

Make TV Simple Again:

Winning viewers in a world
of too many streamers

OCT
2025



ENTERTAINMENT
RESEARCH



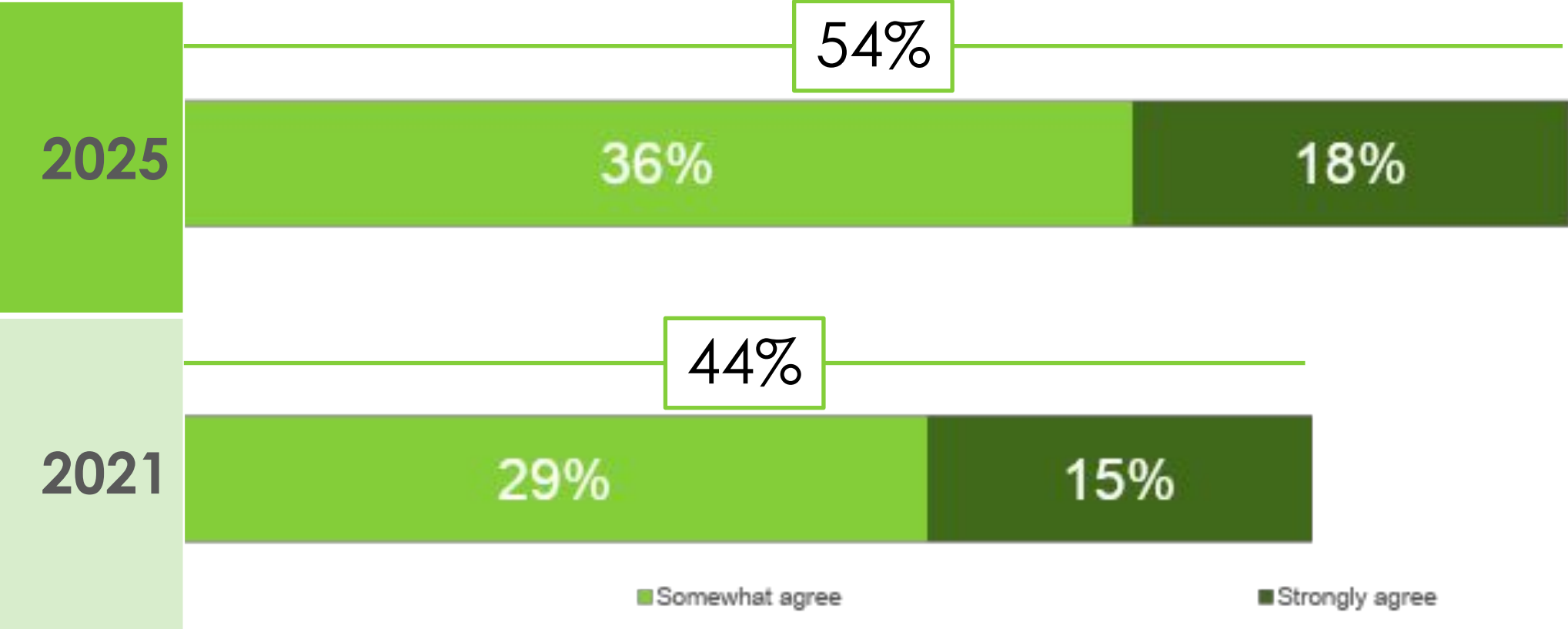
**The average
viewer gets TV
from 6 different
sources**





THERE ARE TOO MANY SHOWS TO MANAGE

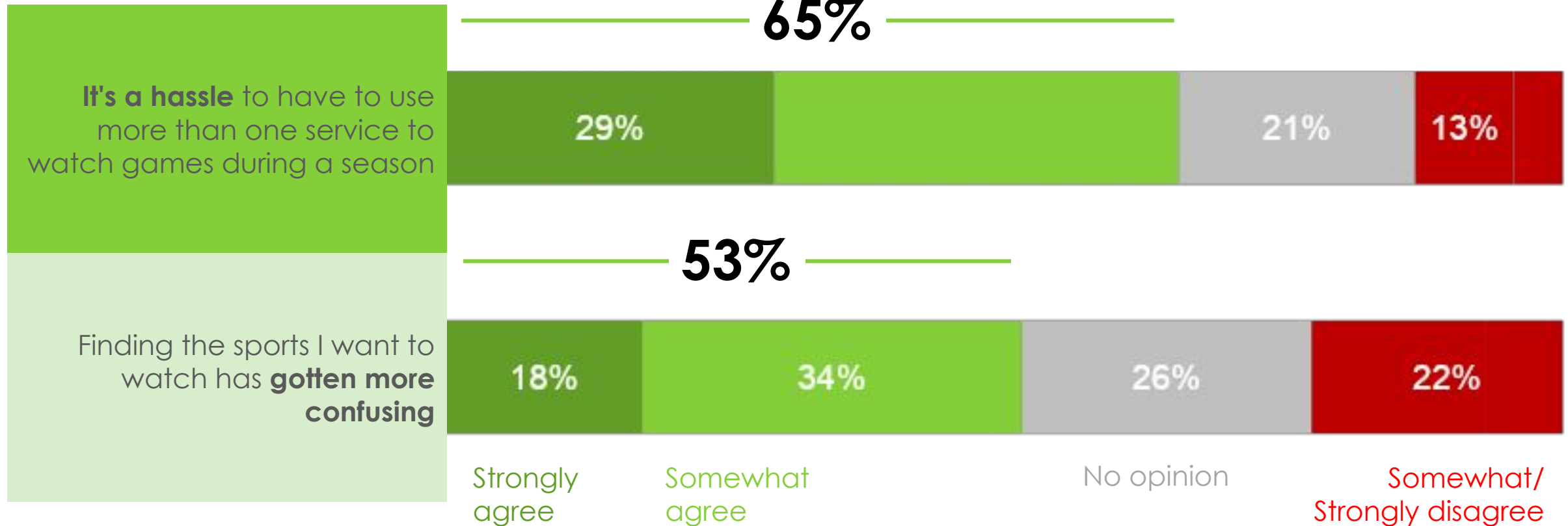
“There are so many shows to choose from, it’s hard to know where to start”





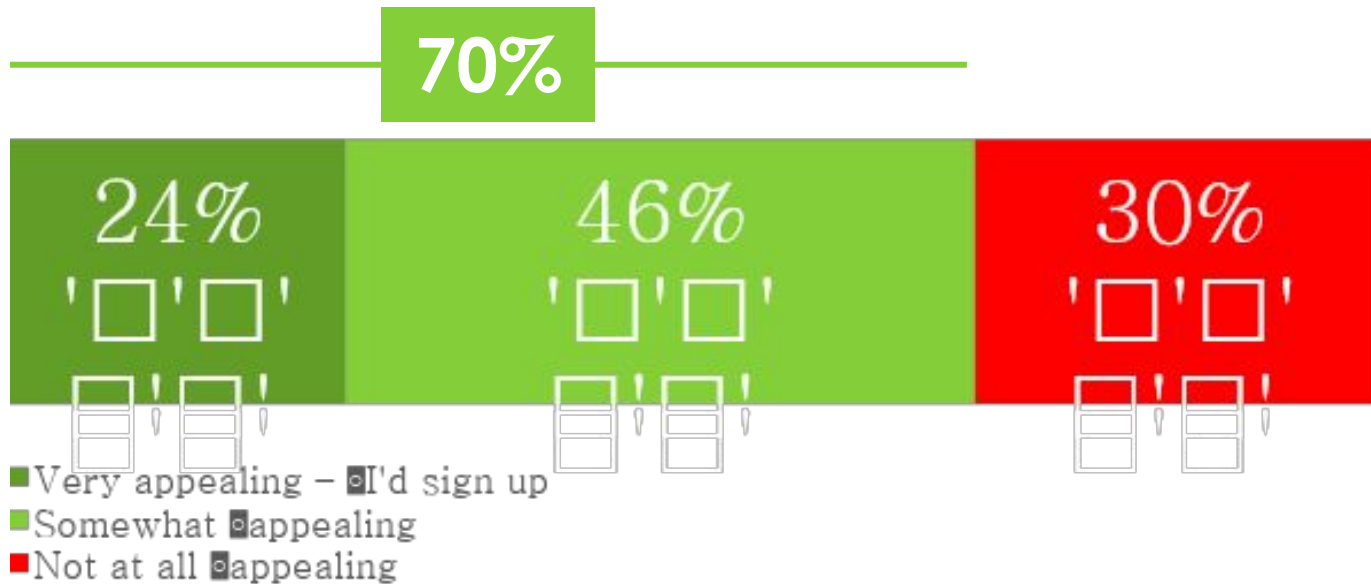
FRUSTRATION IS ALREADY BUILDING IN SPORTS

Do you agree or disagree with these statements?



VIEWERS NEED SIMPLICITY

Would you want an app that lets you **choose, manage and pay for** different kinds of subscriptions all in one place?



**Simpler = more
valuable**



How much value do you associate with your pay TV subscription?

Have SVODs integrated with pay TV

27
%

32
%

59%

Don't have integrated SVODs

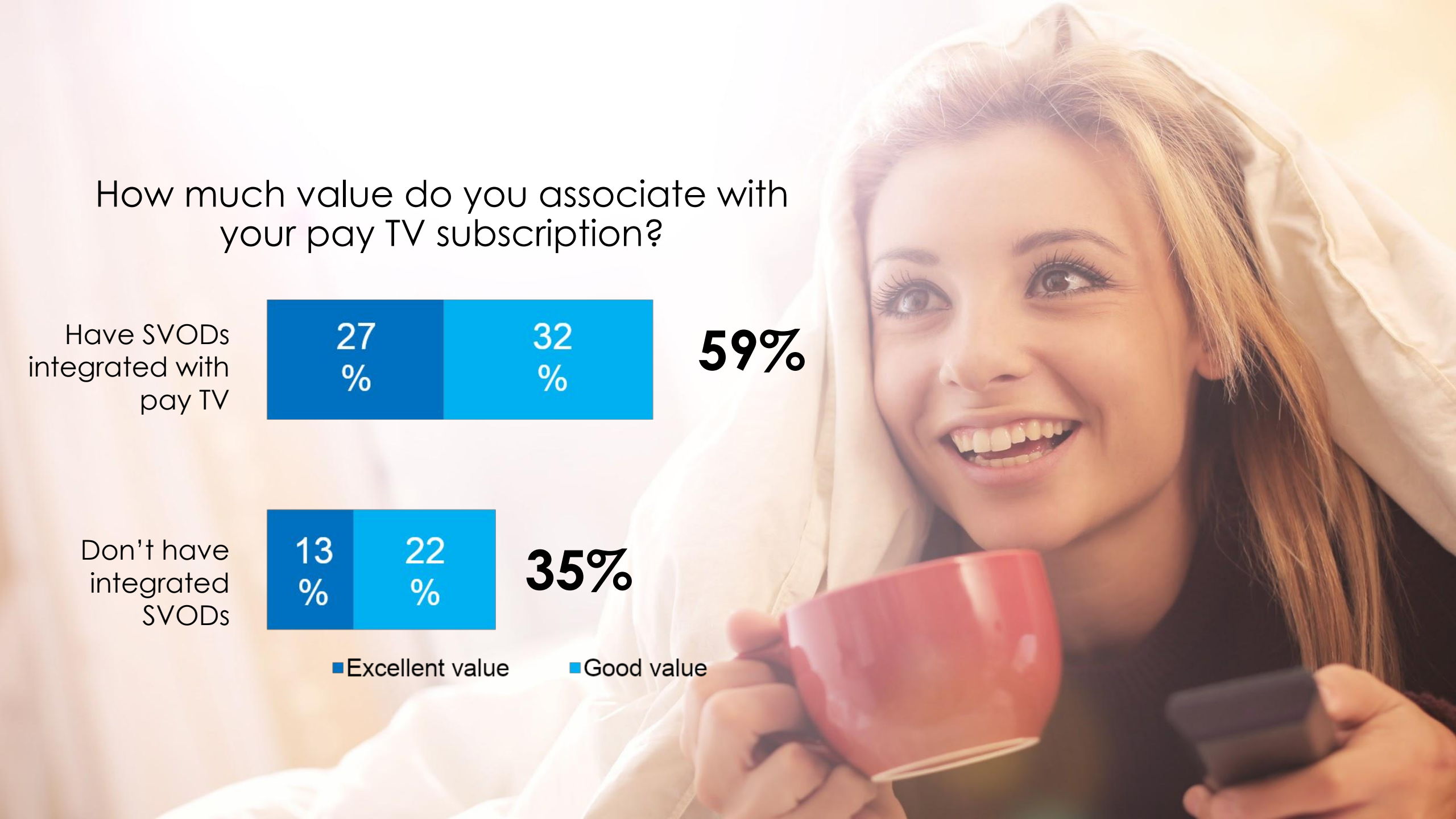
13
%

22
%

35%

■ Excellent value

■ Good value

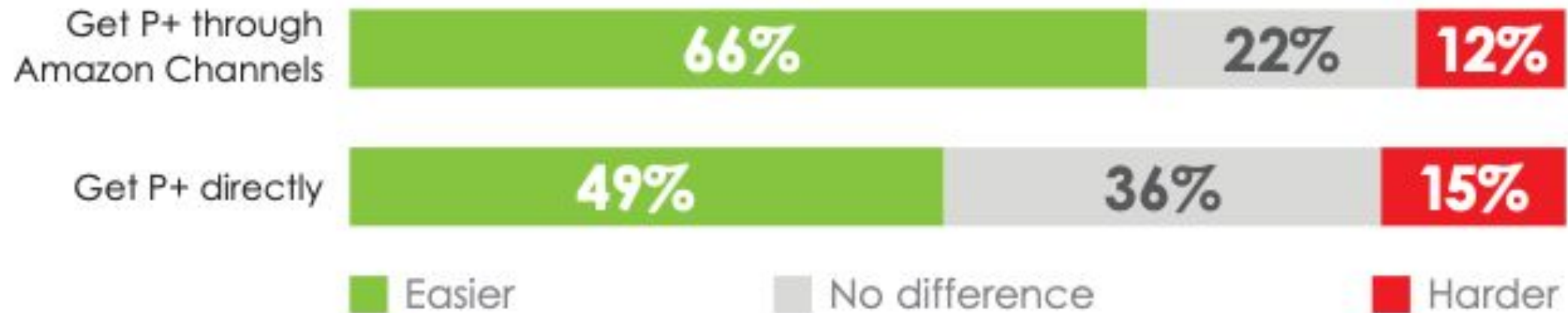


CHANNELS USERS THINK SERVICES HAVE MORE CONTENT THAN DIRECT SUBSCRIBERS



Paramount+

HOW EASY IT IS TO FIND TV SHOWS AND MOVIES TO WATCH ON PARAMOUNT+, COMPARED TO OTHER SERVICES?

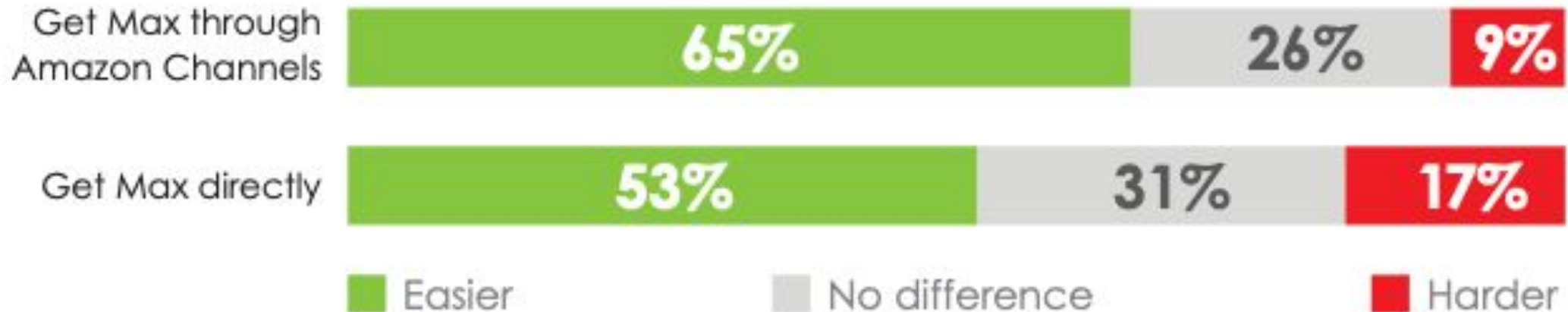


CHANNELS USERS THINK SERVICES HAVE MORE CONTENT THAN DIRECT SUBSCRIBERS



HBOmax

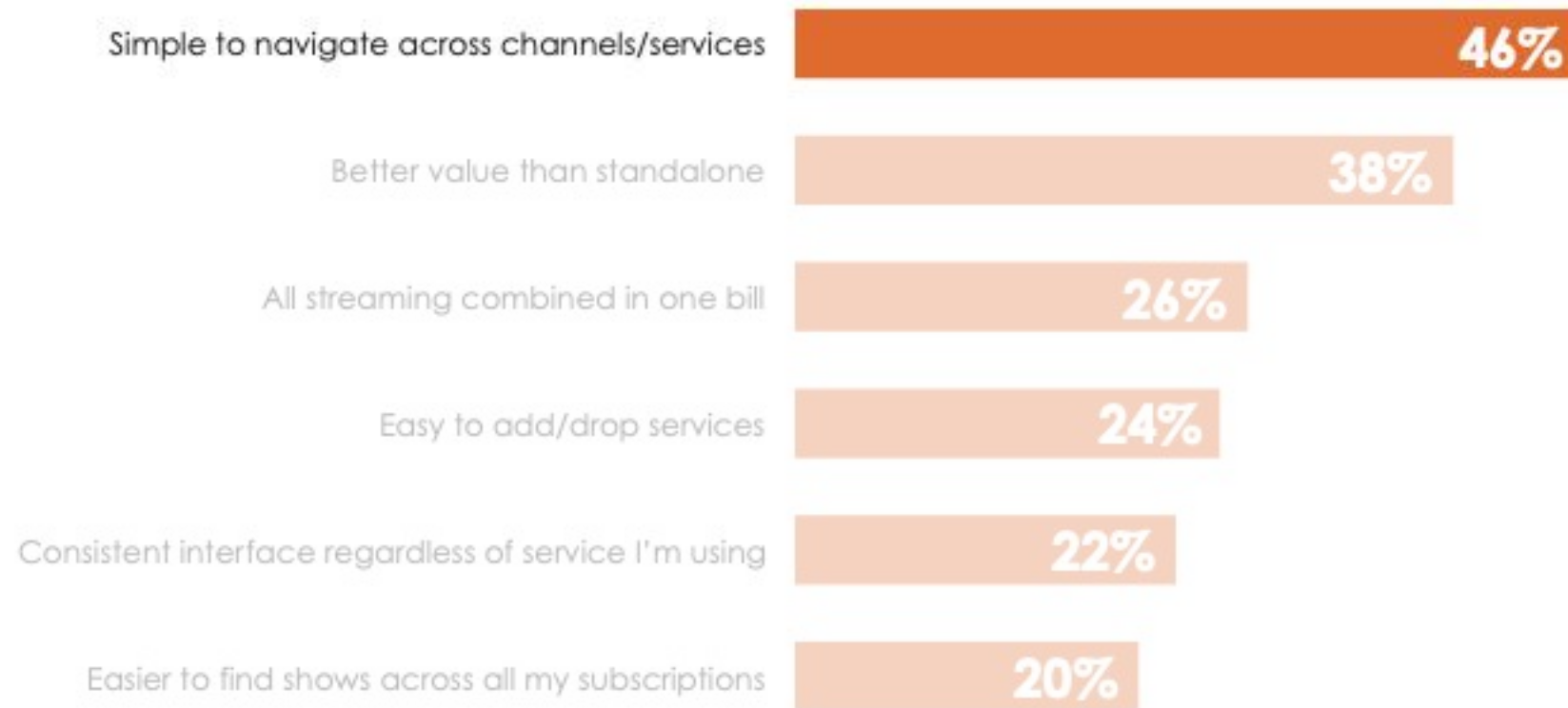
HOW EASY IT IS TO FIND TV SHOWS AND MOVIES TO WATCH ON MAX, COMPARED TO OTHER SERVICES?



IN FACT – EASIER USE ACROSS SERVICES IS THE MAIN REASON PEOPLE CHOOSE AGGREGATORS



Why did you sign up through an aggregator instead of directly?



hubINTEL



hubintel.substack.com



A hand is raised in the air, palm facing forward, with fingers slightly spread. The hand is wearing a watch with a dark strap and a rectangular face. The background is a blurred crowd of people in a dimly lit room with warm, bokeh-style light spots.

QUESTIONS?

JON GIEGENGACK

PRINCIPAL

JONG@HUBRESEARCHLLC.COM