



Discover

April 2021

Five *Fast* Facts On Content Engagement

What you need to know about new & emerging trends, platforms or technology





With the proliferation of platforms and increased time at home during the pandemic, consumers now have a bevy of choices – across both linear TV and streaming – and a variety of ways to discover new content.

In this highly competitive environment, these *Five Fast Facts* explore the how, what and why of content engagement and the implications for marketers around viewer behaviors and video services' content libraries.

1

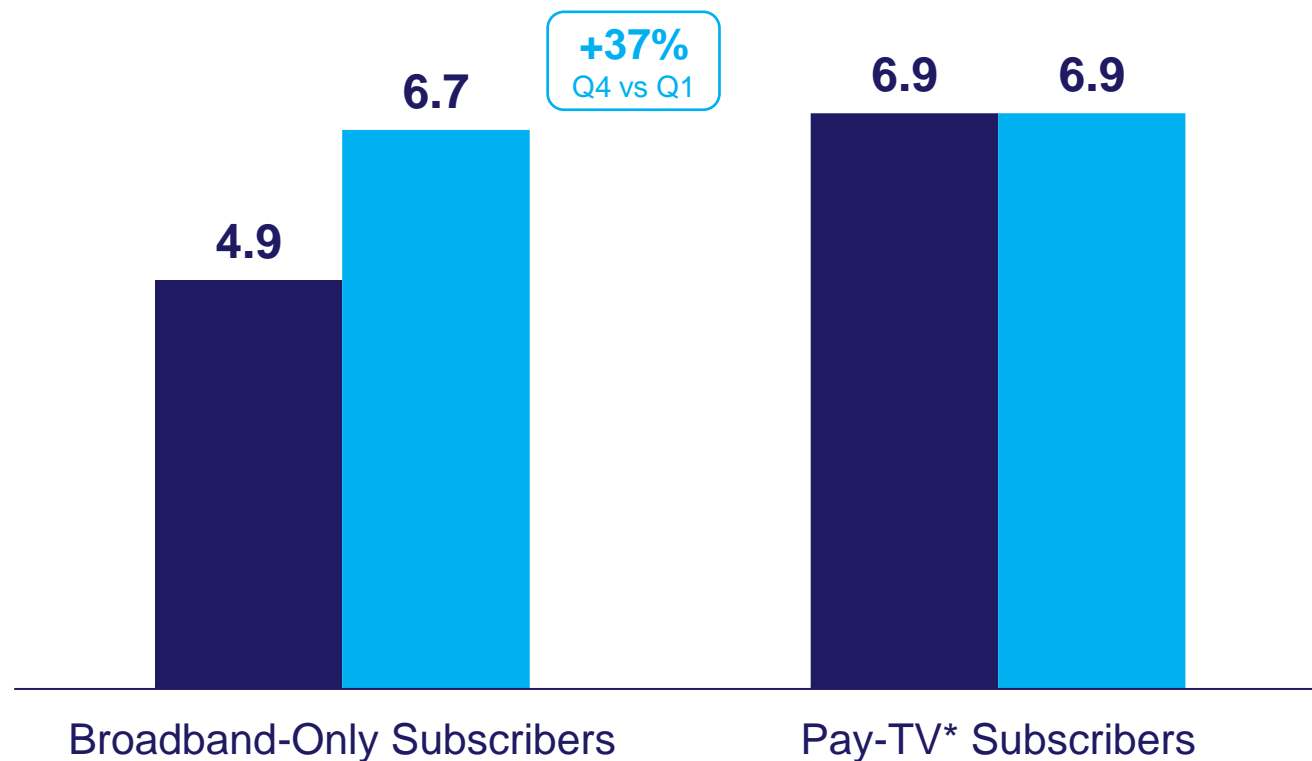
Prior to the pandemic, broadband-only homes cherry-picked their video services and added two more on average during the pandemic as they searched for more content.

Pay-TV subscribers' thirst for content was satisfied by the existing strong base of content available through their MVPD, they kept their total services constant through the pandemic by potentially shifting between secondary streaming services.

Number of Video Services Per Person

Average Across Respondent Types

■ Q1 '20 ■ Q4 '20



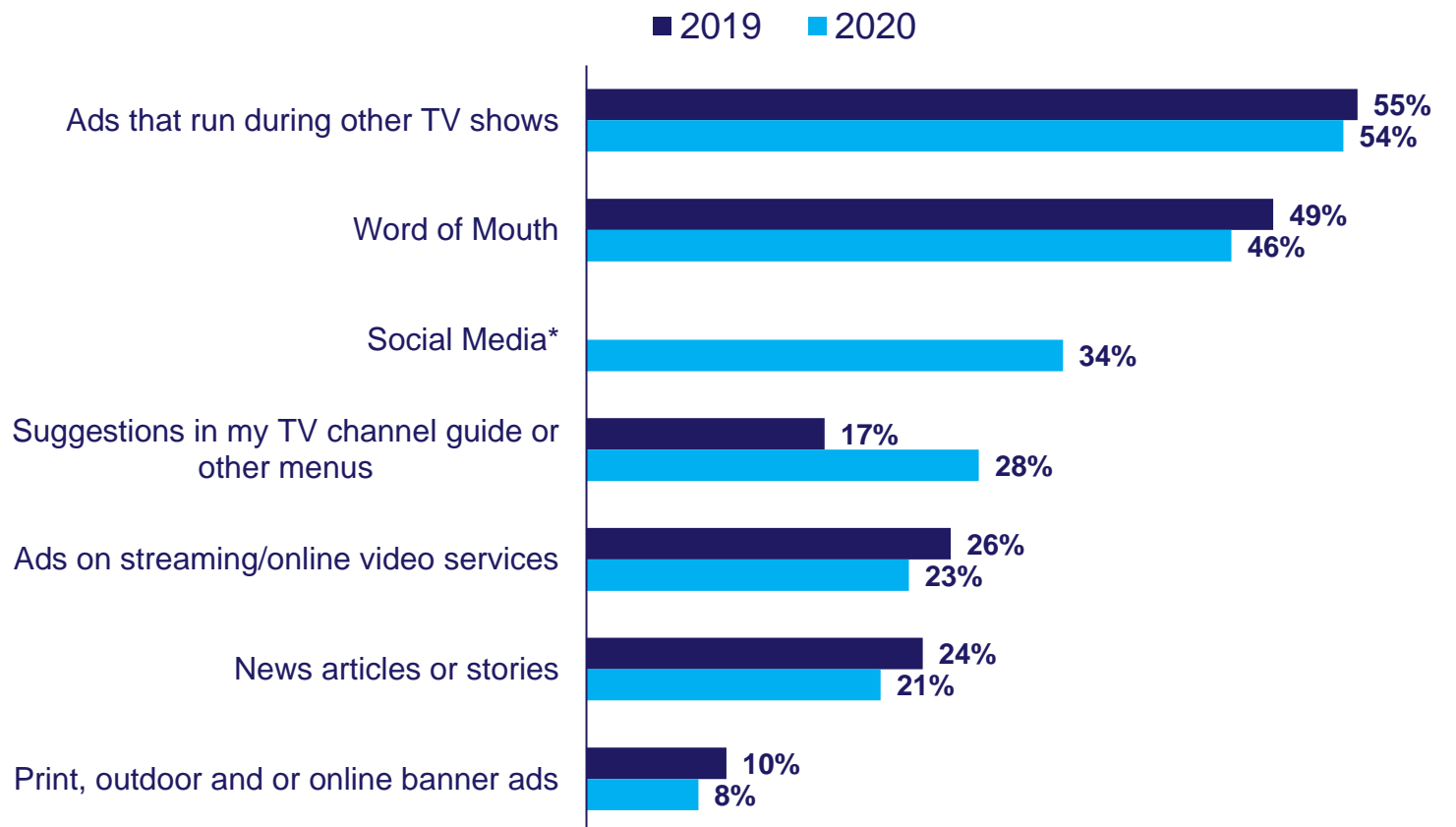
Source: VAB analysis of TiVo Video Trends Report, Q1 2020 & Q4 2020, P18+. *Pay-TV = Cable, Satellite or Telco TV subscribers.

2

Even as platforms proliferate, viewership fragments and the ways to gather information accelerates, **TV's ability to enable viewers to discover new content through advertising** and promos that run during other TV shows is higher than any other form of communication

How Viewers Discover New Movies/TV Shows to Watch

Percentage of total respondents, respondents could choose more than one answer



Source: TiVo Video Trends Report Q4 2020, P18+. *Social Media not available for 2019.

3

Many streamers have signed up for a service just to watch a specific show, however subscriptions driven from these shows can also lead to higher churn if a service lacks a deep library.

When selecting advertising partners, marketers should **consider the full breadth of their content library** and be sure to re-evaluate platforms on a regular basis to assess the audiences across services.

35%

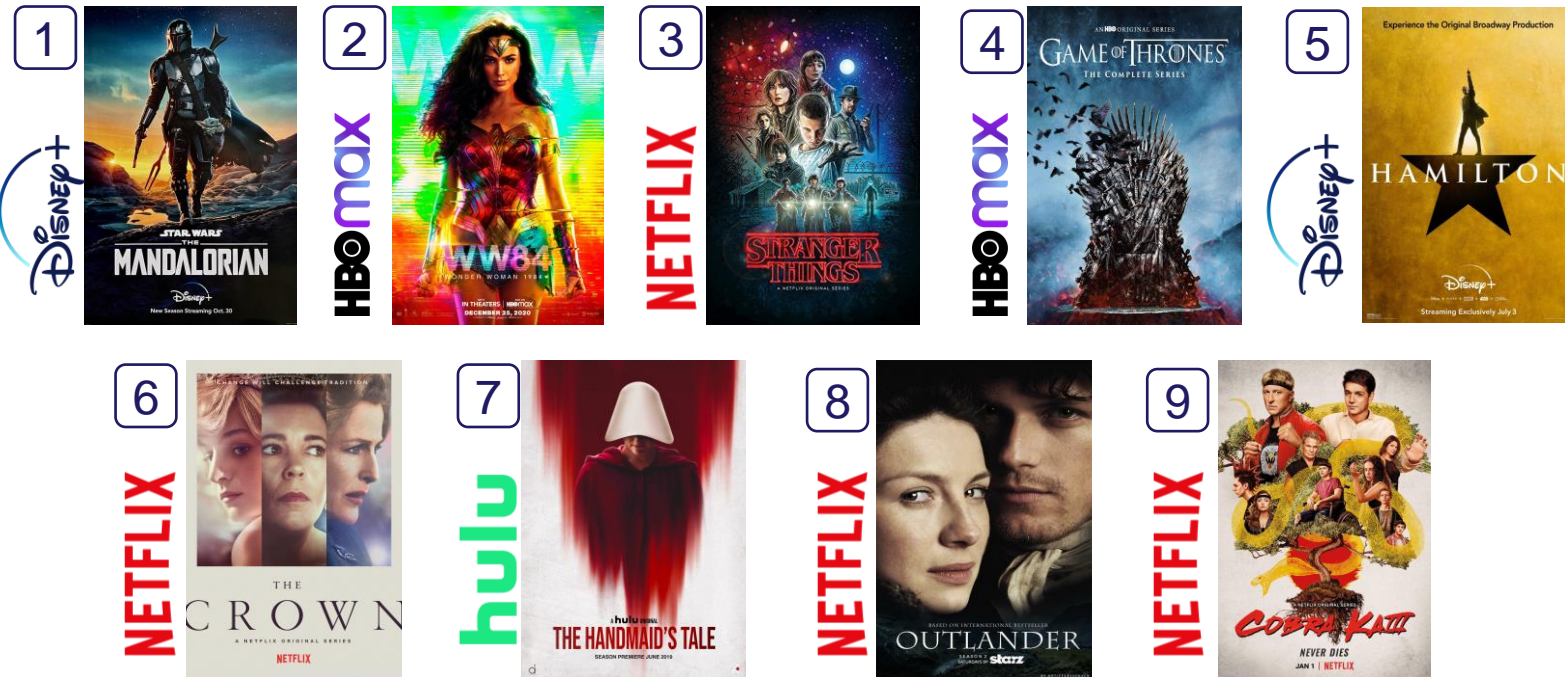
of viewers have signed up for a provider just to get access to one show

57%

of P16-24 have signed up for a provider just to get access to one show

Which Show Did You Sign Up to Watch?

Most Mentioned Titles



Source: Hub Research, Evolution of Video Branding, Feb 2021, Survey Base: P16-74, watch at least one hour of TV weekly & have broadband access, Survey Fielded February 2021







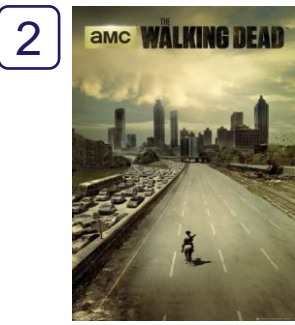


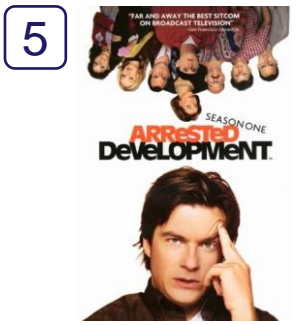


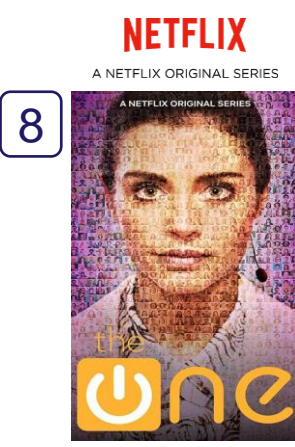


4

On Netflix, while their original series releases garner the most headlines and buzz, **at least half of the most watched shows on the service tend to be acquired programming from TV networks.**

It's imperative for marketers to **understand what content is on each platform** as TV network groups build up their own DTC streaming services and look to retain, or take back, the streaming rights to their shows.

Netflix's Most Watched Shows

Week of 3/24/21

Source: ReelGood via PCMag 'The Most Watched Shows on Netflix This Week', updated on 4/1/21, 'Most Viewed Shows' reflects ReelGood platform data of 4MM monthly users stream usage.

5

While COVID-19 closed most cinemas for an extended period, the pent-up desire to see movies on the big screen has meant that **most people are eager to go back to theaters as soon as local restrictions are lifted.**

Although some studios will continue to release new movies on streaming post-pandemic, questions remain regarding interest from viewers.



63%

Are **eager to go to a movie theater** 0-3 months of covid restrictions being lifted



21%

Plan to go to the movies **even more post-pandemic**



29%

Are interested in **paying to view a new movie release at home**



31%

Are interested in **viewing new movie releases at home** even after pandemic is over

Source: Nielsen Total Audience Report, March 2021, based on a special COVID-related advertising survey fielded in February 2021, (Top 2 Box – very eager / somewhat eager). TiVo Video Trends Report Q4 2020;

What does this mean for marketers?

- ▶ Many consumers have built a large video service stack as platforms have proliferated, therefore it's important for marketers to re-evaluate platforms regularly as evolving content offerings can affect new subscribers or retention rates
- ▶ As the video service landscape becomes even more competitive inside the home and more pandemic-related local restrictions are lifted outside the home, it's important to follow consumer behavior to understand how video content consumption will be affected moving forward

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Five Fast Facts On Video Streaming

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