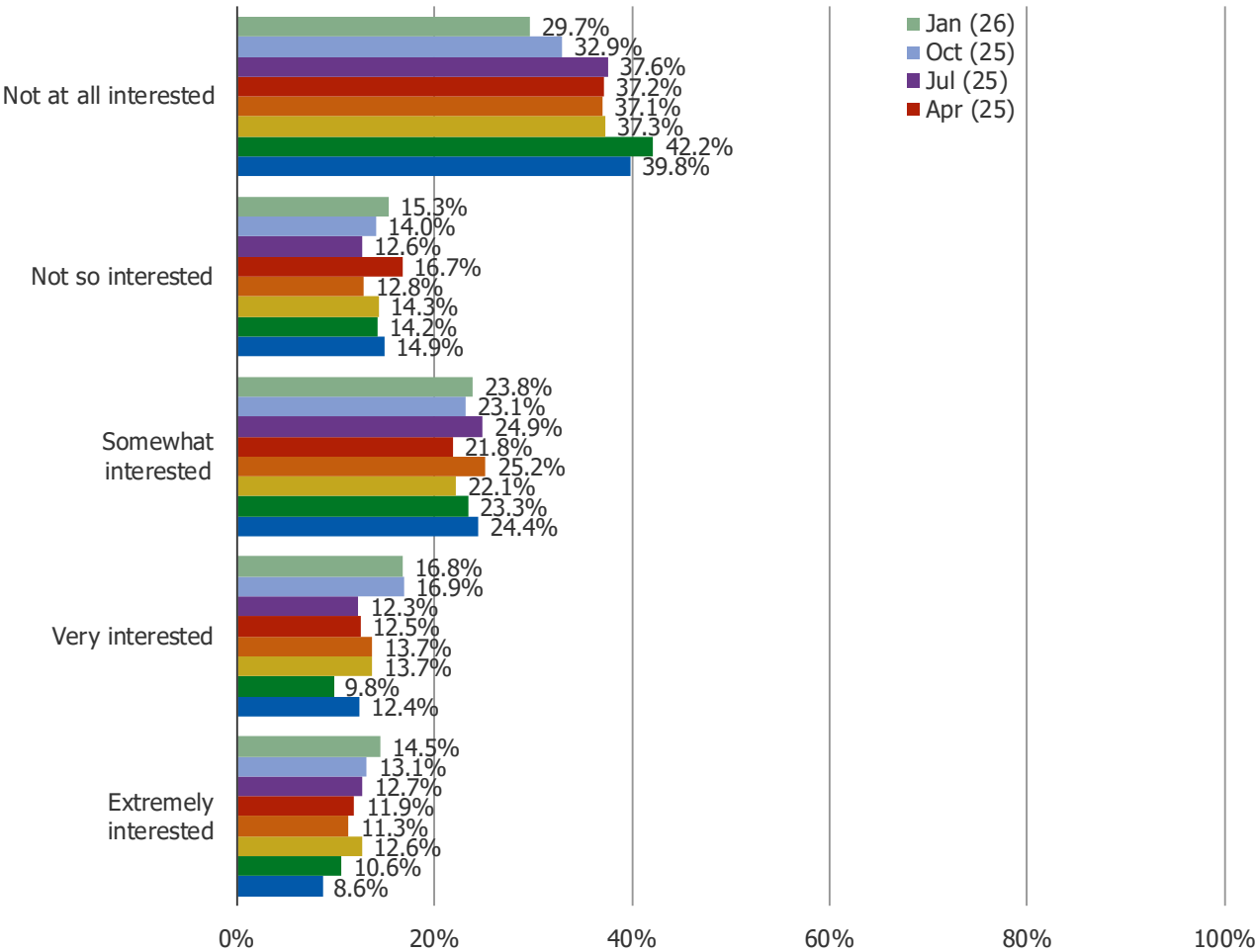
Posed to Netflix subscribers, cross-tabbed by plan...



NETFLIX CONTENT

HOW MUCH INTEREST WOULD YOU HAVE IN WATCHING LIVE SPORTS STREAMED ON NETFLIX?

Posed to all respondents.

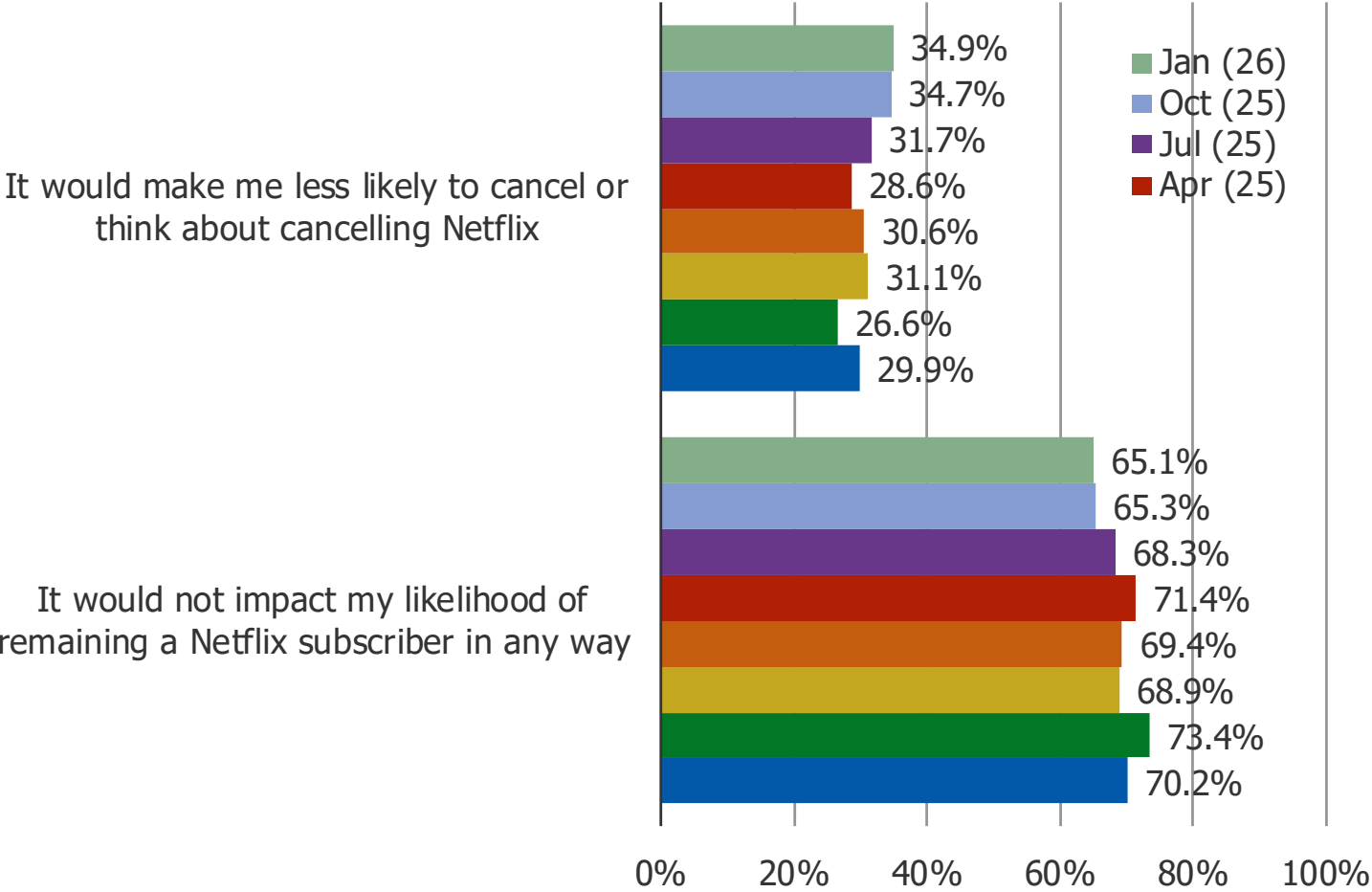


Why?



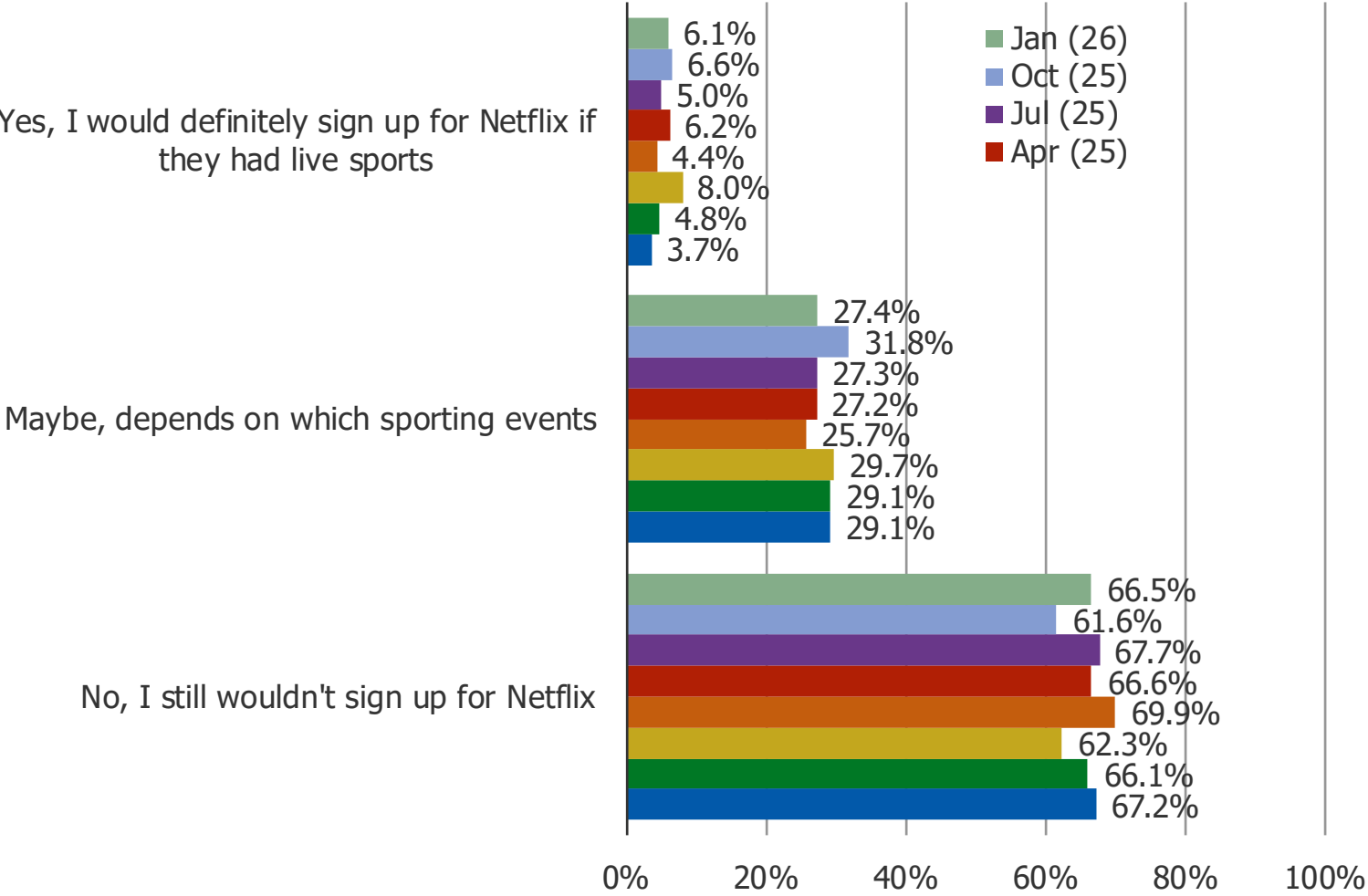
YOU MENTIONED YOU ARE A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTS EVENTS ON NETFLIX, WHICH BEST DESCRIBES YOU...

Posed to respondents who are Netflix subscribers.



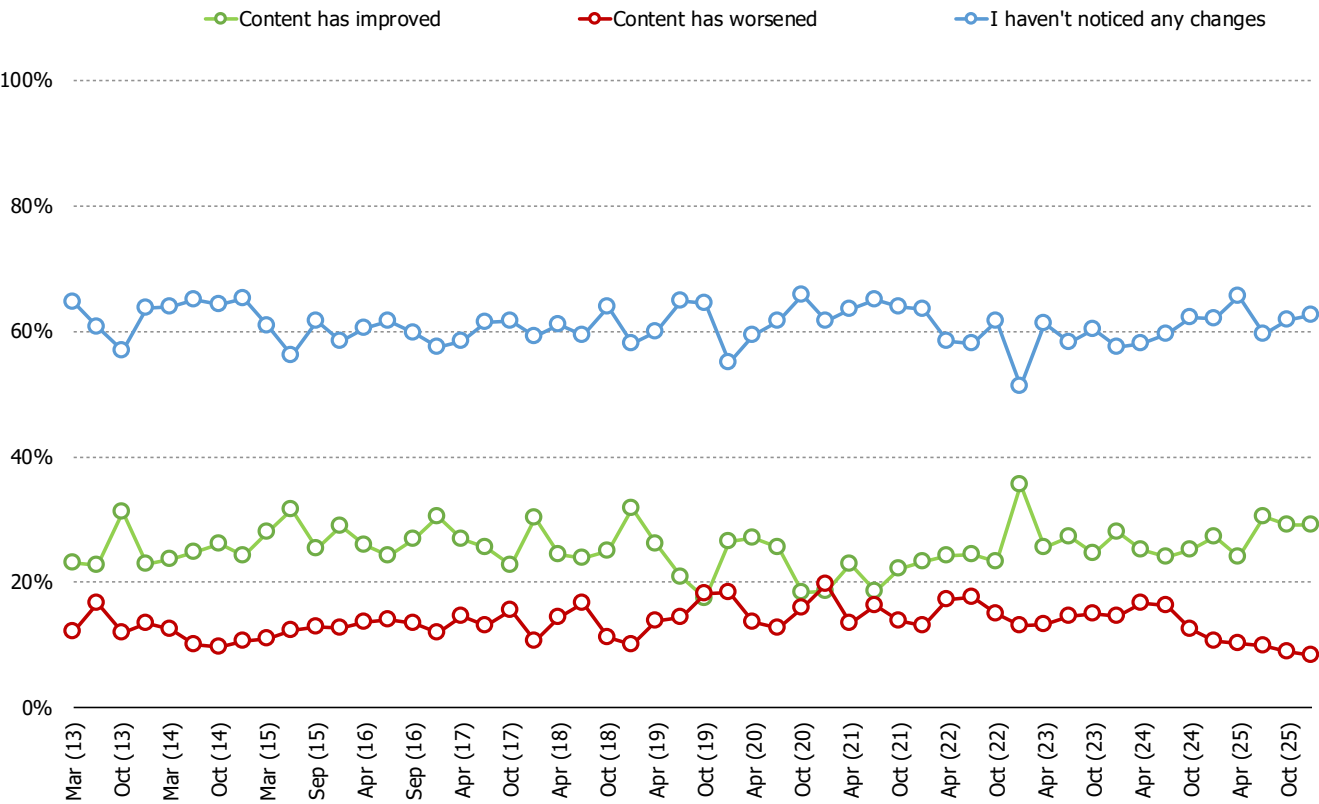
YOU MENTIONED THAT YOU ARE NOT A NETFLIX SUBSCRIBER. IF NETFLIX STARTED OFFERING MORE LIVE SPORTING EVENTS AS PART OF THEIR SUBSCRIPTION, WOULD THAT COMPEL YOU TO SIGN UP FOR NETFLIX?

Posed to respondents who are NOT Netflix subscribers.



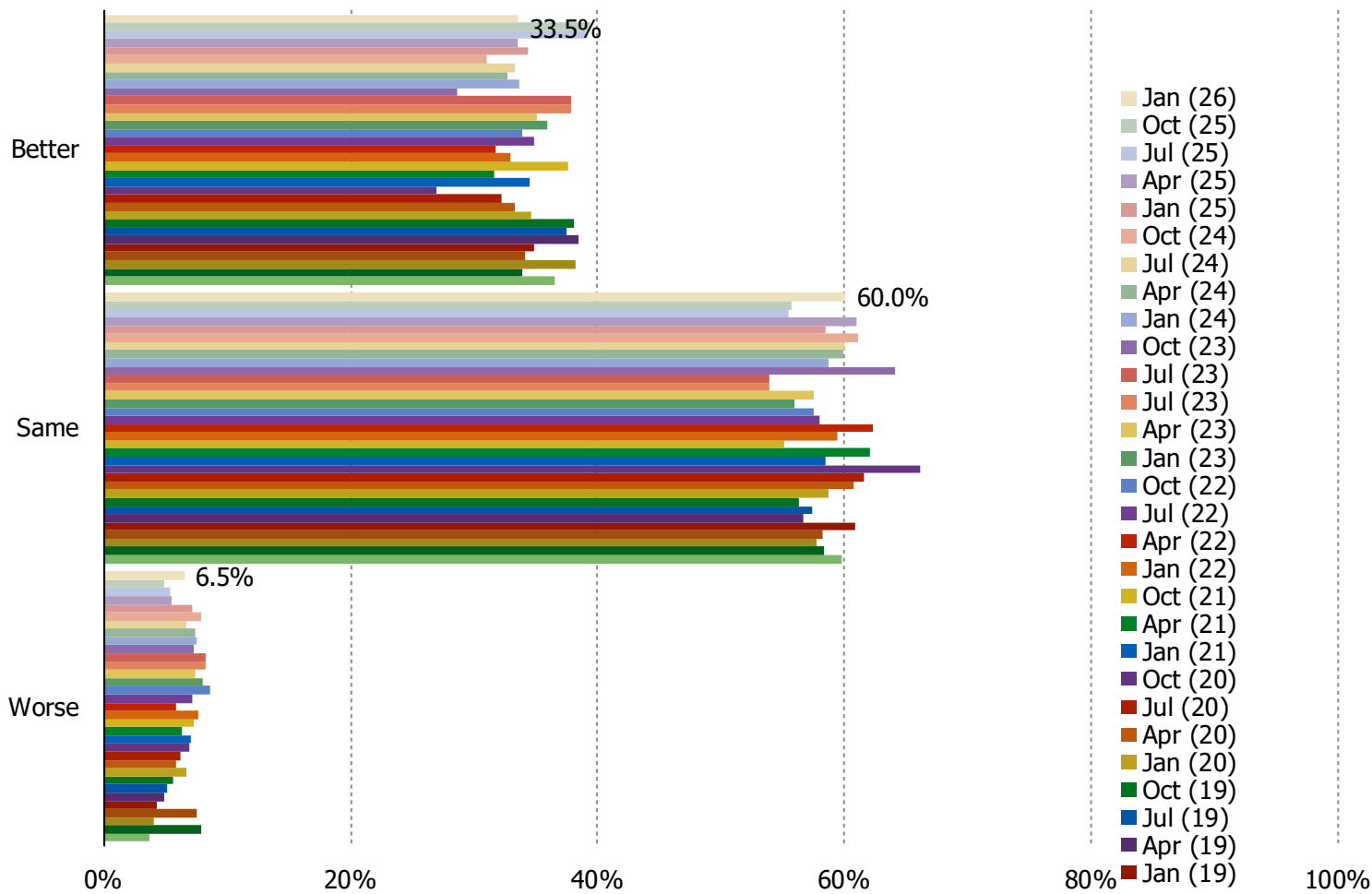
HAVE YOU NOTICED ANY CHANGES TO NETFLIX'S CONTENT OVER THE LAST SIX MONTHS?

Posed to Netflix subscribers.



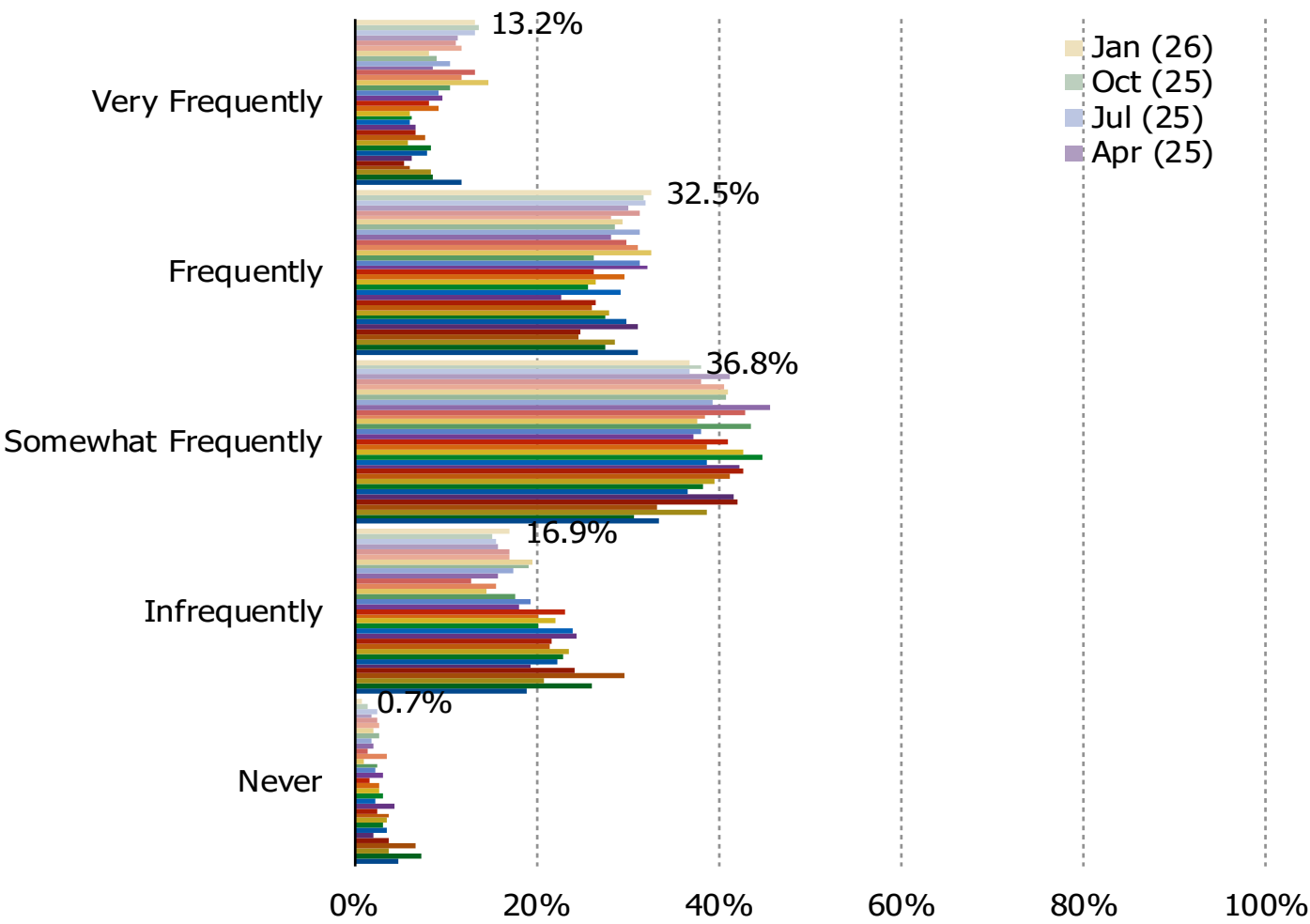
HOW DO YOU COMPARE NETFLIX ORIGINAL CONTENT SHOWS AGAINST SHOWS YOU VIEW ON OTHER NETWORKS OR SERVICES?

Posed to Netflix subscribers.



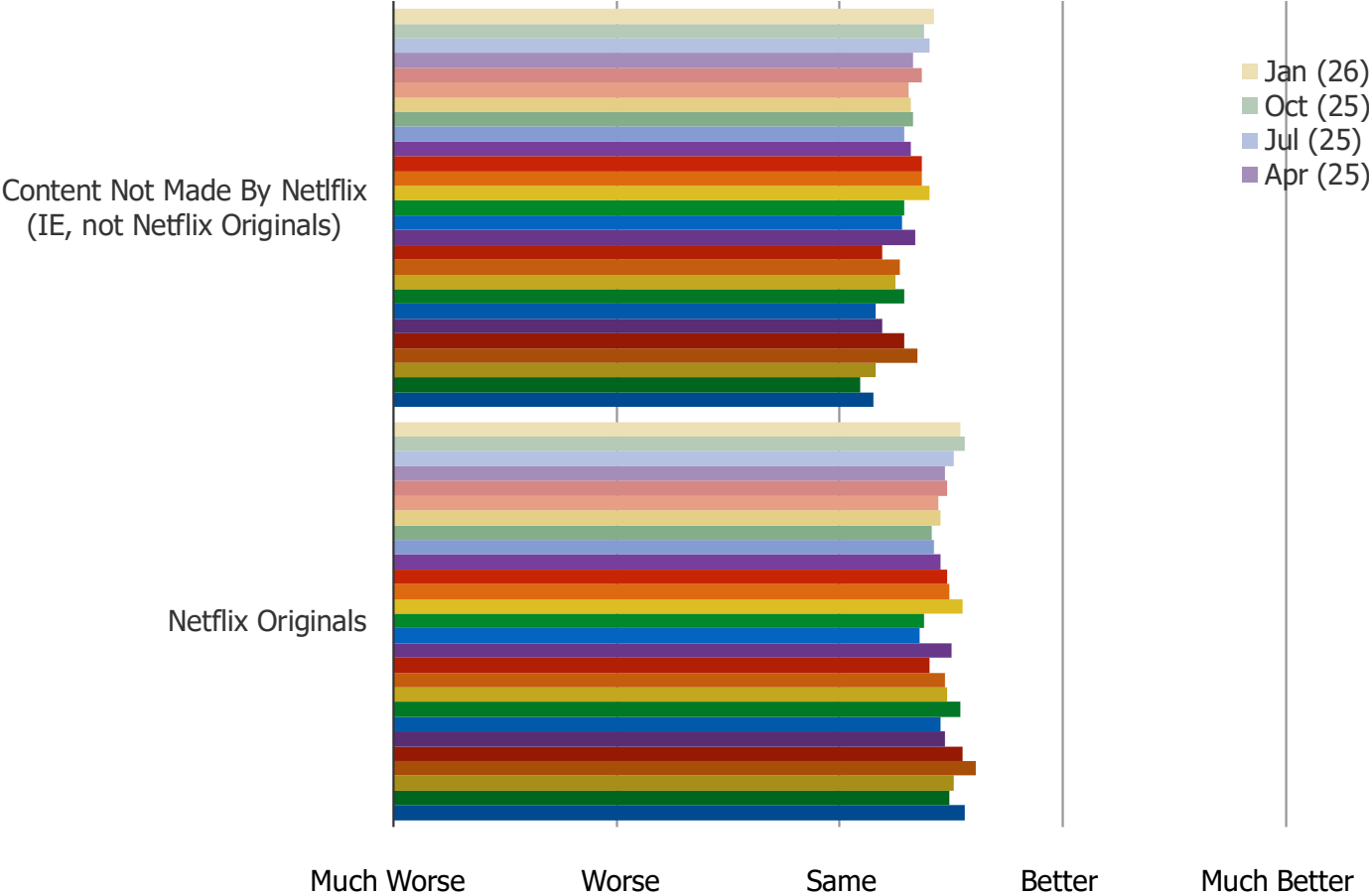
HOW OFTEN DO YOU WATCH NETFLIX ORIGINAL CONTENT SHOWS?

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?

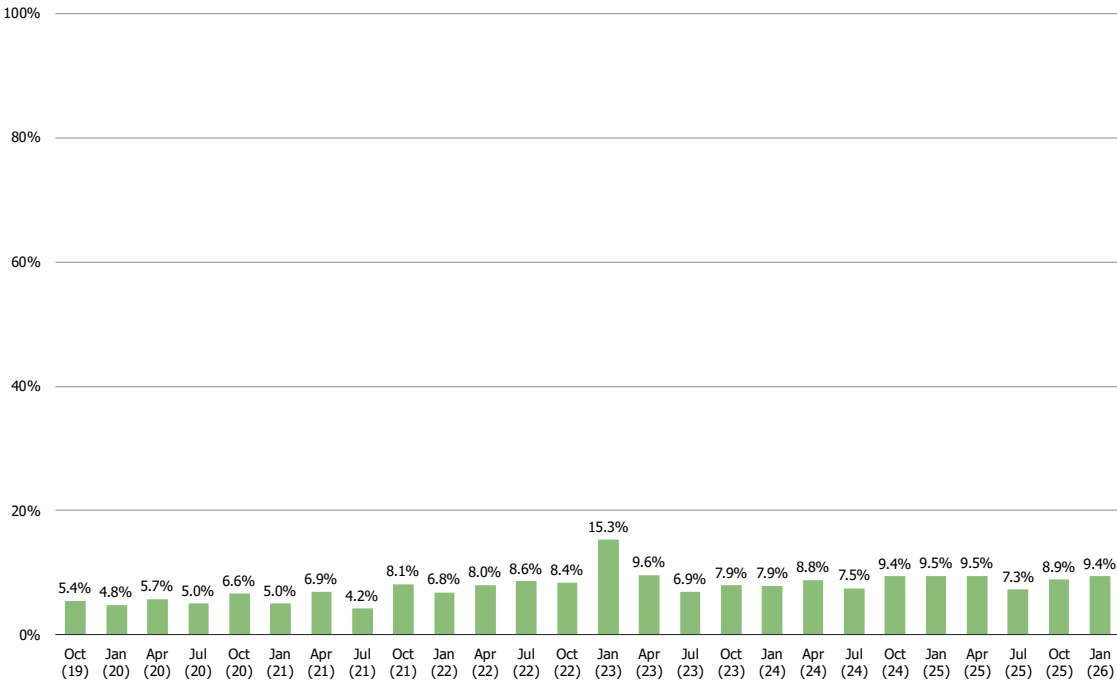
Posed to Netflix subscribers.



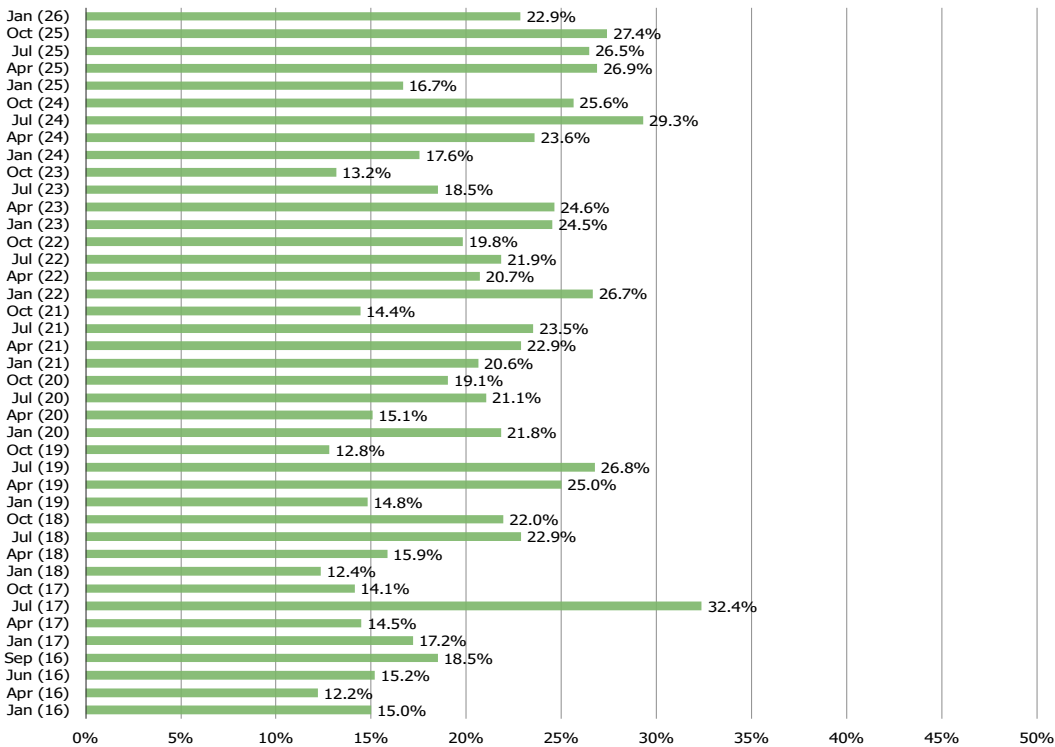
CYCLING IN AND OUT OF NETFLIX

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.



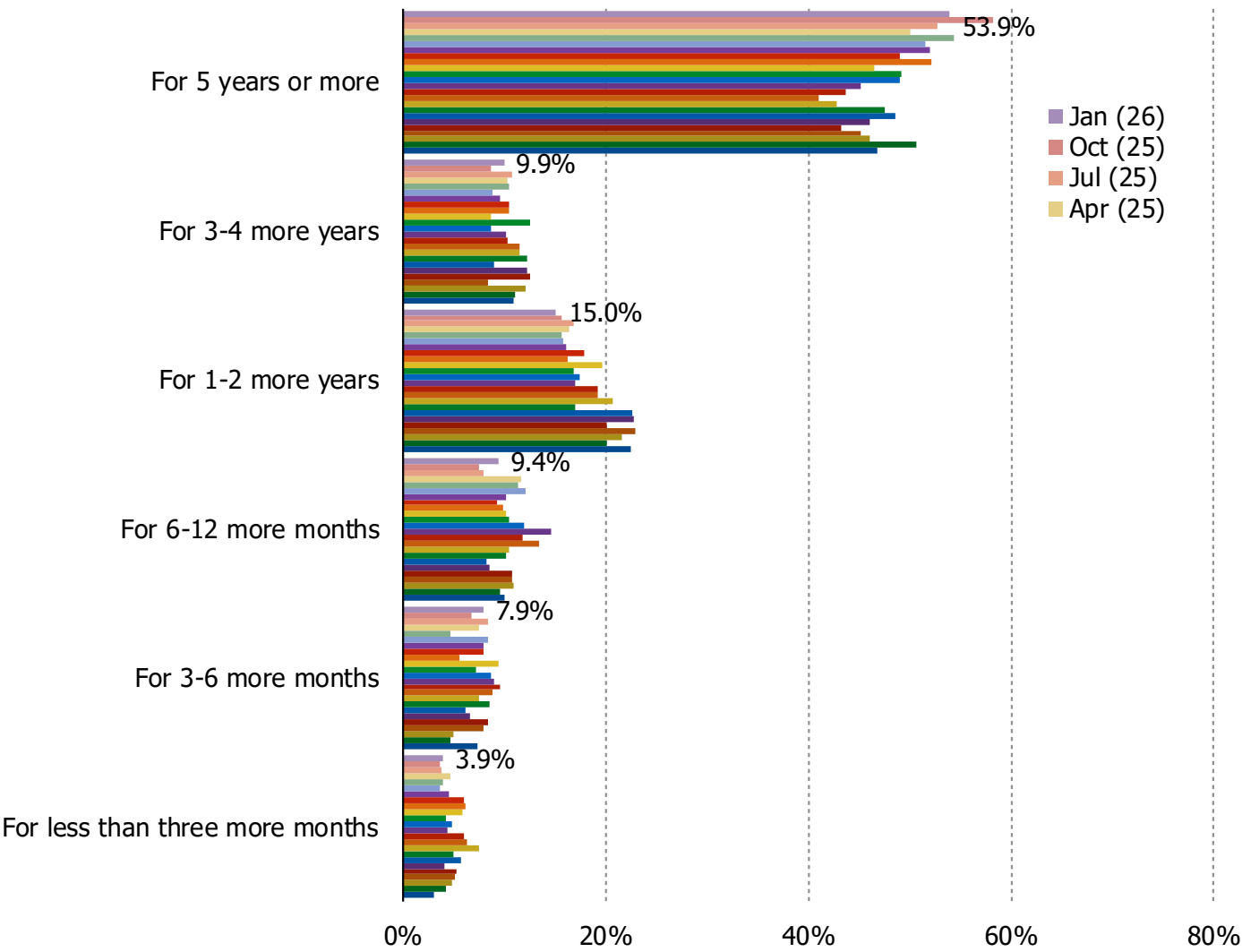
NFLX CHURN

Posed to Netflix subscribers.



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.

