

Original Content is Key to STREAMER SATISFACTION

IN STREAMING, CONTENT EXPERIENCE TRUMPS ALL.

We surveyed 2,000 streamers to find out what matters most to them. Content, live streaming, and “minimal ads” topped the list.

With the largest free streaming library (45K+ titles), more than 100 live channels added in 2022, and one of the lightest ad loads in AVOD¹, Tubi puts the streamer first.

Factors for the best streaming experience:

86% want **variety of content**

>50% streaming live channels

45% prefer **minimal ads when assessing value** in a free streaming service.²

Original content is critical for viewer engagement

Which new content matters most? Original content.

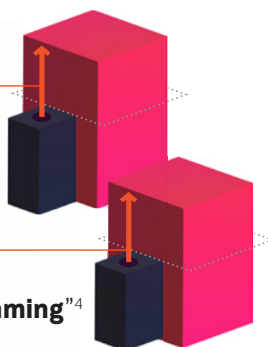
- 68% of streamers say that exclusive content is important to them³
- Viewers who saw an Original in a given week watch more Tubi than those who watched only non-Original content

+116%

quarterly growth in Originals viewing time

+69%

think Tubi “has can’t miss programming”⁴



Unlike streaming companies using a big studio model, **Tubi uses content intelligence to inform program development** in a nimble, user-focused way. While big streamers’ blockbusters may get a water cooler moment or two, their massive production costs are passed along to advertisers and viewers.

Tubi recently committed to doubling down on Original programming, producing hundreds of hours of binge-worthy content that caters to its diverse audiences. With a personalized user experience, easy navigation, and **100% free access to entertainment**, Tubi continues to stand out amongst the crowded pack of streaming platforms.

■ viewers that watched an Original on Tubi

■ viewers that watched only non-Original content on Tubi

¹ Tubi TV Corporate

² Qualtrics Custom study, Q1 '22

³ Qualtrics Custom study, Q1 '22

⁴ Marketcast Aug '21 - June '22