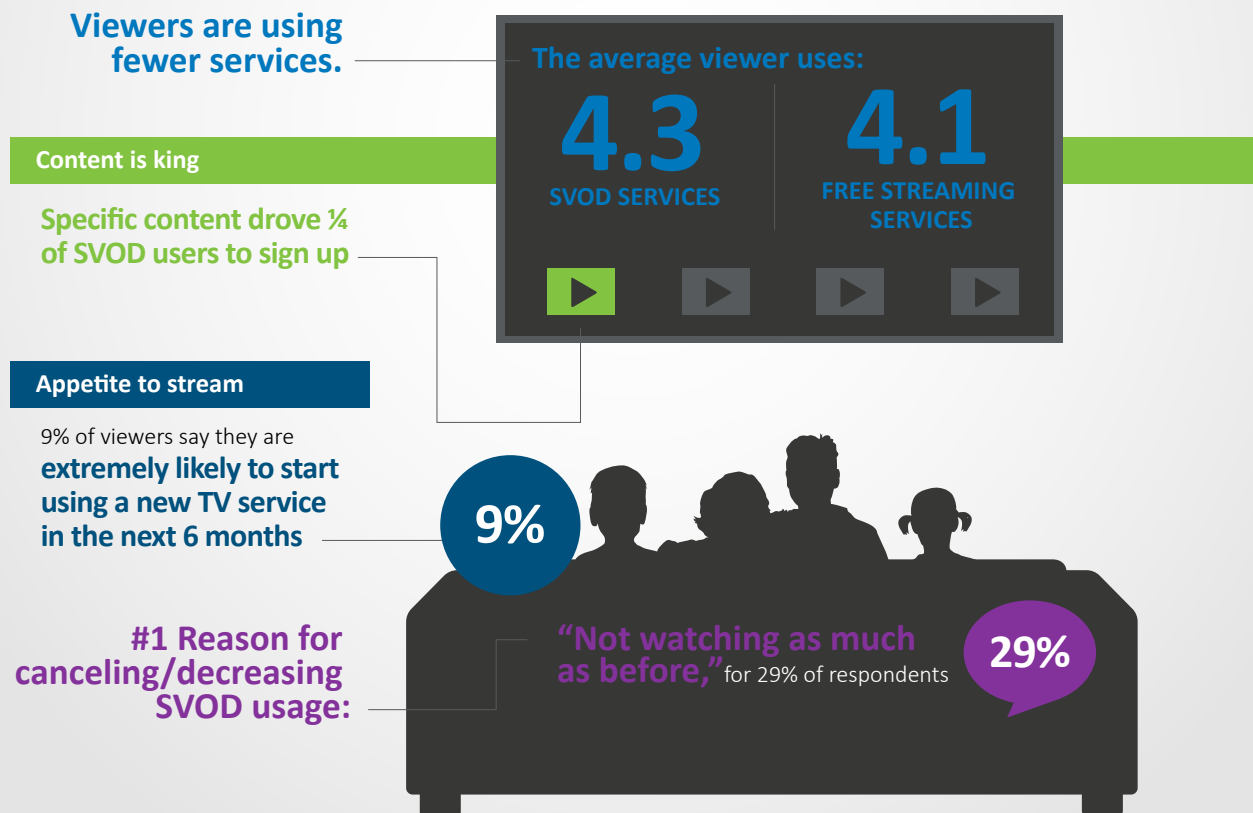


# Setting the Scene: SVOD Engagement

As consumers return to experiential entertainment activities, retaining your audience will be increasingly challenging — the hyper-growth streaming era is transitioning into a competition for share of viewers' time. **Take a look at the latest insights ...**



Explore viewing trends and get an in-depth look at TV services and transactional video usage. The new **TV Switching Study** pinpoints the reasons consumers' habits are changing so you can understand which TV services viewers are switching to, why, and how switching behavior differs among your customers.

Source: The NPD Group/TV Switching Study, April 2021  
Average measured among the top 27 SVOD services and 12 free streaming services; YouTube excluded.

**Questions?** Contact your NPD account representative, call Sheryl Harkins at 312-282-3266, or email [sheryl.harkins@npd.com](mailto:sheryl.harkins@npd.com).

