



Discover

April 2021

Five *Fast* Facts On Video Streaming

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

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As an industry we will look back at 2020 and remember it as a transformative time for streaming with accelerated consumer adoption and usage and the introduction of several new platforms.

These *Five Fast Facts* explore the growing opportunities for marketers to reach and engage their audiences across streaming platforms and devices.

1

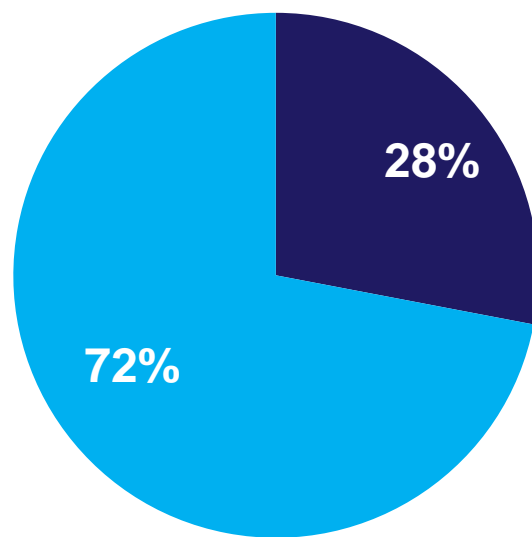
Ad-supported services now collectively account for **over one-third of all video streaming time**, providing greater opportunities for brands to expand their video campaigns cross-platform for incremental reach.

The collective ad-supported share is even greater in Black homes (45%) while Asian-American homes had the highest percentage specifically among AVOD services (34%).

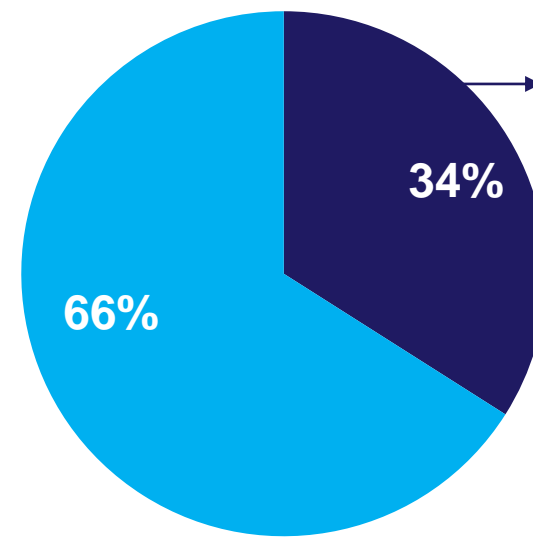
Share of Streaming by Platform Type

Among Streaming Capable Homes

■ AVOD / Linear TV Streaming ■ SVOD / Other Streaming



Jan '20



Jan '21

K2-11:	35%
T12-17:	32%
P18-34:	29%
P35-54:	32%
P55+:	40%

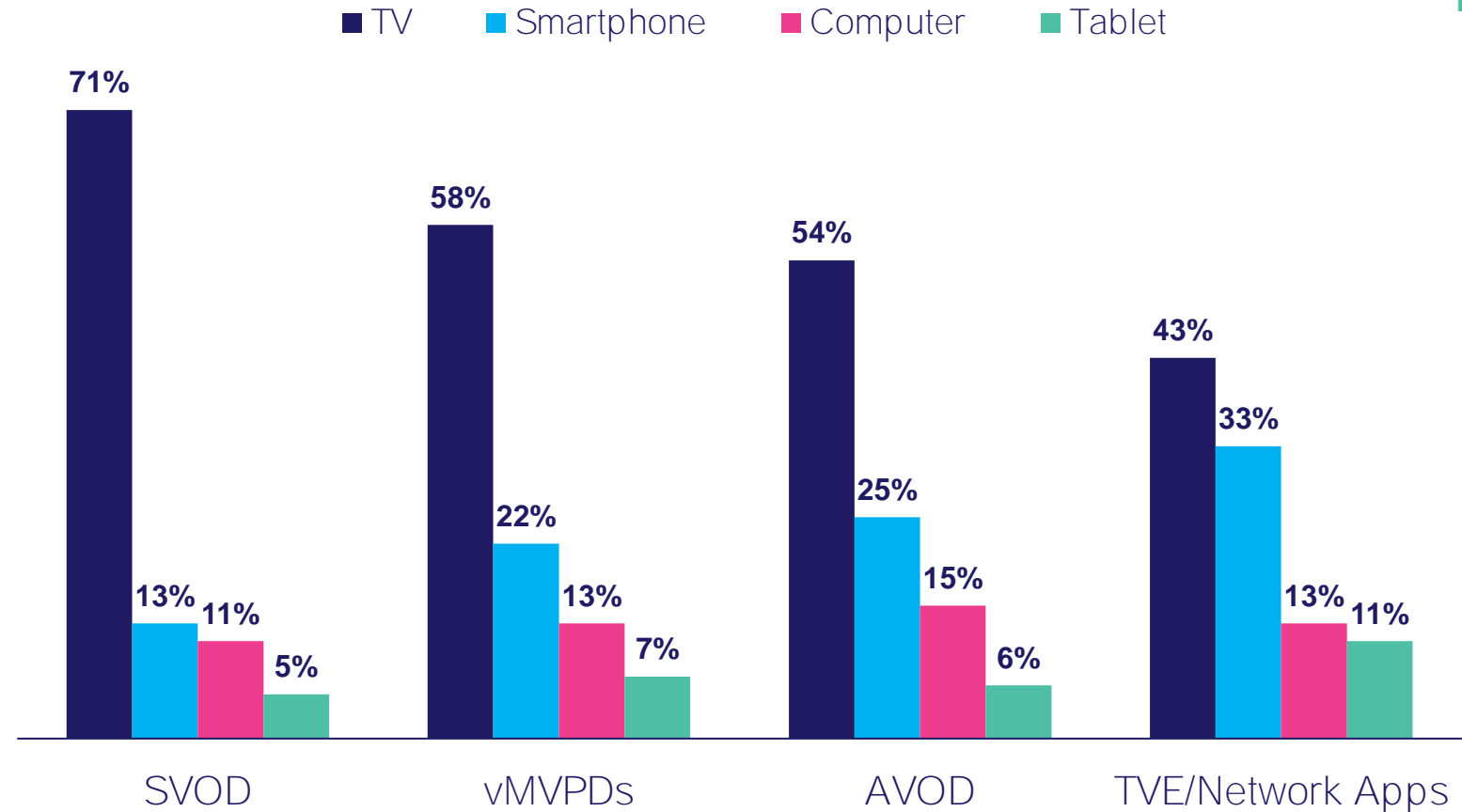
*As of December 2020, streaming accounted for 23% of total TV usage among streaming capable homes (vs. 21% in Dec '19)

Source: Nielsen Streaming Meter Homes, January 2020 & January 2021, P2+, Total Day. Linear TV streaming reflects TVE / network / cable provider apps. 'Other Streaming' primarily reflects SVOD platforms and includes social, gaming and other uncategorized platforms.

2

TV is the most preferred device for viewing content, but as we enter a post-pandemic world and can resume more active, 'on-the-go' lifestyles, it will be important for marketers to consider a variety screens and platforms in their video campaigns

Screen On Which Viewers Watch Most Often



Source: TiVo, Video Trends Report Q4 2020. Percentages are based on respondents who view each type of content.

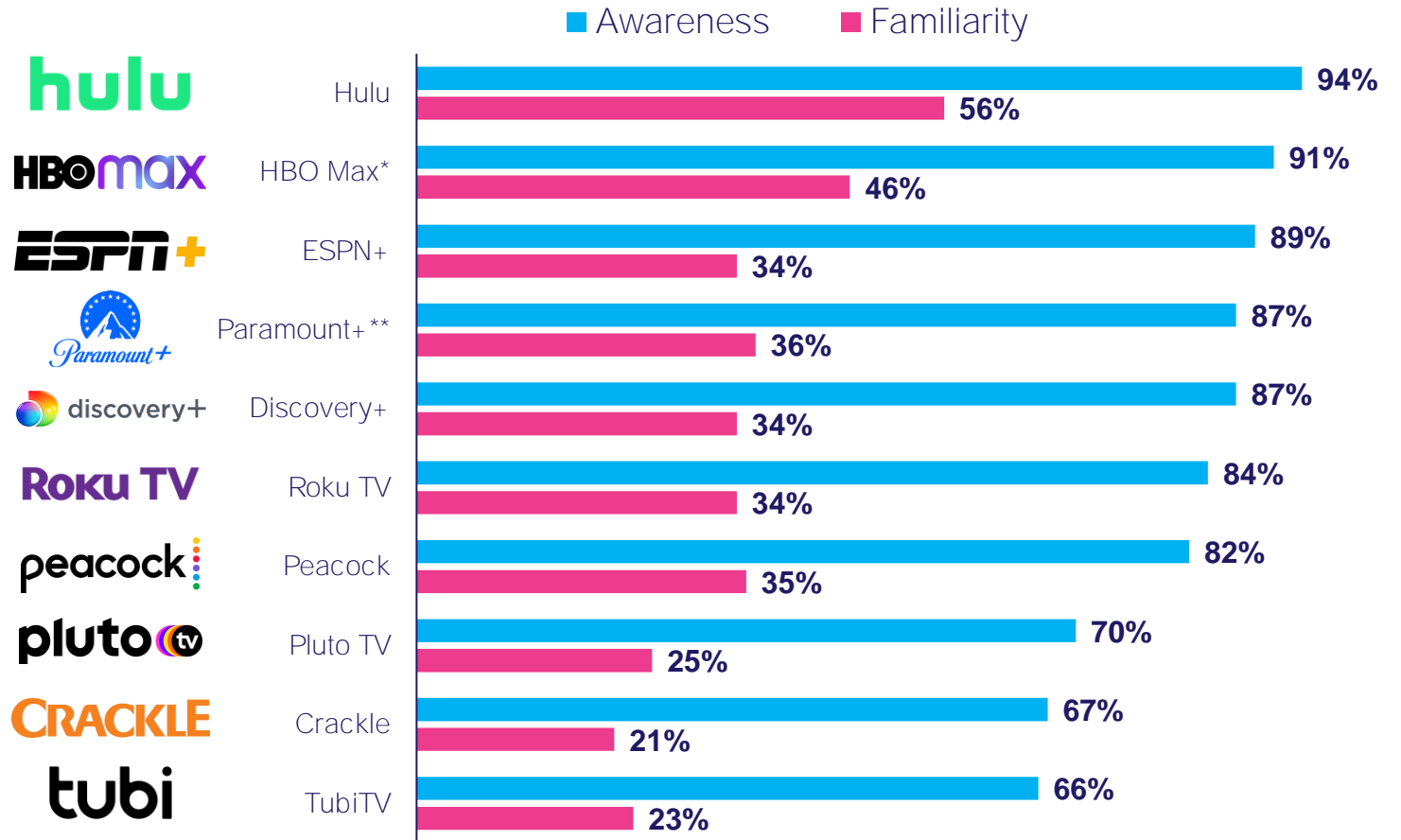
3

While many consumers are aware of the major ad-supported streaming services, increased competition means consumers need a **compelling reason** to try out a new platform.

70% of P16-34 are more interested in watching a show **when it's labeled as an 'original,'** this type of content can drive trial and convert people from awareness to engagement with a service.

Awareness & Familiarity of AVOD & Hybrid AVOD/SVOD Streaming Services

Awareness: % have heard of, Familiarity: % that could explain what the brand is and offers



Source: Hub Research, Evolution of Video Branding, Feb 2021, Note: only AVOD & Hybrid AVOD/SVOD streaming services shown. *HBO Max ad-supported tier coming in June 2021. **Data reflects CBS All Access which now has been rebranded to Paramount+.

4

In the past year, consumers were motivated to add streaming services due to **free time, deals and desire** while money and the lack of use were the main reasons for canceling a service.

As the economy rebounds and disposable income increases, **consumers will be less motivated to cancel services**, leading to larger viewer bases and higher reach for marketers.

Why Consumers Added Subscriptions During COVID-19

(25% added at least one new streaming subscription due to the pandemic)

- 63%** We're at home and have more time to watch
- 38%** Deal or special offer (free trial, etc.)
- 36%** Specific show or movie we wanted to see
- 26%** We need to entertain our kids
- 19%** We ran out of things to watch on our other services
- 11%** Need new ways to keep up with the news

Why Consumers Canceled Subscriptions During COVID-19

(15% canceled at least one video subscription due to the pandemic)

- 45%** Our household income has been affected by coronavirus
- 39%** We are tightening our budget just in case
- 35%** We realized we weren't watching them enough
- 28%** We don't have enough time to watch them right now
- 26%** We watched everything we wanted to watch on that service
- 17%** We wanted to switch to a different video service instead

Source: TiVo, Video Trends Report Q4 2020

5

With many already subscribing to several paid services, consumers are **welcoming of free, ad-supported streaming options** and would even like to see their favorite SVOD platforms create an ad-supported tier.

Marketers can capitalize on greater incremental reach opportunities within streaming as more streamers gravitate towards AVOD services.



83%

Say that **canceling paid streaming** services and using free, ad-supported services is a good way to save money



81%

Wish that paid streaming services like Netflix or Prime Video **offered a free, ad-supported** option



79%

Say they would **rather use free, ad-supported service** than subscribe to another paid service



57%

of consumers are **happy to watch some ads** in OTT in exchange for free content

Source: TiVo, Video Trends Report Q4 2020; Conviva, State of Streaming Advertising, March 2021 (top two box agreement).

What does this mean for marketers?

- ▶ As consumer behaviors have evolved during the pandemic, so too has video streaming. Ad-supported services are growing – the launch of more platforms has led to the exponential availability of more free, premium content which has increased total time spent viewing and share of overall streaming
- ▶ Marketers can leverage the growing advertising opportunities across platforms and devices by utilizing advanced data to build incremental reach and engage their target audiences within premium content

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Navigating the Flood
Charting Your Way Through Today's Streaming Ecosystem



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