



Customer satisfaction with streaming video services: consumer survey



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About this report

At the global level, our survey of 21 000 consumers worldwide shows that streaming video is still dominated by Amazon Video, Disney+ and Netflix. Despite the same players dominating year-on-year, the market context in which these players operate has changed. Subscriber growth has stalled, and players must increase prices, promote ad tiers and consider further diversification.

The survey was conducted in association with Dynata between July 2023 and September 2023. The survey groups were chosen to be representative of the internet-using population in selected countries around the world. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents per country.

KEY QUESTIONS ANSWERED IN THIS REPORT

- How does the take-up of Amazon Video, Disney+ and Netflix (and other players) vary by country? Where is Netflix's dominance receding?
- How satisfied are customers of streaming video services, and what is the Net Promoter Score (NPS) for the major players?
- How tolerant are consumers with price rises for streaming video, and what is the risk of them downgrading or cancelling services?
- How will ad-funded tiers and free advertising supported streaming television (FAST)¹ affect the future take-up of paid-for streaming video?
- What diversification options do streaming players have (gaming, etc.)?



GEOGRAPHICAL COVERAGE

- **Western Europe (WE):** France, Germany, Ireland, Italy, Norway, Spain, Sweden and the UK
- **Central and Eastern Europe (CEE):** Poland and Turkey
- **North America (NA):** Canada and the USA
- **Developed Asia-Pacific (DVAP):** Australia and New Zealand
- **Emerging Asia-Pacific (EMAP):** Malaysia
- **Sub-Saharan Africa (SSA):** South Africa
- **Middle East and North Africa (MENA):** Kuwait, Saudi Arabia, Oman and the UAE



WHO SHOULD READ THIS REPORT

- Strategy managers and sales managers within **streaming video providers** that wish to understand consumers' requirements and attitudes.
- Strategy, product and partnership teams within **telecoms operators** that wish to understand the changing value of streaming video services within their value-added service portfolio.
- Sales and product teams within **software vendors** that provide the billing or content delivery software that enables content aggregation and suites of multimedia value-added services for telecoms operators.



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Executive summary





Analysis

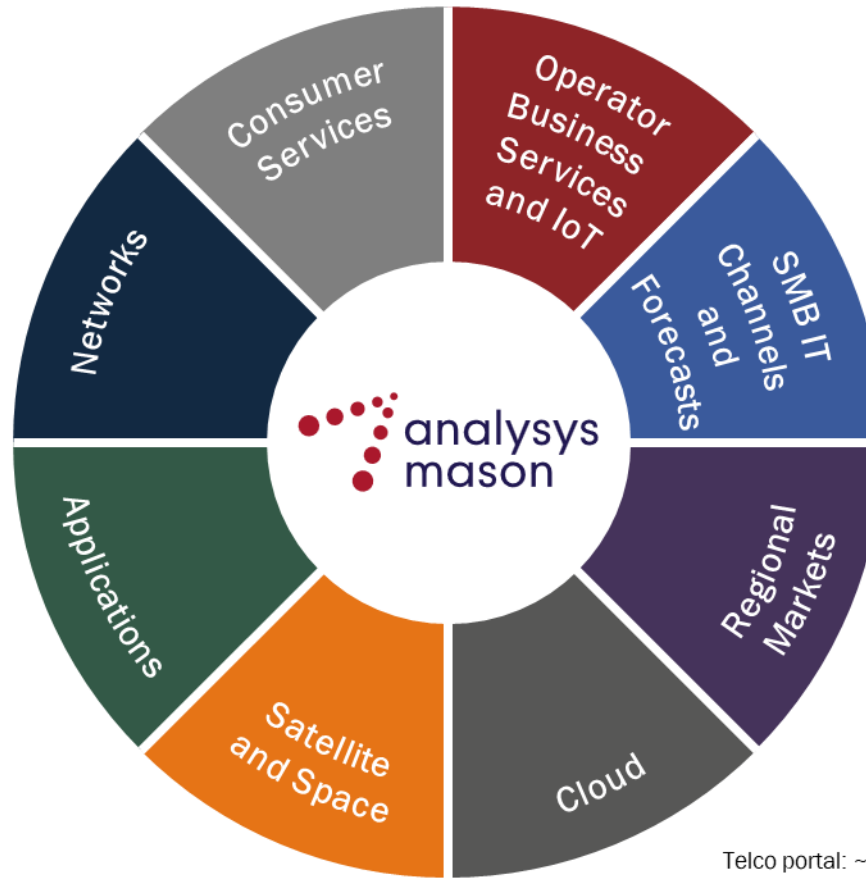
Appendix

Methodology and panel information

About the authors and Analysys Mason

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- 
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 - Edge and Media Platforms
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DataHub
 - Forecast data for 80 countries

Telco portal: ~2800 forecast and ~320 historical metrics
 SMB Technology Forecaster portal: ~120 000 forecast metrics

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