

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

Client Benefits

Streaming 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

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

