2023
US Streaming Satisfaction

Evolving Perceptions of Value
Fifth Annual SVOD Study

US Edition | September 2023

Key Highlights

- **Shifts in overall satisfaction narrow the competitive landscape, challenging platform dominance.** The SVOD competitive landscape is tightening among leading platforms. This year, Netflix is joined by previous leaders, Max and Disney+, in dealing with pressure across content and engagement measurements that indicate changing customer perceptions of leading service value.

- **Midtier platform trends accelerate as overall satisfaction rises.** The midtier of streaming platforms, including Apple TV+, Hulu, Peacock, Prime Video and Paramount+, are rising in overall satisfaction due to strength in the quality of content, the variety of programming, and subscribers' overall platform user experiences.

- **Weakening trends among platform leaders persist.** As Netflix continues to grapple with a longer-term deterioration in subscriber satisfaction, Disney+ and Max are entering a period of heightened uncertainty amid shifting economic environments and consumer preferences.

whip media

Introduction

Shifts in overall satisfaction narrow the competitive landscape

The SVOD competitive landscape is tightening among leading platforms as content quality, variety and user experience all contribute to incremental shifts in overall consumer value.

When we fielded this survey in 2021, 30 points separated the platform with the highest satisfaction (Max, 92%) and the lowest (Peacock, 62%). The spread has since contracted to 26 points in 2022 and 14 points in 2023, or a 53% decrease over the last three years.[1]

2021
+30 points

2022
+26 points

2023
+14 points

This year's analysis clearly indicates that satisfaction among the top tier of streaming platforms is gradually declining while midtier platforms rise in overall satisfaction. The narrowing competitive market suggests there is high demand for showing the right mix of original and library content – and consistently maintaining a delightful viewer experience – in order to drive an overall value that subscribers expect.

1 In Whip Media's 2021 U.S. Streaming Satisfaction, Max returned the highest satisfaction at 92% among respondents that chose "Very Satisfied" and "Satisfied," and Peacock returned the lowest satisfaction at 62%. A 30 point spread separated the highest and lowest ranked platforms. In 2023, Max returned the highest satisfaction at 88%, and both Prime Video and Peacock tied for the lowest satisfaction at 74%. The spread separating the highest and lowest ranked platforms fell to 14 points and represents a 53% decrease from 2021 to 2023.

Overall Satisfaction

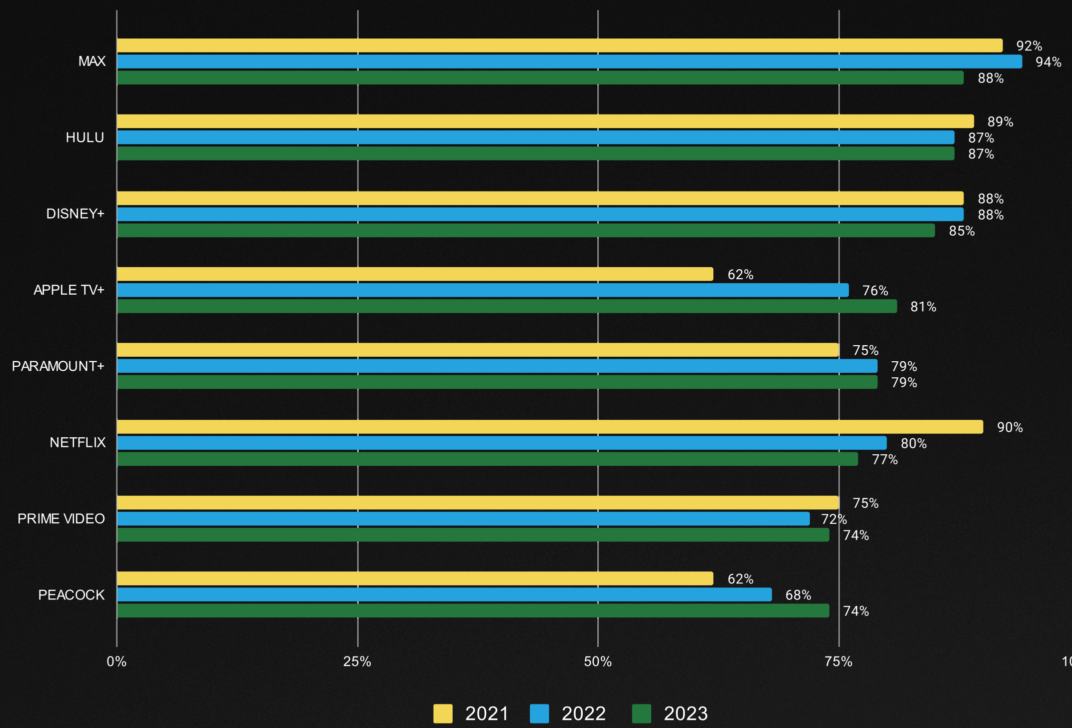
The top three platforms are the same as last year, but the order has changed. Max held on to its #1 position while simultaneously experiencing its largest decline in overall satisfaction among all SVODs compared to last year, falling -6 points to 88% from 94%.

Hulu is ranked #2 and showed no change in overall satisfaction from last year. The Disney majority-owned platform is only one point behind Max. Satisfaction with Disney+ declined -3 points to 85% from 88%, and bumped the major streamer down to third place.

Notably, Peacock showed the largest gain in overall satisfaction, increasing +6 points to 74%, and was galvanized by subscribers' strong reception to the quality of its original content. In spite of its strong performance, Peacock still holds the lowest ranked position in overall satisfaction and is tied with Prime Video.

Netflix fell to #6, down -3 points, which is a smaller decline than the previous year, but still a continuation of a three year downtrend in overall satisfaction.

Overall Satisfaction of Leading Platforms Among Subscribers



Elements of Satisfaction

Midtier platform trends accelerate as overall satisfaction rises

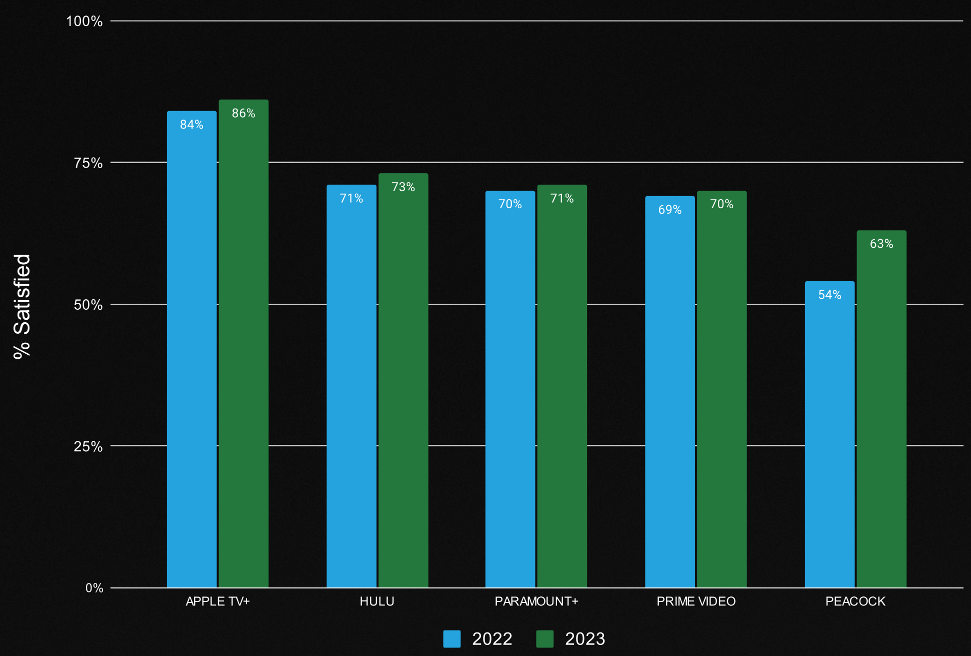
The midtier of streaming platforms, including Apple TV+, Hulu, Peacock, Prime Video and Paramount+, are rising in overall satisfaction due to their strength in quality and variety of programming, and user experience.

Apple TV+ took the spotlight and is ranked #4 in overall satisfaction among subscribers, increasing +5 points from last year to 81%. Apple TV+ remains solidly ahead of Netflix and Prime Video in overall subscriber satisfaction. The platform seems to be hitting its stride in generating hit original series, such as 2023's *Shrinking* and *Hijack*, while also driving subscriptions through value add-on streaming service partnerships like Major League Soccer (MLS).

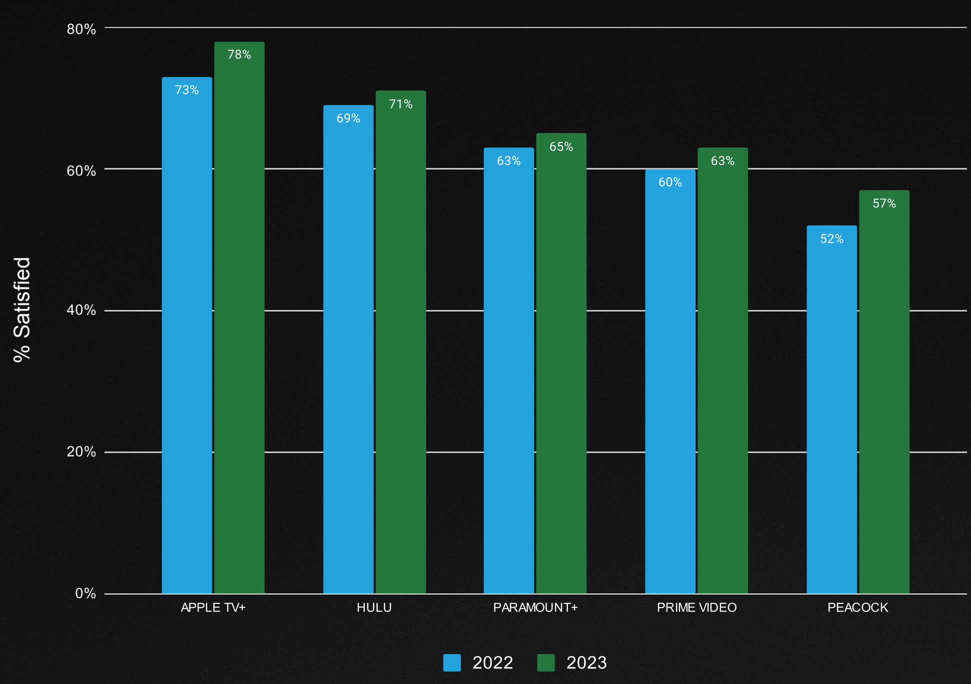
Hulu continues to return solid satisfaction in the quality and variety of originals, and across other measurements. The platform exhibits a relatively stable performance with a three year average overall satisfaction of 88%. Hulu's overall satisfaction has only shifted +/-2 points since 2021. The popular platform seems to represent a decent value exchange between content mix and subscriber cost.

Content Quality & Variety

Quality of Originals Among Midtier Platforms



Variety of Originals Among Midtier Platforms



Similarly, Apple TV+ made substantial gains across its content catalog with original series and movies all increasing in viewer satisfaction. The variety of Apple TV+ original series increased +5 points demonstrating the diverse and high-quality media projects the service is offering.

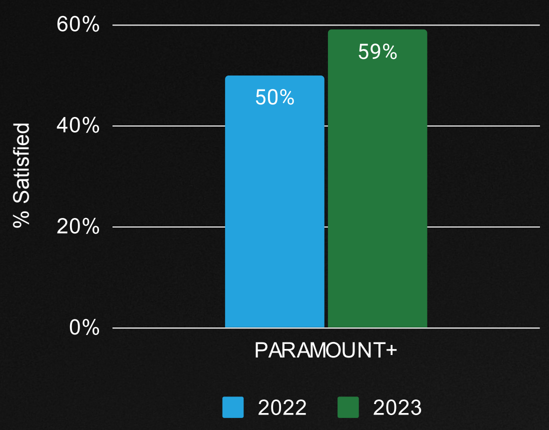
Apple TV+ became the first streaming service to win an Oscar for Best Picture at the 2022 Academy Awards for “CODA” just 3 years after the debut of the platform.

Apple TV+ Quality and Variety of Original Series and Movies, Points Change, YoY

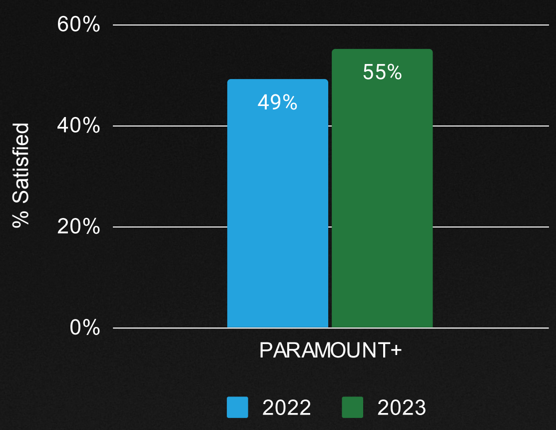
Original Series	Movies
Quality: **+2**	Quality: **+2**
Variety: **+5**	Variety: **+2**

Paramount’s film offering particularly resonated with subscribers with respect to both the quality and variety of movies, which increased +9 points and +6 points, respectively. As one of the newer platform entrants, Paramount+ continues to scale the breadth of its original film offering since launching in 2021, and build on its brand legacy as a hit movie creator.

Paramount Quality of Movies



Paramount Variety of Movies



User Experience & Programming

Netflix knows how to deliver a great show, which subscribers have rewarded since 2021. The platform still leads all other platforms in user experience and programming recommendations despite losing traction from last year.

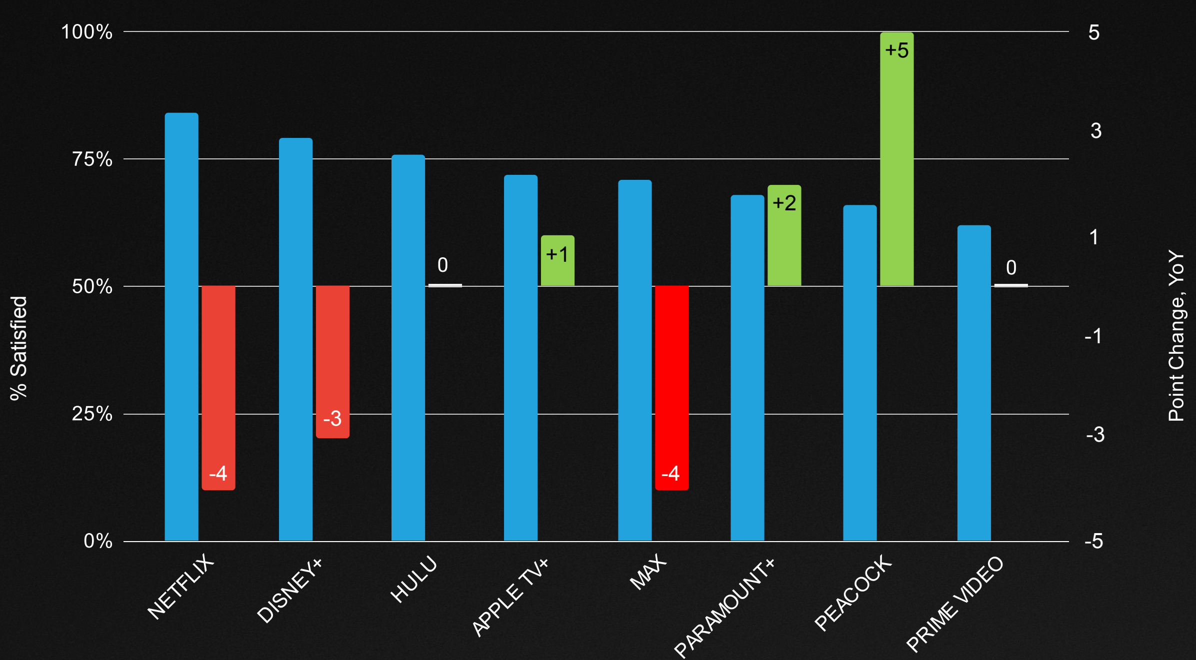
NETFLIX | #1 in **User Experience** and **Programming Recommendations** Second Year in a Row

User Experience		
2022	**2023**	**Chg**
88%	84%	-4

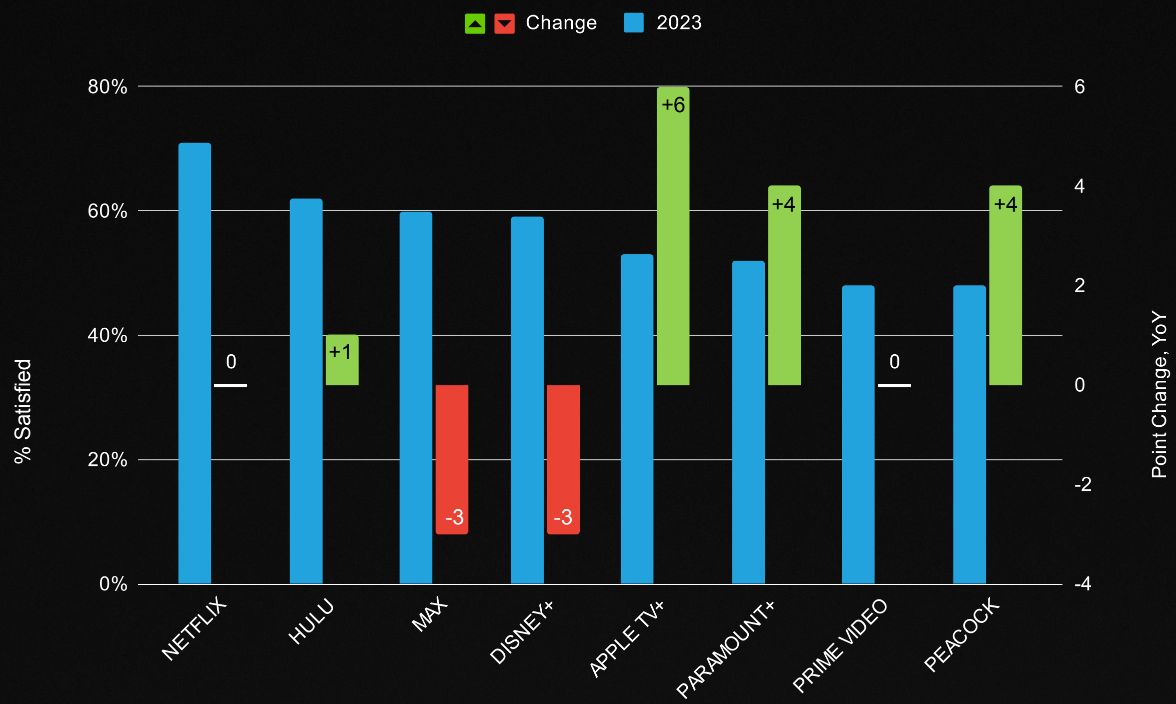
Program Recommendation		
2022	**2023**	**Chg**
71%	71%	0

Disney+ and Max are the only platforms to see declines in both categories. All the other major platforms returned an increase, or little change, in satisfaction compared to the previous year.

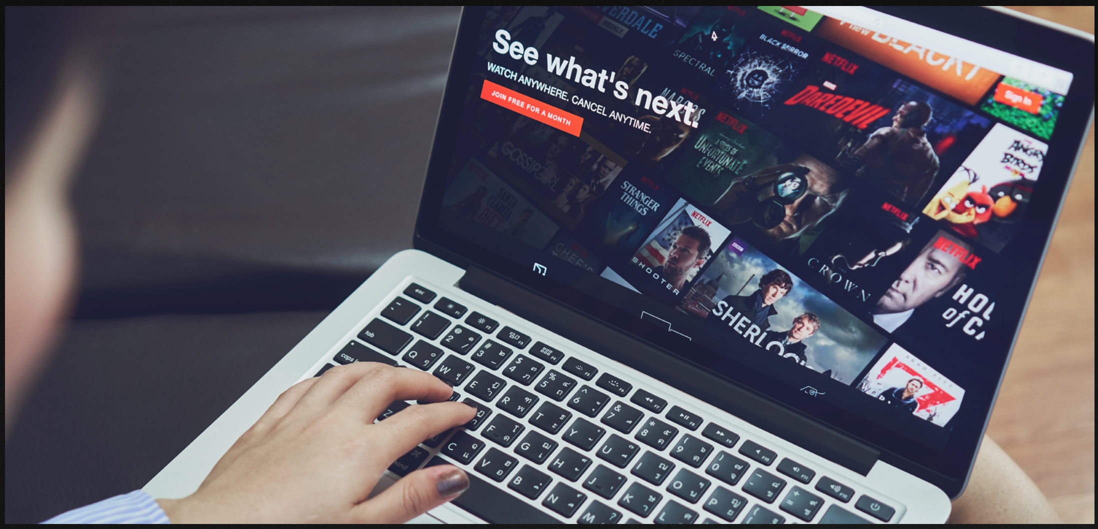
User Experience, Ranked By Satisfaction, with YoY Change



Programming Recommendations, Ranked By Satisfaction, with YoY Change



Subscribers are rewarding the midtier platforms in consumer satisfaction. Notably, Peacock advanced +5 points in user experience, and Apple TV+ jumped +6 points in programming recommendations.

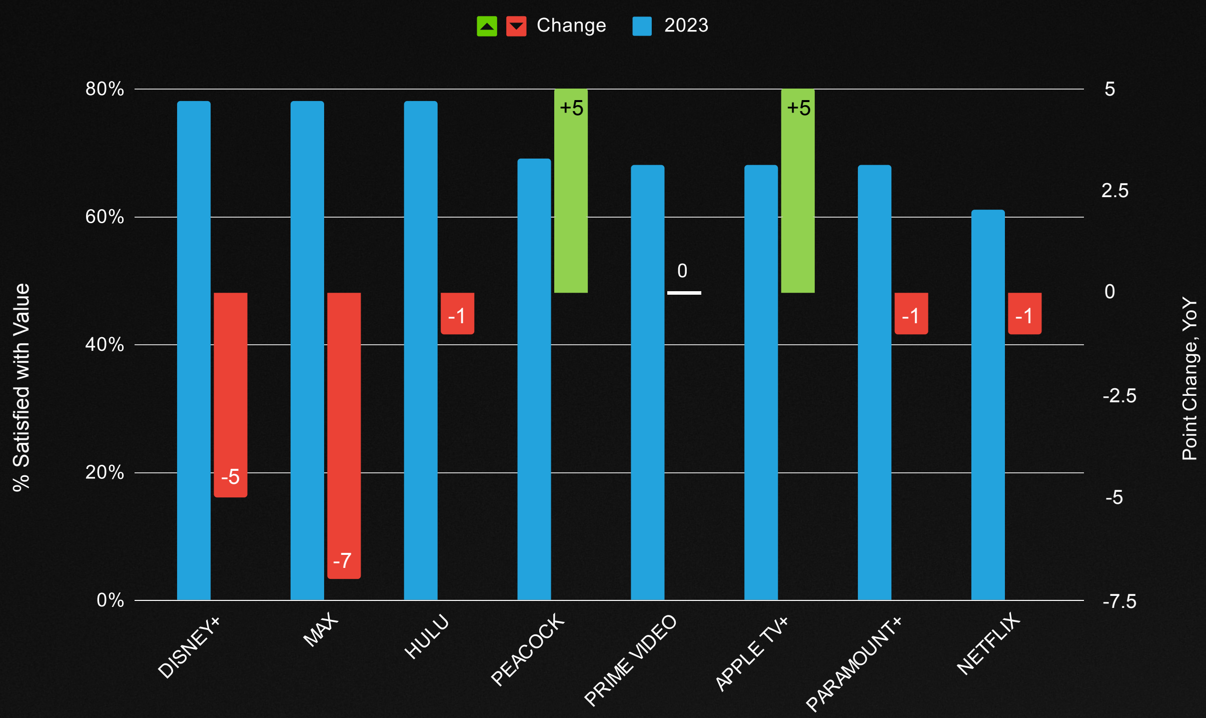


Value

Satisfaction with the overall value of the major platform services reflects the relationship between quality of content and price, and indicates the overall value derived from subscribers' experiences.

Results of our Value satisfaction question reinforce the central themes of a growing competitive market, exemplified by the fact that the top tier platforms are under pressure, and the midtier is receiving a broad boost in satisfaction and rank. Notably, Peacock and AppleTV+ lead the largest year-over-year gains in platform value with each gaining +5 points, respectively.

Value Among Leading SVODs, Ranked By Satisfaction, with YoY Change



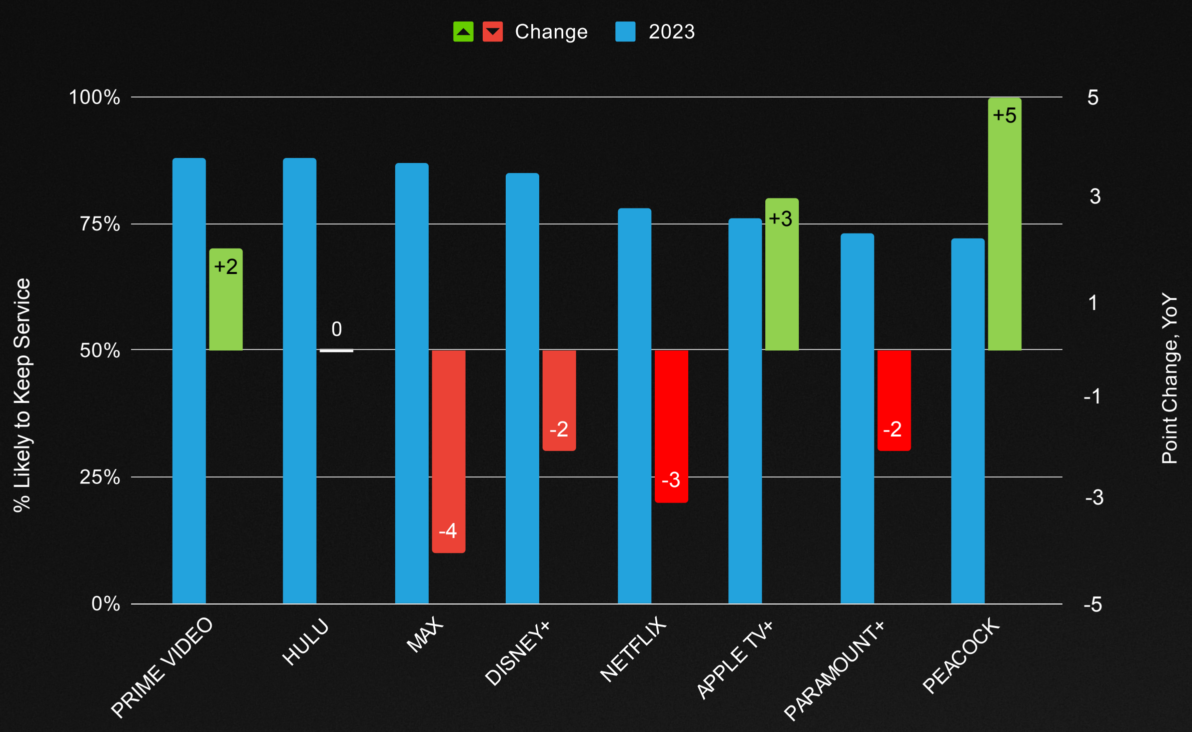
Likely to Keep

While the majority of SVOD subscribers plan to continue renewing their services, the trend among subscribers that are "likely to keep" their subscriptions indicates a new predilection toward midtier platforms and a growing willingness to substitute services.

Hulu ranked #1 in likeliness to keep at 88% given its vast library of content that helps retain subscribers. In fact, Hulu has consistently earned the top 2 or 3 position when it comes to satisfaction with both quality and variety of library content. Prime Video shares Hulu's high rank, although it could be largely boosted by Amazon's other member subscription benefits, beyond content, that keep users satisfied. In the coming year, it will be interesting to keep eyes on the percent of subscribers who opt for an ad-free Prime Video tier, as announced recently by Amazon.[2]

Similarly, among midtier platforms, both Apple TV+ and Peacock made gains, increasing +3 points and +5 points, respectively. All of the top tier platforms declined.

Likeliness to Keep Service with YoY Change



2 Jessica Toonkel, Amazon Plans Ad Tier for Prime Video Streaming Service, The Wall Street Journal, June 7, 2023.

Platform Leader Trends

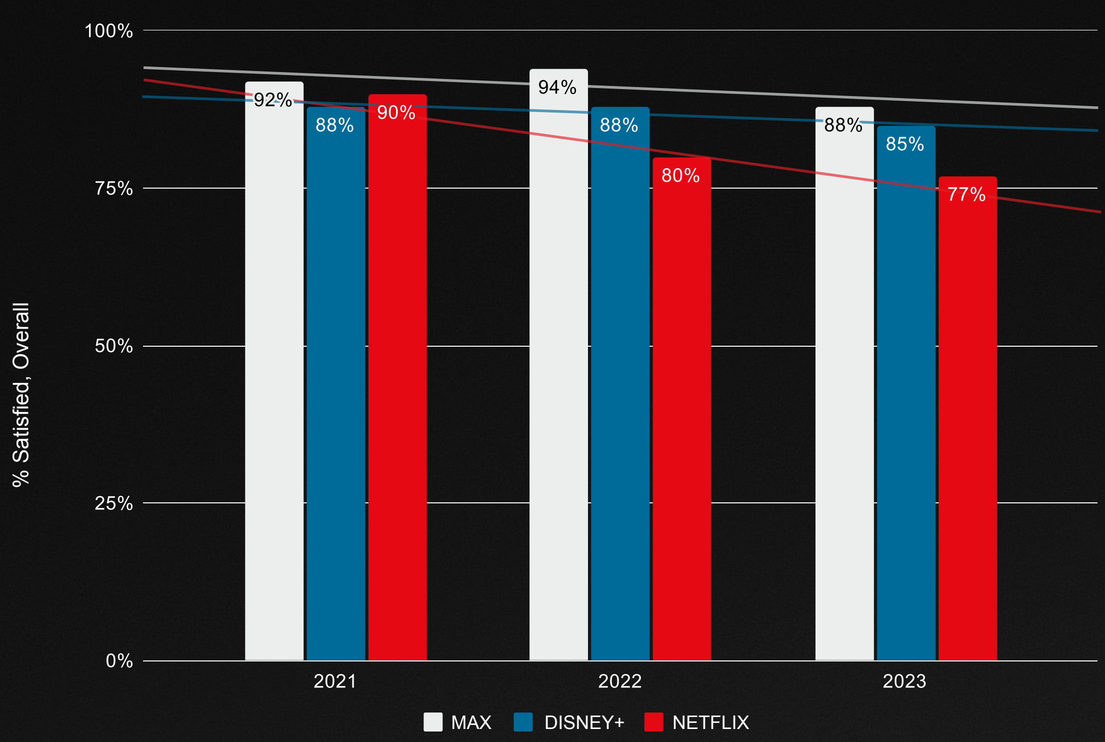
Weakening trends among platform leaders persist

Netflix continues to decline in most measurements of satisfaction, while still holding on to the top rankings in the categories of user experience and programming recommendations.

This year, Netflix is joined by the previous leaders in satisfaction, Max and Disney+, ranked #1 and #2 in 2022, respectively, in dealing with broad pressure across content and engagement measurements that indicate changing customer perceptions of leading service value.

As Netflix continues to grapple with a longer-term deterioration in subscriber satisfaction, Disney and Max are entering a period of heightened uncertainty amid shifting economic environments and consumer preferences.

Overall Satisfaction Among Top Tier Platforms, with Trend

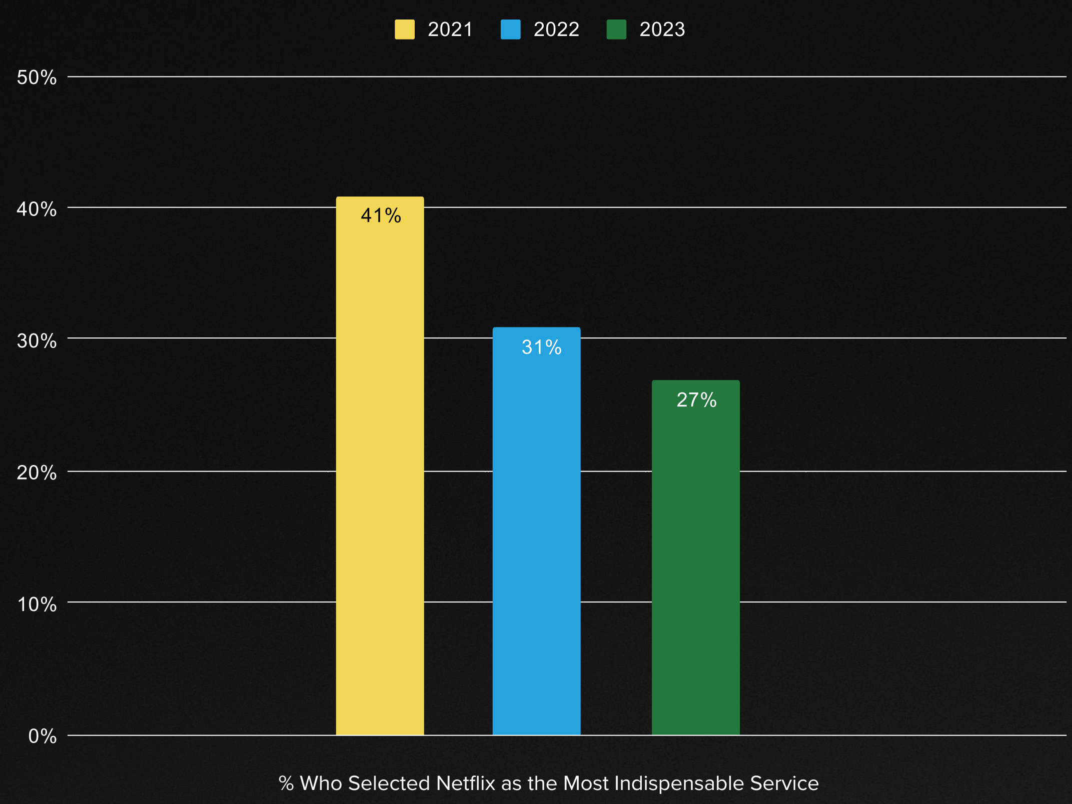


Netflix

Netflix continues to be saddled with value perception issues compared to other major platforms. The veteran streamer has experienced a more challenging operating environment in 2023 marked by its account sharing crackdown, and its strategic move into gaming in a bid to attract a broader user base and diversify its revenue streams.

Netflix continues to fall in satisfaction from 2022 and 2021, declining -3 points and -13 points, respectively. More significantly, the platform's #1 rank in the category of "indispensability" also weakened for a third year. We asked respondents, "if you could only have one streaming service, which would it be?" In 2023, 27% chose Netflix as the one service they would keep compared to 41% in 2021. Netflix still remains the most indispensable service, but by an increasingly thinner margin.

Indispensability of Netflix



Disney

Disney+ was particularly hit hard in the categories of quality and variety of original series. While 77% and 71% of respondents are satisfied with Disney+'s quality and variety of originals, respectively, the platform shed -7 points in each category from last year — the largest decline of all SVODs.

While Disney still held on to its #4 ranking in both categories, the entertainment company faces subscriber attrition and hefty losses from its streaming operations, which surpassed $11 billion since Disney+ was introduced in 2019.[3] To make the platform profitable, Disney+ recently launched an ad-supported tier, raised existing subscriber prices, and is expected to crack down on account password sharing.

Max

Max held on to its #1 position and simultaneously experienced its largest decline in overall satisfaction among all SVODs, falling -6 points to 88% from 94% last year.

Max carries strength in the quality of its original programming and is still ranked #1 for a second year in a row despite declining -3 points.

3 Barnes, Brooks. For Disney, Streaming Losses and TV's Decline Are a One-Two Punch, The New York Times, August 9, 2023.

Conclusion

This year's survey demonstrates that overall satisfaction among the top tier of streaming platforms, Netflix, Disney+ and Max, is waning, while the major midtier service players, Apple TV+, Hulu, Peacock, Prime Video and Paramount+, rise in overall satisfaction.

We asked subscribers if they planned to spend more, less, or the same amount of money on streaming services in the next year. Among the 30% of subscribers that said they plan to spend less, 52% said that canceling their service(s) indefinitely or temporarily were the most common actions, respectively. Notably, 37% said they would use more free streaming services, also known as FAST channels,[4] which is an accelerating global trend in how audiences are consuming media.[5]

Today's SVOD competition is fierce! Subscriber churn and optionality are both increasing as millions of users are willing to substitute new streaming services — even if temporarily — to reach the most resonant mix of original and library content.

Subscribers have more cost-effective streaming options than ever. Changing consumer preferences are shaping new content and delivery opportunities, such as FAST, both at the expense of the higher fee platform leaders, and to the benefit of midtier platforms. For example, Peacock has long-standing ad-supported subscription tiers, and content strength in linear networks, that caught the rapid expansion of FAST services in the U.S. Moreover, the evolving streaming media landscape is expected to continue changing as the FAST market is growing almost three times faster than the total SVOD market.[6]

SVOD players must make smart and data-informed strategic content decisions to keep their paying customers engaged, and understand how to appeal to viewers that still seek a traditional, linear television content viewing experience.

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4 FAST Channels, or Free Ad-Supported Streaming Television, is a category of streaming television services, akin to linear or cable TV, represented by platforms such as Pluto TV and Samsung TV Plus.

5 Results of the remaining answers to our 2023 survey on consumer spend included "keep a service, but switch to a lower cost ad tier" (25%); "consume less content all together" (22%); and "cancel cable satellite" (10%).

6 Dixon, Colin. Peacock is on track to lead the FAST market. Why bail now?, nScreenMedia, January 31, 2023.

Whipmedia's FAST channel data and insights bring its deep experience in content performance tracking downstream to small and midtier content creators, distributors and FAST channels. We help companies understand how to monetize linear networks and boost ad revenues, track and simplify FAST/AVOD partner share reporting, and super-serve audiences with optimal content.

Contact us for information on Whip Media FASTrack™.

ABOUT WHIP MEDIA

Whip Media is reimagining content licensing to create a smarter, more connected entertainment ecosystem. We help leading entertainment companies succeed in today's high-volume, high-velocity global content environment with a market-leading cloud software platform that combines unique, actionable insights with scalable, connected workflows for licensing, content planning and financial operations.

ABOUT TV TIME

TV Time, a Whip Media company, is the world's largest TV and movie tracking app for consumers. Every day, over a million people use TV Time to keep track of the shows and movies they're watching, discover what to watch next and engage in a global community of more than 28 million registered fans. For more information, visit whipmedia.com.

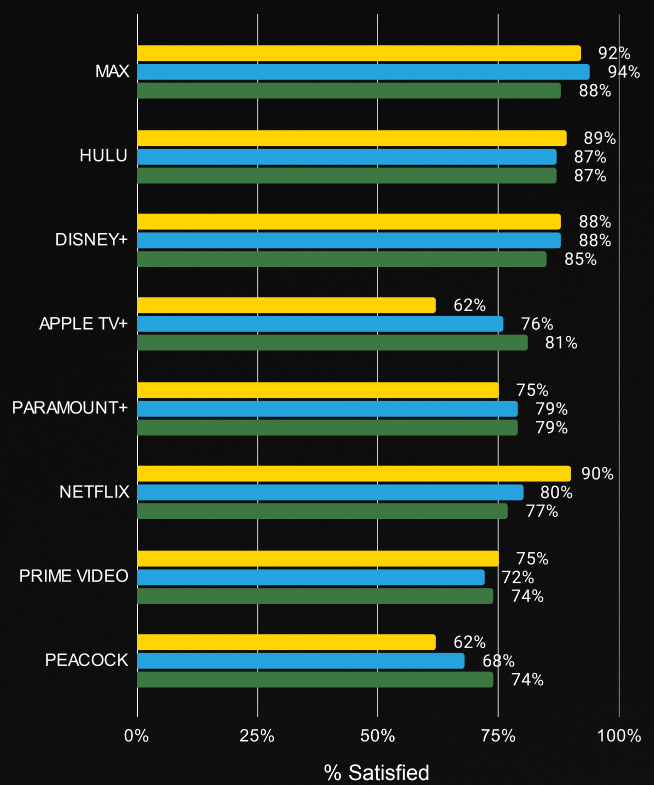
STUDY METHODOLOGY

The survey was fielded July 7-16, 2023, with 2,011 US content consumers aged 18-54 who use TV Time. Previous years' studies surveyed with the same parameters, with results weighted for ages 18-54. Throughout the paper, references to "Satisfaction" and "Likelihood" incorporate the Top 2 Box of responses (Very Satisfied + Satisfied; Very Likely + Likely) out of a 5-point scale.

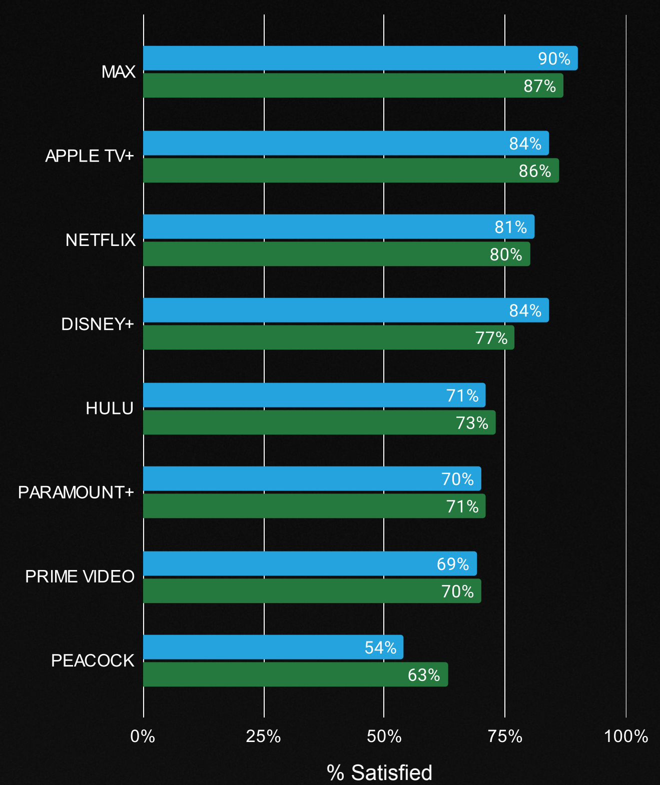
Appendix

2021 2022 2023

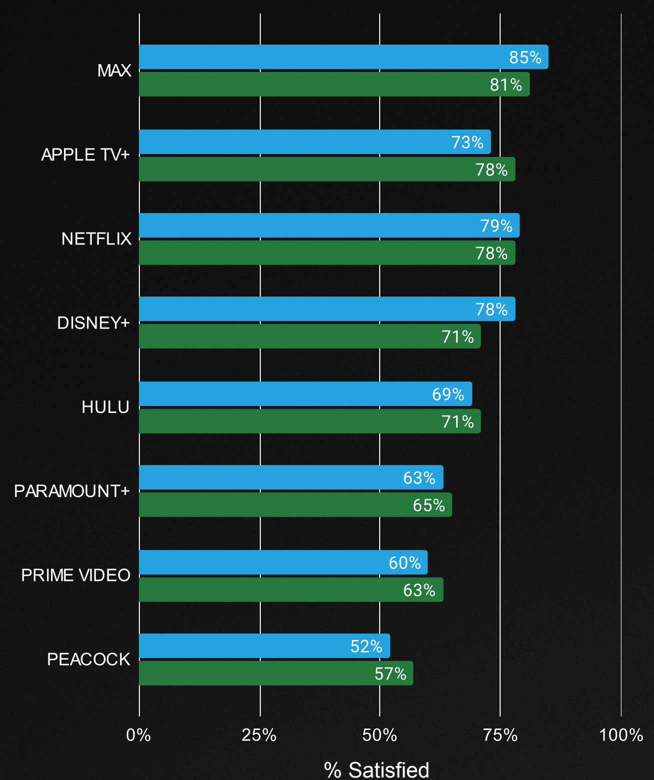
Overall Satisfaction



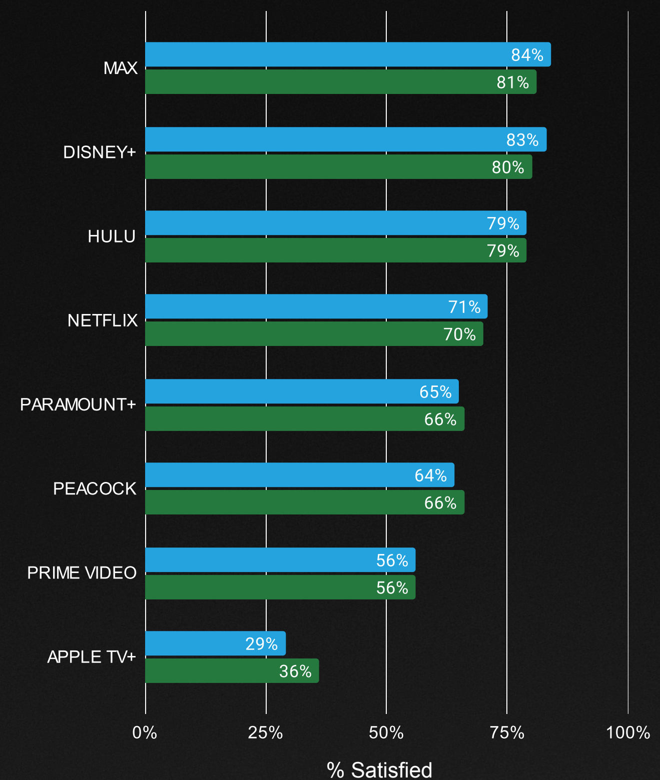
Quality of Original Series



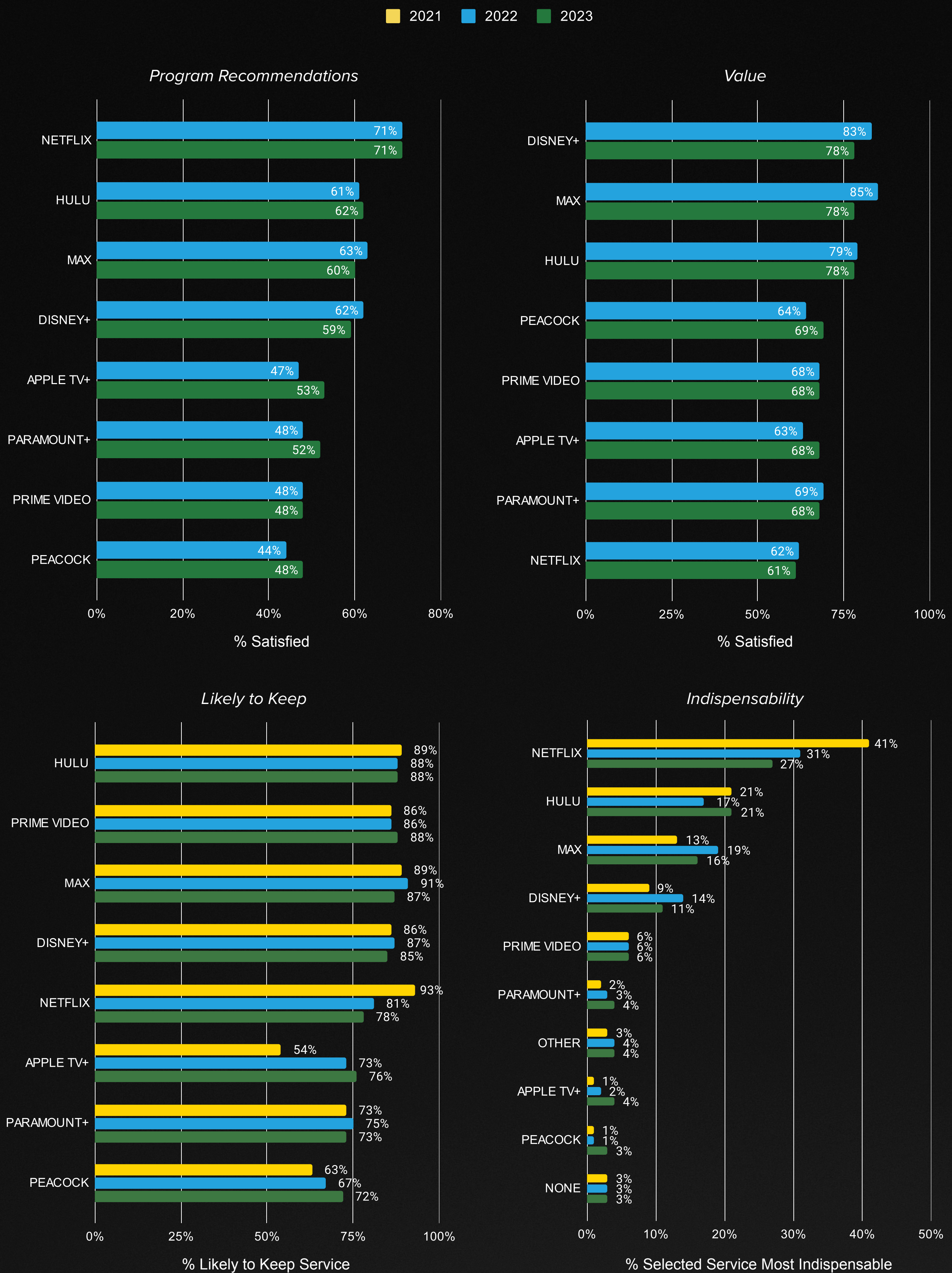
Variety of Original Series



Quality of Library




2021
2022
2023
Variety of Library
MAX 81% 77%
DISNEY+ 78% 75%
HULU 75% 75%
NETFLIX 69% 69%
PEACOCK 60% 64%
PARAMOUNT+ 61% 62%
PRIME VIDEO 52% 54%
APPLE TV+ 29% 34%
0% 25% 50% 75% 100%
% Satisfied
Quality of Movies
DISNEY+ 88% 86%
MAX 88% 85%
NETFLIX 70% 71%
HULU 63% 64%
PRIME VIDEO 62% 63%
PARAMOUNT+ 50% 59%
PEACOCK 43% 52%
APPLE TV+ 49% 51%
0% 25% 50% 75% 100%
% Satisfied
Variety of Movies
DISNEY+ 83% 81%
MAX 84% 80%
NETFLIX 69% 70%
HULU 62% 61%
PRIME VIDEO 58% 60%
PARAMOUNT+ 49% 55%
PEACOCK 45% 50%
APPLE TV+ 40% 42%
0% 25% 50% 75% 100%
% Satisfied
User Experience
NETFLIX 88% 84%
DISNEY+ 82% 79%
HULU 76% 76%
APPLE TV+ 71% 72%
MAX 75% 71%
PARAMOUNT+ 66% 68%
PEACOCK 61% 66%
PRIME VIDEO 62% 62%
0% 25% 50% 75% 100%
% Satisfied


2021
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DISNEY+ 62% 59%
APPLE TV+ 47% 53%
PARAMOUNT+ 48% 52%
PRIME VIDEO 48% 48%
PEACOCK 44% 48%
0% 20% 40% 60% 80%
% Satisfied
Value
DISNEY+ 83% 78%
MAX 85% 78%
HULU 79% 78%
PEACOCK 64% 69%
PRIME VIDEO 68% 68%
APPLE TV+ 63% 68%
PARAMOUNT+ 69% 68%
NETFLIX 62% 61%
0% 25% 50% 75% 100%
% Satisfied
Likely to Keep
HULU 89% 88% 88%
PRIME VIDEO 86% 86% 88%
MAX 89% 91% 87%
DISNEY+ 86% 87% 85%
NETFLIX 93% 81% 78%
APPLE TV+ 54% 73% 76%
PARAMOUNT+ 73% 75% 73%
PEACOCK 63% 67% 72%
0% 25% 50% 75% 100%
% Likely to Keep Service
Indispensability
NETFLIX 41% 31% 27%
HULU 21% 17% 21%
MAX 13% 19% 16%
DISNEY+ 9% 14% 11%
PRIME VIDEO 6% 6% 6%
PARAMOUNT+ 2% 3% 4%
OTHER 3% 4% 4%
APPLE TV+ 1% 2% 4%
PEACOCK 1% 1% 3%
NONE 3% 3% 3%
0% 10% 20% 30% 40% 50%
% Selected Service Most Indispensable