

Our inaugural Voice of the Consumer survey pursued questions about what consumers like or dislike about both PayTV and OTT streaming services. The bottom line, consumers want the best of both worlds – meaning they want the flexibility of

STREAMING combined with the flexibility of **PAY TV**.

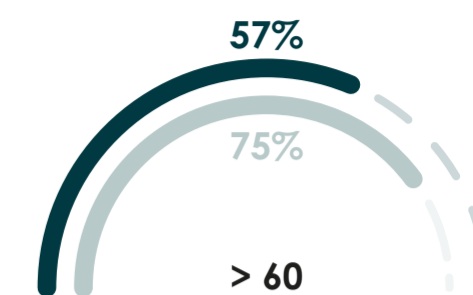
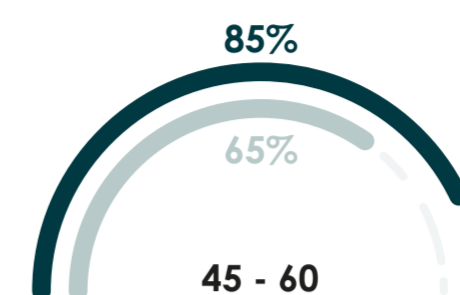
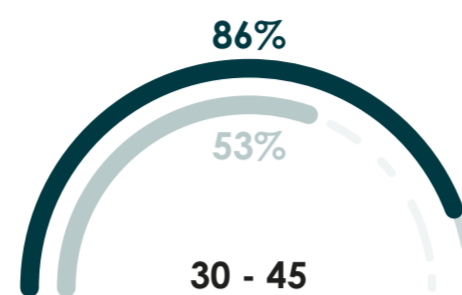
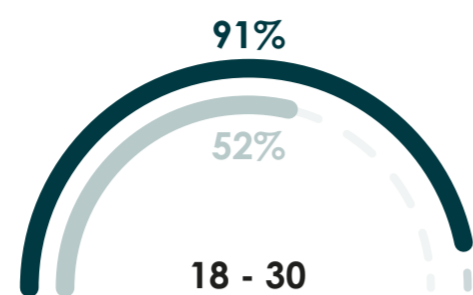
No surprise, subscribers over the age of 60 are most likely to have a pay TV subscriptions.

And, yes Millennials and Gen Z lead with streaming, but they have not completely abandoned pay TV!

● Stream ● Pay TV

How do consumers watch video?

Overall, the number of streaming subscribers surpasses those paying for a traditional TV subscription.



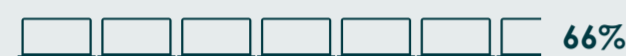
STREAMING

Content is the top reason for subscribing to a streaming service.

Available content 94%



Price 66%



User Interface 53%



Ease of managing subscriptions 52%



Ease of Use

appreciated by consumers



Easily resume paused videos 74%



The service remembers my login 67%



Favorites list 56%



Recommended content

PAY TV

85% of TV viewers watch TV as a family. What do they watch together?

Movies 75%



Fiction TV Series 52%



Sports 37%



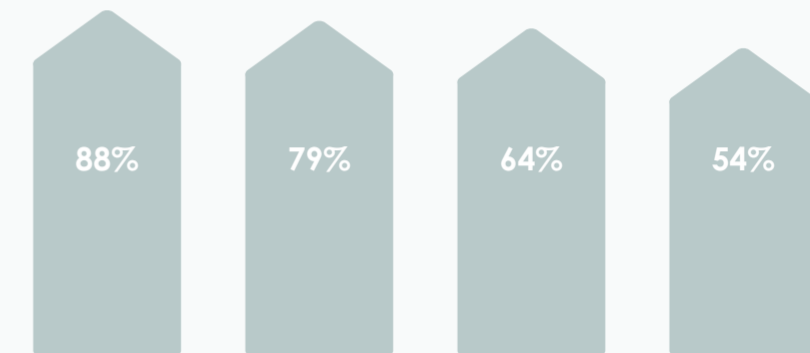
Documentaries 28%



86% of pay TV subscribers are satisfied, quite satisfied or very satisfied.

Content is at the top of the list when asked what they like about their subscriptions.

Content Choice 88%



Streamers want pay TV-like features.

They are annoyed when



81% There is so much content, it takes forever to navigate



76% The quality of service is never as good as traditional pay TV



57% Basic features like PLTV or Catch-up TV don't seem to work very well



Pay TV subs want streaming features

top improvements wanted



75% Curate channel bundles



70% Pause subscription

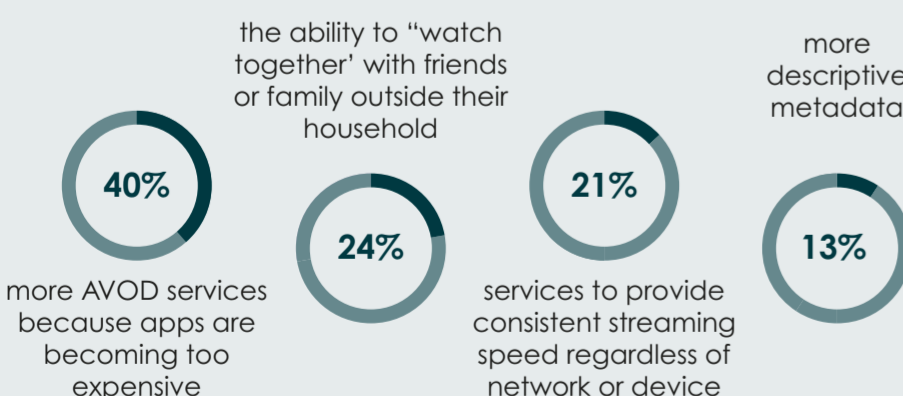


68% Improve content discovery



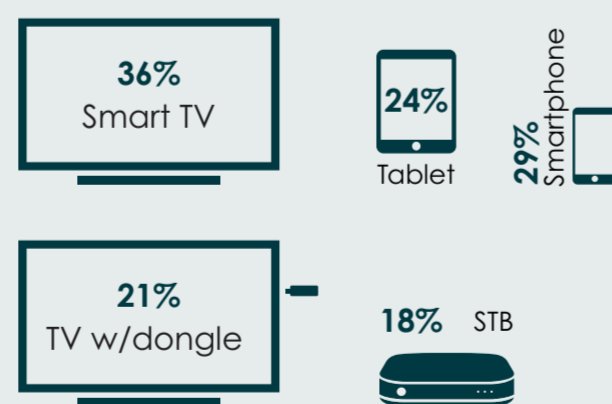
Streaming subscribers are very happy with their services.

If they could change ANYTHING about their streaming services, they want



Right now, streaming consumers

are using Smart TVs more than smartphones.



Pay TV subs interested in integrated services



Yes, please add streaming apps

My provider already integrates streaming apps

No thanks, I'm not interested in streaming apps

SUMMARY

Consumers want the best of both worlds when it comes to enjoying video content. Subscribers want **control** as evidenced by their desire to **PAUSE** pay TV subscriptions, **CURATE** their own channel bundles or prioritizing **EASE** of managing streaming subscriptions.

Subscribers crave **convenience** based on liking streaming features where service easily resumes paused content, one-time only login and creating favorites lists. And consumers **expect** a high-quality experience whether it's pay TV or streaming.