

Digital Subscriptions - UK - 2022

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This report looks at the following areas:

- Type of digital subscription that consumers have, including video streaming, music streaming, game streaming, newspapers and magazines, e-books and more.
- Which video streaming and audio streaming services people are subscribed to.
- Which digital subscriptions people have cancelled in the last year.
- The factors in the decision to keep one video streaming service over another.
- Attitudes towards free trials in digital subscriptions, monthly compared to yearly payments, sharing login details and more.

People who consider themselves to be struggling financially are actually more likely to have a video streaming service (62%) than those who consider themselves to be in a healthy financial position (44%). This indicates that as more consumers feel the strain of the cost of living crisis, many will actually turn to video streaming services as a good-value for money form of entertainment and escapism.

The impact of inflation is affecting even the highest income earners, as 55% of digital subscribers with a household income of £50,000 or over say the rising cost of living is making them consider cancelling a digital subscription. People do, though, highly value their subscriptions, with 42% of digital subscribers expecting to prioritise subscriptions over other leisure expenses during the next year, indicating many subscription offerings will perform better than expected. The cost of living crisis will inevitably still result in fiercer competition between digital subscription services, as people are financially forced to make decisions about which services they prioritise.

44% of digital subscribers share their login details with friends or family and Netflix has said the ability to do this is hindering its growth significantly. The company is experimenting with charging a fee for sharing account details



“Many digital subscribers see their subscriptions as a key part of their life and will be prioritising them over other leisure expenses during the next year.”

– Zach Emmanuel, Consumer Technology Analyst

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outside of the home in several South American countries. If this strategy goes worldwide, and other video streaming subscriptions also begin to crack down further on password sharing, it will make it harder for people to have access to multiple streaming services.

With consumers becoming more budget conscious, subscription services are likely to introduce more tier options, to attract a wider range of subscribers. This can include cheaper ad-supported tiers (as Netflix and Disney+ are set to introduce) or tiers based on levels of content or features.

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