



Emerging Video Services 2023

Table of Contents

Objectives/Overview/Methodology	2-4
SVOD Services	
Key Findings and Trends	5-7
Overview of Results	8-47
Overall SVOD Households and Streaming Compared to Previous Years	
Netflix Households Compared to Previous Years	
Demographics of those with Netflix Compared to Previous Years	
Satisfaction with Netflix and Likelihood to Stop Subscribing	
Netflix Streamers Compared to Previous Years	
Netflix Service Plans	
Devices that Netflix is Watched on	
Interest in Netflix with Commercials	
Amazon Prime Households Compared to Previous Years	
Prime Video Streaming Compared to Previous Years	
Hulu Households Compared to Previous Years	
Hulu Streaming and Satisfaction	
Combined SVOD Services by Age, Income, and Pay-TV Subscription	
Combined SVOD Streamers by Age, Income, and Pay-TV Subscription	
Combined SVOD Services and Streaming Compared to Previous Years	
Share SVOD Services with Others Outside the Household	
Demographic Comparisons of SVOD Services	
SVOD and Other DTC Services	
Number of SVOD/DTC Services per Household	
DTC Services by Age, Income, and Pay-TV Subscription	
Use of Various DTC Services	
Sources Used to Pay for Streaming Services in the Past Year	
Interest in Bundling Streaming Services	
Expect to have More Streaming Services a Year from now	
Likelihood to Stop Subscribing to Various DTC Services	
Use of Various AVOD Services	
Video on Mobile Phones	
Key Findings and Trends	48-49
Overview of Results	50-62
Mobile Phone Ownership Compared to Previous Years	
Smartphone Ownership Overall, by Age and by Income Compared to Previous Years	
Watched Video on a Mobile Phone in the Past Month Overall Compared to Previous Years	
Watched Video on a Mobile Phone by Age and by Income Compared to Previous Years	
Where Mobile Phone Video is Usually Watched	
Types of Mobile Phone Video Watched Compared to Previous Years	
Importance of Video Services as Part of a Mobile Phone Service Plan	
Services Received as Part of Current Mobile Phone Plan	
Frequency of Accessing the Internet on Mobile Phones	
Online Video on Computers	
Key Findings and Trends	63
Overview of Results	64-70
Computers in the Home Compared to Previous Years	
Frequency of Watching Online Video on a Computer Compared to Previous Years	
Frequency of Watching Online Video on a Computer by Age, and Income	
Types of Online Video Watched on a Computer Compared to Previous Years	



Emerging Video Services 2023

Video on Tablets and eReaders

Key Findings and Trends	71
Overview of Results	69-80
Tablet Ownership Overall, by Age and by Income Compared to Previous Years	
Watched Video on a Tablet in the Past Month	
Video-Capable eReader Ownership	
Watched Video on a Video-Capable eReader in the Past Month	
Types of Video Watched on Tablets/eReaders Compared to Previous Years	
Where Tablet/eReader Video is Usually Watched	

Video on Non-TV Devices (Cumulative)

Key Findings and Trends	81
Overview of Results	82-90
Video Watched on Non-TV Devices – Cumulative Total	
Video Watched on Non-TV Devices Compared to Previous Years	
Viewing of any Type of Video on Non-TV Devices by Age and by Income	
Types of Video Watched on Non-TV Devices – Cumulative Total	
Demographic Comparisons of Weekly Video on Non-TV Device Users	
Relationship of Video on Non-TV Devices and Traditional TV Viewing	

Pay-TV and Related Services

Key Findings and Trends	91-92
Overview of Results	93-105
Households Subscribing to a Pay-TV Service	
Distribution of Pay-TV and SVOD Services	
Services Received as Part of Current Pay-TV Services	
Awareness and Use of TV Everywhere	
Awareness and Use of Streaming Services via Pay-TV Set-Top Boxes	
Pay-TV Premium Subscriptions by Category	
TVs in the Household	
Typically Choose to Watch First on TV among Live TV, SVOD, DVR, and on-Demand	
Percent of Total TV Viewing Time per Week among Live TV, SVOD, DVR, and on-Demand	
Mean Hours per Day Watching TV and Video on Non-TV Devices	

Summary and Implications	106-107
--------------------------------	---------