salesforce research

INDUSTRY RESEARCH: MEDIA AND ENTERTAINMENT

Connected Audience Report

Consumer insights on the biggest factors transforming the media industry

Table of Contents

Executive Summary ... 3

01 | Consumers' Media Habits Have Fundamentally Changed ... 4

02 | Digital Content Consumption Surges While Traditional Tries to Keep Pace ... 11

03 | New Mindsets Shake Up Old Business Models ... 15

04 | Media and Communications Companies Face Great Expectations ... 19

05 | Country Profiles ... 20

Methodology ... 28

Executive Summary

Changing consumer preferences and a litany of new market entrants have flipped media and entertainment business models on their heads. Consumers are watching, reading, and listening to content from new digital sources that cut out the go-between distributor – and they're doing this from numerous devices, from anywhere they please.

Media consumers love the freedom to access content on their own timelines, in addition to the personalization that over-the-top (OTT) providers bring to the table. As a result, traditional media outlets are trying to keep pace.

While consumers' media habits have already started to transform the industry, consumer expectations of media and communications companies will only rise. Delivering on these skyrocketing expectations will depend on more sophisticated application and data integration.

Research in this report is based on a survey of over 3,000 media consumers worldwide; it shows that companies who get ahead of these changes, by first understanding how new behaviors are reshaping old business models, will be a step ahead on the trail to success.

01 | Consumers' Media Habits Have Fundamentally Changed

(See page 4.)

Consumers' options for watching, listening, and reading content have been broadened exponentially by new media and devices. **More media consumers now watch video content on a computer or smartphone than on a TV.** The shift toward digital consumption is due to more than convenience though – it's also due to the personalized engagement new media provide. **More millennials discover content through personalized recommendations than from traditional ads or publicity.**

02 | Digital Content Consumption Surges While Traditional Tries to Keep Pace

(See page 11.)

The shift toward paid digital media subscriptions is skyrocketing. **Sixty-one percent of media consumers have increased consumption of subscription-based streaming video over the past two years.** Consumers point to anytime, anywhere content accessibility as the primary factor for their shifts. Additionally, they cite a diversity of content that may not be supported by traditional distribution models.

03 | New Mindsets Shake Up Old Business Models

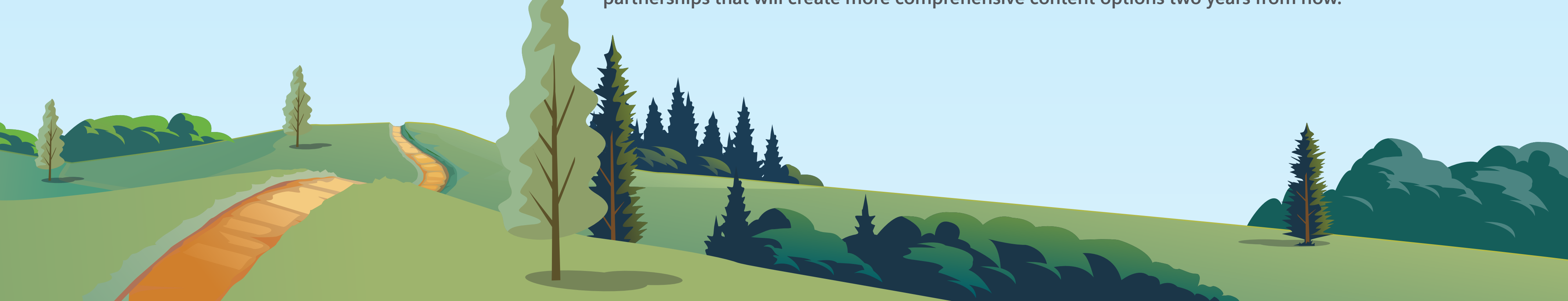
(See page 15.)

Accustomed to 1-to-1 engagement from a variety of industries, consumers are shunning the one-size-fits-all packages that have long been hallmarks of media distribution. Instead, today's media consumers are increasingly likely to pay for additional services that meet their unique needs. For instance, **four out of 10 millennials value personalized recommendations enough that they're likely to pay for them.**

04 | Media and Communications Companies Face Great Expectations

(See page 19.)

Although change in the industry has been dizzying, the transformation is in its early stages. Maintaining competitiveness will require media and communications companies to rethink how they monetize audiences by cultivating an ecosystem of producers, distributors, and partners. **Sixty-two percent of media consumers expect partnerships that will create more comprehensive content options two years from now.**



01. Consumers’ Media Habits Have Fundamentally Changed

While traditional media sources still enjoy large viewerships, younger generations are now more likely to regularly stream video, TV, or movies online. Even Gen Xers tends to view more streaming video than cable TV.

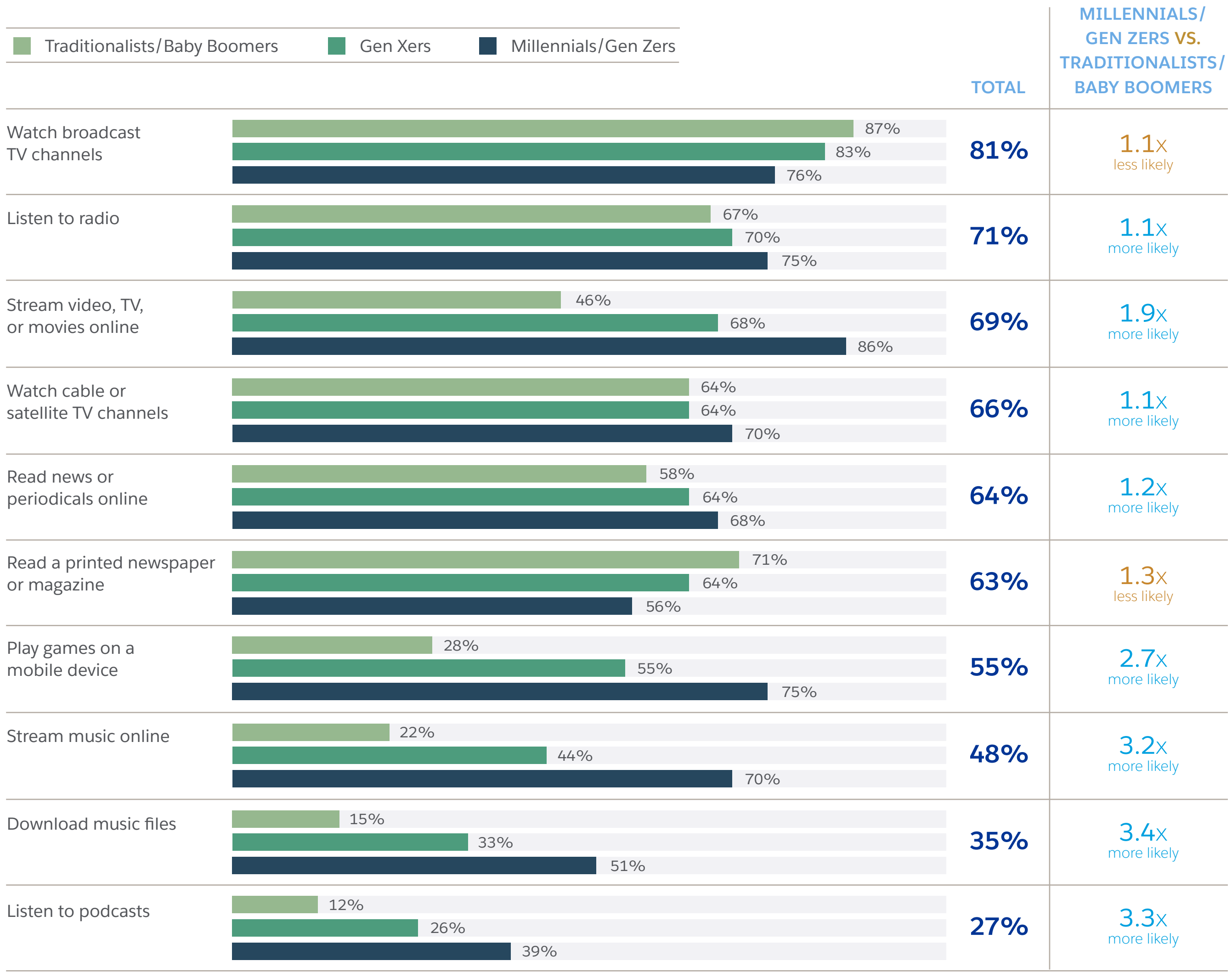
Younger generations also embrace streaming music services like Pandora and Spotify. Millennial and Gen Z consumers are 3.2x more likely than traditionalists and baby boomers to stream music at least on a monthly basis. Across all age groups, consumption of streaming audio services surpasses that of downloadable music files like MP3s.

Digital news and media consumption has narrowly eclipsed print, with millennial and Gen Z consumers leading the digital-preference trend by a sizable margin.

In yet another example of digital dominance, more than half of consumers (and three-quarters of millennial and Gen Z consumers) now play downloadable games on their mobile devices.

CHANNELS FOR MEDIA CONSUMPTION

Percentage of consumers who do the following at least on a monthly basis*



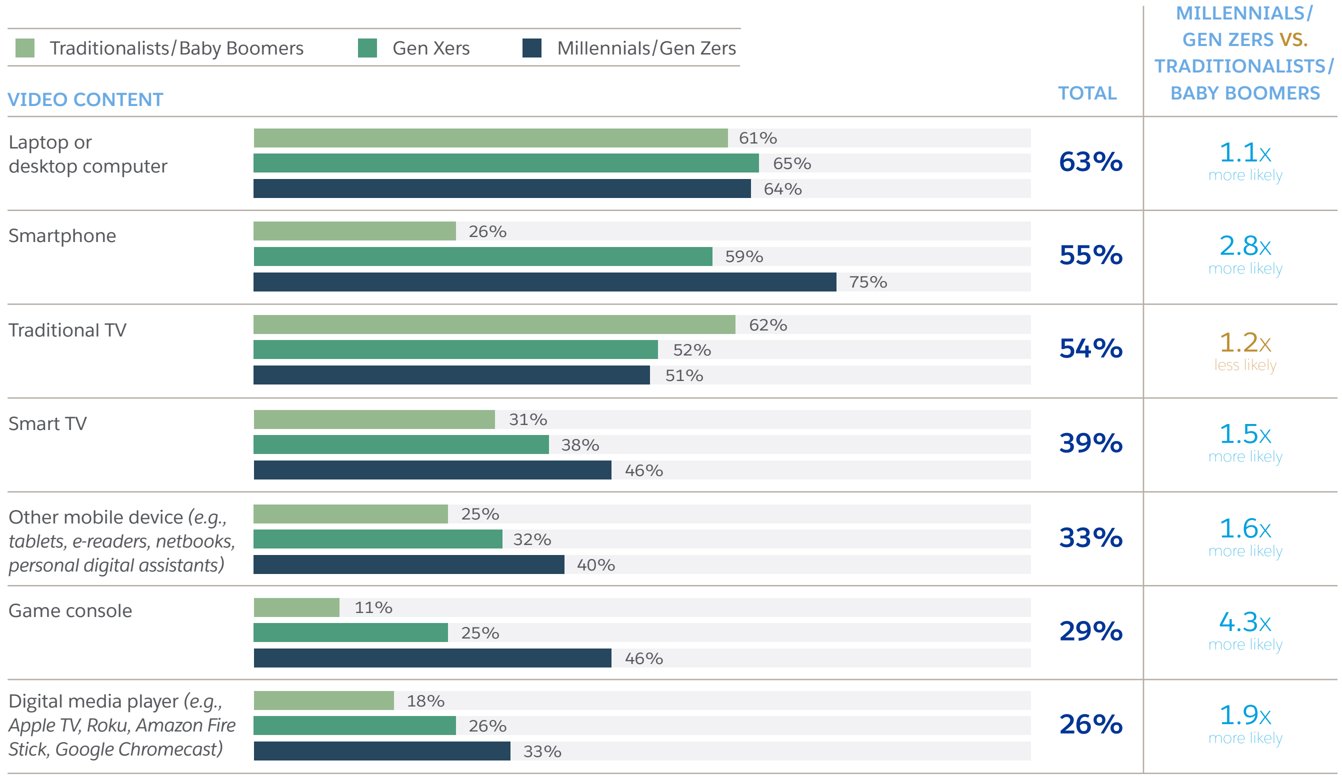
Base = All respondents, including those that did not complete the survey.
* Includes answers of at least once a day, once a week, or once a month.

01. Consumers' Media Habits Have Fundamentally Changed

As media consumers' content preferences change, their preferred devices are likewise evolving. When it comes to video entertainment, **more media consumers say they watch some type of video via computer or smartphone than on an actual TV.**

DEVICES FOR MEDIA CONSUMPTION

Percentage of media consumers who use the following devices to consume each type of content

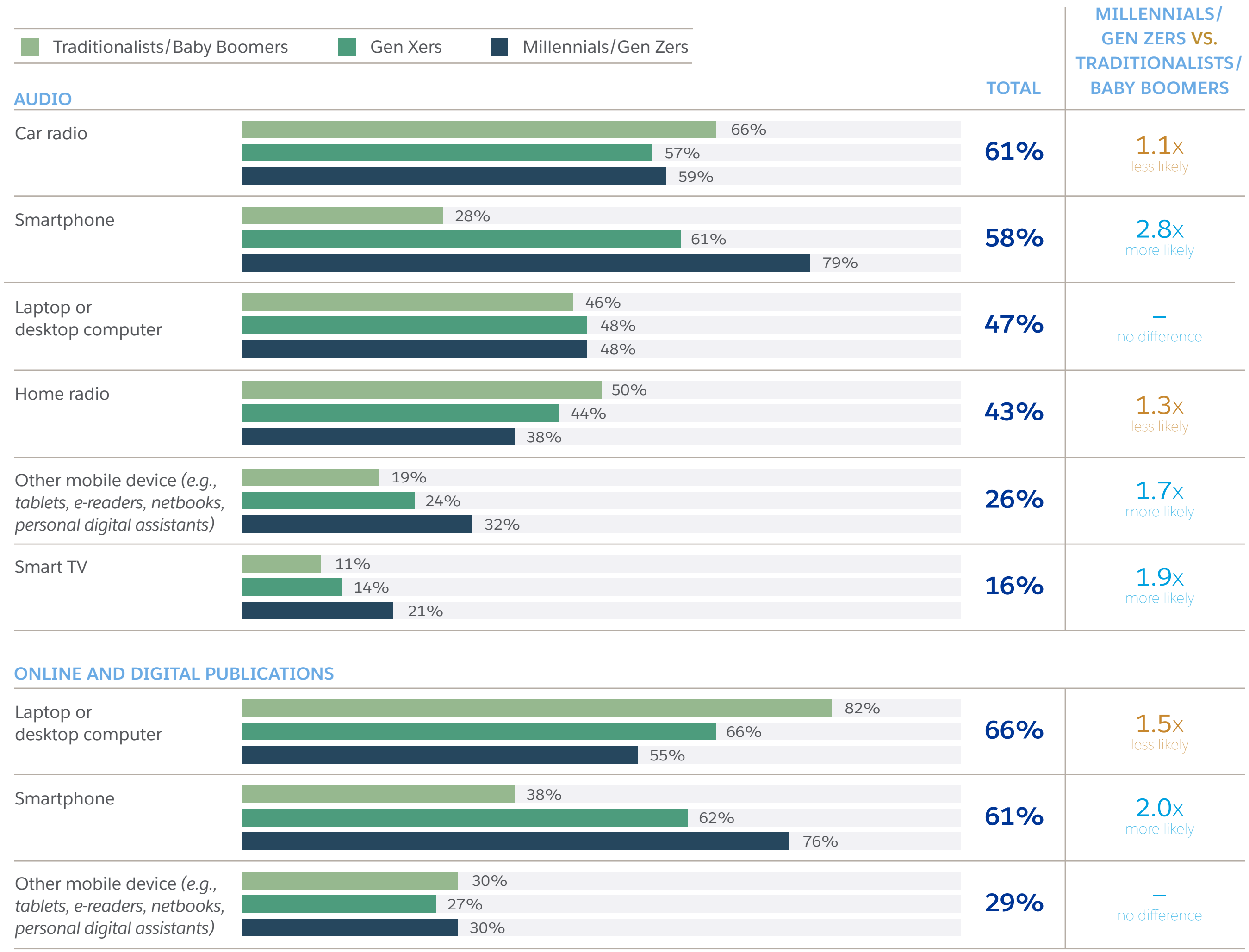


Base = Media consumers who consume each type of content (video, audio, or online and digital publications).

The smartphone is king for millennials and Gen Zers, who are more likely than older generations to use it for consuming all types of media. Gen Xers primarily rely on laptop or desktop computers and smartphones, while traditionalists and baby boomers opt for more traditional media forms like TV or car radio (with the notable exception of their propensity for laptop and desktop computers for online and digital publications).

DEVICES FOR MEDIA CONSUMPTION *continued*

Percentage of media consumers who use the following devices to consume each type of content



Base = Media consumers who consume each type of content (video, audio, or online and digital publications).

01. Consumers’ Media Habits Have Fundamentally Changed

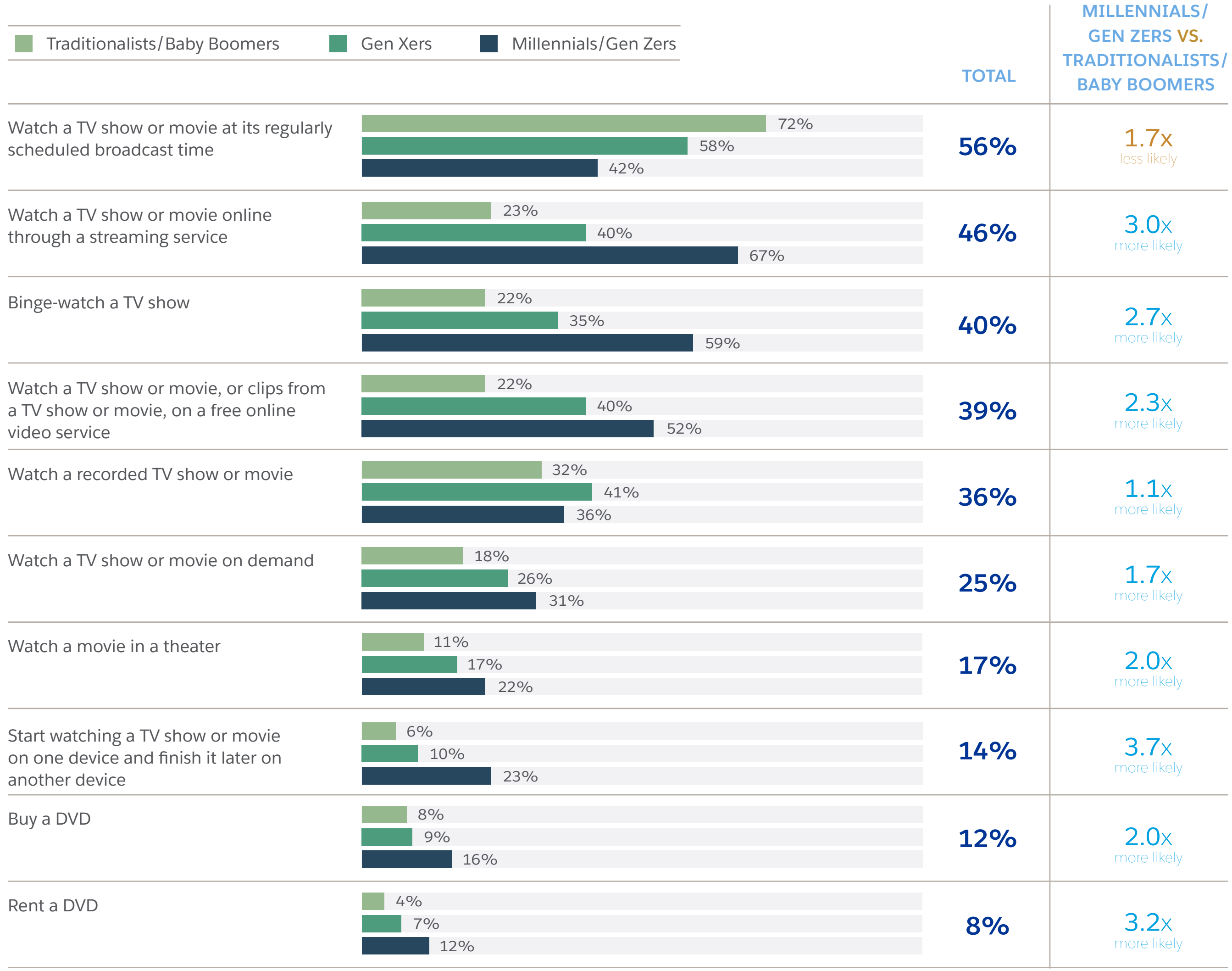
While older generations often tune in for scheduled programming, it’s a relatively foreign concept for the younger crowd. Millennial and Gen Z media consumers are far more likely to stream video content at whatever time they choose. A majority also admits to binge-watching multiple episodes of their favorite shows in one sitting, and nearly a quarter begin their viewing on one device only to finish it on another. Most of these young media consumers also seek “snackable” content such as clips on free video services like YouTube.

Millennials and Gen Zers are 3.7x more likely than traditionalists and baby boomers to start watching a TV show or movie on one device and finish it later on another device.

It’s clear that digital formats trump physical ones by a landslide; only 12% of all media consumers frequently buy DVDs, and even fewer rent them on a regular basis.

MEDIA CONSUMPTION HABITS

Percentage of media consumers who say they always or often do the following



01. Consumers' Media Habits Have Fundamentally Changed

Much has been said about the concept of multiscreening, but the phenomenon isn't just about shortened attention spans. In fact, data show that multiscreening can deepen a consumer's engagement with content, rather than detract from it. The majority of media consumers (63%) say they search online about content they're watching, listening to, or reading on at least a monthly basis. What's more, the majority of millennial and Gen Z media consumers (and a large minority of Gen Xers, traditionalists, and baby boomers) search online about advertisements they've seen or heard.

Younger generations are actively adding to the online conversation about content they're interested in. **Millennials and Gen Zers are 2.7x more likely than traditionalists and baby boomers to post to social media about content they consume in a given month.**

CROSS-CHANNEL MEDIA ENGAGEMENT

Percentage of media consumers who have done the following within the past month

	Traditionalists/Baby Boomers	Gen Xers	Millennials/Gen Zers	TOTAL	MILLENNIALS/GEN ZERS VS. TRADITIONALISTS/BABY BOOMERS
Searched online about content I was consuming	50%	66%	72%	63%	1.4x more likely
Did something online unrelated to content I was consuming	43%	62%	69%	59%	1.6x more likely
Searched online about an advertisement that was played	35%	48%	52%	45%	1.5x more likely
Followed commentary on social media about content I was consuming	26%	45%	57%	44%	2.2x more likely
Posted to social media about content I was consuming	20%	40%	53%	39%	2.7x more likely
Participated in an online discussion hosted by a content provider about content I was consuming *(e.g., fan forums, communities)*	10%	20%	27%	19%	2.8x more likely

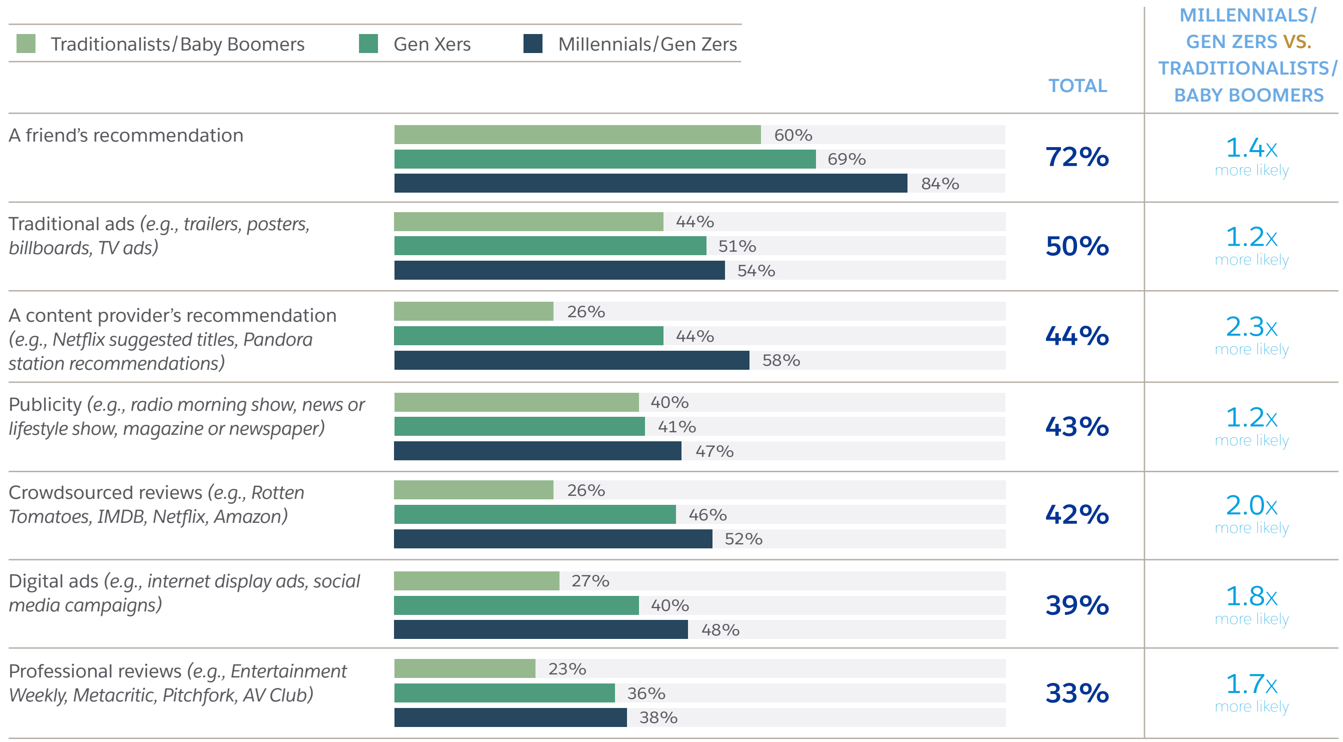
01. Consumers’ Media Habits Have Fundamentally Changed

Word-of-mouth remains the primary way that media consumers discover new content. In the absence of friends’ recommendations, younger generations turn to content providers and crowdsourced reviews by fellow media consumers for guidance.

Traditional ads still pack a punch for content discovery. However, personalized recommendations – powered by artificial intelligence – threaten to change that. **Already, more millennials and Gen Zers rely on recommendations from content providers (think Netflix’s “Top picks for you”) than from traditional ads and publicity.**

METHODS FOR CONTENT DISCOVERY

Percentage of media consumers who are likely to consume content based on the following*

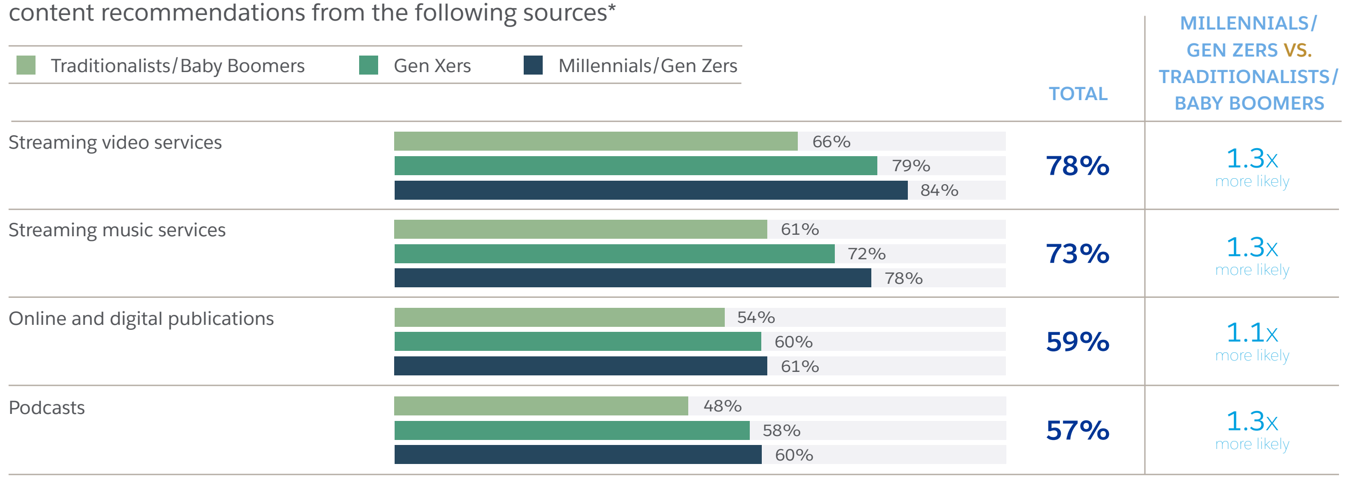


* Includes answers of very likely and somewhat likely.

So which category of content providers earns the highest marks for personalizing recommendations? Streaming video and music services take the top spots, whereas podcasts and online publications have room to improve.

SATISFACTION WITH PERSONALIZED RECOMMENDATIONS

Percentage of media consumers who are satisfied with personalized content recommendations from the following sources*



Base = Media consumers who consume content from the corresponding sources.
* Includes answers of extremely, very, and moderately satisfied.

02. Digital Content Consumption Surges While Traditional Tries to Keep Pace

Across generations, media consumers are ramping up their digital consumption in a way that outpaces more traditional outlets; streaming video, social media, and streaming music are witnessing the biggest boosts. For instance, **nearly half (47%) of the traditionalist and baby boomer generations – the stronghold customer base for traditional media companies – have increased their use of subscription streaming video services over the past two years.**

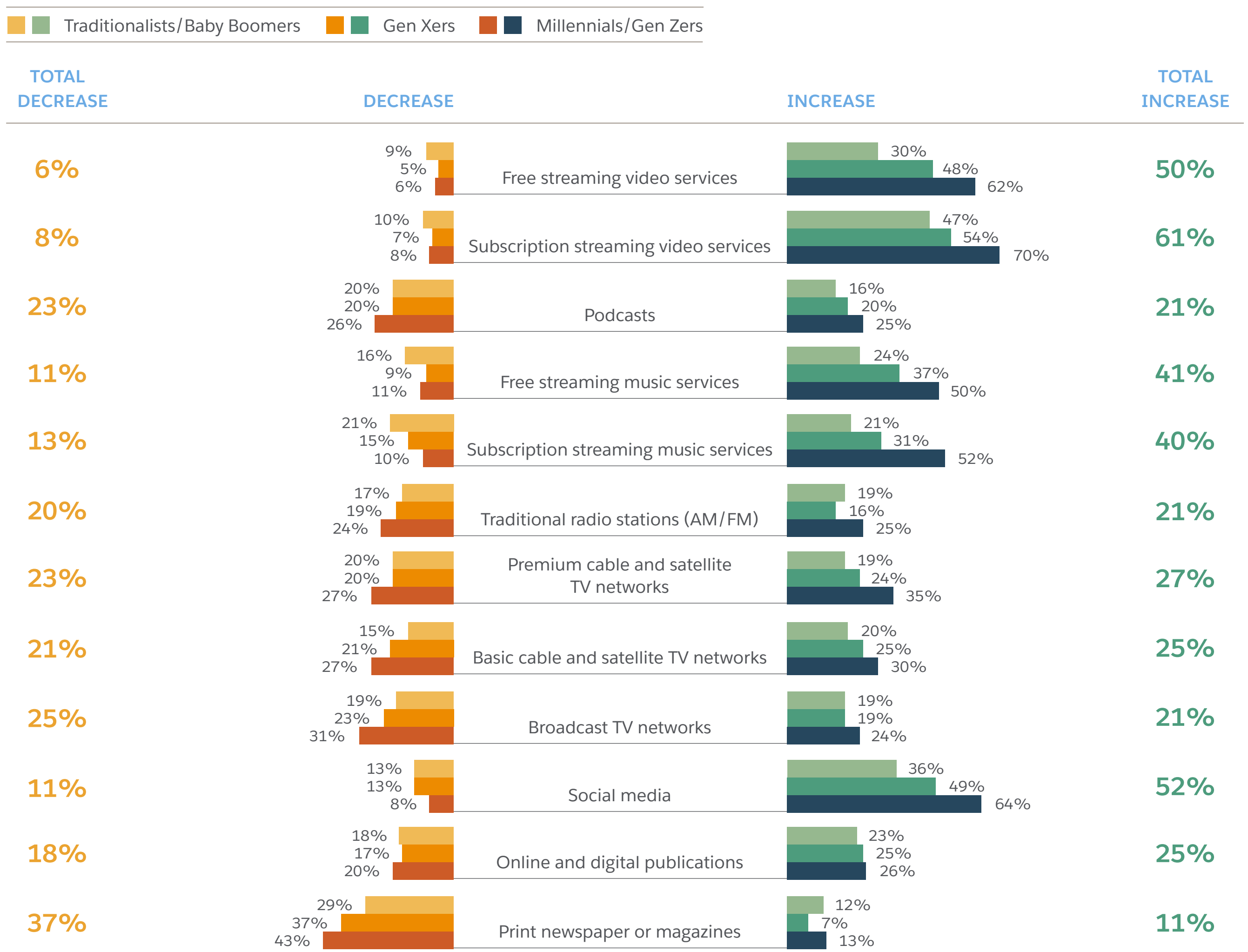
Overall, 61% have increased their viewership of subscription streaming video in the past two years. With content providers' recommendation engines ranking as a top-three source for content discovery, streaming providers may wield even more influence over what gets watched.

The biggest losers of audience share include old guards like print newspapers and magazines, as well as broadcast and cable TV networks.

Podcasts, while a hot topic in media circles, show comparatively low growth rates across the board.

SHIFTING TIME SPENT WITH CONTENT SOURCES

Percentage of media consumers who've changed their consumption of content from the following sources over the past two years



Base = Media consumers who have used the corresponding source in the past two years.

02. Digital Content Consumption Surges While Traditional Tries to Keep Pace

Why are streaming and digital content providers posting such high growth numbers? Media consumers overwhelmingly cite anytime, anywhere content-accessibility as top factors.

Yet these media consumers also point to the availability of a wider variety of content that's better aligned with their specific interests. This shows there's value in targeting distinct audiences with niche content – which isn't usually the case under traditional media production and distribution models.

REASONS FOR INCREASING MEDIA CONSUMPTION

Top reasons why media consumers have increased consumption of the following over the past two years

	STREAMING VIDEO SERVICES	STREAMING MUSIC SERVICES	PODCASTS	ONLINE AND DIGITAL PUBLICATIONS
1	The content is available anytime I want	The content is available anytime I want	The content is available anytime I want	The content is available anytime I want
2	There is a wider variety of content	The content is available on my preferred device(s)	The content is better aligned with my specific interests	The content is available on my preferred device(s)
3	The content is available on my preferred device(s)	The content is better aligned with my specific interests	The content is available on my preferred device(s)	There is a wider variety of content
4	The content is better aligned with my specific interests	There is a wider variety of content	There is a wider variety of content	It is more economical than other sources of content
5	It is more economical than other sources of content	Personalized recommendations have helped me discover additional content I like	Personalized recommendations have helped me discover additional content I like	The content is better aligned with my specific interests

02. Digital Content Consumption Surges While Traditional Tries to Keep Pace

Why are some consumers ditching traditional media sources? Broadly, the top factors are price and lack of personalization. For media consumers who've cut back on cable and satellite television, many list "I'm paying for content that I don't care about" as a primary reason for tuning out.

While forced bundling of content has long been the industry's business model, new players like Sling threaten that by giving consumers a way to select content à la cart based on unique preferences.

REASONS FOR DECREASING MEDIA CONSUMPTION

Top reasons why media consumers have decreased consumption of the following over the past two years

	BROADCAST TV NETWORKS	BASIC CABLE AND SATELLITE TV NETWORKS	PREMIUM CABLE AND SATELLITE TV NETWORKS	TRADITIONAL RADIO STATIONS (AM/FM)	PRINT NEWSPAPER OR MAGAZINES
1	The content is not generally aligned with my specific interests	It is too expensive	It is too expensive	The content is not generally aligned with my specific interests	It is too expensive
2	The overall quality of content is subpar	I'm paying for content that I don't care about	I'm paying for content that I don't care about	The content is not available anytime I want	The content is not generally aligned with my specific interests
3	The variety of content is subpar *(e.g., subgenres)*	The content is not generally aligned with my specific interests	The content is not generally aligned with my specific interests	The variety of content is subpar	I'm paying for content that I don't care about
4	I'm paying for content that I don't care about	The content is not available anytime I want	The content is not available anytime I want	The content is not available on my preferred device(s)	The content is not available anytime I want
5	The content is not available anytime I want	The overall quality of content is subpar	The variety of content is subpar	The overall quality of content is subpar	The overall quality of content is subpar

02. Digital Content Consumption Surges While Traditional Tries to Keep Pace

Salesforce's "Connected Subscriber Report" found that 33% of all consumers (and 50% of millennials) maintain subscriptions to two or more paid streaming video services, underscoring that today's competitive media landscape is not a winner-takes-all scenario.*

Unique original content is the number one reason why media consumers pay for multiple streaming video subscriptions. This highlights an area of opportunity for content creators, where they can explore developing audiences that were previously considered too niche to turn a profit.

More than half of millennial and Gen Z media consumers say that subscribing to multiple streaming services is still cheaper than a cable subscription. Traditionalists and baby boomers are more likely than younger generations to elect multiple streaming services to avoid paying for content they don't want (due to factors like forced bundling of cable channels).

* Source: "Connected Subscriber Report," Salesforce Research, May 2017.

REASONS FOR MULTIPLE OTT SUBSCRIPTIONS

Percentage of media consumers who have multiple paid streaming video services for the following reasons

	Traditionalists/Baby Boomers	Gen Xers	Millennials/Gen Zers	TOTAL	MILLENNIALS/GEN ZERS VS. TRADITIONALISTS/BABY BOOMERS
They each have original content I like	76%	74%	77%	76%	– no difference
They are cheaper than a cable subscription	37%	37%	52%	46%	1.4x more likely
They each have syndicated content I like	41%	33%	43%	40%	1.1x more likely
Cable subscriptions make me pay for content I don't want	37%	25%	28%	29%	1.3x less likely
I want to watch network TV without a cable subscription	28%	18%	33%	28%	1.1x more likely
Other or none of the above	3%	8%	3%	4%	1.3x more likely

Base = Media consumers who subscribe to multiple paid online video, TV, or movie streaming services.

03. New Mindsets Shake Up Old Business Models

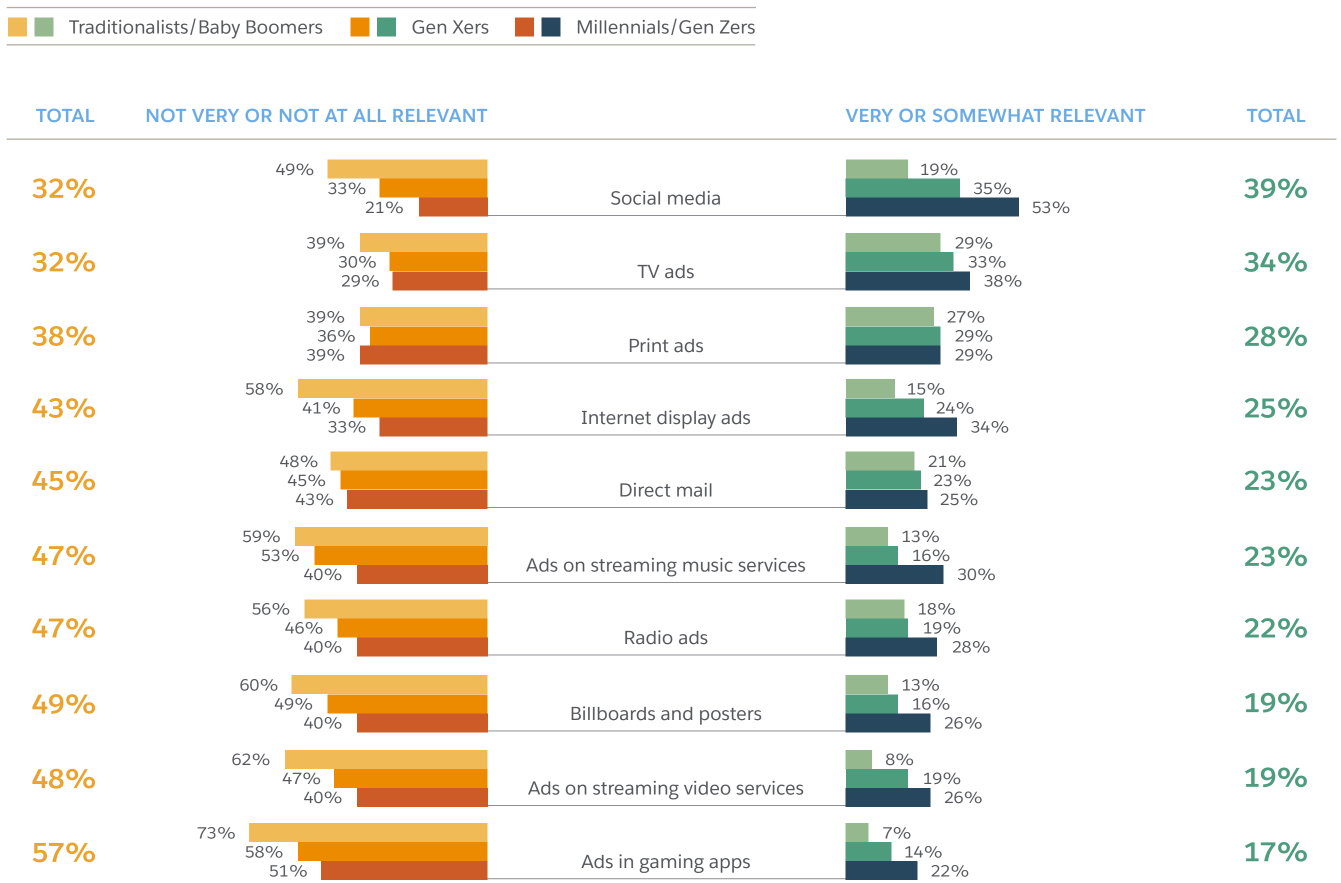
Media and entertainment have historically gone hand-in-hand with ads and promotions. Among veteran media outlets, TV ranks highest for delivering promotions that consumers deem at least somewhat relevant. But even the long-standing tactic of TV advertising loses out to social. **Social media ranks as the number one source for providing very or somewhat relevant promotions.** Digital channels, particularly among younger media consumers, are gaining ground in the battle of relevance.

But OTT providers, in the minds of media consumers, aren't quite hitting the mark with relevant offers. This may show a gap where streaming providers haven't tapped into consumer data as much as they could to make sure messages are tailored to the individual (per the social media model).

What's more, ads may not always be a reliable media revenue source down the line; 51% of millennial and Gen Z media consumers are likely to pay out of pocket to remove ads from their content experiences (think Spotify Premium).

RELEVANCE OF PROMOTIONS

Extent to which media consumers feel messages and promotions are relevant



Base = Media consumers who consume content from the corresponding sources.

03. New Mindsets Shake Up Old Business Models

With half of the rising generations (and 39% of media consumers overall) willing to pay extra for ad-free content, distributors and producers are facing the challenge of identifying new revenue streams. The research shows that media consumers don't necessarily see their relationships with digital content providers as all-or-nothing for paid subscriptions. Rather, a significant number are open to paying for add-ons like connections between disparate content sources and even deeper personalization of content.

If there's still doubt about the value of individually tailored content, take note – four out of 10 millennials and Gen Zers value personalized recommendations enough that they're likely to pay for them.

NEW REVENUE OPPORTUNITIES FOR MEDIA AND COMMUNICATIONS PROVIDERS

Percentage of media consumers who are likely to pay for the following*

	Traditionalists/Baby Boomers	Gen Xers	Millennials/Gen Zers	TOTAL	MILLENNIALS/GEN ZERS VS. TRADITIONALISTS/BABY BOOMERS
Access to movies that are still in theaters	29%	50%	69%	51%	2.3x more likely
Access to movies recently out of theaters	30%	49%	63%	49%	2.1x more likely
Content that aligns with my specific interests	30%	47%	59%	47%	2.0x more likely
Complete removal of advertisements	23%	39%	51%	39%	2.2x more likely
Exclusive access to content	17%	33%	48%	34%	2.9x more likely
Connections between the various content sources I subscribe to	15%	32%	42%	31%	2.8x more likely
Personalized recommendations for content I may enjoy	15%	26%	40%	28%	2.7x more likely
TV and movies	35%	51%	71%	54%	2.0x more likely
Music	24%	42%	60%	44%	2.5x more likely
Live sports	21%	25%	29%	25%	1.4x more likely
Live local news	14%	18%	20%	18%	1.4x more likely
Podcasts	4%	9%	14%	9%	3.4x more likely

* Includes answers of very likely and somewhat likely.

Overall, millennial and Gen Z media consumers are willing to shell out a bit more for add-on services. But when it comes to watching a season of their favorite sports events, older generations will pay more.

WILLINGNESS TO PAY FOR ADDITIONAL VALUE

Median amount (in U.S. dollars) media consumers are willing to pay in addition to standard subscription fees for the following

	TRADITIONALISTS/ BABY BOOMERS	GEN XERS	MILLENNIALS/GEN ZERS	TOTAL
A season of live coverage of my favorite sports teams or events	$23	$13	$15	$17
A single live showing of my favorite sports team or event	$5	$4	$6	$5
Live local news *(monthly fee)*	$6	$5	$6	$6
Complete removal of advertisements *(monthly fee)*	$5	$6	$6	$6
Connections between the various content sources I subscribe to *(monthly fee)*	$8	$9	$10	$9
Access to a movie that is still in theaters	$6	$7	$9	$8
Access to a movie that is recently out of theaters	$5	$5	$6	$5

Base = Media consumers willing to pay for each product or service, in addition to standard subscription fees.

While media consumers have historically been wary of companies using their personal data, a majority are now moderately comfortable with the practice if they receive the right value in return.

Media consumers are becoming more savvy in understanding that companies request personal preferences to create more personalized experiences. That's why **more than two-thirds of media consumers are at least somewhat comfortable with their personal preferences being used in exchange for exclusive access to content.**

MEDIA CONSUMER COMFORT WITH APPLYING PERSONAL PREFERENCES

Percentage of media consumers who are comfortable with media and entertainment companies leveraging their personal preferences in exchange for the following*

	Traditionalists/Baby Boomers	Gen Xers	Millennials/Gen Zers	TOTAL	MILLENNIALS/GEN ZERS VS. TRADITIONALISTS/BABY BOOMERS
Content that aligns with my specific interests	61%	73%	81%	72%	1.3x more likely
Personalized offers or discounts	60%	69%	80%	70%	1.3x more likely
Exclusive access to content	58%	68%	78%	69%	1.3x more likely
Connections between t he various content sources I subscribe to	49%	64%	75%	64%	1.5x more likely

* Includes answers of completely, mostly, and somewhat comfortable.

04. Media and Communications Companies Face Great Expectations

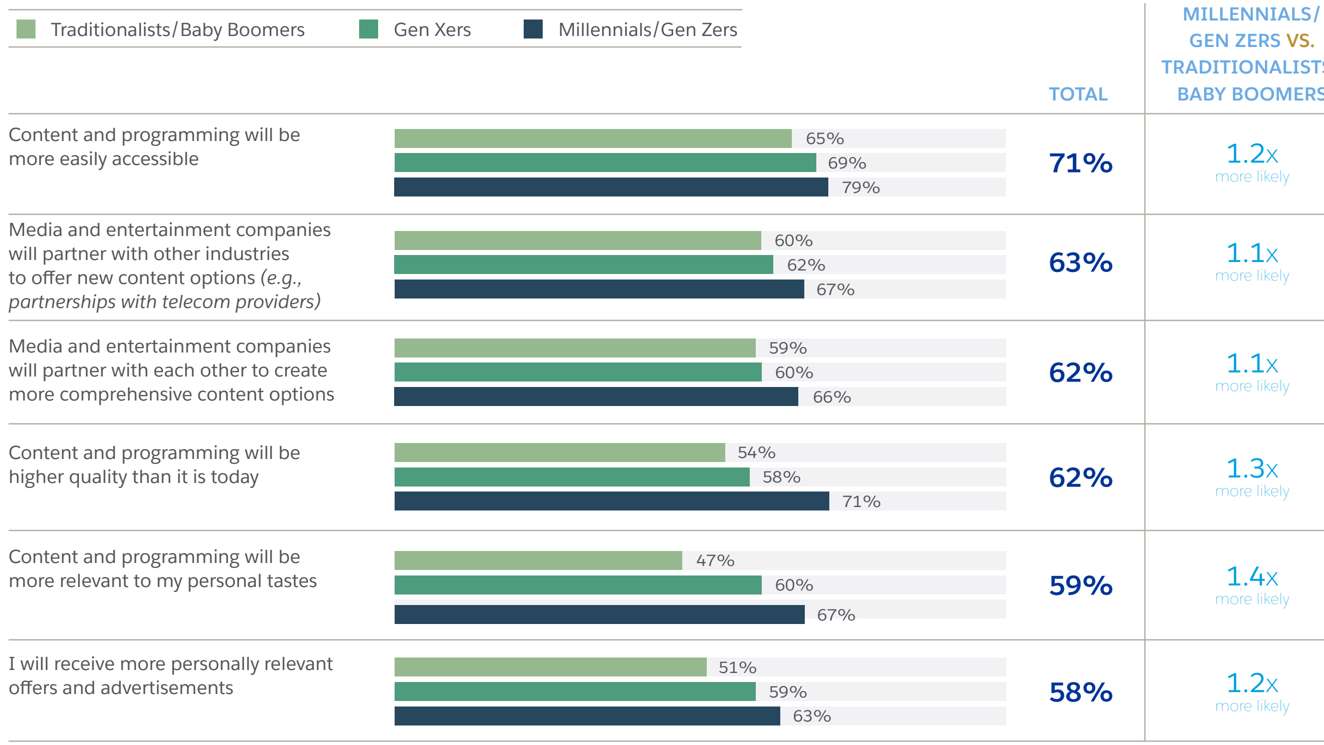
While the pace of change in the media and communications industry is dizzying, research shows that this is only the starting point. Consumers' media consumption behaviors and expectations are evolving at warp speed.

Looking ahead over the next two years, the majority of media consumers expect content will be higher quality, more relevant to personal tastes, and even more accessible across channels and devices. Beyond the content itself, consumers foresee a media landscape in which producers, distributors, and their partner ecosystems join together to create more comprehensive content offerings.

For media and communications companies to capture consumer attention, and keep pace with new breeds of competitors, they'll need to put innovation in the spotlight.

FUTURE EXPECTATIONS OF MEDIA COMPANIES

Percentage of media consumers who expect the following from media and entertainment companies two years from now



05. Country Profile: United States

POPULARITY OF PAID SUBSCRIPTIONS

Percentage of media consumers who pay for one or more subscriptions in the following categories

- Online video, TV, or movie streaming services: 54%
- Online music streaming services: 18%
- Online and digital publications: 13%

FREQUENCY OF MEDIA CONSUMPTION

Percentage of consumers who do the following at least on a monthly basis*

- Stream video, TV, or movies online: 74%
- Play games on a mobile device: 68%
- Stream music online: 60%
- Read news or periodicals online: 57%

Base = All respondents, including those that did not complete the survey.
* Includes answers of at least once a day, once a week, or once a month.

MEDIA CONSUMER COMFORT WITH APPLYING PERSONAL PREFERENCES

Percentage of media consumers who are comfortable with media and entertainment companies leveraging their personal preferences in exchange for the following*

- Content that aligns with my specific interests: 79%
- Personalized offers or discounts: 76%
- Exclusive access to content: 75%
- Connections between the various content sources I subscribe to: 70%

* Includes answers of completely, mostly, and somewhat comfortable.

TOP 5 OUTLETS WITH INCREASED CONSUMPTION

Percentage of media consumers who've increased their consumption of content from the following sources over the past two years

- Subscription streaming video services: 65%
- Social media: 61%
- Free streaming video services: 53%
- Free streaming music services: 46%
- Subscription streaming music services: 39%

Base = Media consumers who have used the corresponding source in the past two years.

TOP 5 OUTLETS WITH DECREASED CONSUMPTION

Percentage of media consumers who've decreased their consumption of content from the following sources over the past two years

- Print newspaper or magazines: 40%
- Premium cable and satellite TV networks: 28%
- Basic cable and satellite TV networks: 25%
- Broadcast TV networks: 24%
- Podcasts: 22%

Base = Media consumers who have used the corresponding source in the past two years.

WHAT MEDIA CONSUMERS ARE WILLING TO SPEND

Median amount (in U.S. dollars) media consumers are willing to pay in addition to standard subscription fees for the following

A season of live coverage of my favorite sports teams or events	A single live showing of my favorite sports team or event	Live local news *(monthly fee)*	Complete removal of advertisements *(monthly fee)*	Connections between the various content sources I subscribe to *(monthly fee)*	Access to a movie that is still in theaters	Access to a movie that is recently out of theaters
$20	**$5**	**$8**	**$6**	**$10**	**$10**	**$5**

Base = Media consumers willing to pay for each product or service, in addition to standard subscription fees.

05. Country Profile: Canada

POPULARITY OF PAID SUBSCRIPTIONS

Percentage of media consumers who pay for one or more subscriptions in the following categories

Online video, TV, or movie streaming services	46%
Online music streaming services	20%
Online and digital publications	11%

FREQUENCY OF MEDIA CONSUMPTION

Percentage of consumers who do the following at least on a monthly basis*

Stream video, TV, or movies online	73%
Read news or periodicals online	68%
Play games on a mobile device	58%
Stream music online	46%

Base = All respondents, including those that did not complete the survey.

* Includes answers of at least once a day, once a week, or once a month.

MEDIA CONSUMER COMFORT WITH APPLYING PERSONAL PREFERENCES

Percentage of media consumers who are comfortable with media and entertainment companies leveraging their personal preferences in exchange for the following*

Personalized offers or discounts	67%
Content that aligns with my specific interests	64%
Exclusive access to content	62%
Connections between the various content sources I subscribe to	56%

* Includes answers of completely, mostly, and somewhat comfortable.

TOP 5 OUTLETS WITH INCREASED CONSUMPTION

Percentage of media consumers who've increased their consumption of content from the following sources over the past two years

Subscription streaming video services	56%
Social media	48%
Free streaming video services	47%
Free streaming music services	38%
Subscription streaming music services	37%

Base = Media consumers who have used the corresponding source in the past two years.

TOP 5 OUTLETS WITH DECREASED CONSUMPTION

Percentage of media consumers who've decreased their consumption of content from the following sources over the past two years

Print newspaper or magazines	42%
Broadcast TV networks	29%
Premium cable and satellite TV networks	28%
Basic cable and satellite TV networks	24%
Traditional radio stations (AM/FM)	20%

Base = Media consumers who have used the corresponding source in the past two years.

WHAT MEDIA CONSUMERS ARE WILLING TO SPEND

Median amount (in CA dollars) media consumers are willing to pay in addition to standard subscription fees for the following

A season of live coverage of my favorite sports teams or events	**C$25**
A single live showing of my favorite sports team or event	**C$5**
Live local news *(monthly fee)*	**C$5**
Complete removal of advertisements *(monthly fee)*	**C$5**
Connections between the various content sources I subscribe to *(monthly fee)*	**C$10**
Access to a movie that is still in theaters	**C$9**
Access to a movie that is recently out of theaters	**C$5**

Base = Media consumers willing to pay for each product or service, in addition to standard subscription fees.

05. Country Profile: United Kingdom and Ireland

POPULARITY OF PAID SUBSCRIPTIONS

Percentage of media consumers who pay for one or more subscriptions in the following categories

Online video, TV, or movie streaming services 57%

Online music streaming services 36%

Online and digital publications 13%

FREQUENCY OF MEDIA CONSUMPTION

Percentage of consumers who do the following at least on a monthly basis*

Stream video, TV, or movies online 80%

Play games on a mobile device 72%

Read news or periodicals online 72%

Stream music online 63%

Base = All respondents, including those that did not complete the survey.
* Includes answers of at least once a day, once a week, or once a month.

MEDIA CONSUMER COMFORT WITH APPLYING PERSONAL PREFERENCES

Percentage of media consumers who are comfortable with media and entertainment companies leveraging their personal preferences in exchange for the following*

Personalized offers or discounts 74%

Content that aligns with my specific interests 74%

Exclusive access to content 72%

Connections between the various content sources I subscribe to 67%

* Includes answers of completely, mostly, and somewhat comfortable.

TOP 5 OUTLETS WITH INCREASED CONSUMPTION

Percentage of media consumers who've increased their consumption of content from the following sources over the past two years

Subscription streaming video services 65%

Social media 57%

Free streaming video services 53%

Subscription streaming music services 48%

Premium cable and satellite TV networks 37%

Base = Media consumers who have used the corresponding source in the past two years.

TOP 5 OUTLETS WITH DECREASED CONSUMPTION

Percentage of media consumers who've decreased their consumption of content from the following sources over the past two years

Print newspaper or magazines 49%

Podcasts 24%

Premium cable and satellite TV networks 23%

Traditional radio stations (AM/FM) 23%

Broadcast TV networks 22%

Base = Media consumers who have used the corresponding source in the past two years.

WHAT MEDIA CONSUMERS ARE WILLING TO SPEND

Median amount (in GBP) media consumers are willing to pay in addition to standard subscription fees for the following

A season of live coverage of my favorite sports teams or events	A single live showing of my favorite sports team or event	Live local news *(monthly fee)*	Complete removal of advertisements *(monthly fee)*	Connections between the various content sources I subscribe to *(monthly fee)*	Access to a movie that is still in theaters	Access to a movie that is recently out of theaters
£20	**£5**	**£5**	**£5**	**£6**	**£6**	**£5**

Base = Media consumers willing to pay for each product or service, in addition to standard subscription fees.

05. Country Profile: France

POPULARITY OF PAID SUBSCRIPTIONS

Percentage of media consumers who pay for one or more subscriptions in the following categories

Online video, TV, or movie streaming services	30%
Online music streaming services	21%
Online and digital publications	16%

FREQUENCY OF MEDIA CONSUMPTION

Percentage of consumers who do the following at least on a monthly basis*

Stream video, TV, or movies online	79%
Read news or periodicals online	74%
Play games on a mobile device	69%
Stream music online	59%

Base = All respondents, including those that did not complete the survey.

* Includes answers of at least once a day, once a week, or once a month.

MEDIA CONSUMER COMFORT WITH APPLYING PERSONAL PREFERENCES

Percentage of media consumers who are comfortable with media and entertainment companies leveraging their personal preferences in exchange for the following*

Content that aligns with my specific interests	71%
Personalized offers or discounts	66%
Exclusive access to content	64%
Connections between the various content sources I subscribe to	59%

* Includes answers of completely, mostly, and somewhat comfortable.

TOP 5 OUTLETS WITH INCREASED CONSUMPTION

Percentage of media consumers who've increased their consumption of content from the following sources over the past two years

Free streaming video services	63%
Subscription streaming video services	54%
Social media	48%
Subscription streaming music services	42%
Free streaming music services	42%

Base = Media consumers who have used the corresponding source in the past two years.

TOP 5 OUTLETS WITH DECREASED CONSUMPTION

Percentage of media consumers who've decreased their consumption of content from the following sources over the past two years

Print newspaper or magazines	32%
Broadcast TV networks	32%
Podcasts	29%
Traditional radio stations (AM/FM)	21%
Online and digital publications	20%

Base = Media consumers who have used the corresponding source in the past two years.

WHAT MEDIA CONSUMERS ARE WILLING TO SPEND

Median amount (in EUR) media consumers are willing to pay in addition to standard subscription fees for the following

A season of live coverage of my favorite sports teams or events	A single live showing of my favorite sports team or event	Live local news *(monthly fee)*	Complete removal of advertisements *(monthly fee)*	Connections between the various content sources I subscribe to *(monthly fee)*	Access to a movie that is still in theaters	Access to a movie that is recently out of theaters
10€	**5€**	**5€**	**5€**	**10€**	**6€**	**5€**

Base = Media consumers willing to pay for each product or service, in addition to standard subscription fees.

05. Country Profile: Germany

POPULARITY OF PAID SUBSCRIPTIONS

Percentage of media consumers who pay for one or more subscriptions in the following categories

Online video, TV, or movie streaming services	42%
Online music streaming services	30%
Online and digital publications	18%

FREQUENCY OF MEDIA CONSUMPTION

Percentage of consumers who do the following at least on a monthly basis*

Read news or periodicals online	75%
Stream video, TV, or movies online	69%
Play games on a mobile device	59%
Stream music online	50%

Base = All respondents, including those that did not complete the survey.
* Includes answers of at least once a day, once a week, or once a month.

MEDIA CONSUMER COMFORT WITH APPLYING PERSONAL PREFERENCES

Percentage of media consumers who are comfortable with media and entertainment companies leveraging their personal preferences in exchange for the following*

Personalized offers or discounts	66%
Content that aligns with my specific interests	64%
Exclusive access to content	63%
Connections between the various content sources I subscribe to	52%

* Includes answers of completely, mostly, and somewhat comfortable.

TOP 5 OUTLETS WITH INCREASED CONSUMPTION

Percentage of media consumers who've increased their consumption of content from the following sources over the past two years

Subscription streaming video services	58%
Free streaming video services	46%
Subscription streaming music services	42%
Social media	40%
Free streaming music services	35%

Base = Media consumers who have used the corresponding source in the past two years.

TOP 5 OUTLETS WITH DECREASED CONSUMPTION

Percentage of media consumers who've decreased their consumption of content from the following sources over the past two years

Print newspaper or magazines	34%
Podcasts	28%
Broadcast TV networks	27%
Basic cable and satellite TV networks	23%
Traditional radio stations (AM/FM)	21%

Base = Media consumers who have used the corresponding source in the past two years.

WHAT MEDIA CONSUMERS ARE WILLING TO SPEND

Median amount (in EUR) media consumers are willing to pay in addition to standard subscription fees for the following

A season of live coverage of my favorite sports teams or events	**12€**
A single live showing of my favorite sports team or event	**5€**
Live local news *(monthly fee)*	**5€**
Complete removal of advertisements *(monthly fee)*	**5€**
Connections between the various content sources I subscribe to *(monthly fee)*	**7€**
Access to a movie that is still in theaters	**5€**
Access to a movie that is recently out of theaters	**5€**

Base = Media consumers willing to pay for each product or service, in addition to standard subscription fees.

05. Country Profile: Netherlands

POPULARITY OF PAID SUBSCRIPTIONS

Percentage of media consumers who pay for one or more subscriptions in the following categories

Online video, TV, or movie streaming services	40%
Online music streaming services	27%
Online and digital publications	19%

FREQUENCY OF MEDIA CONSUMPTION

Percentage of consumers who do the following at least on a monthly basis*

Read news or periodicals online	69%
Stream video, TV, or movies online	67%
Play games on a mobile device	62%
Stream music online	50%

Base = All respondents, including those that did not complete the survey.
* Includes answers of at least once a day, once a week, or once a month.

MEDIA CONSUMER COMFORT WITH APPLYING PERSONAL PREFERENCES

Percentage of media consumers who are comfortable with media and entertainment companies leveraging their personal preferences in exchange for the following*

Personalized offers or discounts	59%
Content that aligns with my specific interests	59%
Exclusive access to content	56%
Connections between the various content sources I subscribe to	54%

* Includes answers of completely, mostly, and somewhat comfortable.

TOP 5 OUTLETS WITH INCREASED CONSUMPTION

Percentage of media consumers who've increased their consumption of content from the following sources over the past two years

Subscription streaming video services	58%
Free streaming video services	48%
Social media	46%
Free streaming music services	38%
Subscription streaming music services	34%

Base = Media consumers who have used the corresponding source in the past two years.

TOP 5 OUTLETS WITH DECREASED CONSUMPTION

Percentage of media consumers who've decreased their consumption of content from the following sources over the past two years

Print newspaper or magazines	40%
Podcasts	33%
Subscription streaming music services	20%
Premium cable and satellite TV networks	20%
Basic cable and satellite TV networks	19%

Base = Media consumers who have used the corresponding source in the past two years.

WHAT MEDIA CONSUMERS ARE WILLING TO SPEND

Median amount (in EUR) media consumers are willing to pay in addition to standard subscription fees for the following

A season of live coverage of my favorite sports teams or events	A single live showing of my favorite sports team or event	Live local news *(monthly fee)*	Complete removal of advertisements *(monthly fee)*	Connections between the various content sources I subscribe to *(monthly fee)*	Access to a movie that is still in theaters	Access to a movie that is recently out of theaters
€10	€5	€5	€5	€6	€6	€5

Base = Media consumers willing to pay for each product or service, in addition to standard subscription fees.

05. Country Profile: Australia and New Zealand

POPULARITY OF PAID SUBSCRIPTIONS

Percentage of media consumers who pay for one or more subscriptions in the following categories

Online video, TV, or movie streaming services	37%
Online music streaming services	22%
Online and digital publications	15%

FREQUENCY OF MEDIA CONSUMPTION

Percentage of consumers who do the following at least on a monthly basis*

Read news or periodicals online	65%
Stream video, TV, or movies online	58%
Play games on a mobile device	49%
Stream music online	40%

Base = All respondents, including those that did not complete the survey.
* Includes answers of at least once a day, once a week, or once a month.

MEDIA CONSUMER COMFORT WITH APPLYING PERSONAL PREFERENCES

Percentage of media consumers who are comfortable with media and entertainment companies leveraging their personal preferences in exchange for the following*

Content that aligns with my specific interests	59%
Personalized offers or discounts	58%
Exclusive access to content	56%
Connections between the various content sources I subscribe to	51%

* Includes answers of completely, mostly, and somewhat comfortable.

TOP 5 OUTLETS WITH INCREASED CONSUMPTION

Percentage of media consumers who've increased their consumption of content from the following sources over the past two years

Subscription streaming video services	64%
Social media	47%
Free streaming video services	46%
Free streaming music services	43%
Subscription streaming music services	39%

Base = Media consumers who have used the corresponding source in the past two years.

TOP 5 OUTLETS WITH DECREASED CONSUMPTION

Percentage of media consumers who've decreased their consumption of content from the following sources over the past two years

Print newspaper or magazines	41%
Premium cable and satellite TV networks	26%
Broadcast TV networks	25%
Podcasts	25%
Basic cable and satellite TV networks	22%

Base = Media consumers who have used the corresponding source in the past two years.

WHAT MEDIA CONSUMERS ARE WILLING TO SPEND

Median amount (in AU dollars) media consumers are willing to pay in addition to standard subscription fees for the following

A season of live coverage of my favorite sports teams or events	A single live showing of my favorite sports team or event	Live local news *(monthly fee)*	Complete removal of advertisements *(monthly fee)*	Connections between the various content sources I subscribe to *(monthly fee)*	Access to a movie that is still in theaters	Access to a movie that is recently out of theaters
A$25	**A$9**	**A$9**	**A$8**	**A$10**	**A$10**	**A$6**

Base = Media consumers willing to pay for each product or service, in addition to standard subscription fees.

05. Country Profile: Japan

POPULARITY OF PAID SUBSCRIPTIONS

Percentage of media consumers who pay for one or more subscriptions in the following categories

Online video, TV, or movie streaming services	28%
Online music streaming services	21%
Online and digital publications	13%

FREQUENCY OF MEDIA CONSUMPTION

Percentage of consumers who do the following at least on a monthly basis*

Stream video, TV, or movies online	54%
Read news or periodicals online	51%
Play games on a mobile device	26%
Stream music online	21%

Base = All respondents, including those that did not complete the survey.
* Includes answers of at least once a day, once a week, or once a month.

MEDIA CONSUMER COMFORT WITH APPLYING PERSONAL PREFERENCES

Percentage of media consumers who are comfortable with media and entertainment companies leveraging their personal preferences in exchange for the following*

Content that aligns with my specific interests	70%
Exclusive access to content	66%
Personalized offers or discounts	65%
Connections between the various content sources I subscribe to	63%

* Includes answers of completely, mostly, and somewhat comfortable.

TOP 5 OUTLETS WITH INCREASED CONSUMPTION

Percentage of media consumers who've increased their consumption of content from the following sources over the past two years

Subscription streaming video services	46%
Free streaming video services	39%
Social media	36%
Subscription streaming music services	30%
Free streaming music services	30%

Base = Media consumers who have used the corresponding source in the past two years.

TOP 5 OUTLETS WITH DECREASED CONSUMPTION

Percentage of media consumers who've decreased their consumption of content from the following sources over the past two years

Print newspaper or magazines	26%
Broadcast TV networks	22%
Traditional radio stations (AM/FM)	21%
Podcasts	19%
Basic cable and satellite TV networks	14%

Base = Media consumers who have used the corresponding source in the past two years.

WHAT MEDIA CONSUMERS ARE WILLING TO SPEND

Median amount (in JPY) media consumers are willing to pay in addition to standard subscription fees for the following

A season of live coverage of my favorite sports teams or events	¥1,500
A single live showing of my favorite sports team or event	¥250
Live local news *(monthly fee)*	¥200
Complete removal of advertisements *(monthly fee)*	¥200
Connections between the various content sources I subscribe to *(monthly fee)*	¥800
Access to a movie that is still in theaters	¥500
Access to a movie that is recently out of theaters	¥500

Base = Media consumers willing to pay for each product or service, in addition to standard subscription fees.

Methodology

Data in this study is based on responses from 3,080 adults (ages 18+) across the United States, Canada, France, Germany, the Netherlands, the United Kingdom and Ireland, Japan, and Australia and New Zealand (each region is represented by sample size of 385). Respondents met the criteria of consuming video media (streaming, broadcast TV, or cable and satellite TV) and audio media (streaming, radio, or podcast) at least once a month.

The research was conducted online via FocusVision in October 2017. Respondents for this survey were selected from those who have agreed to particulate in online surveys. The data has been weighted based on country population size.

Due to rounding, not all percentage totals in this report equal 100%.

GENERATION SAMPLE SIZES:

Millennials and Generation Z (born 1981-1999): 1,090
Generation X (born 1965-1980): 962
Traditionalists and baby boomers (born 1920-1964): 1,028