

Attitudes towards Video and TV - UK - August 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Competition within the video subscription streaming market is set to increase considerably over the coming years as major new players, from Apple to YouTube, introduce new services. Many of these services look as if they will be combining TV content with other media formats, including music, which could help boost their appeal against market leader Netflix”.

- **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- Many new subscription services to enter market and challenge Netflix's crown
- Voice activation is the next step for TV discovery

The trend towards on-demand viewing has continued over the last year, with Ofcom reporting that for the first time the number of people in the UK with a subscription streaming service is greater than those with a pay-TV subscription. Linear broadcasts still, though, account for the majority of TV viewing with Mintel's research showing that 88% of people have watched live TV in the last three months, compared to 54% who have watched on-demand services. Live TV has had a particularly positive in summer 2018 as a result of the FIFA World Cup and the success of reality TV shows such as *Love Island*.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

England's World Cup run boosts live TV viewing figures

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Some 71% of TV viewing is of broadcast television
 Pay-TV revenue falls
 Subscription streaming services grow revenue by 35% in 2017
 Factual TV genres further grows its audience share
 Fox and Comcast bid to take over Sky
 BBC and Channel 4 to launch bid for UKTV

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 Apple set to launch a video streaming service
 Sky and Netflix agree new partnership

Launch Activity and Innovation

BT and Sky retain Premier League rights ...
 ... as Amazon enters the game
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 Disney to launch a subscription streaming service in US
 BBC, Channel 4 and ITV reportedly in talks to launch combined streaming service
 YouTube introduces new subscription service YouTube Premium
 Apple set to launch a video streaming service
 Sky and Netflix agree new partnership

The Consumer – What You Need to Know

Nearly nine in 10 watch live TV

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Subscriptions streaming is the main way people watch TV on-demand
 More than eight out of 10 subscription users watch Netflix
 More than half of TV viewers are struggling to choose what to watch
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 Younger people are actively looking for more diverse casts

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More than a third of TV viewers look for additional content
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Figure 21: Attitudes towards watching TV (statements answered "yes" to), by age, June 2018

- Younger people have a greater preference for short TV adverts
- Voice activation is beginning to play an important role in discovery
- Younger people are actively looking for more diverse casts

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

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