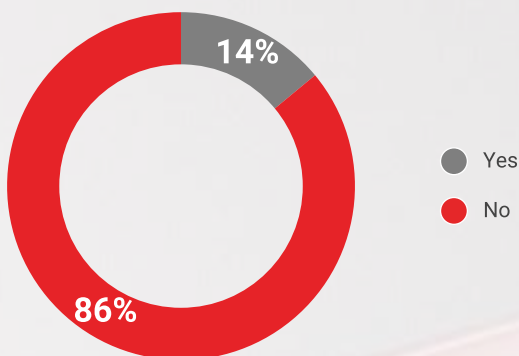


LoopMe Consumer Snapshot: Streaming Services

LoopMe surveyed 2,922 UK consumers on 26-30 April 2022 to understand intent to subscribe to streaming services. We also analysed which streaming services consumers use, when they last cancelled a streaming service subscription and whether consumers would keep their Netflix subscription if it became ad-funded.

Do you subscribe to video streaming services?



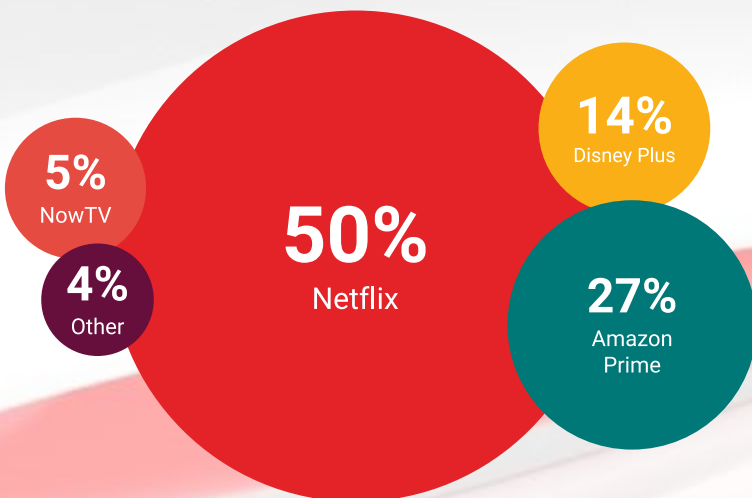
14%

of consumers subscribe to video streaming services.

1 in 2

consumers use Netflix.

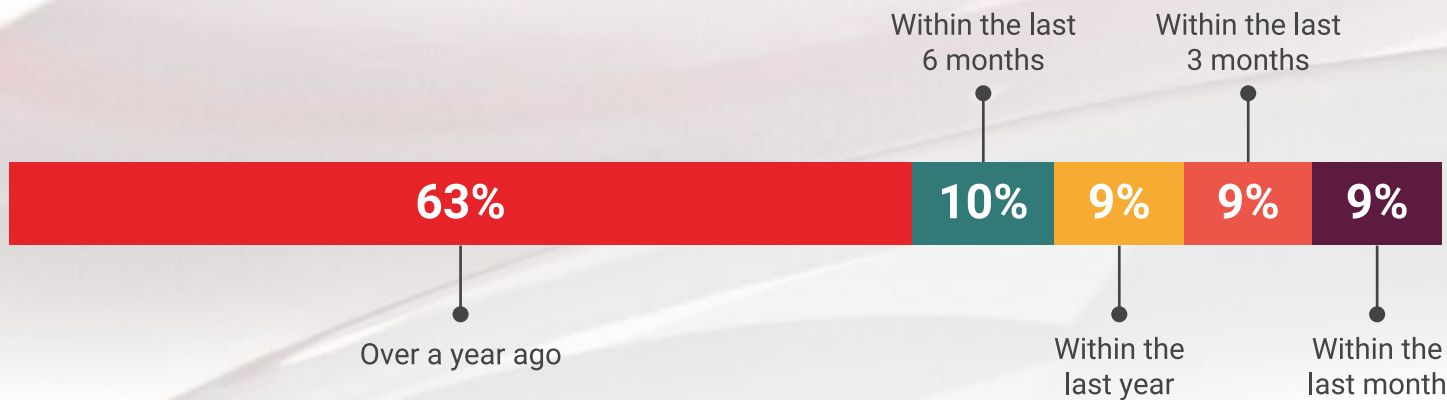
Which streaming services do you use?



27%

of consumers use Amazon Prime.

When did you last cancel a subscription to a streaming service?

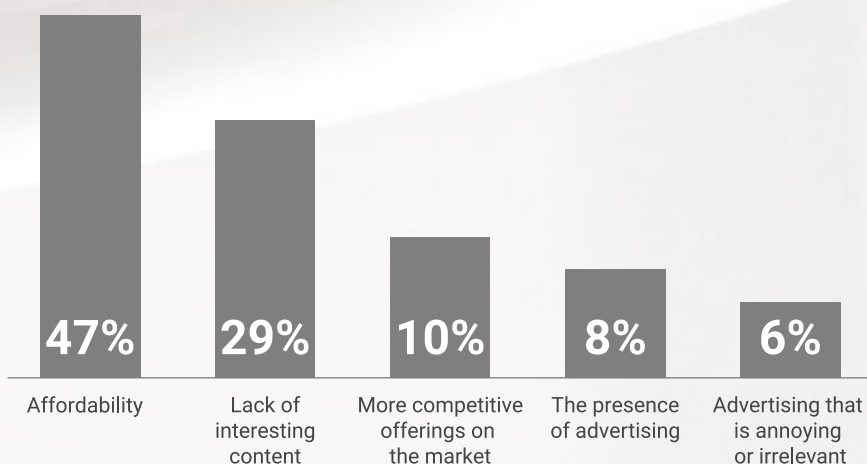


9% of consumers have cancelled a streaming service subscription within the last month.

63% of consumers have cancelled a streaming service subscription over a year ago.

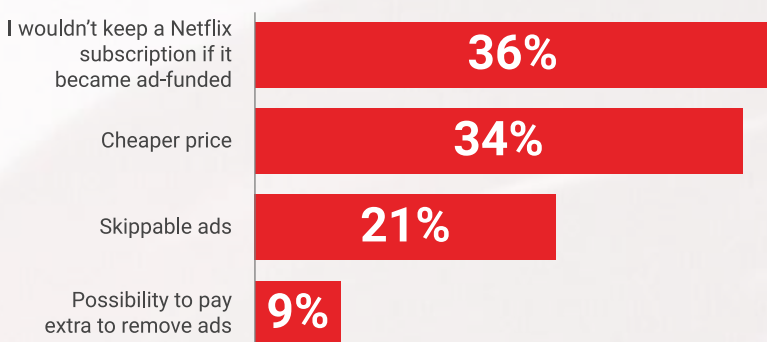
Affordability was the biggest reason for cancelling a streaming subscription among **47%** of consumers.

What is the biggest reason you would cancel a streaming subscription?



29% of consumers revealed lack of interesting content would be their key reason for cancelling a streaming subscription.

Under what circumstances, if any, would you keep a Netflix subscription if it became ad-funded?



36%

of consumers would not keep a Netflix subscription if it became ad-funded.

34%

of consumers would keep a Netflix subscription if it became ad-funded for a cheaper price.