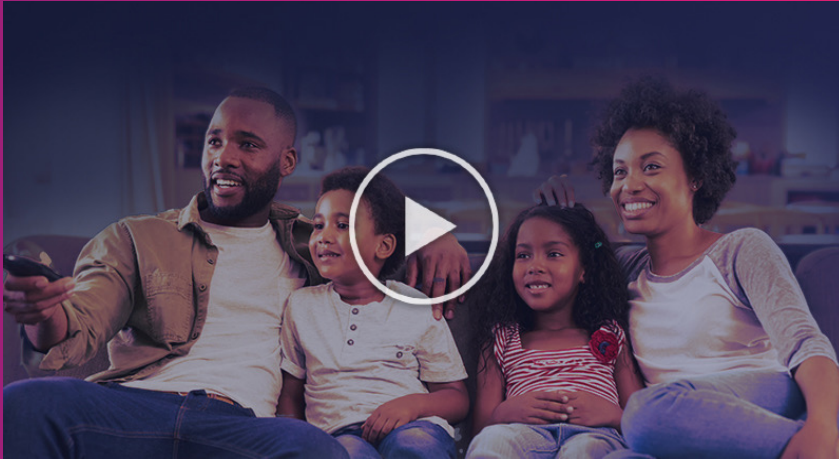


2022 STREAMING SNAPSHOT



Click For Key Insights From Our Latest Research Study

LOYALTY TO STREAMING SERVICES

Affordability, wide selection of content, and a user-friendly experience were cited as the top factors that would keep people loyal to a streaming service.

The average person
Expects to Stream

290+

Different movies & TV shows this year
Totalling **437** hours of content

 **57%**
Plan to Cut
some of their
Paid TV + Video Services
(Netflix, HBO Max, etc.)

With the average person
DROPPING



3 OUT OF 5

1/4 of respondent think the
Future of Streaming



will include:
free services with limited ads