Methodology and Amazon for its variety

Knowingly or unknowingly, streaming

Perception Personalities

87% say they are turning to free services, contributing to differing use between

Free streaming platforms may be

they spend over half of their viewing

costume consume content.

Deja Vu All

However, live content remains a player, with live sports and live news ranking in
cable/satellite.

under 35, the cord likely never existed,

Consumers under 55 have largely left the

options.

G/O Media's research confirms this with

for conquest.

A Moving Target

Every service is competing for a limited amount of money and more importantly, time.

More than half say they have already cancelled

maximum number of services is 2 to 3 or less.

over half of streaming consumers say that their

sentiments now that so many have sampled

streaming services understand consumer

As the lockdown lightens, it is critical that

levels of paying that their elders accepted.

Given this generation has grown up in a world where more free

content/series

New original

releases, and older TV favorites being

shows being ranked over new movie

original series content and new television

Amongst respondents,

will continue to drive subscriptions.

The perceived prestige gap between movies and television

G/O Media Insight:

Providers need to think creatively about building brand loyalty,

G/O Media Insight:

As those under the age of 35 spend 20%

However, it may be the next to go

G/O Media Insight:

over 9 in 10

illustrates that users have a limited

capacity/limit

A closer look at consumer "capacity"

Here, the early mover advantage

personas (Netflix, Amazon Prime) while

more divergent range of streaming

services is pretty clear today. What may not be obvious is that in order to

"I am paying for original shows that are available the same day they are released"

or

"We have to carefully decide what service we subscribe to, otherwise we just end up with a deeply

content诅咒/series

The percieved prestige gap between movies and television

G/O Media Insight:

consumers say that their

concerns are open to adding or switching.

playing catch up with the more established services.

content available".

Respondents were asked to rate their opinion on advertising on a 10 point

9.78% 8.68% 8.50%

among the most important reasons why

most people, but establishing a content expertise—and a brand

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