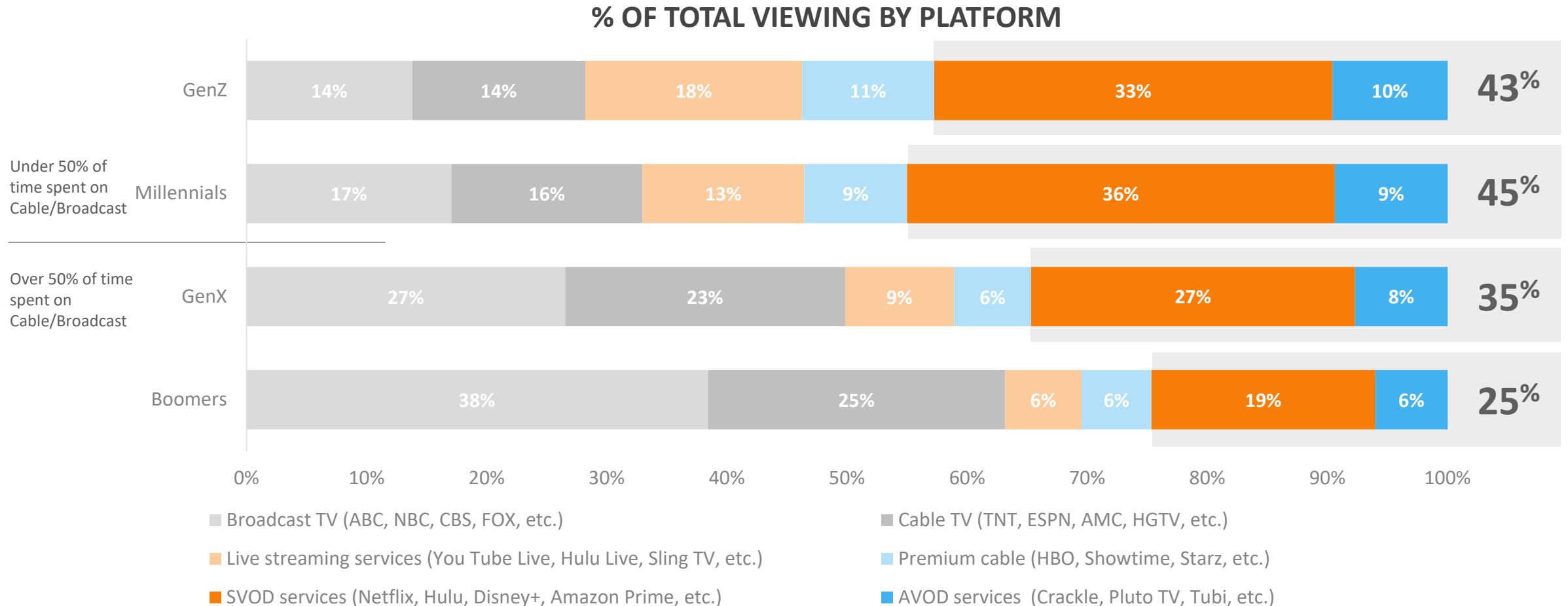


The background of the slide features a curved wall composed of numerous small video screens. Each screen displays a different scene, likely from various streaming services, showing people in different settings and activities. The overall color scheme is a gradient of blue and orange, with the text overlaid in white.

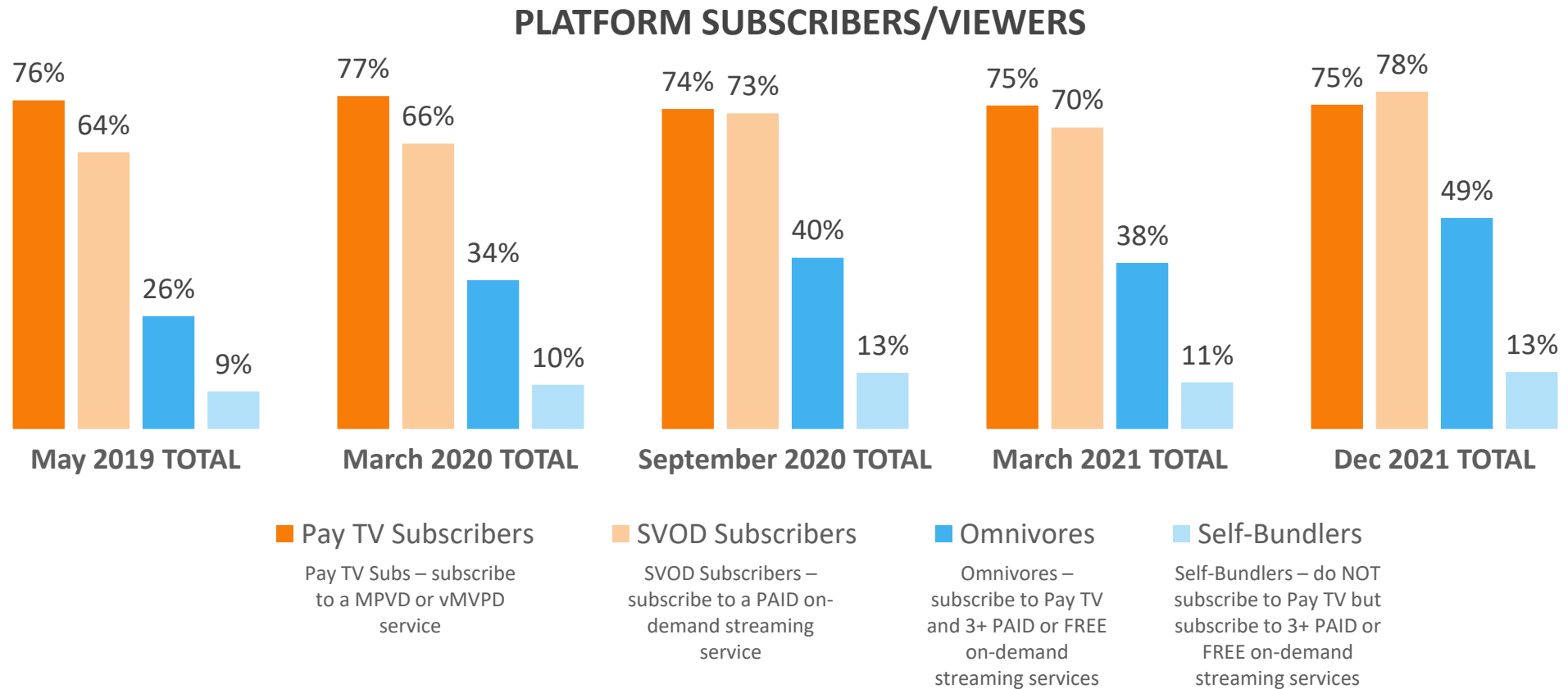
Trends in SVOD – from subscriptions to spend

Jill Rosengard Hill, Executive Vice President

SVOD is the number one platform for viewing among Gen Z, Millennials and Gen X

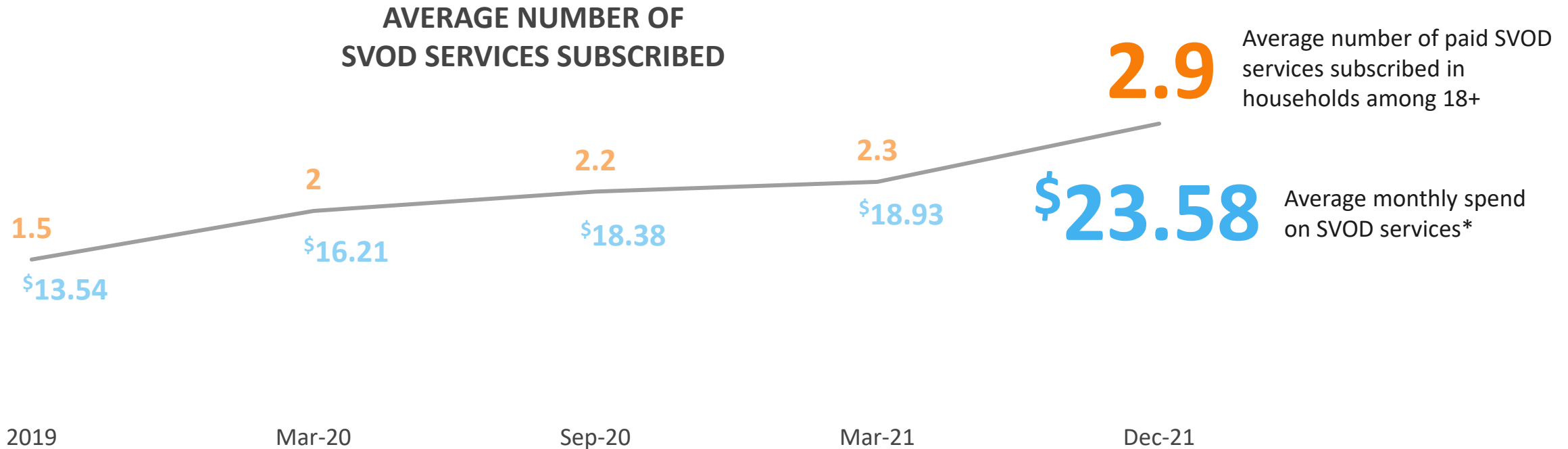


SVOD is now as common to have inside the home as Pay TV services – it's outpacing Pay TV for the first time



Average number of SVOD services subscribed doubled from 2019 to Dec. 2021

Average monthly spend on SVOD services also increased \$10 from 2019 to Dec. 2021



* Removed outliers of greater than \$250

Dec 2021 Video Entertainment Pulse Study – Total 18+ N=2226; Total 2018 18+ N=1600; Total 2019 18+ N=2000; Total 18+ March 2020 N=22232; Total 18+ Sept 2020 N=2244, Total 18+ Mar 2021 N=22 Q5.1.

Do you, or does anyone in your household, subscribe to any of the following ? Select all that apply.

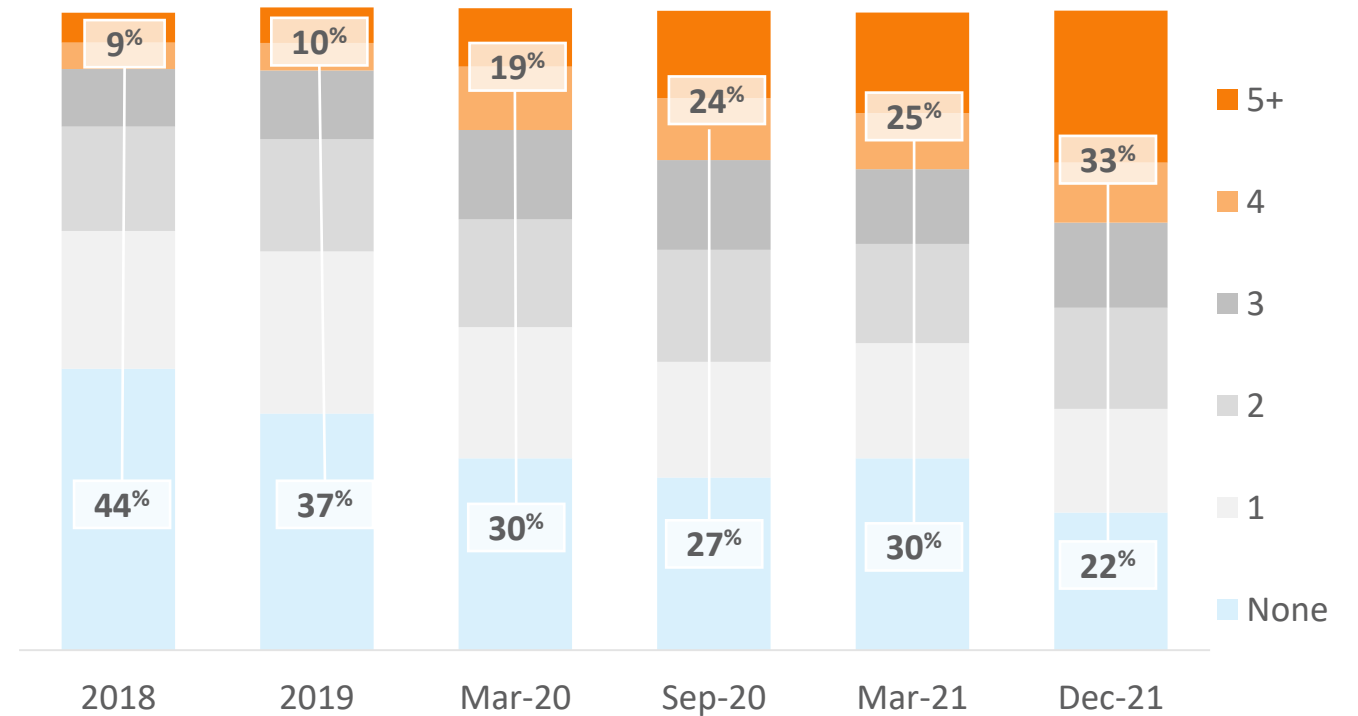
High numbers of SVOD subscriptions has become the norm

There are more consumers today who subscribe to 4+ SVOD services than those who don't subscribe to any

Close to half of consumers subscribe to 3 or more SVOD services

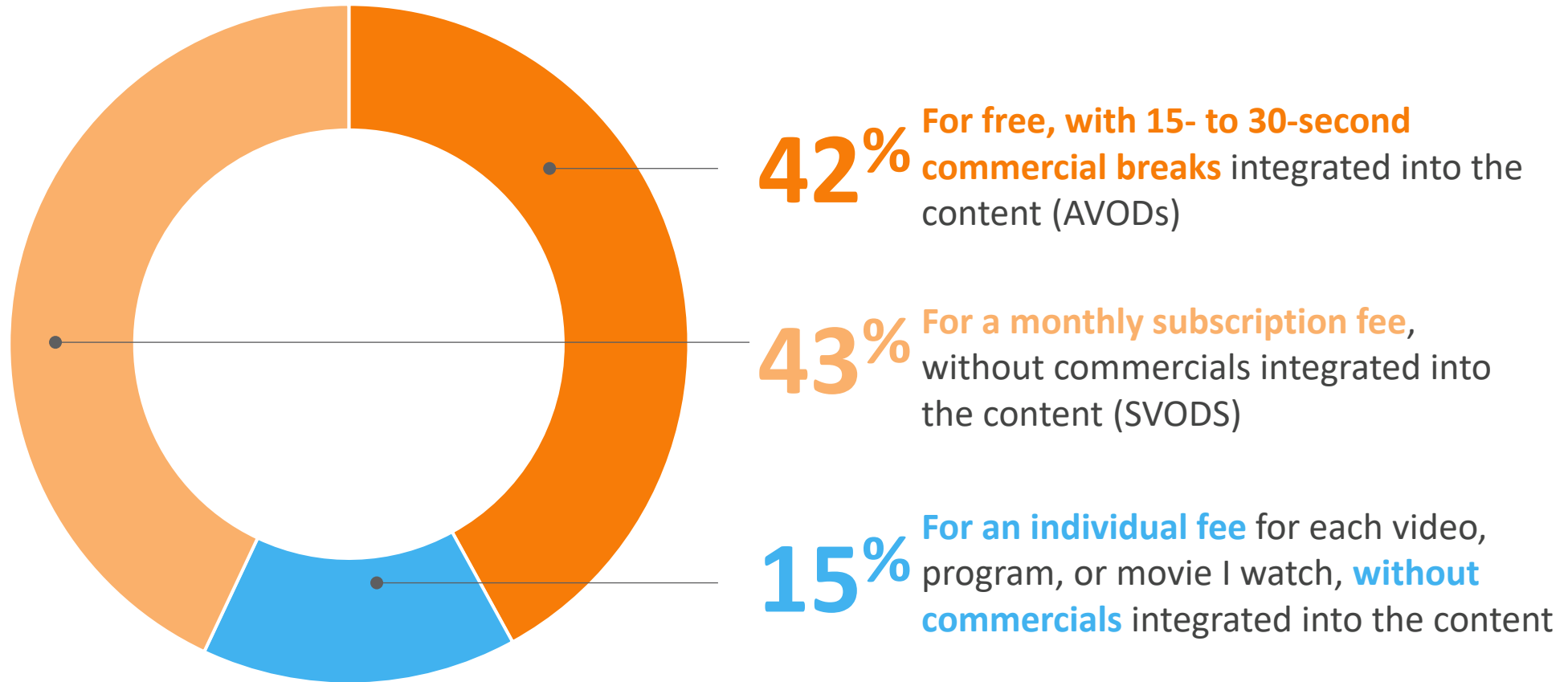
*4+ SVOD services:
Total – 33%*

NUMBER OF VIDEO STREAMING SERVICES SUBSCRIBED



Momentum in the AVOD space

CONSUMERS' PREFERENCE FOR WATCHING STREAMING TV SHOWS AND MOVIES



Jill Rosengard Hill
Executive Vice President
jrosengardhill@magid.com
212.515.4523

THANK YOU

Video Entertainment Study Dec 2021 » Methodology



Nationally representative online survey of N=2,400 Online Users

- Ages 13+
- Sample matched to the US Census for age, gender, and race
- Study focus: media attitudes and behaviors of consumers on a broad range of topics
- Data collected December 21 – December 31, 2021
- Average survey length 36 minutes
- Respondent recruitment completed by a high-quality online research panel and data collection firm

Groups for Analysis:

- Total Consumers N=2,400 (18+ N=2,226)
- Subscribe to 4+ SVODs (18+ N=738)
- Subscribe to 2-3 SVODs (18+ N=648)
- Subscribe to 1 SVOD (18+ N=361)

Year over Year Tracking

- Tracking from March 2021 – Ages 18+ N=2,216
- Tracking from September 2020 - Ages 18+ N=2,244
- Tracking from March 2020 - Ages 18+ N=2,232
- Tracking from May 2019 - Ages 18+ N=2,000