Video Streaming Report

Understanding the streaming consumer and how to stay competitive

Report Summary
The HarrisX Video Streaming report dives deep into the expanding streaming market, exploring how streaming fits into the home ecosystem as a replacement or complement to paid TV, measuring usage of all major service providers (including current and past usage along with consideration), examining profiles of streamers vs. non-streamers, and identifying what strategies align with future shifts in this fast-changing market.

Business Questions Answered
✓ What is the overall landscape of the streaming market?
✓ What growth and retention opportunities exist?
✓ What is driving purchase decisions for streaming services?
✓ What is the perception and satisfaction of streaming service providers?
✓ How do streaming services and consumer usage impact Pay TV service?

Key Metrics
- Market Share
- Customer Demographics
- Purchase Drivers
- Satisfaction and Perception KPIs
- Usage and Preferences

Delivery
- PowerPoint Report

Investment: $10,000

SAMPLE INSIGHTS
Intent to subscribe is similar for Netflix, Amazon, Hulu Live, YouTube TV, and Spectrum TV among consumers who are aware of each streaming service but don’t use it

At the time of streaming service sign-up, ~12% of streamers either removed channels or discontinued their Pay TV service

Client Benefits
Streamng Service Providers
Gain competitive intelligence
Increase acquisition and retention efforts

Pay TV Service Providers
Increase retention efforts
Innovate service offerings

Device Manufacturers
Identify partnership opportunities
Optimize marketing and product development strategies

Intent to subscribe

<table>
<thead>
<tr>
<th>Service</th>
<th>Aware of Service</th>
<th>Don’t Use it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netflix</td>
<td>11%</td>
<td>10%</td>
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<tr>
<td>Amazon</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>Hulu Live</td>
<td>10%</td>
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<tr>
<td>YouTube TV</td>
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<td>Spectrum TV</td>
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<tr>
<td>HBO NOW</td>
<td>8%</td>
<td>7%</td>
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<tr>
<td>DirecTV Now</td>
<td>6%</td>
<td>5%</td>
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<tr>
<td>Hulu</td>
<td>5%</td>
<td>4%</td>
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<tr>
<td>Vue</td>
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<tr>
<td>Sling</td>
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<tr>
<td>Vudu</td>
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<tr>
<td>Fubo TV</td>
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</tbody>
</table>

Usage and Preferences

- 79% No Change
- 7% Added channels/services
- 5% Removed channels/services
- 7% Discontinued my service
- Not sure
- Other

HarrisX is a boutique market research and consulting services company focused on telecom, media, and technology with focus in syndicated survey research, claims substantiation studies, retail analytics, message testing, and passive behavior measurement.