

Digital Video - US - June 2019

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This report looks at the following areas:

- Video entertainment market and landscape
- Streaming services used
- Streaming devices used
- Price sensitivity analysis on the "ideal" streaming service
- Video streaming behavior

With more than 200+ streaming services currently available, consumers have more options and flexibility to select their preferred entertainment package than ever before. In a crowded competitive environment, brands will need to succeed on visibility, content and pricing to win over consumers in the digital video space.



"Streaming and downloading digital videos is the fastest growing medium for video content consumption in the US. Consumers are increasingly cutting cable TV and satellite TV packages for more convenient and affordable streaming services for their video entertainment needs."

- **Buddy Lo, Senior Technology Analyst**

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- Overview and top takeaways
- The issues
- Four in 10 consumers still don't use an on-demand streaming service

Figure 1: Video services used, April 2019

- Video streaming behaviors indicate brands need to compete on content and value

Figure 2: Video streaming behaviors, April 2019

- An optimal price point of \$20 leaves little room for multiple services

Figure 3: Price sensitivity – Optimal price, April 2019

- The opportunities

- Cable cutting trend continues

Figure 4: Cable and satellite TV subscription and cancellations, by age, October 2017–November 2018

- Streaming services have more positive perceptions than cable TV

Figure 5: attitudes toward video streaming, April 2019

- Binge releases negatively impact social engagement with original content

Figure 6: Stranger Things weekly social media mentions, 2017–18

- What it means

THE MARKET – WHAT YOU NEED TO KNOW

- Seven in 10 consumers still use cable TV or satellite TV
- Binge-releases costing Netflix precious social capital
- In-home 5G could accelerate cable cutting
- Non-original programming gets pricey

MARKET BREAKDOWN

- OTT streaming services catching up to cable and satellite combined

Figure 7: Cable and satellite TV subscription and cancellations, October 2017–November 2018

Figure 8: Video services used, April 2019

Figure 9: T-Mobile acquisition direct mail, April 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 10: T-Mobile Unlimited Plan – Direct mail, September 2018

- **Roku and Amazon Fire sticks lead after-market streaming devices**

Figure 11: Streaming devices owned, October 2017–November 2018

MARKET PERSPECTIVE

- **Netflix’s binge releases undermine social media engagement**

Figure 12: Stranger Things weekly social media mentions, 2017–18

Figure 13: Orange Is the New Black weekly social media mentions, 2017–18

Figure 14: Game of Thrones weekly social media mentions, 2017–18

Figure 15: The Handmaid’s Tale weekly social media mentions, 2017–18

Figure 16: The Walking Dead weekly social media mentions, 2017–18

Figure 17: Ratio of peak social media mentions to average weekly mentions, 2017–18

MARKET FACTORS

- **Younger consumers cancelling satellite and cable**

Figure 18: Cable and satellite TV subscription and cancellations, by age, October 2017–November 2018

- **Market is saturated with over 200 OTT services**

Figure 19: Number of US OTT services, 2013– March 2019 YTD

Figure 20: Roku informational email, December 2018

- **5G and fiber expansion will reduce need for cable internet – thus cable TV**

Figure 21: Verizon Fios online display advertisement, May 2019

Figure 22: Verizon Fios online display ad, April 2019

- **Non-original programming gets more expensive for Netflix**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Netflix remains the dominant OTT streamer in the space**
- **Amazon Prime Video plays distant second fiddle**
- **Disney goes “all in” on streaming**
- **Apple TV+ enters the fray**
- **Smaller streaming services fail to gain traction**

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VIDEO STREAMING AND DOWNLOADING SERVICES

- **Pay-as-you-go relatively minimal**

Figure 23: Video streaming/downloading services used in the past 30 days, October 2017–November 2018

WHAT'S WORKING?

- **Netflix remains the dominant digital video platform**
- **Original programming from OTT services garnering success**
- **Wall Street recognizes the widespread influence of Roku's ecosystem**

WHAT'S STRUGGLING?

- **Smaller streaming services fail to get mainstream traction**

WHAT'S NEXT?

- **Disney goes "all in" with Disney+**
- **WarnerMedia also rolling out its own streaming service**
- **Virtual reality can bring long-distance viewing parties for fans**

Figure 24: Walmart Oculus Go acquisition email, November 2018

THE CONSUMER – WHAT YOU NEED TO KNOW

- **More consumers use OTT streaming services than cable TV**
- **Netflix, Amazon Video and Hulu are top three in streaming services**
- **Optimal price point of \$20 leaves little room for many streaming services**
- **HBO NOW subscribers more content sensitive than the general user**
- **Amazon Prime Video less vulnerable to password sharing**
- **Consumers view streaming more favorably compared to cable**

VIDEO SERVICES USED

- **Streaming services eclipse cable and satellite TV**

Figure 25: Video services used, April 2019

- **Younger men a growth market for sports streaming services and live TV**

Figure 26: Sports and live TV streaming service usage, by gender and age, April 2019

Figure 27: Hulu NBA playoffs informational email, April 2019

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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DEVICE USAGE

- Smart TVs and streaming devices bring streaming to the living room**
 Figure 28: Devices used to watch streaming/downloaded videos in the past seven days, October 2017–November 2018
 Figure 29: Devices used, by video services used, April 2019
- Older consumers more likely to use cable/satellite on traditional TV**
 Figure 30: Cable or satellite TV use, by age, April 2019
 Figure 31: Distribution of age, by devices used, April 2019

OVER-THE-TOP STREAMING SERVICES USED

- Netflix Amazon and Hulu round the top three in streaming services**
 Figure 32: OTT streaming services used, April 2019
- Gen Z and Millennials biggest participants in video streaming**
 Figure 33: OTT streaming services used, by generation, April 2019
- Starz’ Power draws Black consumers to the service**
 Figure 34: OTT services used – Starz, by race and Hispanic origin, April 2019
 Figure 35: Starz Power renewal email, September 2018
- Majority of consumers use two or more OTT services**
 Figure 36: OTT streamers, by number of streaming services used, April 2019
 Figure 37: OTT streaming services used, by number of OTT streaming services used, April 2019
- Younger consumers use more OTT services, regardless of income**
 Figure 38: Distribution of age and household income, by number of OTT streaming services used, April 2019

DIGITAL TV SERVICES USED

- High churn rate likely among live TV streaming**
 Figure 39: Digital TV services used, April 2019
 Figure 40: Video services used, by streamers and free trial subscribers, April 2019

VIDEO STREAMING BEHAVIORS

- Behaviors point to value and content-oriented users**
 Figure 41: Video streaming behaviors, April 2019
- Account sharing more prevalent among younger consumers**

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 42: Video streaming behaviors – Account sharing, by age, April 2019

Figure 43: Distribution of age and household income, by account sharing behavior, April 2019

Figure 44: Video streaming behaviors – Account sharing, by age and household income, April 2019

- **25-34 year olds want popular reruns**

Figure 45: Video streaming behaviors – Repeat viewing and cancellations, by age, April 2019

- **Brace yourselves, HBO cancellations are coming**

Figure 46: Video streaming behaviors – Repeat viewing and cancellations, by OTT streaming services used, April 2019

- **Amazon at the least risk of account sharing**

Figure 47: OTT services used, by account streaming behavior, April 2019

DIGITAL VIDEO – PRICE SENSITIVITY ANALYSIS

- **Optimal price point on streaming content leaves room for three to four services**

Figure 48: Price sensitivity – Optimal price, April 2019

- **Black consumers willing to pay more for their ideal content**

Figure 49: Price sensitivity of ideal digital video package, by race and Hispanic origin, April 2019

ATTITUDES TOWARD VIDEO STREAMING

- **Streaming viewed favorably compared to cable**

Figure 50: Attitudes toward video streaming, by age, April 2019

- **Sports streaming an opportunity to promote social streaming**

Figure 51: Attitudes toward video streaming – Social streaming, by video services used, April 2019

- **Specialized services appeal to multicultural audience**

Figure 52: Attitudes toward video streaming – Specialized service, by race and Hispanic origin, April 2019

- **Streaming original movies fall short of younger viewers’ expectations**

Figure 53: Attitudes toward video streaming – Streaming vs Hollywood, by age, April 2019

CONSUMER SEGMENTATION – ATTITUDES TOWARD VIDEO STREAMING

- **Four segments of consumers identified based on attitudes toward video streaming**

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Executive Summary

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Figure 54: Consumer segmentation – Attitudes toward video streaming, April 2019

Figure 55: Video services used, by consumer segments, April 2019

Figure 56: OTT services used, by consumer segments, April 2019

Figure 57: Number of OTT streaming services used, by consumer segments, April 2019

- **Cost Cutters**

- **Characteristics**

Figure 58: Profile of Cost Cutters, April 2019

- **Opportunities**

Figure 59: Attitudes toward video streaming – Payments, by consumer segments, April 2019

- **Traditional Viewers**

- **Characteristics**

Figure 60: Profile of Traditional Viewers, April 2019

- **Opportunities**

Figure 61: Attitudes toward video streaming – Streaming vs cable and on the go, by consumer segments, April 2019

- **Cord Cutters**

- **Characteristics**

Figure 62: Profile of Cord Cutters, April 2019

- **Opportunities**

Figure 63: Attitudes toward video streaming – Streaming vs cable and on the go, by consumer segments, April 2019

Figure 64: Video streaming behaviors, by consumer segment, April 2019

- **Content Hungry Viewers**

- **Characteristics**

Figure 65: Profile of Content Hungry Viewers, April 2019

- **Opportunities**

Figure 66: Video streaming behaviors, by consumer segment, April 2019

Figure 67: Attitudes toward video streaming – Streaming vs. Hollywood, by consumer segments, April 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Consumer survey data**
- **Direct marketing creative**
- **Abbreviations and terms**
- **Abbreviations**

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Infographic Overview

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APPENDIX – THE CONSUMER

Figure 68: Cable and satellite TV subscription and cancellations, by gender and age, October 2017–November 2018

Figure 69: Number of weekly Instagram, Twitter and Pinterest mentions, by program, 2017–2018

What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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