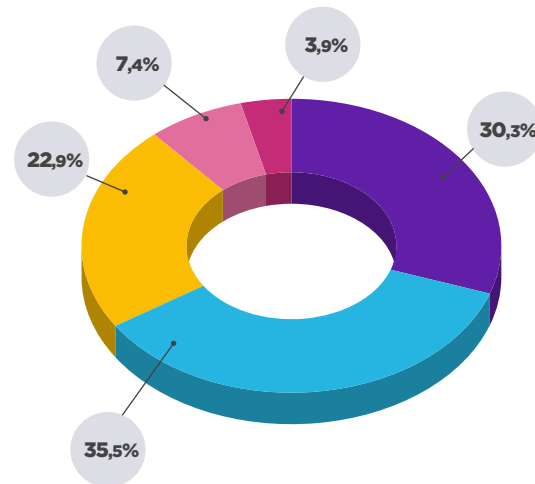
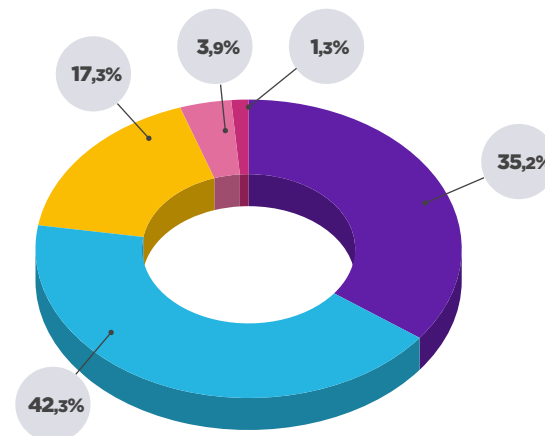


When choosing to subscribe to a streaming service (Examples: Netflix, Amazon Prime Video), how important is the accessibility and visibility of that service on your digital platform's main menu (Example: easy to find)?

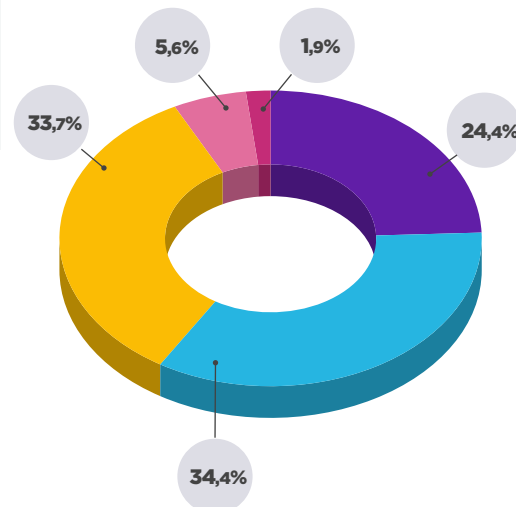
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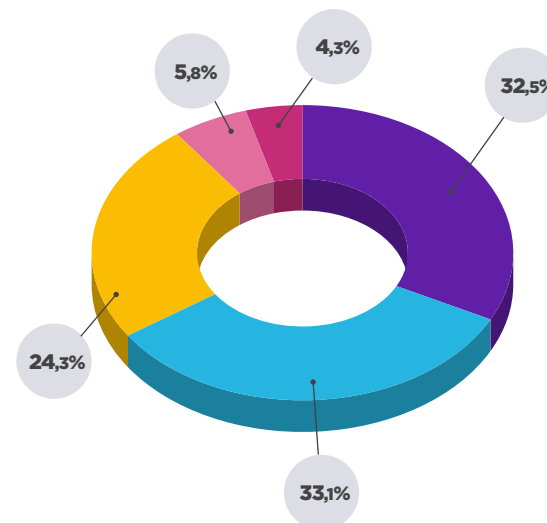
U.K.



GERMANY



FRANCE



WHAT THE DATA REVEALS

- Respondents generally consider the ease of finding streaming services on the main menu to be a significant factor in their decision to subscribe.
- The emphasis on accessibility underscores the importance of clear and intuitive interface design in facilitating service adoption.
- These findings highlight that prominent and easily accessible service placement can play a pivotal role in attracting new subscribers.
- While respondents across all territories generally consider accessibility and visibility very or somewhat important when subscribing to a streaming service, subtle differences exist per market. For instance, users in the UK tend to place slightly greater emphasis on ease-of-access compared to some other markets, suggesting that higher digital interface expectations may influence subscription decisions there.



OUR PERSPECTIVE

Our initial expectation was that ease-of-access to streaming services on the main menu would be a major driver in subscription decisions, given the emphasis on user-friendly interfaces. While the findings confirm that accessibility is important, regional differences - such as the stronger focus observed in the UK - indicate that consumer expectations vary across markets.