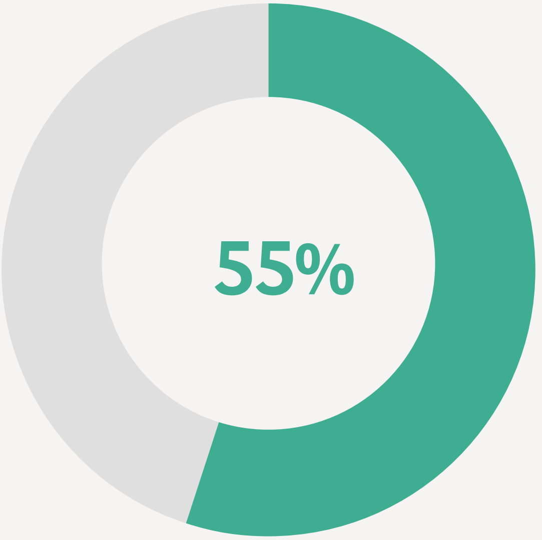
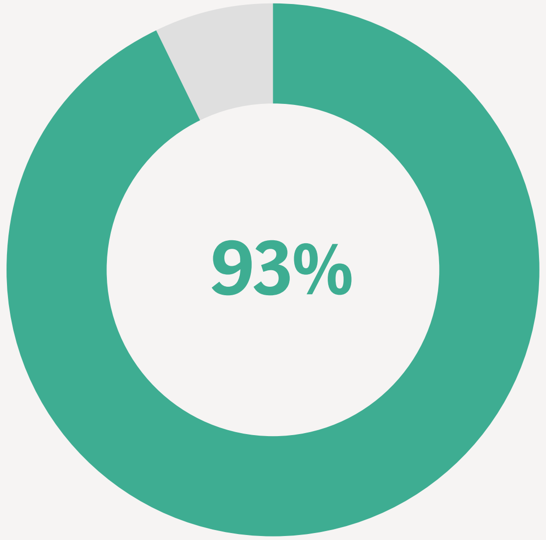
Streaming Viewers Aren't Going Anywhere

APRIL 2021

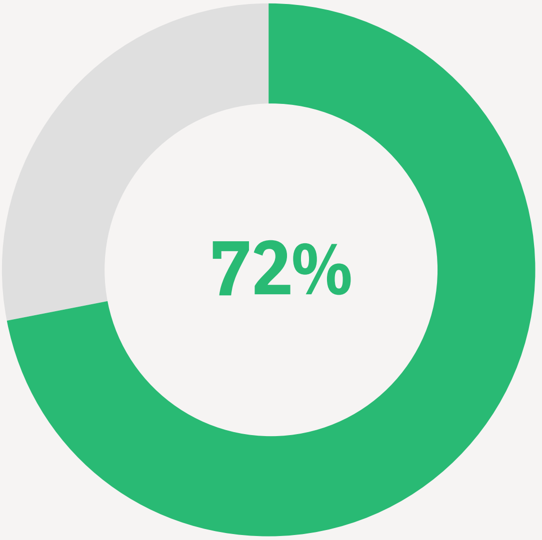
The pandemic's effects on video-streaming habits are far-reaching and here to stay



of respondents spend more time watching content via streaming services than they would have if not for the pandemic



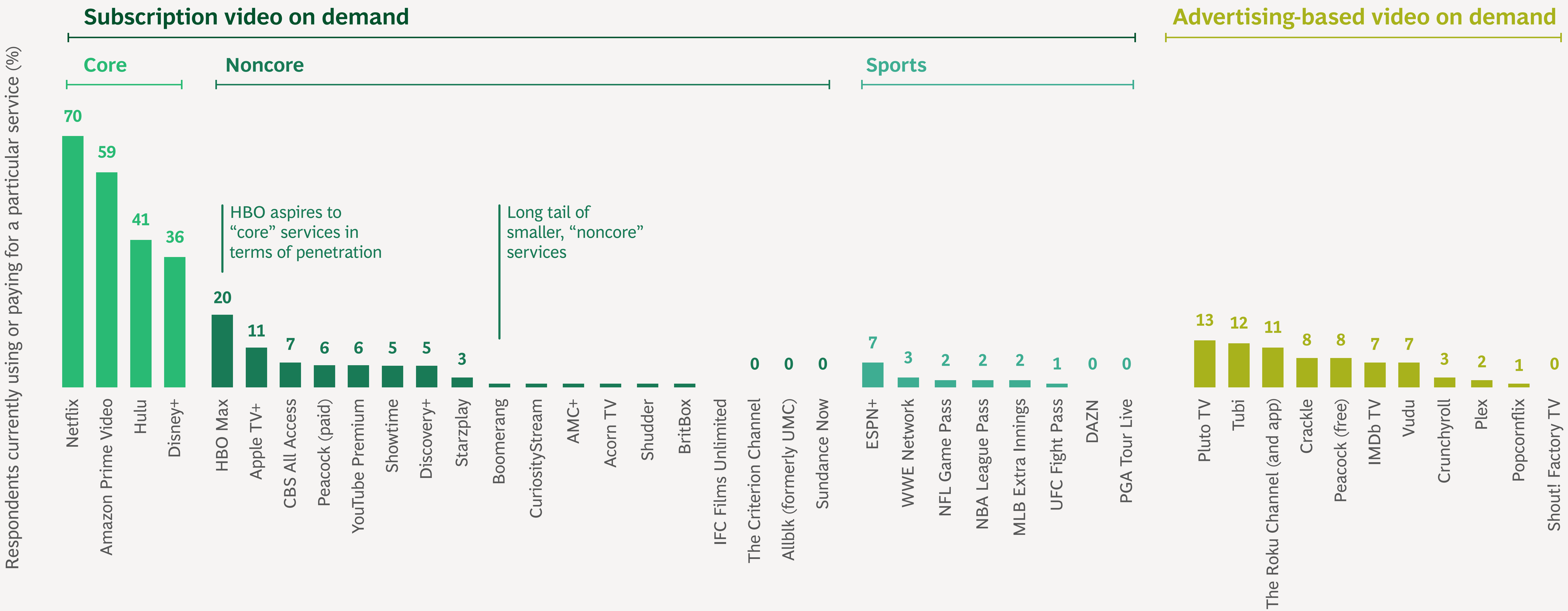
of respondents claim to be using the same number of services as—or a higher number than—they would have if not for the pandemic



of respondents expect to spend the same or more time watching content via streaming services once pandemic-related restrictions ease

Source: BCG consumer survey of approximately 2,000 users of over-the-top media services, February 2021.
Note: This research is based on a set of streaming services selected for the purpose of the survey; not all streaming services are accounted for. All figures are rounded.

User penetration is concentrated in core subscription services, with a long tail of noncore services



Source: BCG consumer survey of approximately 2,000 users of over-the-top media services, February 2021.
Note: This research is based on a set of streaming services selected for the purpose of the survey; not all streaming services are accounted for. Core refers to the four leading over-the-top media services, in terms of user penetration. CBS All Access is now Paramount+.

Advertising-based services are seeing an increase in usage

Advertising-based video viewership is up more than

300%

Average number of advertising-based video services per person

PRIOR RESEARCH

0.2
Prepandemic

0.2
During the pandemic

BCG'S CONSUMER SURVEY (2021)

0.7

The increase is driven by the rise in usage of such services as The Roku Channel, Vudu, IMDb TV, Plex, Popcornflix, and Shout! Factory TV—as well as their inclusion in this year's survey.

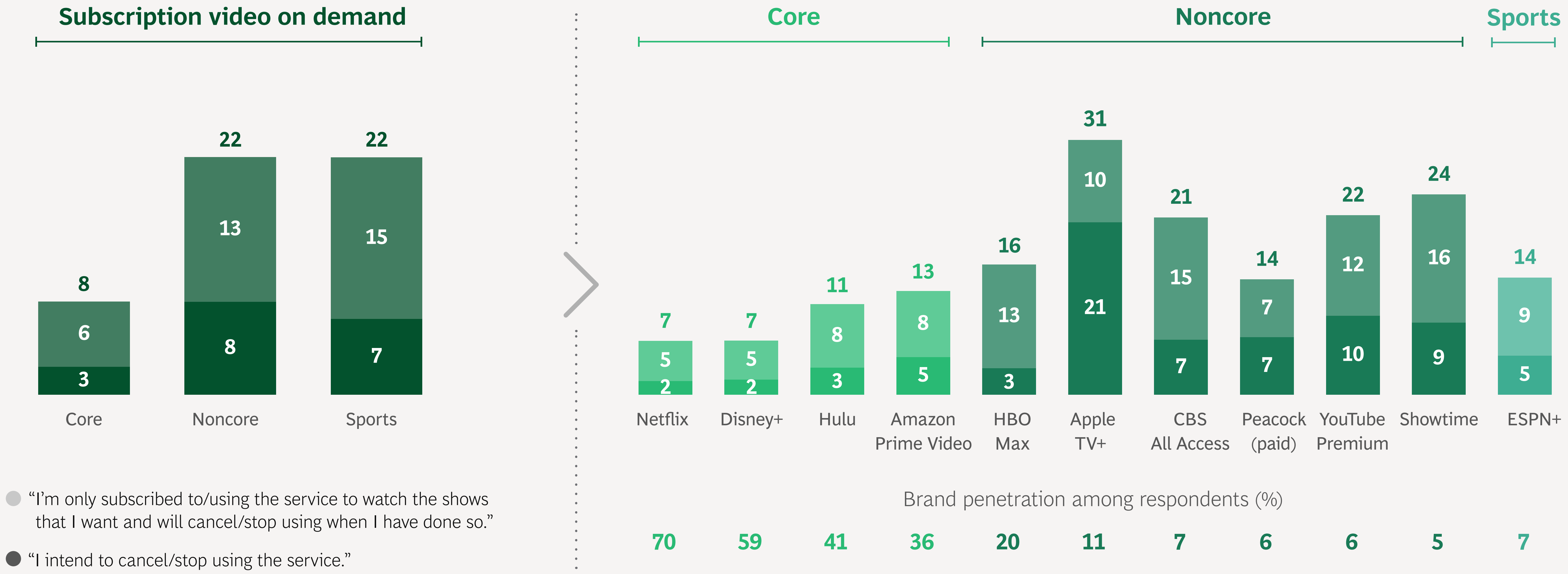
Sources: BCG consumer survey of approximately 2,000 users of over-the-top media services, February 2021; prior BCG analysis.
Note: This research is based on a set of streaming services selected for the purpose of the survey; not all streaming services are accounted for. Methodology, services, and the number of services represented differ between analyses shown.

Ad-based video services are more popular among users of four or more streaming services

User penetration by service Respondents currently using or paying for a service (%)		Users of one OTT service (%)	Users of two or three OTT services (%)	Users of four or more OTT services (%)
Pluto TV	13	2	6	23
Tubi	12	3	6	22
The Roku Channel (or app)	11	2	5	20
Crackle	8	1	3	16
Peacock (free)	8	2	5	14
IMDb TV	7	0	2	15
Vudu	7	1	2	15

Source: BCG consumer survey of approximately 2,000 users of over-the-top media services, February 2021.
Note: This research is based on a set of streaming services selected for the purpose of the survey; not all streaming services are accounted for. All figures are rounded. OTT = over-the-top media service.

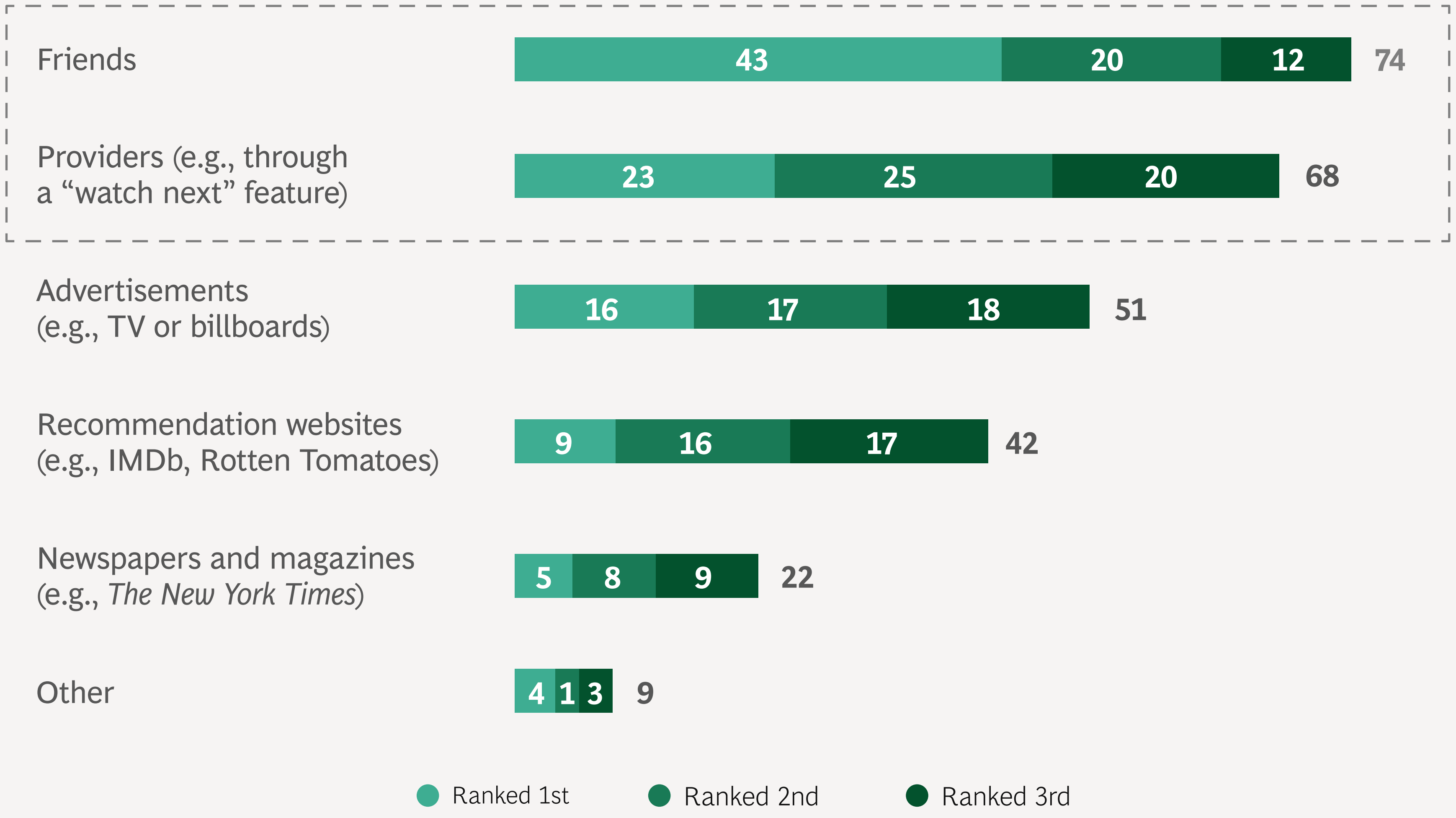
Noncore and sports-related services are at the greatest risk of cancellation



Source: BCG consumer survey of approximately 2,000 users of over-the-top media services, February 2021.
Note: This research is based on a set of streaming services selected for the purpose of the survey; not all streaming services are accounted for. Core refers to the four leading over-the-top media services, in terms of user penetration. Figures are rounded, which accounts for apparent discrepancies in totals. CBS All Access is now Paramount+.

Users are most likely to get their streaming recommendations from friends and providers

Respondents' ranking of their top three content-recommendation sources (%)



74% of respondents selected friends' recommendations as one of the top reasons behind content selection

43% of respondents ranked these recommendations as the primary reason

Source: BCG consumer survey of approximately 2,000 users of over-the-top media services, February 2021.
Note: Respondents were asked: "How do you typically find recommendations on what to watch when you are about to watch something via one of your streaming services?" Figures are rounded, which accounts for apparent discrepancies in totals.

The key takeaways for video service providers

Customer retention is paramount—especially for new customers. Switching is easy, and the willingness to do so is high.

Content is still king. Viewers will keep their subscriptions if platforms offer more content they want to watch.

Discoverability counts. Providers need to stand out to gain attention.

Free may be a winning strategy. The success of ad-based video on demand indicates the advertising model is back.

Source: BCG analysis.