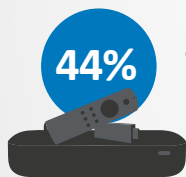


Streaming TV Services and Changing Consumer Behavior

U.S. TV viewers have increased the number of streaming services they use, and 44% say they intend to start using a new service ... but they also expect superior content. Competition will intensify as people try more options, and later, as production resumes and each service releases new programming. **Here's a look at our latest insights.**

The view from the couch — change is the new normal



44% of U.S. viewers intend to start using a new TV service.

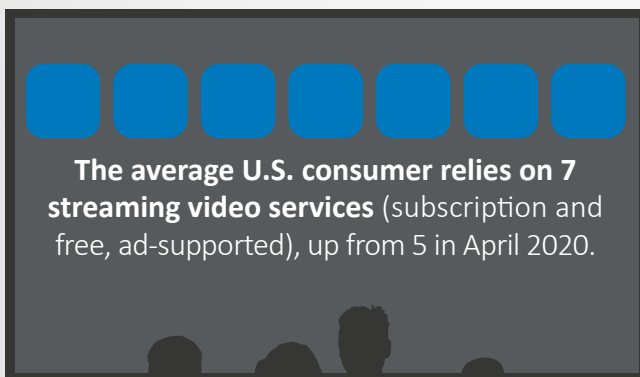
31% are likely to stop using a service they currently have.



TV service switching is ramping up



21% of SVOD users said they had canceled or decreased SVOD usage in October because other services offered better content. In April, 14% canceled or decreased usage.



Explore the latest viewing trends and get an in-depth look at TV services and transactional video usage. The new TV Switching Study helps you pinpoint the reasons consumers' habits are changing so you can understand which TV services viewers are switching to, why, and how it differs among your customers. We can help you uncover emerging opportunities to fuel your data-driven growth.

Source: The NPD Group/TV Switching Study

Average measured among the top 25 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.

