A photograph of a man and a woman sitting on a couch, viewed from behind, watching a television. The TV screen shows a blurred, colorful scene. The image is partially obscured by a large blue curved graphic on the right side and a grid of semi-transparent squares on the left side.

WGA Writers Strike **Consumer Awareness & Viewing Intent**

Key Highlights from Whip Media Research
U.S. Results

May 2023

WGA Writers Strike Consumer Awareness & Viewing Intent

Key Takeaways from the U.S. Results

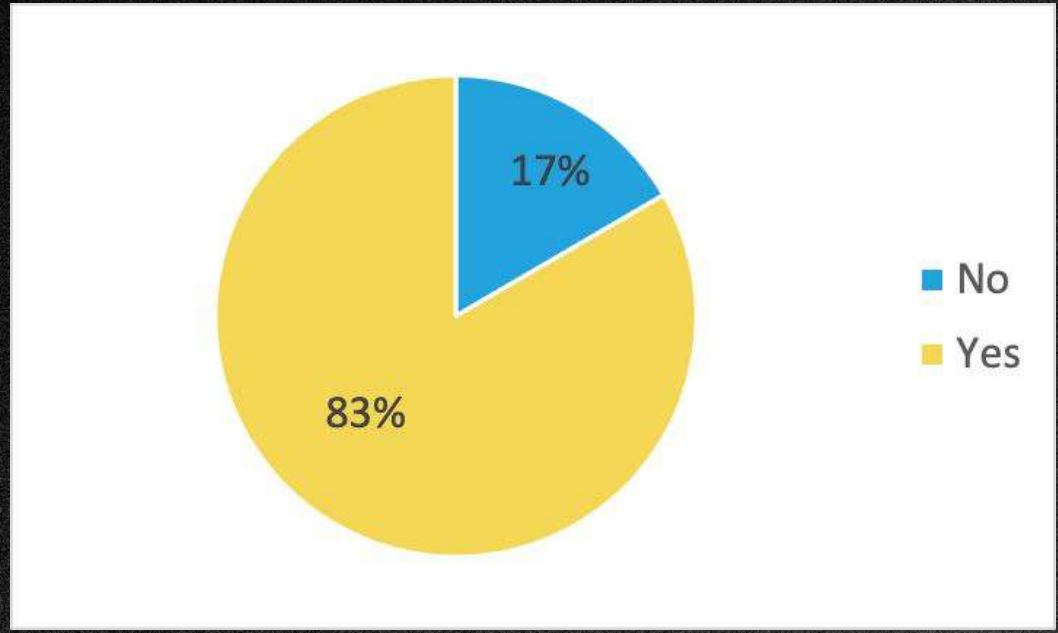
- **83%** of respondents were aware of the strike at the time of fielding.
- **60%** of respondents said the strike could be significantly disruptive to their viewing activity later in the year.
- U.S. audiences are more concerned about their favorite TV shows falling behind than movies; **39%** said they were more worried about their favorite shows, **32%** said they were equally worried about shows and movies, and only **1%** said they were more worried about movies.
- Three-quarters of respondents (**72%**) said they would be at least somewhat upset should the release of new content be delayed for several months.
- The vast majority (**81%**) of respondents said they would watch shows/movies they had already been meaning to watch if the strike significantly delays new content. Seeking out existing 'new to them' titles (56%) and rewatching favorites (44%) round out the top 3 consumer viewing strategies. This finding speaks to the importance of library catalog and the growing travelability of foreign titles.

Methodology: Whip Media fielded the survey to TV Time users in the US and key markets including the U.K., France, Italy, Germany, Spain, Brazil and Saudi Arabia, from May 12-15, 2023. Users were not incentivized, and the exact topic of the survey was not revealed until the user began the survey (eg topic not identified in the survey prompt). **Total respondents for the U.S. n = 1,420.**

WGA Writers Strike Consumer Awareness & Viewing Intent

Q: Prior to this survey, were you aware of the Writers Guild of America (WGA) strike?

Over **80%** of US respondents said they were aware of the Writers Strike.

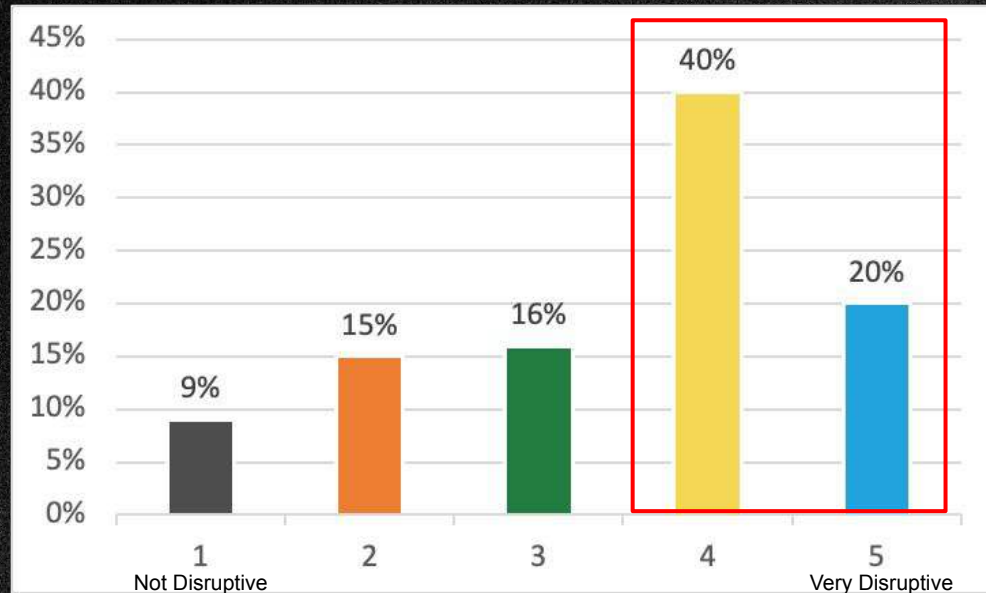


WGA Writers Strike Consumer Awareness & Viewing Intent

Q: On a scale of 1-5, to what extent do you think the Writers Strike could be disruptive to your viewing activity later this year?

About 60% of respondents said they thought the Writers Strike could be significantly disruptive to their viewing activity later this year.

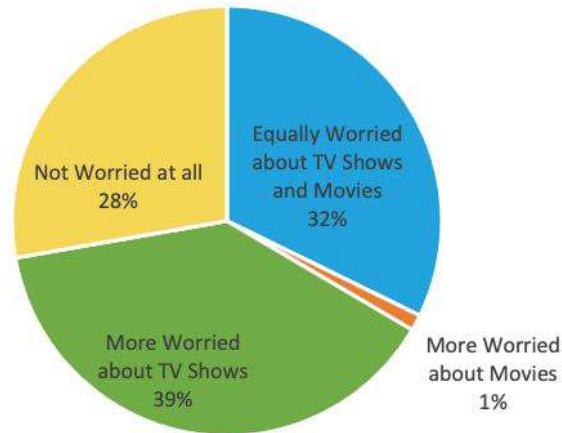
Another 30% of respondents indicated that the strike would be at least somewhat disruptive, while about 9% expressed that it would not be disruptive at all.



Whip Media. Panel of U.S. survey respondents (ages 13-55+).
Survey fielded to TV Time users from May 12-15, 2023. N = 1,420.

WGA Writers Strike Consumer Awareness and Viewing Intent

Q: Which of the following best represents your feelings about how the Writers Strike might impact different types of content?



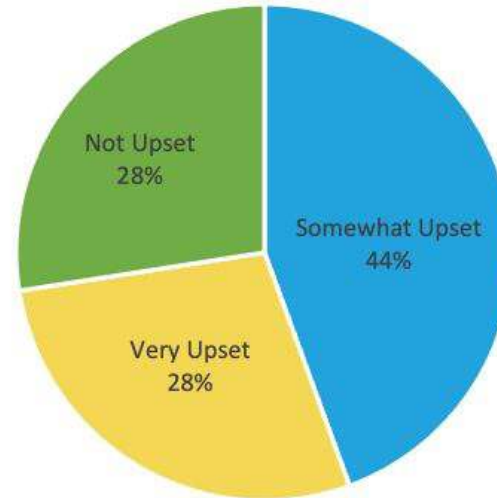
When it comes to how worried consumers are about how the strike may impact different types of content, **39% of respondents said they were more concerned about TV shows, while 32% expressed equal concern for both shows and movies.**

More than a quarter of respondents expressed they were not worried at all. Of note, only 1% expressed more worry for movies.

WGA Writers Strike Consumer Awareness & Viewing Intent

Q: Imagine a situation where new movies, TV shows, or episodes are delayed for several months. How do you think you would feel?

Almost three-quarters of respondents (72%) said they would be at least somewhat upset should the release of new content be delayed for several months.



Whip Media. Panel of U.S. survey respondents (ages 13-55+).
Survey fielded to TV Time users from May 12-15, 2023. N = 1,420.

WGA Writers Strike Consumer Awareness and Viewing Intent

Q: If the production and release of new content were to be significantly delayed, which of the following statements would most likely reflect your viewing behavior? Please select all that apply.

Over 80% of respondents indicated they would watch shows/movies they've already been meaning to watch and over half (56%) said they would seek out existing 'new to them' shows/movies. 44% indicated they would rewatch content they like.

This has strong implications for leveraging library catalog and surfacing it to the right viewers. It is also an opportunity for foreign content to continue its upward trend in global consumption.

