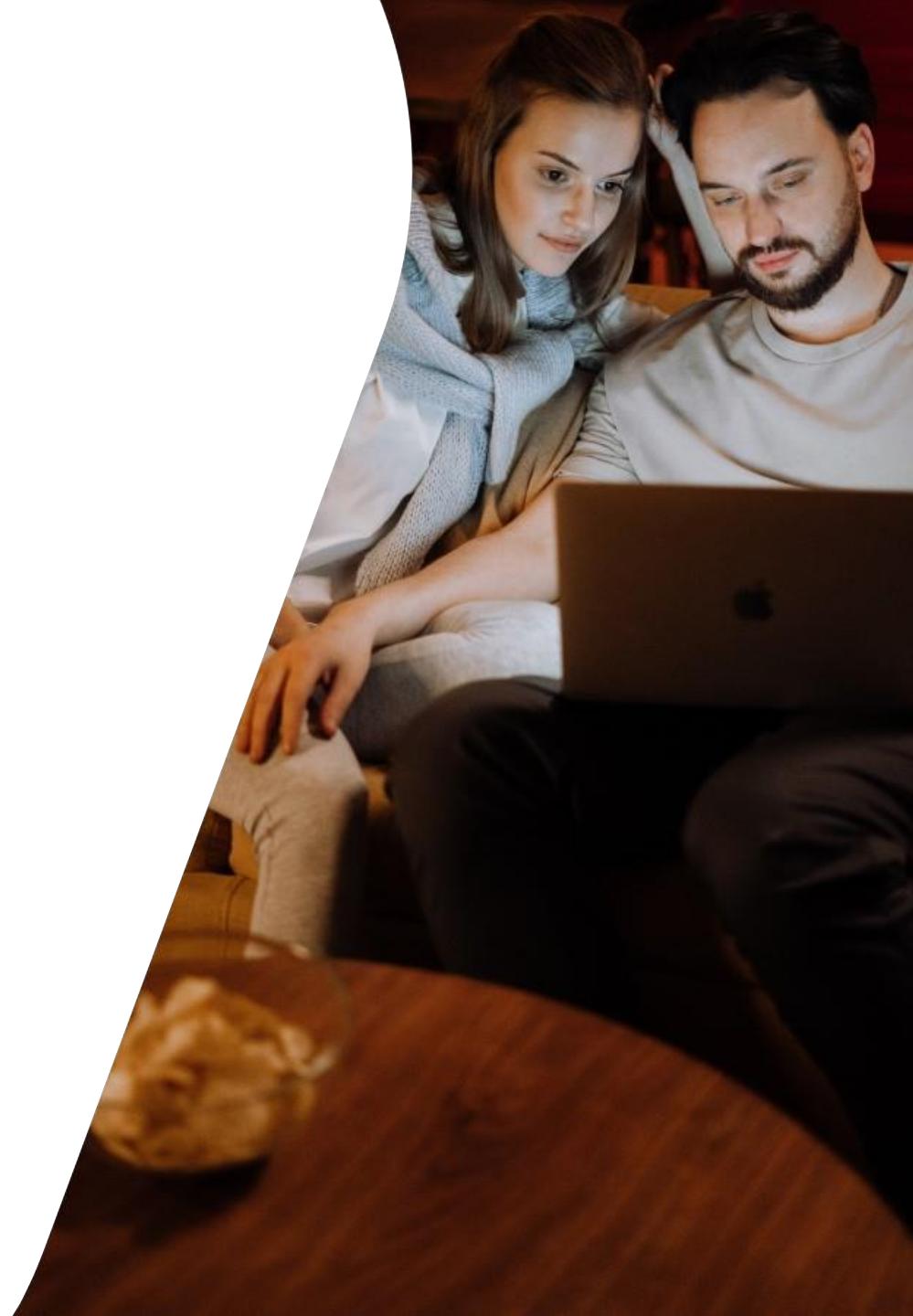


**CONSUMERS & BRANDS**

# Video-on-demand: Amazon Prime Video users in Italy



# Statista Consumer Insights: Global Consumer Survey Brand Report

## Introduction



### Report overview

This report offers the reader a comprehensive overview of Amazon Prime Video users in Italy: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Amazon Prime Video users in Italy ("brand users") against Italian video-on-demand users in general ("category users"), and the overall Italian onliner, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Statista Global Consumer Survey, an international survey that covers more than 11,500 brands across 56 countries.

### Global Consumer Survey methodology<sup>(1)</sup>

**Design:** Online Survey, split questionnaire design

**Duration:** approx. 15 minutes

**Language:** official language(s) of each country with American English offered as an alternative

**Region:** 56 countries

#### Number of respondents:

- 12,000+ for countries with the extended survey (including Italy)
- 2,000+ for the basic survey

**Sample:** Internet users, aged 18 – 64, quotas set on gender and age

#### Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

## CHAPTER 01

# Management summary

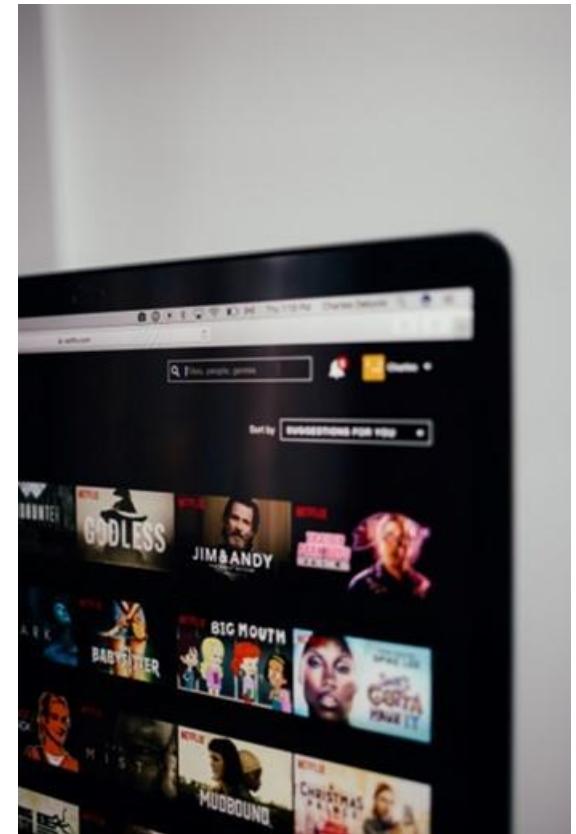
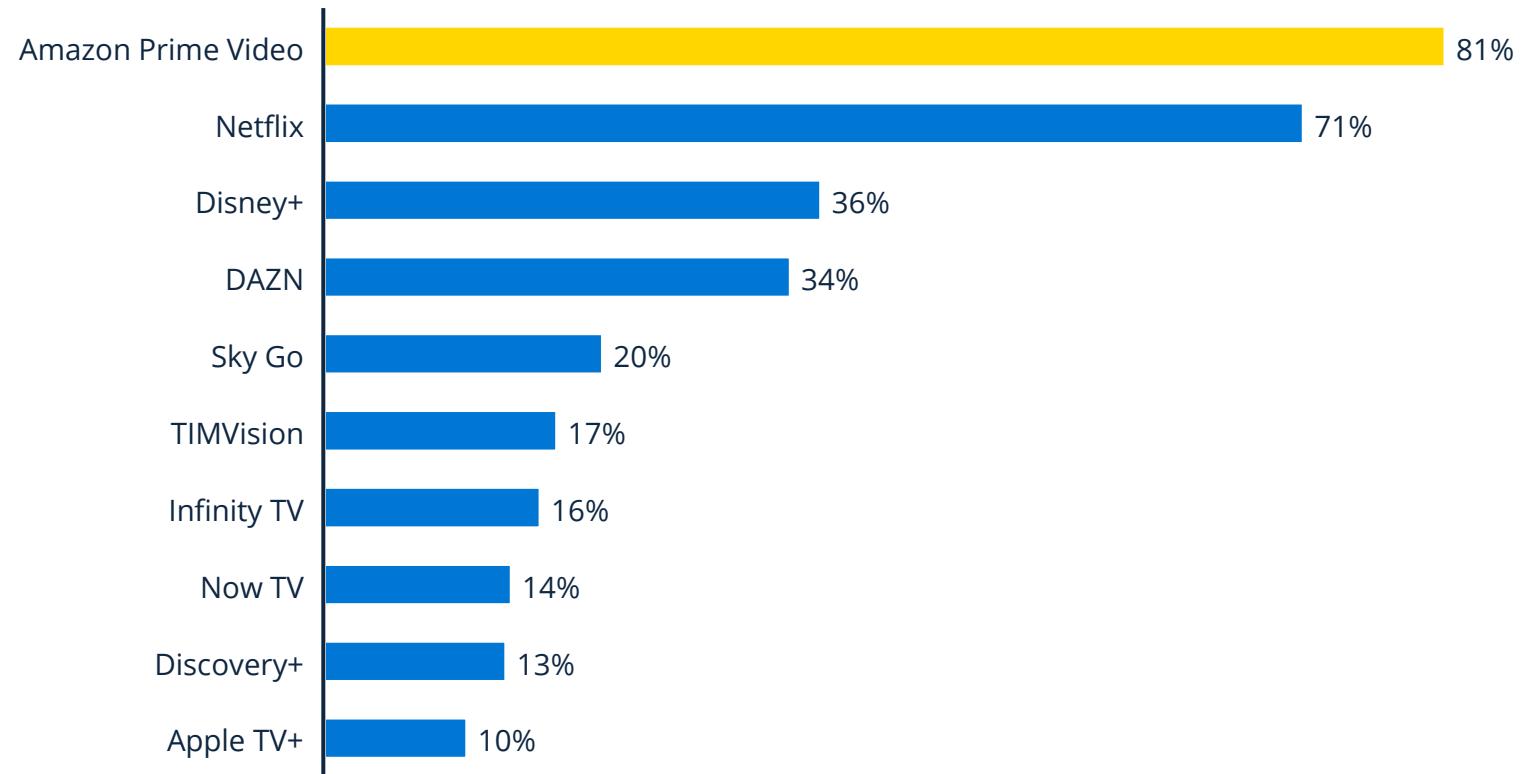
- Brand usage
- Key insights



# With a user share of 81%, Amazon Prime Video is the most used video-on-demand service

Management summary: brand usage and competition

## Top 10 most used video-on-demand services in Italy



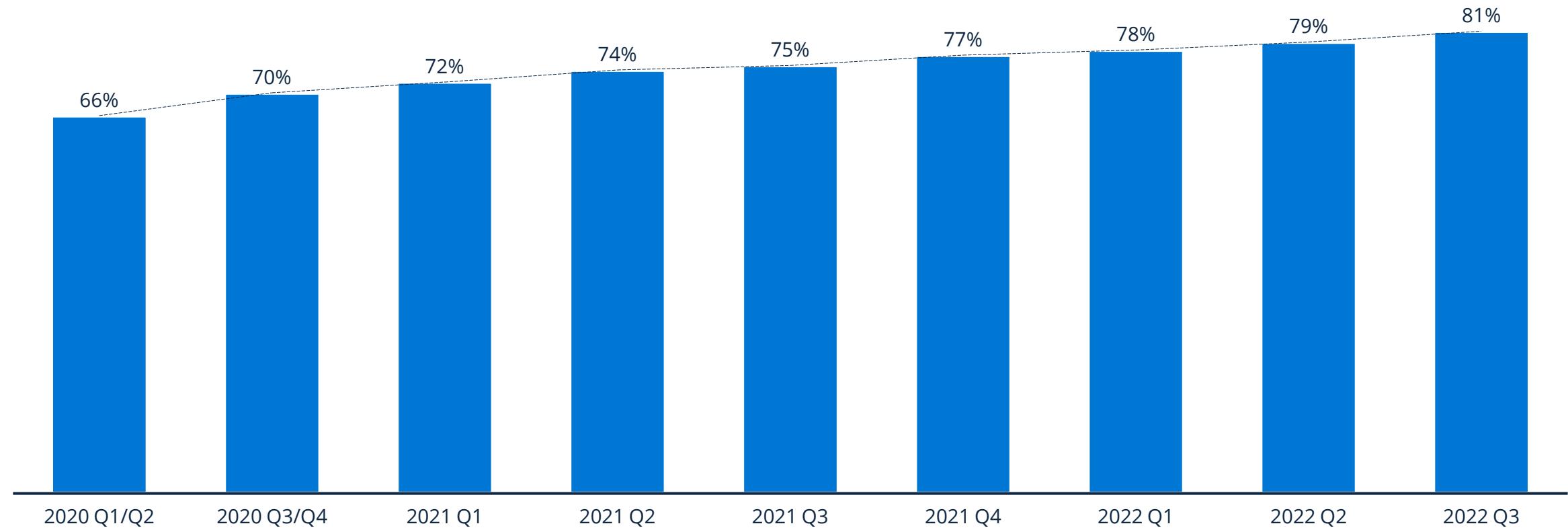
4 | Notes: "Which of these video on demand providers have you used in the past 12 months as a paying customer?; Multi Pick; Base: n=1278, video-on-demand users

Sources: Statista Global Consumer Survey as of February 2023

The share of video-on-demand users using Amazon Prime Video grew by 15 percentage points since the first half of 2020

Management summary: brand usage timeline

**Timeline of video-on-demand users using Amazon Prime Video since 2020**



5 | Notes: "Which of these video on demand providers have you used in the past 12 months as a paying customer?; Multi Pick; Base: n=695 - 1031 Amazon Prime Video users, n=1052 - 1278 video-on-demand users

Sources: [Statista Global Consumer Survey](#) as of February 2023

# Amazon Prime Video users in Italy

Management summary: key insights

## Demographic profile

Like other video-on-demand services, Amazon Prime Video has a relatively high share of 18 - 29 year old users.

53% of Amazon Prime Video users are male.

Just like video-on-demand users in general, Amazon Prime Video users are relatively unlikely to have a low income.

Video-on-demand users in general and Amazon Prime Video users specifically, live in similar type of communities.

## Consumer lifestyle

Similar aspects of life are important to Amazon Prime Video users and other video-on-demand users.

59% of Amazon Prime Video users are interested in traveling.

51% of Amazon Prime Video users have traveling as a hobby.

## Consumer attitudes

69% of Amazon Prime Video users state that they want to access their media on all their devices.

19% of Amazon Prime Video users are innovators or early adopters of new products.

Unemployment is of particular concern to Amazon Prime Video users.

## Marketing touchpoints

Amazon Prime Video users access the internet via a smart speaker more often than the average video-on-demand user.

Amazon Prime Video users tend to follow people on social media more often than the average onliner.

Amazon Prime Video users relatively frequently consume traditional types of media, like TV and radio.

## CHAPTER 02

# Video-on-demand

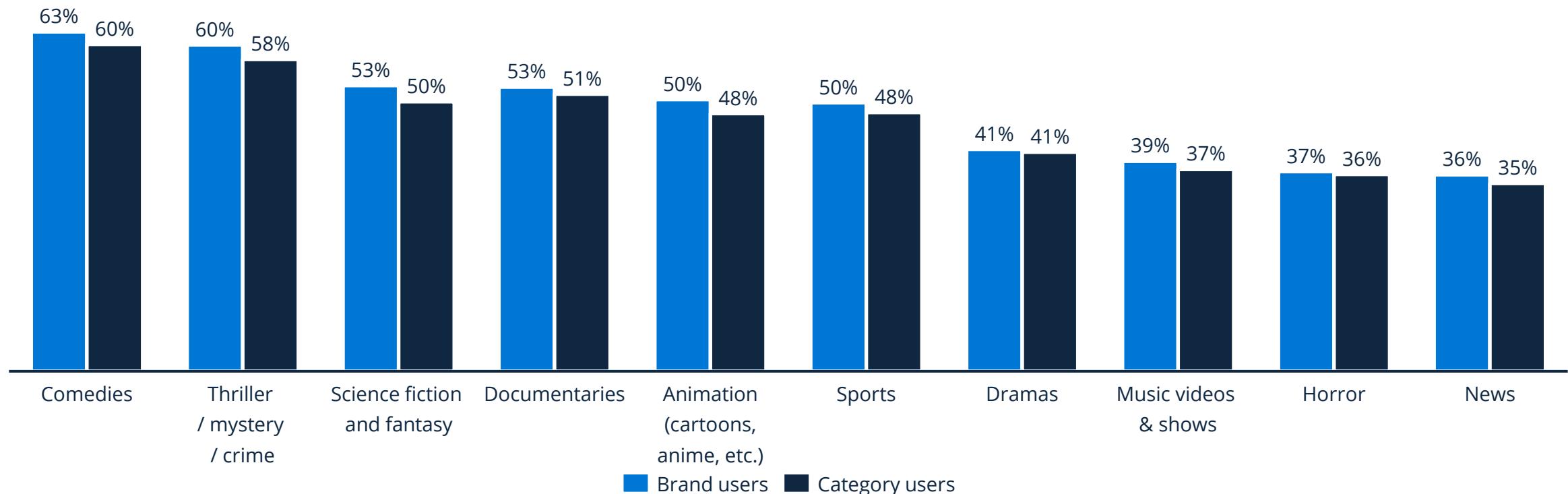
- Genre preferences
- Drivers of digital video purchases
- Digital video viewing intensity
- Digital video devices
- Media usage



# Science fiction and fantasy are both relatively popular genres among Amazon Prime Video users

Video-on-demand: genre preferences

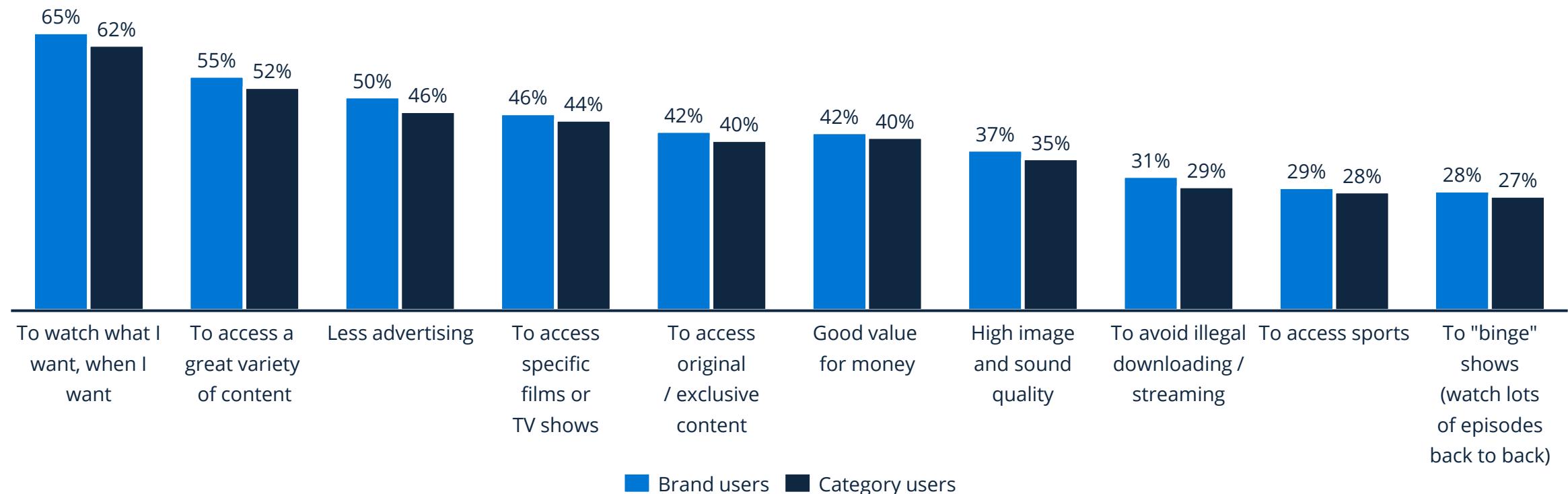
## Top 10 favorite genres of Amazon Prime Video users in Italy



# A relatively large share of Amazon Prime Video users pay for video-on-demand to have less advertising

Video-on-demand: drivers of digital video purchases

## Top 10 reasons to pay for digital video content for Amazon Prime Video users in Italy



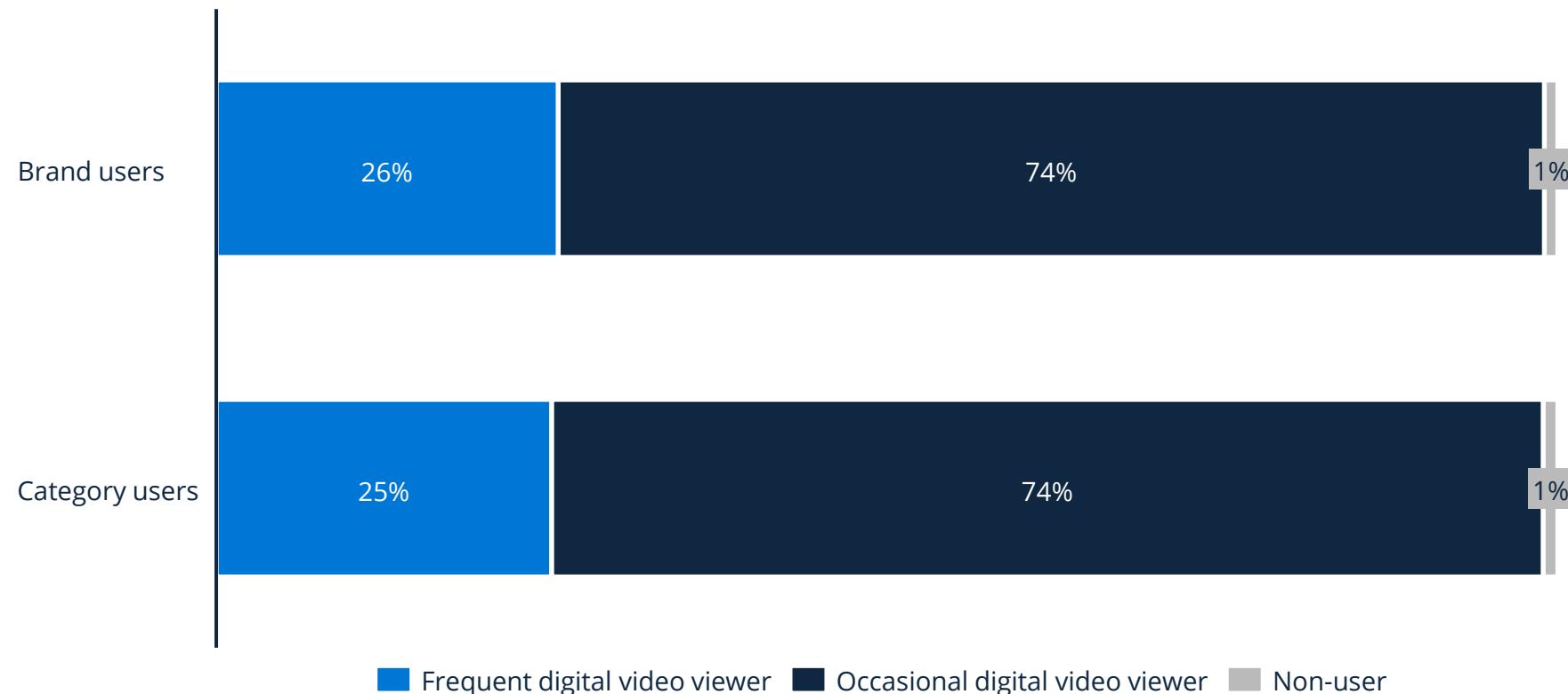
9 Notes: "Why do you pay for digital video content?"; Multi Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1031, Amazon Prime Video users, n=1278, video-on-demand users

Sources: Statista Global Consumer Survey as of February 2023

# Video-on-demand users in general and users of Amazon Prime Video have similar digital video viewing habits

Video-on-demand: digital video viewing intensity

**Hours spent per week watching digital videos by Amazon Prime Video users in Italy**

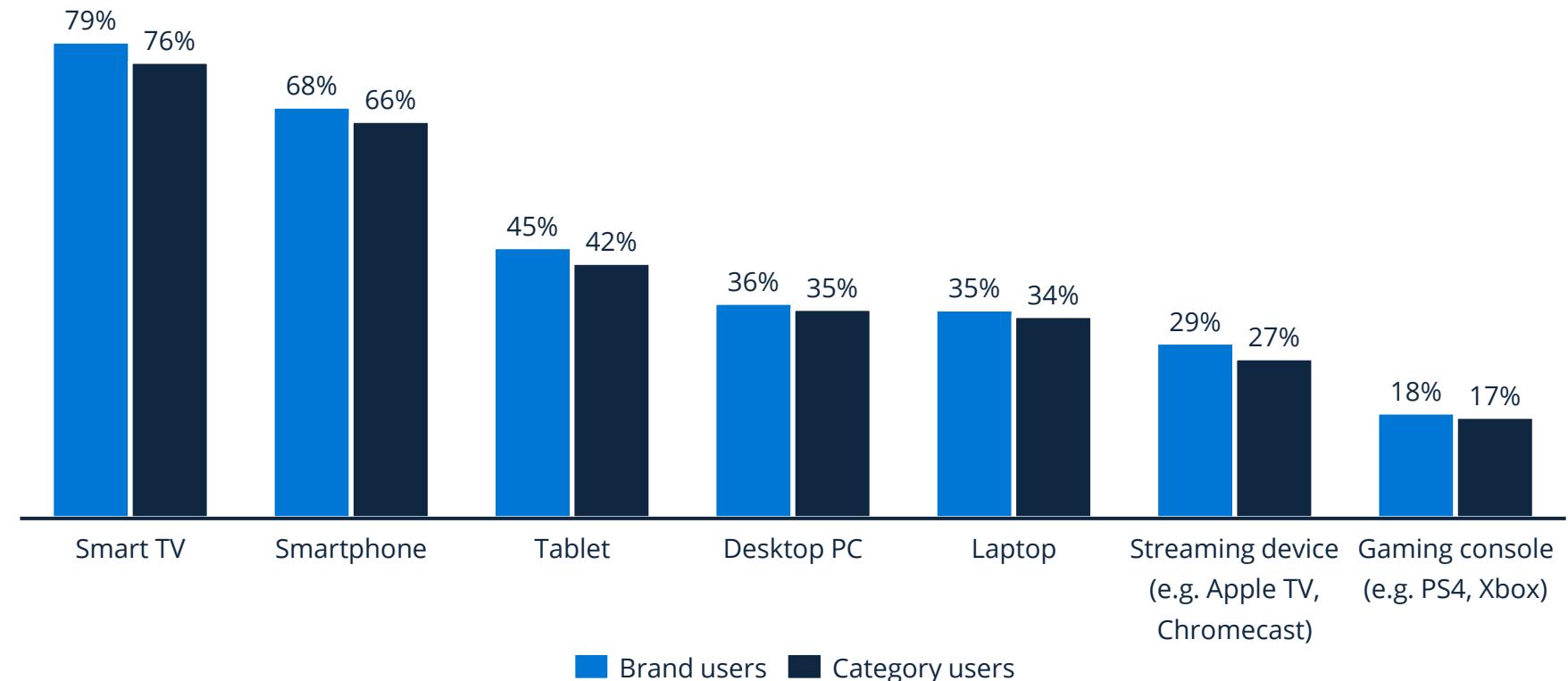


# 79% of Amazon Prime Video users watch video content on a smart TV

Video-on-demand: digital video devices



Devices Amazon Prime Video users use to watch digital videos



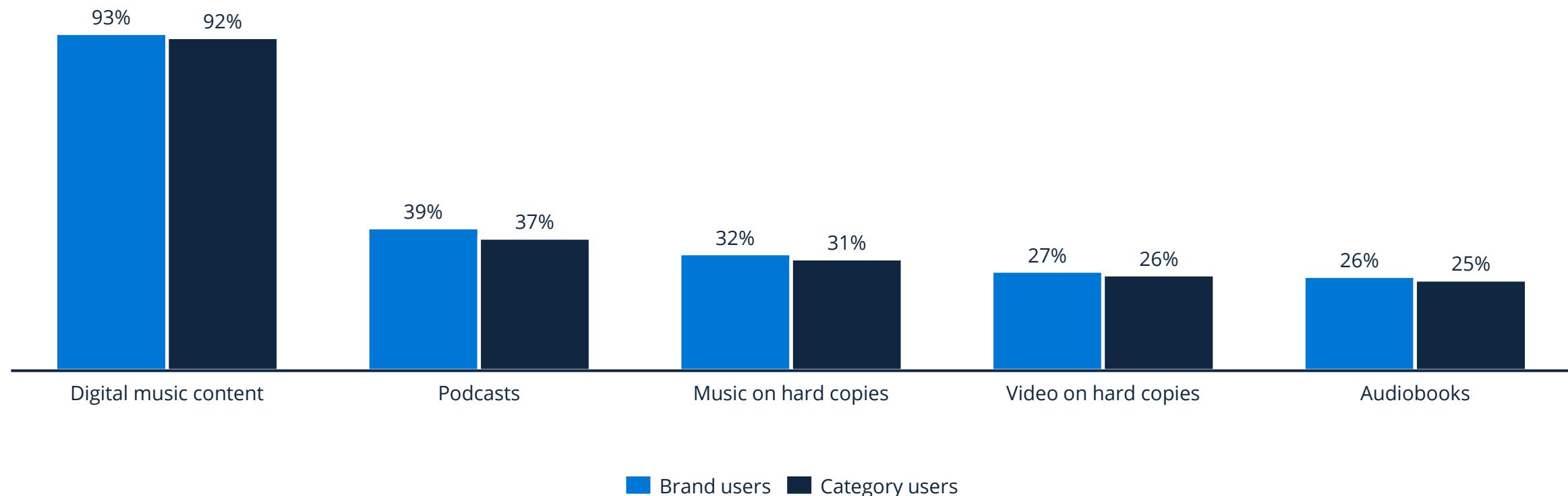
11 Notes: Which devices do you use to watch digital video content?; Multi Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?; Multi Pick; Base: n=1031, Amazon Prime Video users, n=1278, video-on-demand users, n= all respondents

Sources: Statista Global Consumer Survey as of February 2023

# 39% of Amazon Prime Video users regularly listen to podcasts

Video-on-demand: media usage

## Media services used by Amazon Prime Video users in Italy



12 | Notes: "Which of the following media services have you used in the past 12 months?"; Multi Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1031, Amazon Prime Video users, n=1278, video-on-demand users

Sources: Statista Global Consumer Survey as of February 2023

## CHAPTER 03

# Demographic profile

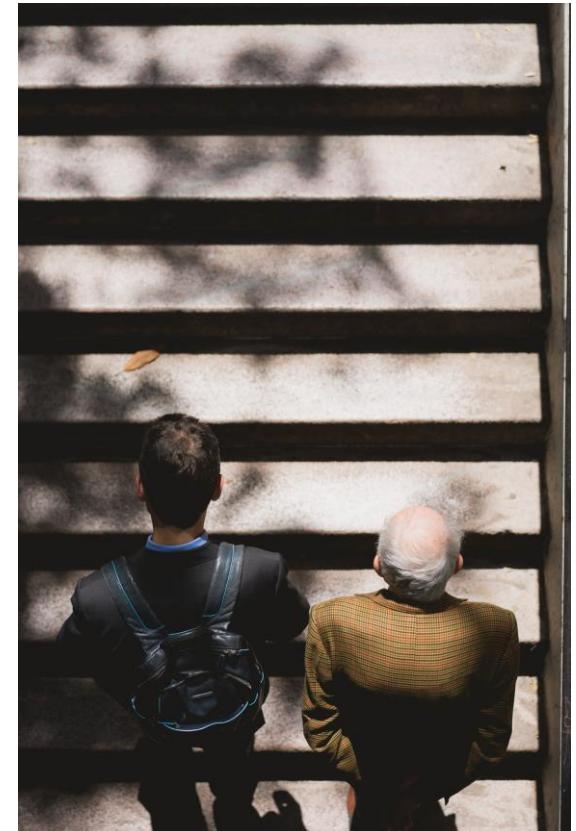
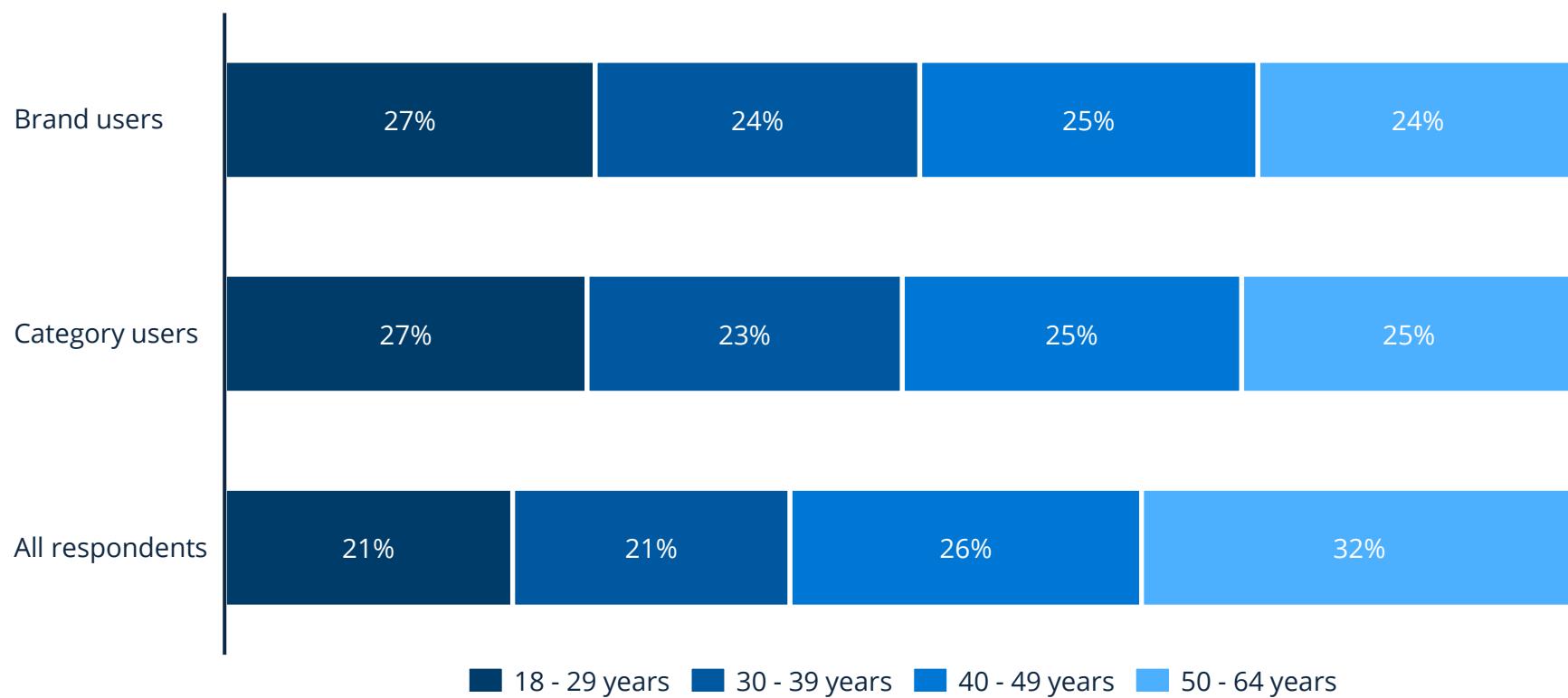
- Life stages
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Like other video-on-demand services, Amazon Prime Video has a relatively high share of 18 - 29 year old users

Demographic profile: life stages

#### Age of consumers in Italy

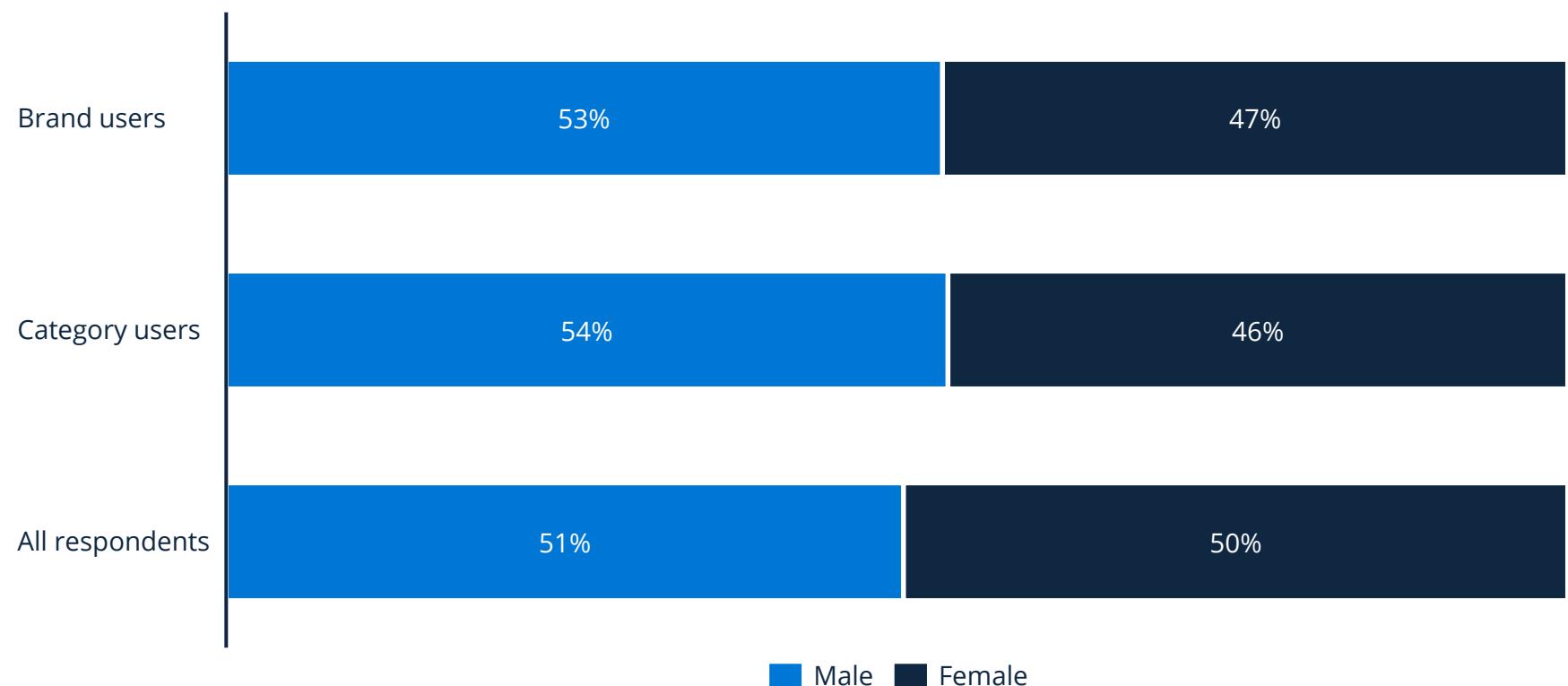


# 53% of Amazon Prime Video users are male

Demographic profile: gender



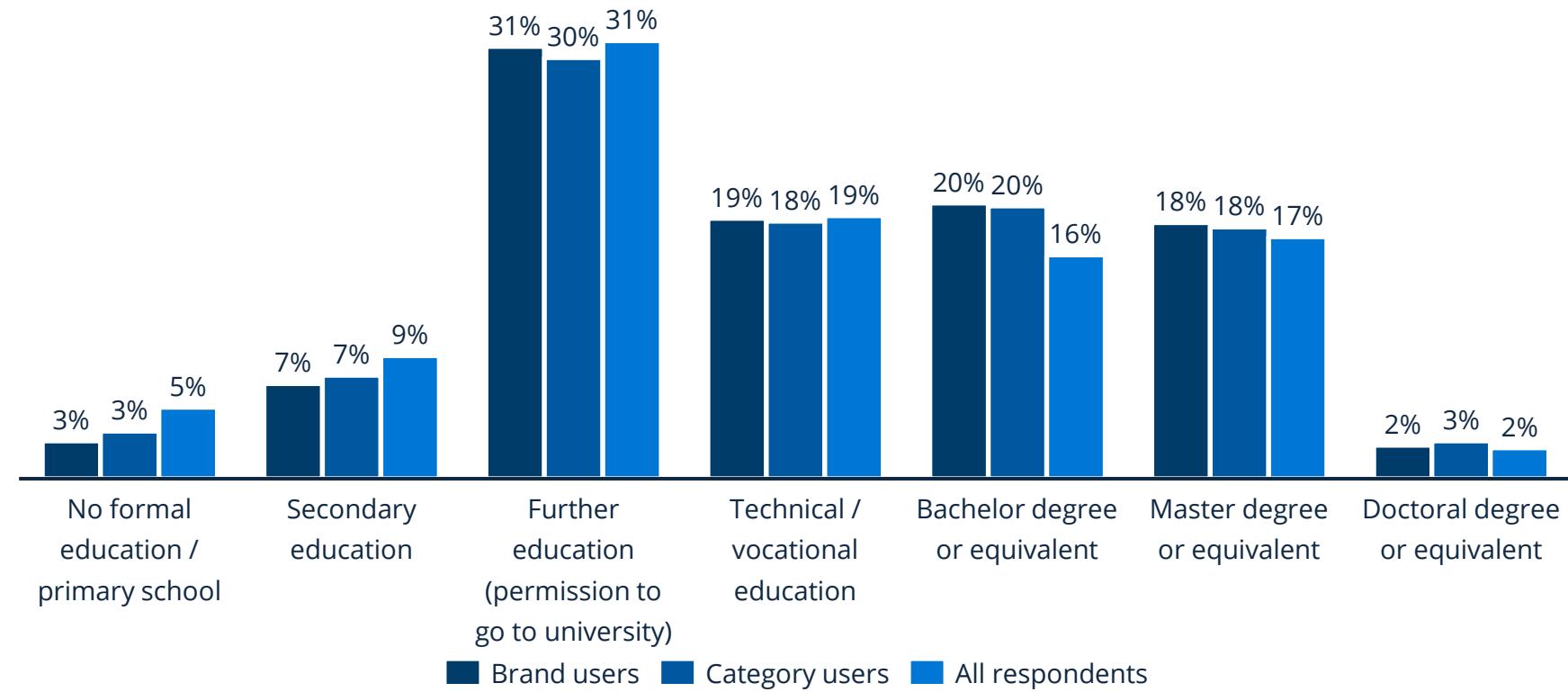
**Gender of consumers in Italy**



# 40% of Amazon Prime Video users have a college degree

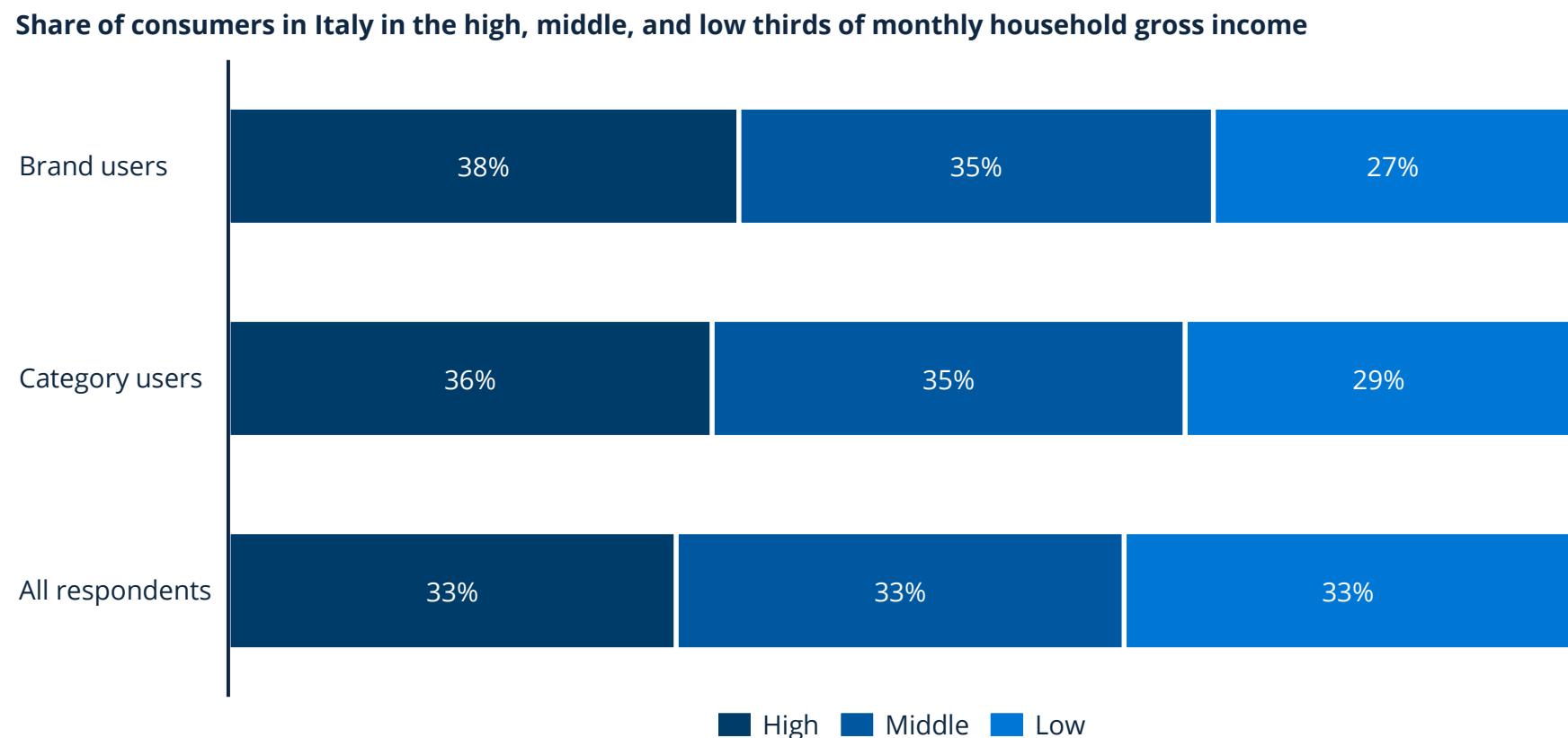
Demographic profile: education

**Consumer's level of education in Italy**



Just like video-on-demand users in general, Amazon Prime Video users are relatively unlikely to have a low income

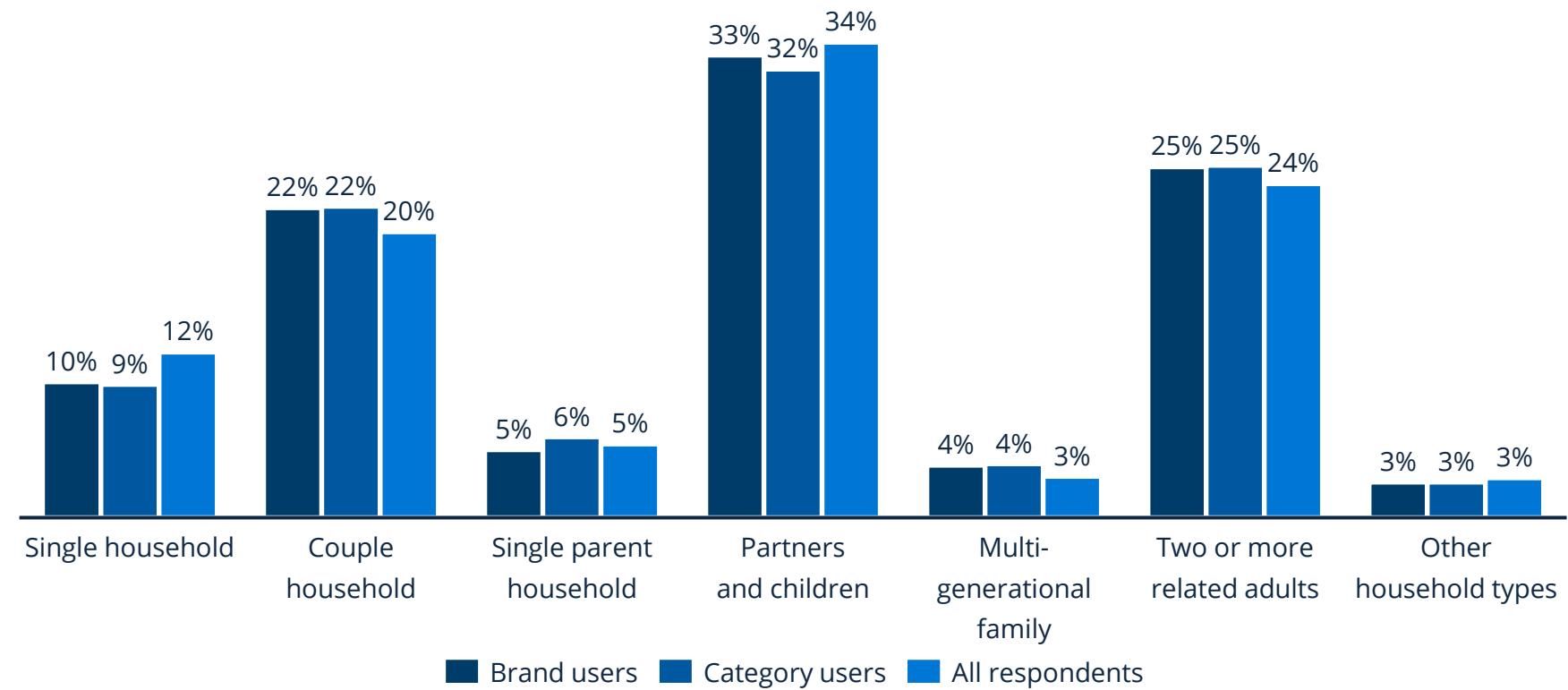
Demographic profile: income



# The living arrangements of Amazon Prime Video users and video-on-demand users overall are similar

Demographic profile: household classification

Type of households in which consumers in Italy live

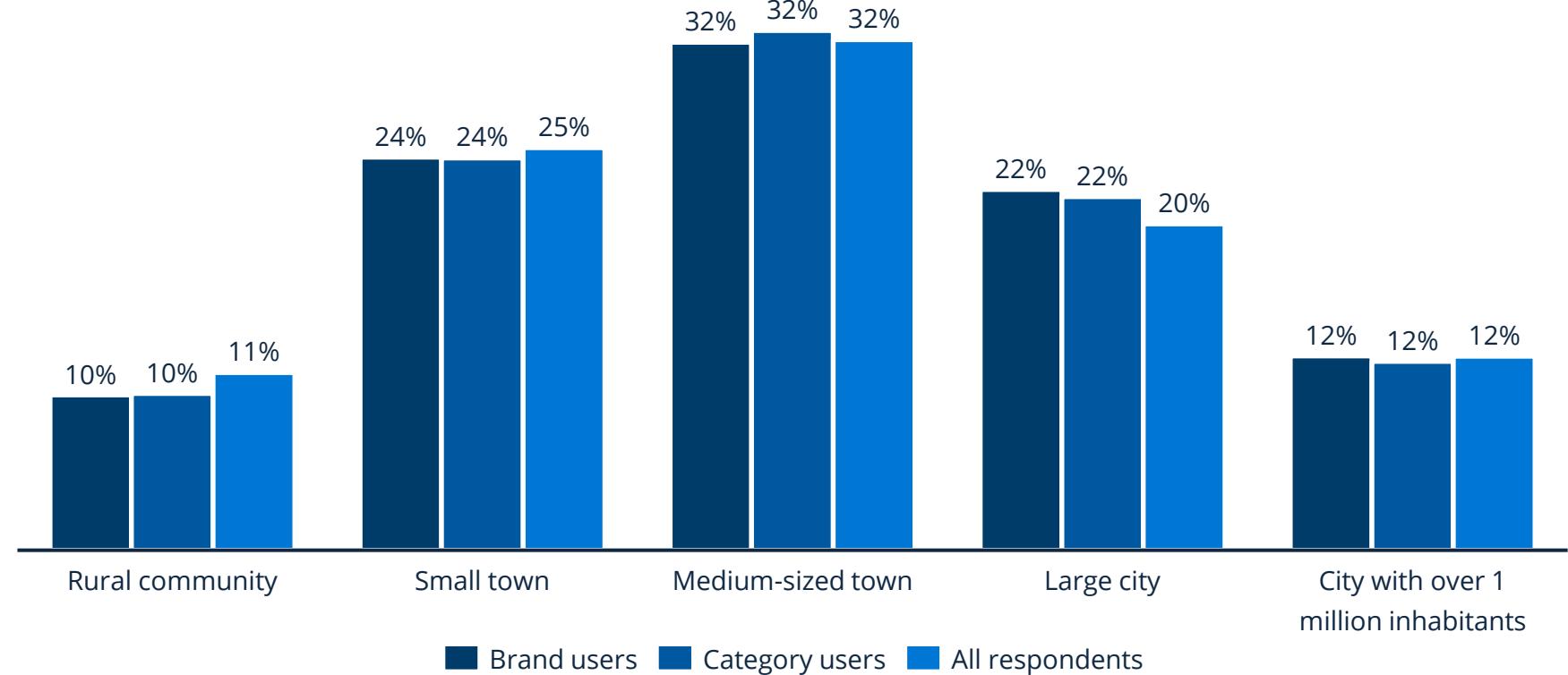


# Video-on-demand users in general and Amazon Prime Video users specifically, live in similar type of communities

Demographic profile: type of community



Communities where consumers live in Italy



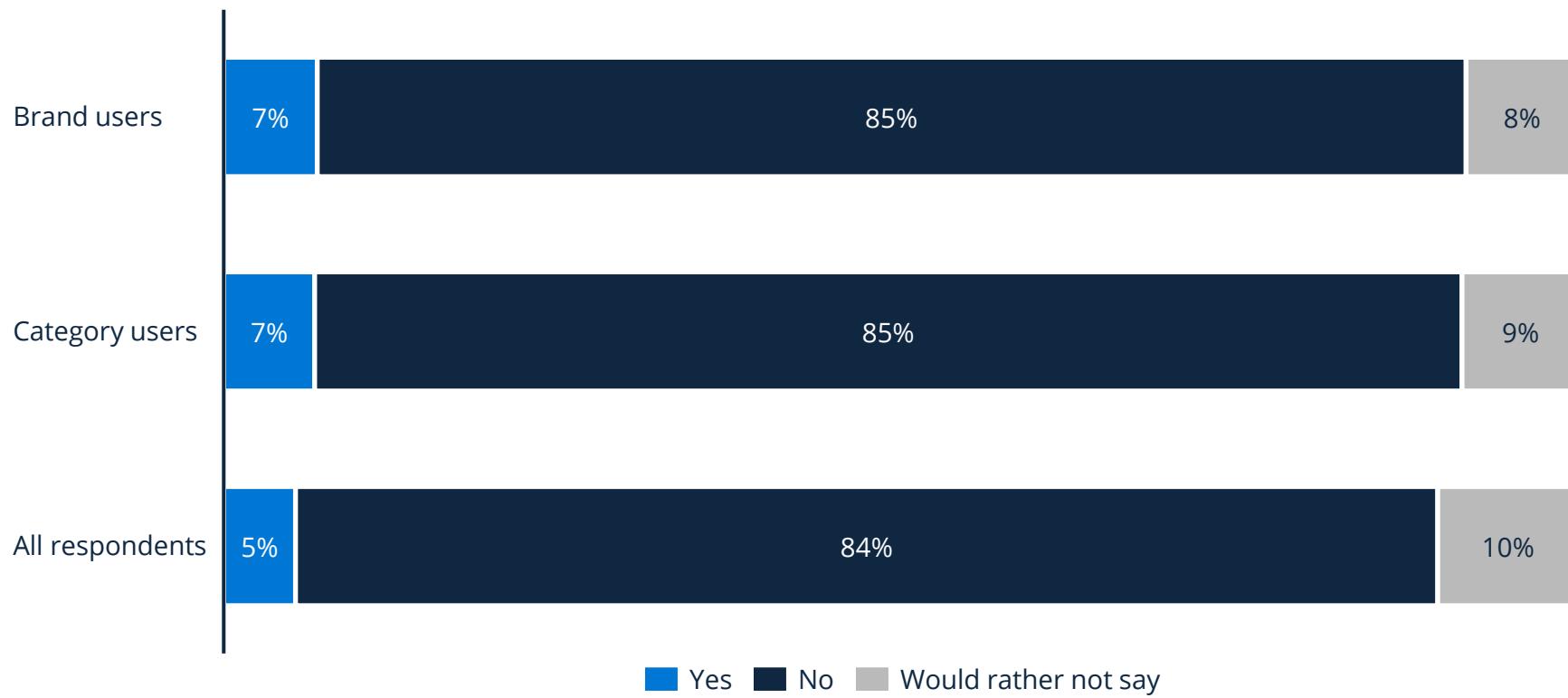
19 Notes: "In what type of community do you live?"; Single Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1031, Amazon Prime Video users, n=1278, video-on-demand users, n=12181, all respondents

Sources: Statista Global Consumer Survey as of February 2023

# 7% of Amazon Prime Video users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

## LGBTQ+ status of consumers in Italy



## CHAPTER 04

# Consumer lifestyle

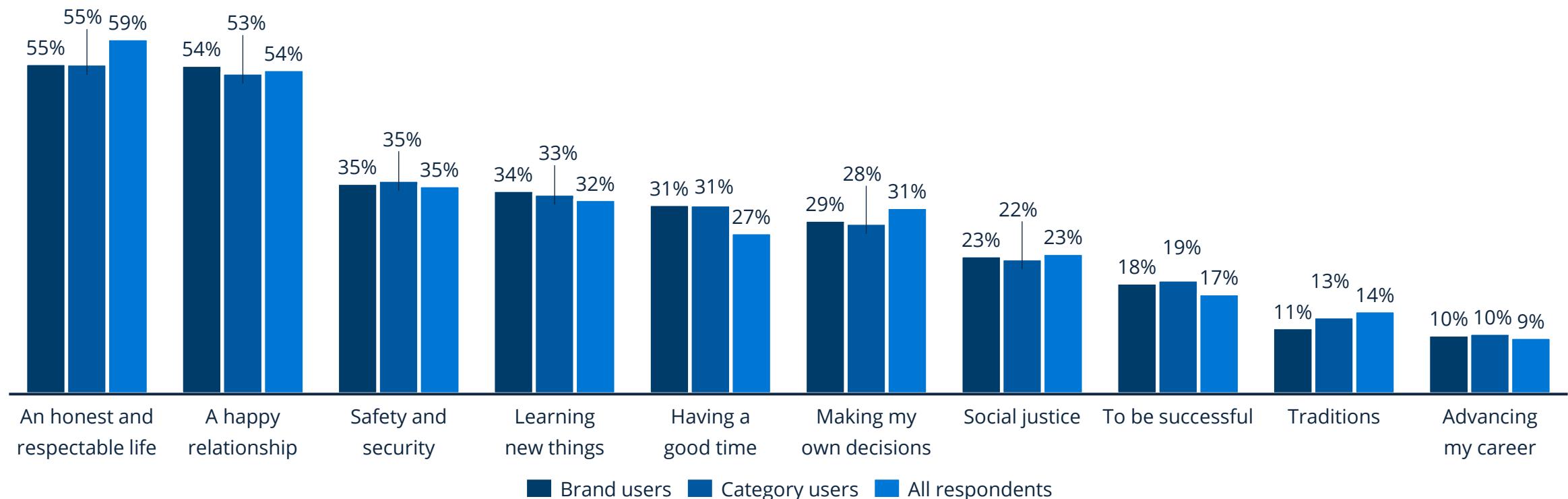
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



# Similar aspects of life are important to Amazon Prime Video users and other video-on-demand users

Consumer lifestyle: life values

## Most important aspects of life for consumers in Italy



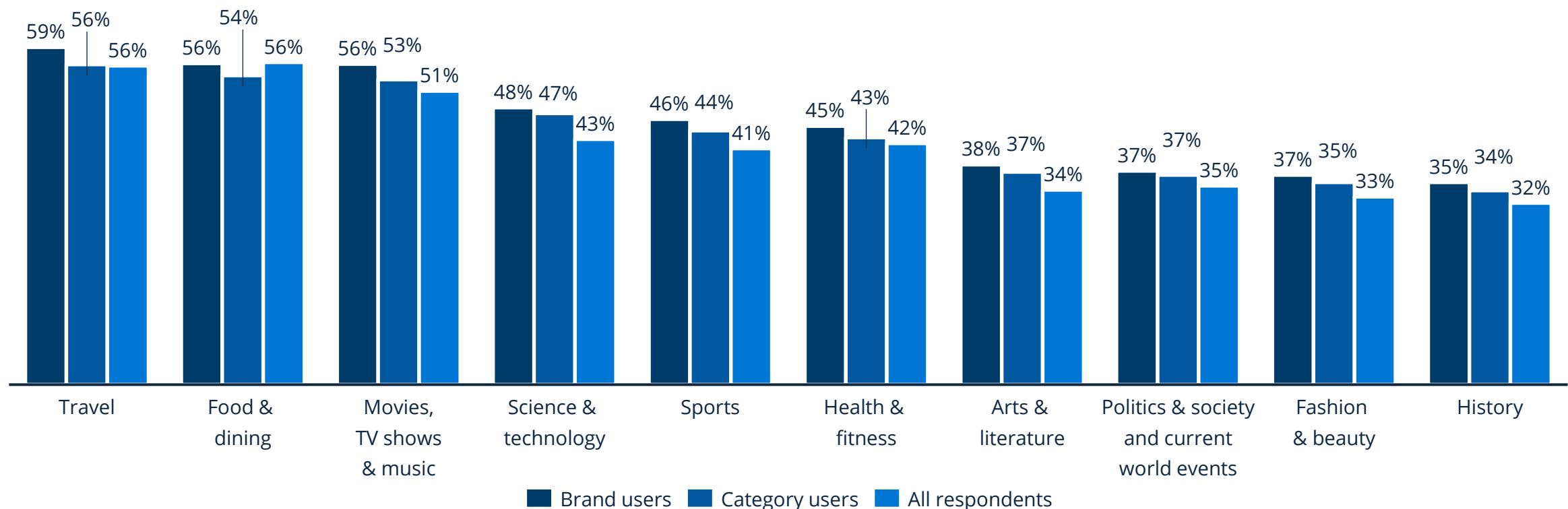
Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3."; Multi Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1031, Amazon Prime Video users, n=1278, video-on-demand users, n=12181, all respondents

Sources: Statista Global Consumer Survey, as of February 2023

# 59% of Amazon Prime Video users are interested in traveling

Consumer lifestyle: main interests

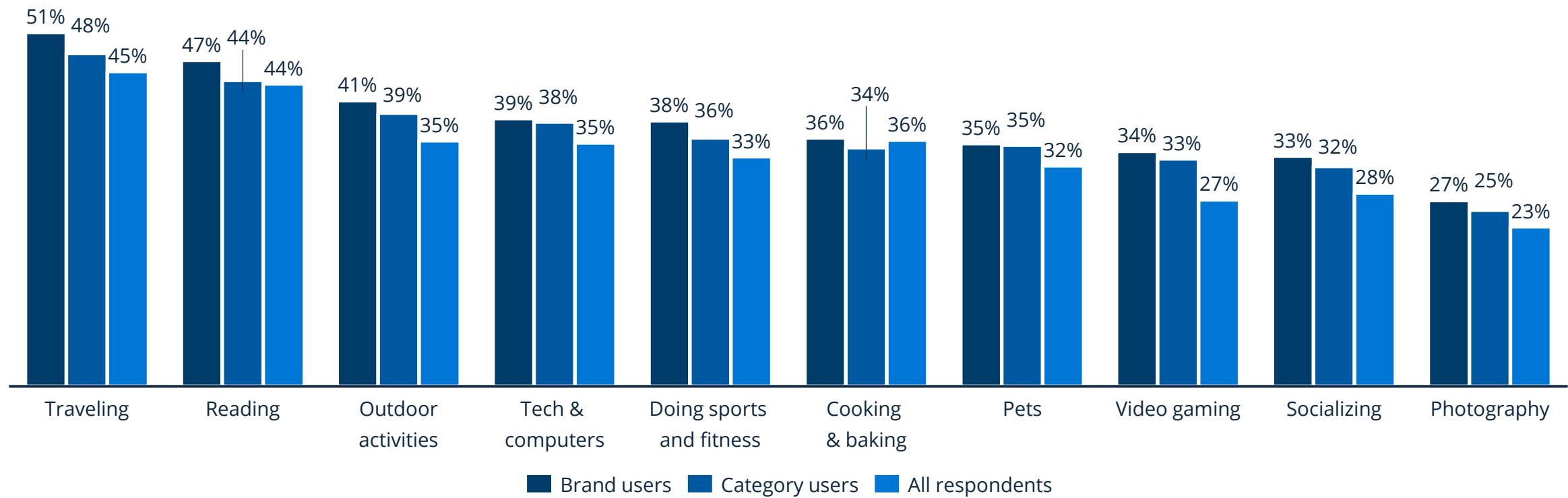
## Top 10 interests of Amazon Prime Video users in Italy



# 51% of Amazon Prime Video users have traveling as a hobby

Consumer lifestyle: hobbies & leisure activities

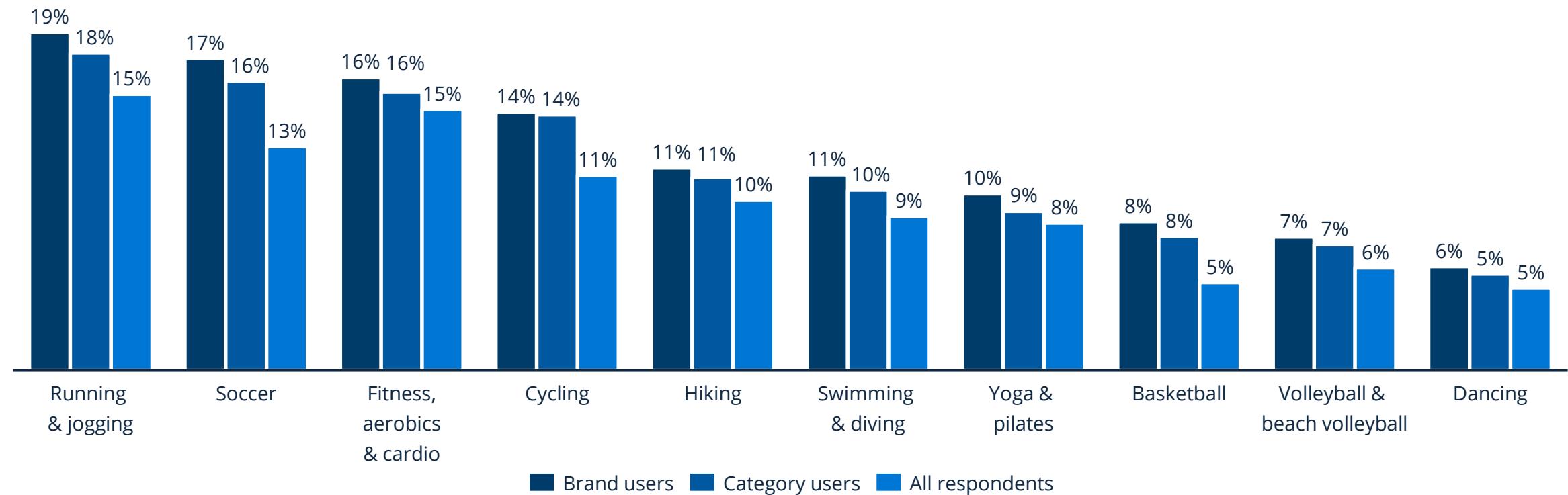
## Top 10 hobbies and leisure activities of Amazon Prime Video users in Italy



# A relatively large share of Amazon Prime Video users play soccer

Consumer lifestyle: sports activities

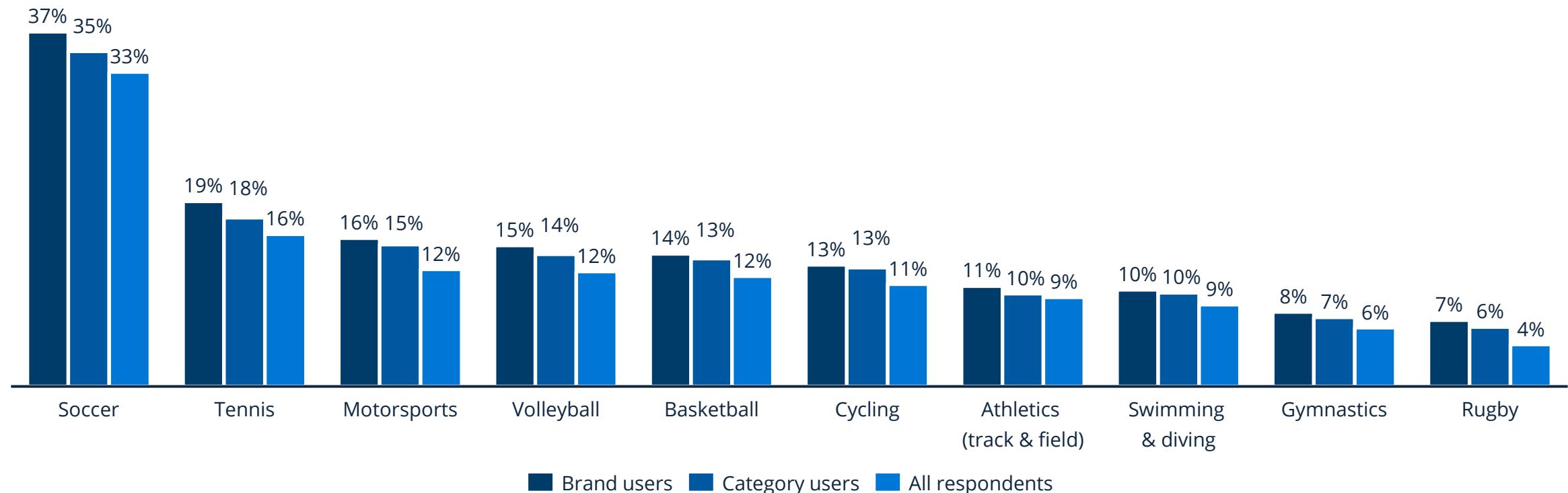
## Top 10 sports activities of Amazon Prime Video users in Italy



# A relatively large share of Amazon Prime Video users follow soccer teams and competitions

Consumer lifestyle: sports followed

## Top 10 sports followed by Amazon Prime Video users in Italy



## CHAPTER 05

# Consumer attitudes

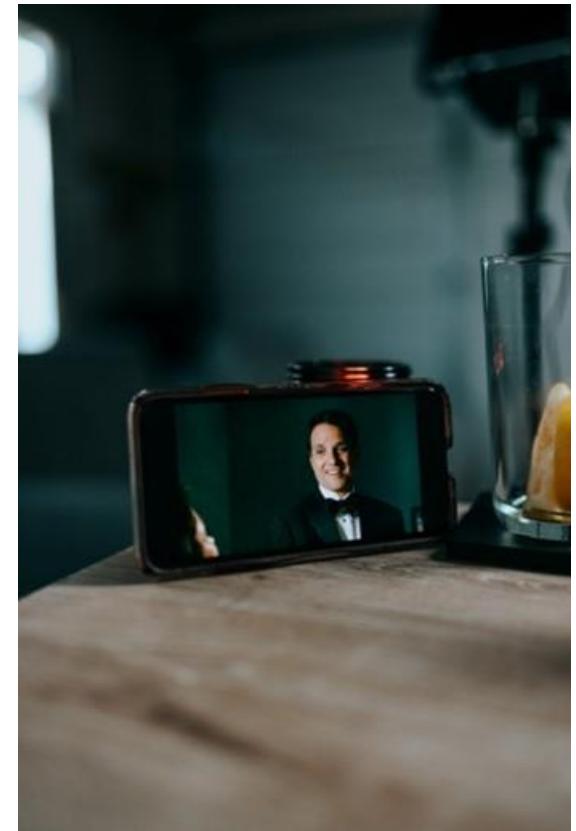
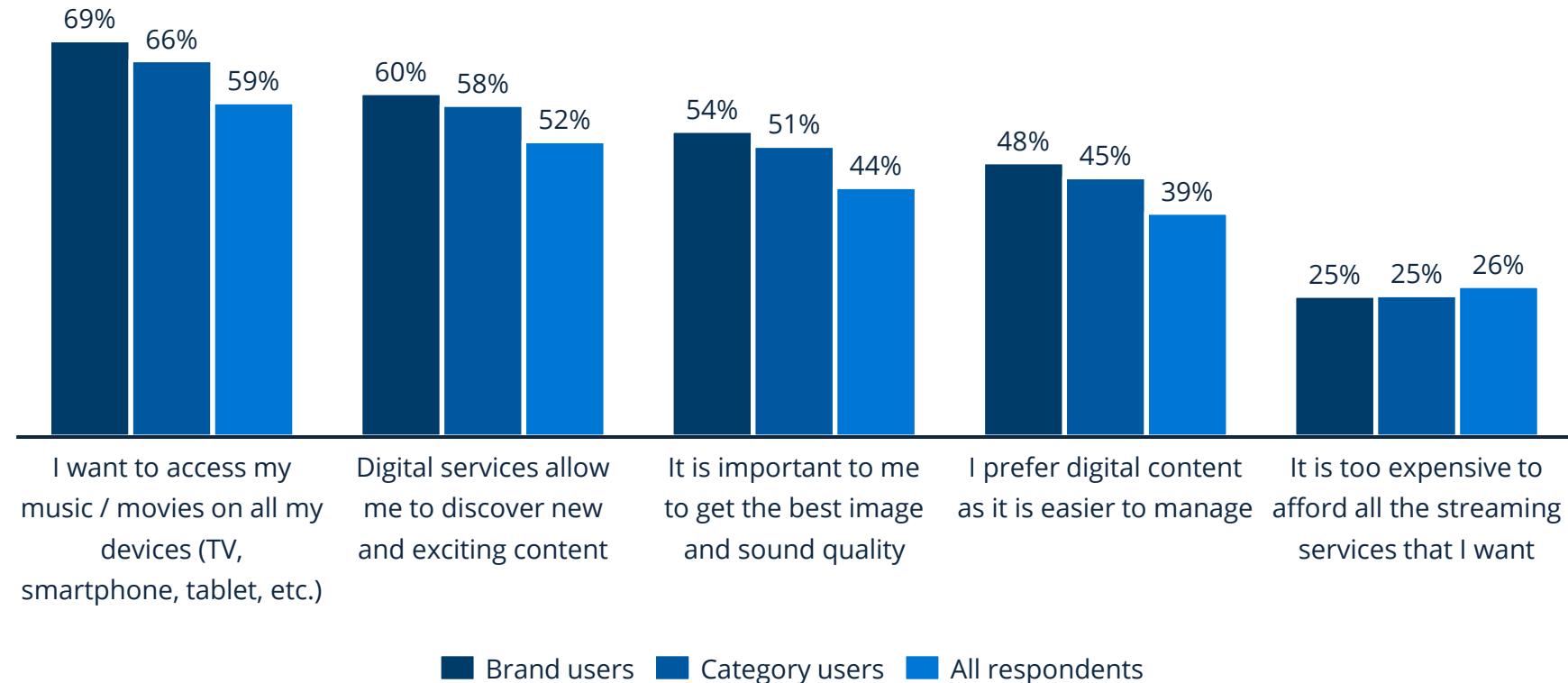
- Attitudes towards digital media
- Innovation adoption
- Challenges facing the country
- Politics



# 69% of Amazon Prime Video users state that they want to access their media on all their devices

Consumer attitudes: media & digital media

## Agreement with statements towards media & digital media in Italy

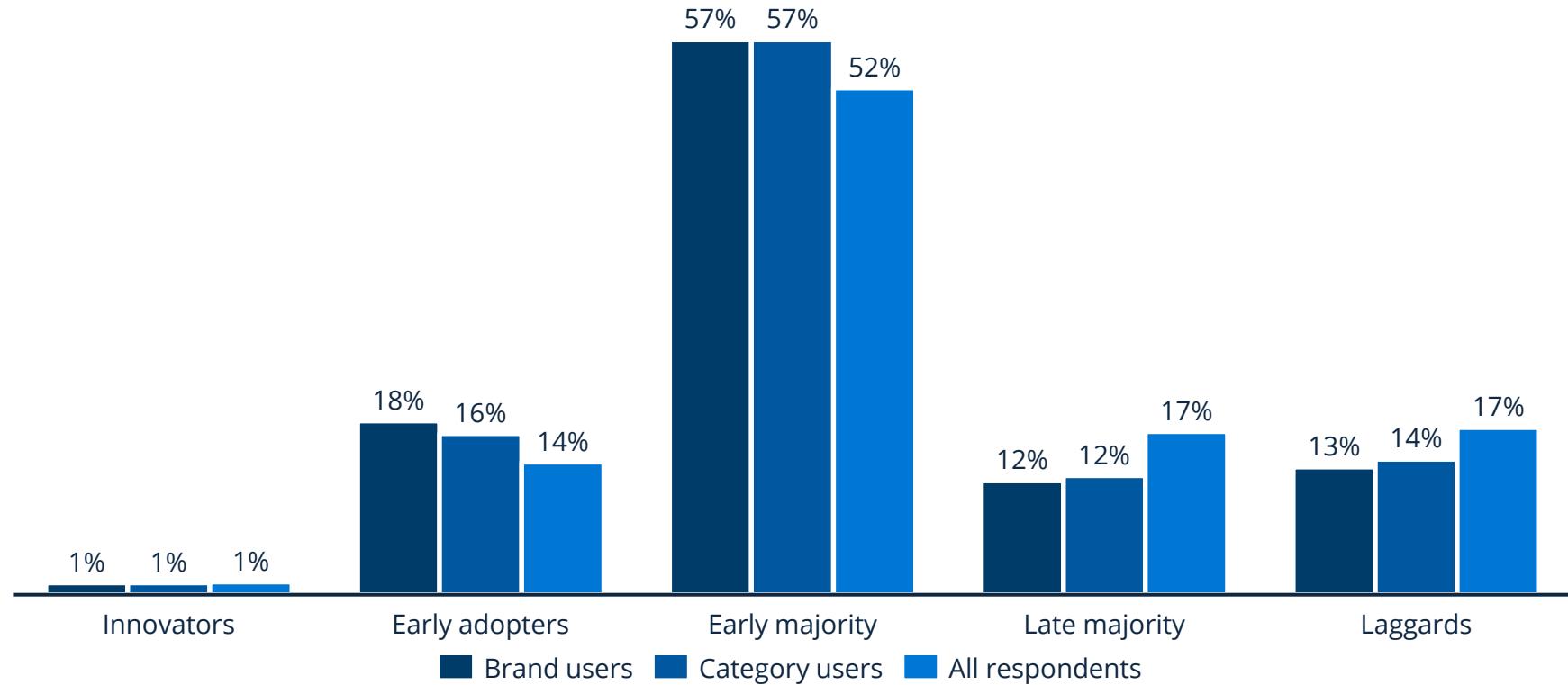


# 19% of Amazon Prime Video users are innovators or early adopters of new products

Consumer attitudes: innovation adoption



**Innovation adopter types based on statements towards innovation by consumers in Italy**



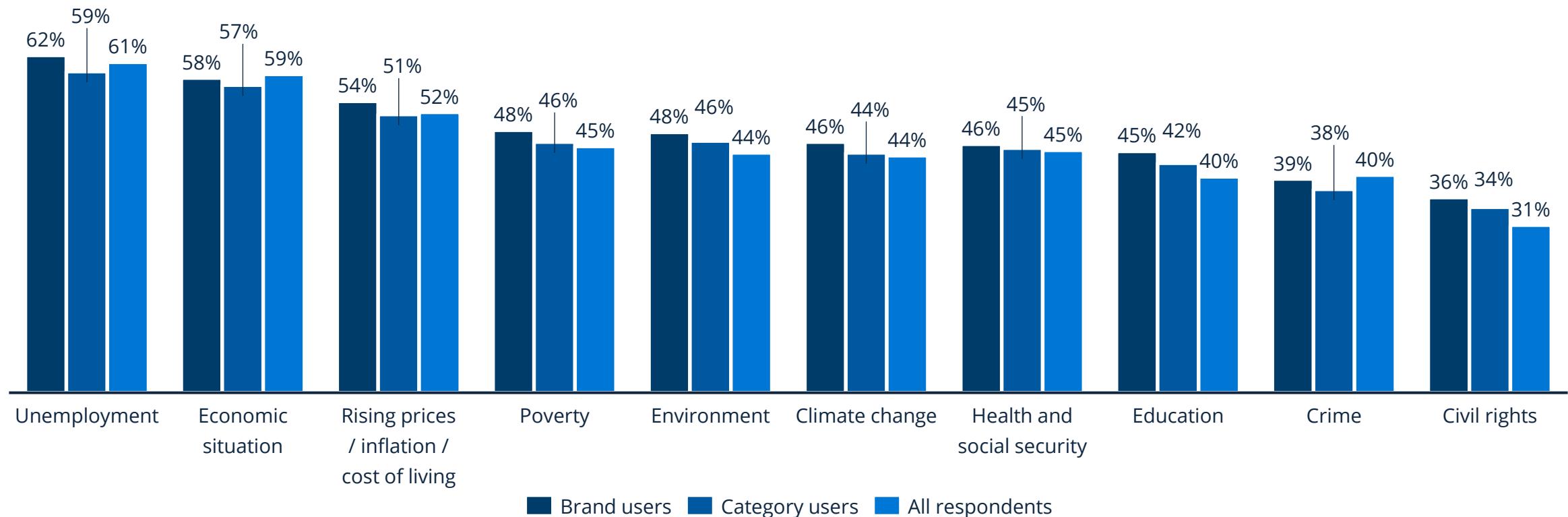
29 Notes: Recode based on "Which of these statements apply to you?"; Multi Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1031, Amazon Prime Video users, n=1278, video-on-demand users, n=12181, all respondents

Sources: Statista Global Consumer Survey as of February 2023

# Unemployment is of particular concern to Amazon Prime Video users

Consumer attitudes: challenges facing the country

## The 10 most important issues facing Italy according to Amazon Prime Video users



30 Notes: "What do you personally think are the most important issues in your country of residence that need to be addressed?"; Multi Pick; "Which of these video on demand providers have you used in the past 12 months as a paying customer?"; Multi Pick; Base: n=1031, Amazon Prime Video users, n=1278, video-on-demand users, n=12181, all respondents

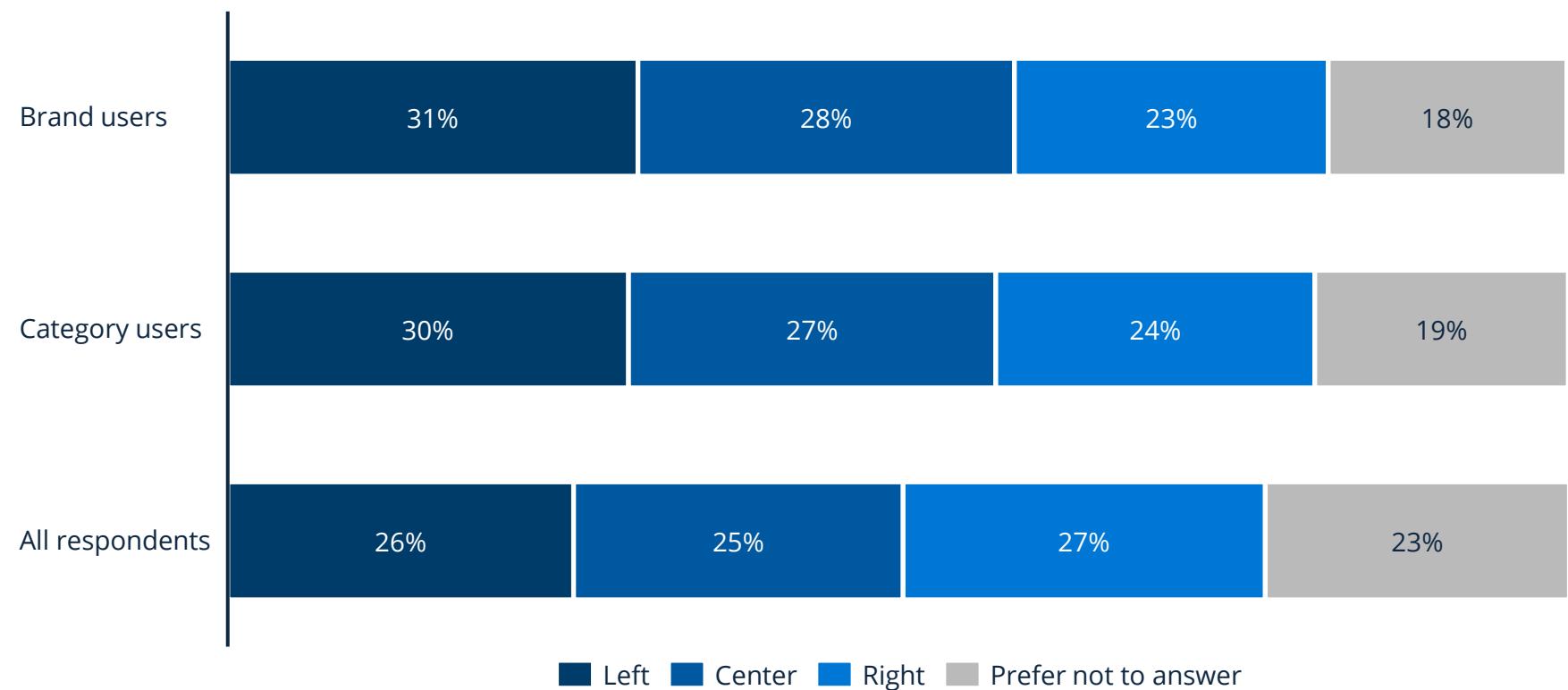
Sources: Statista Global Consumer Survey, as of February 2023

# 31% of Amazon Prime Video users have more left leaning political views

Consumer attitudes: politics



Political attitudes of consumers in Italy



## CHAPTER 06

# Marketing touchpoints

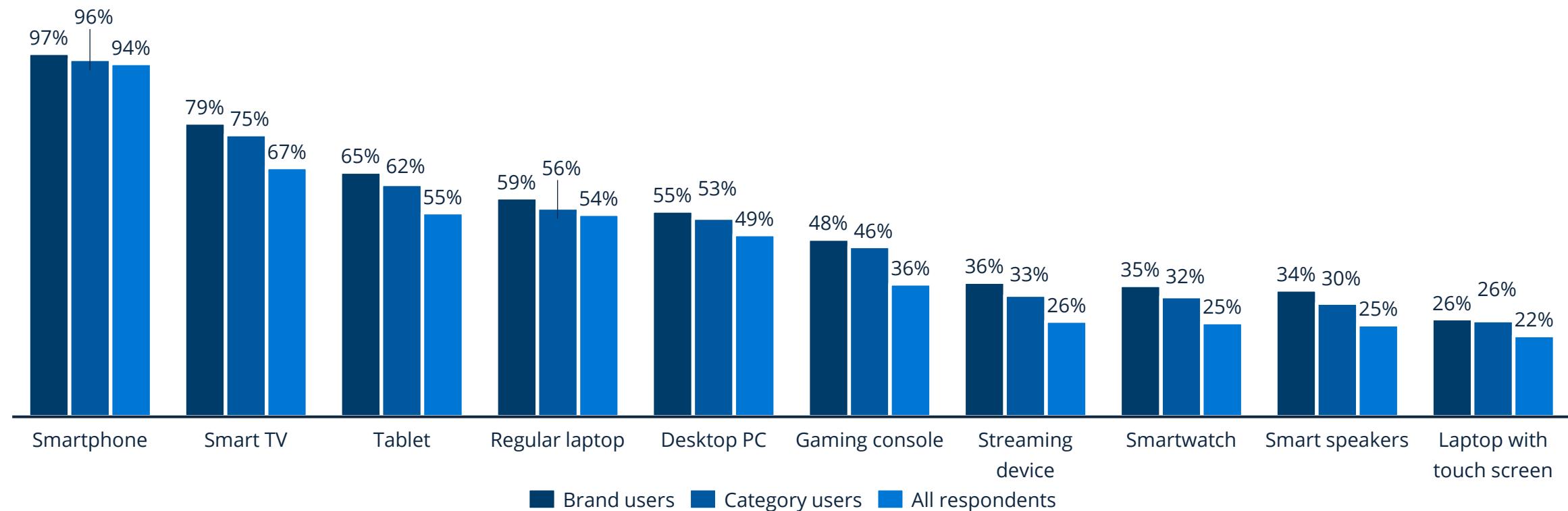
- Internet usage by device
- Social media usage
- Media usage
- Digital advertising touchpoints
- Non-digital advertising touchpoints



# Amazon Prime Video users access the internet via a smart speaker more often than the average video-on-demand user

Marketing touchpoints: internet usage by device

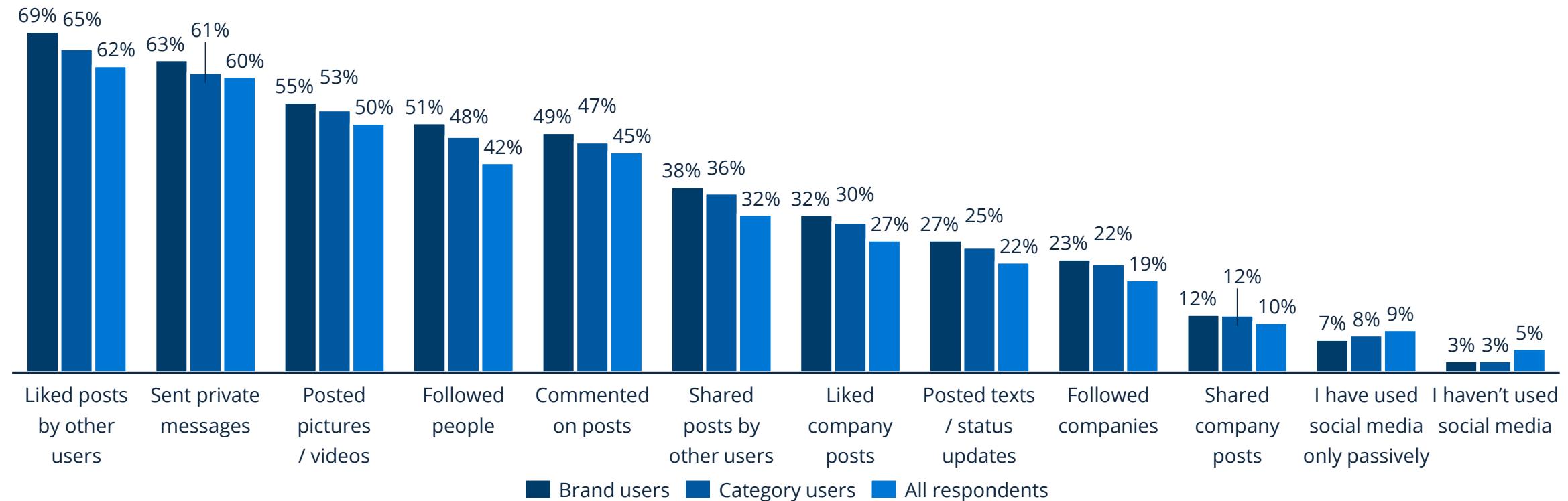
## Devices consumers in Italy use regularly to access the internet



# Amazon Prime Video users tend to follow people on social media more often than the average onliner

Marketing touchpoints: social media usage

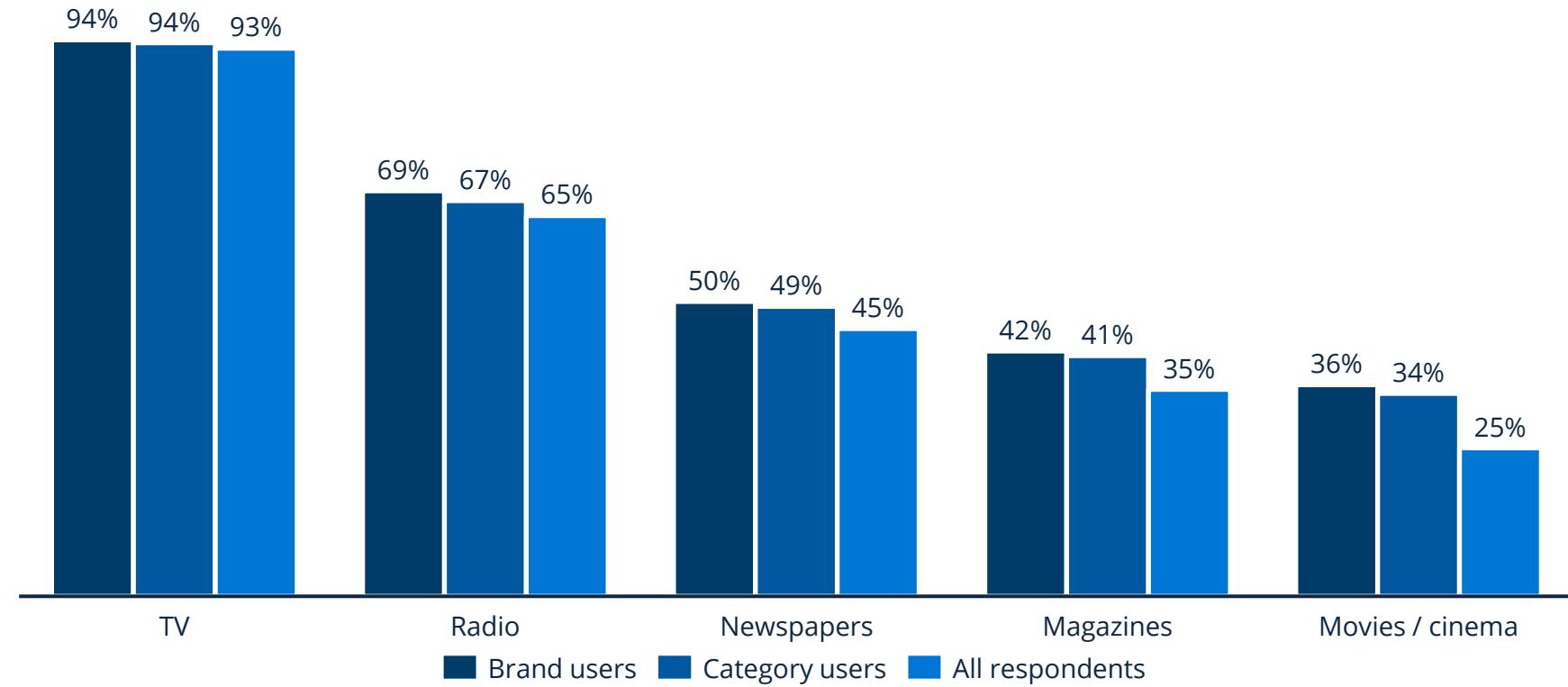
## Social media activities in Italy by type



# Amazon Prime Video users relatively frequently consume traditional types of media, like TV and radio

Marketing touchpoints: traditional media usage

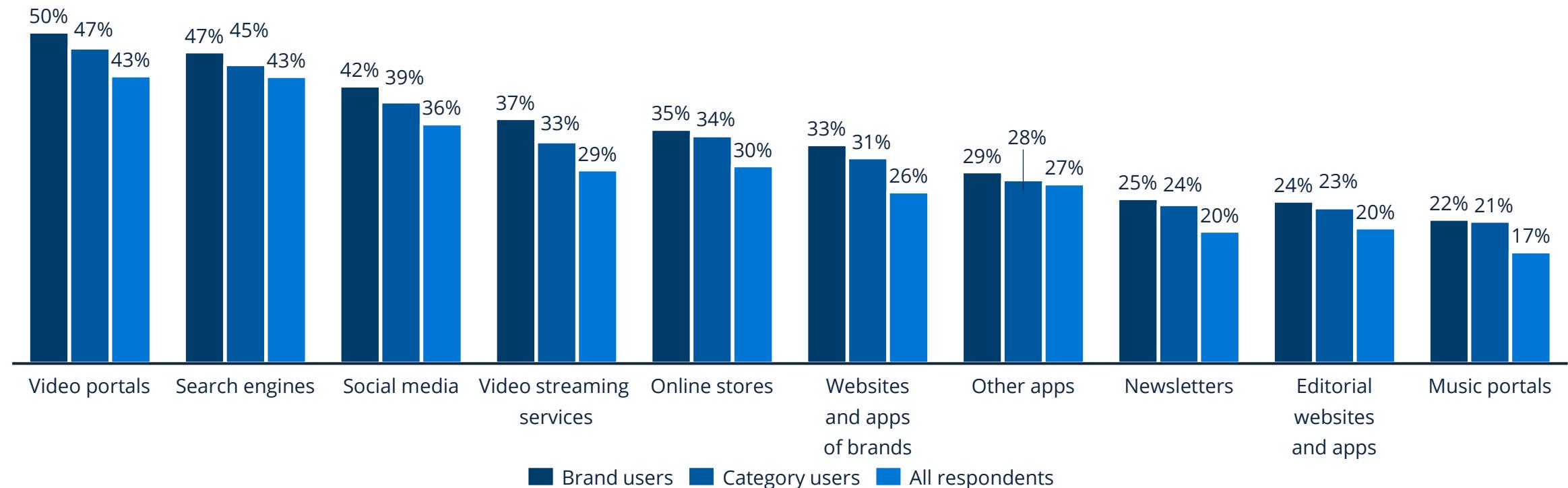
## Type of media consumers in Italy have been using in the past 4 weeks



# Amazon Prime Video users remember seeing ads on video streaming services more often than the average onliner

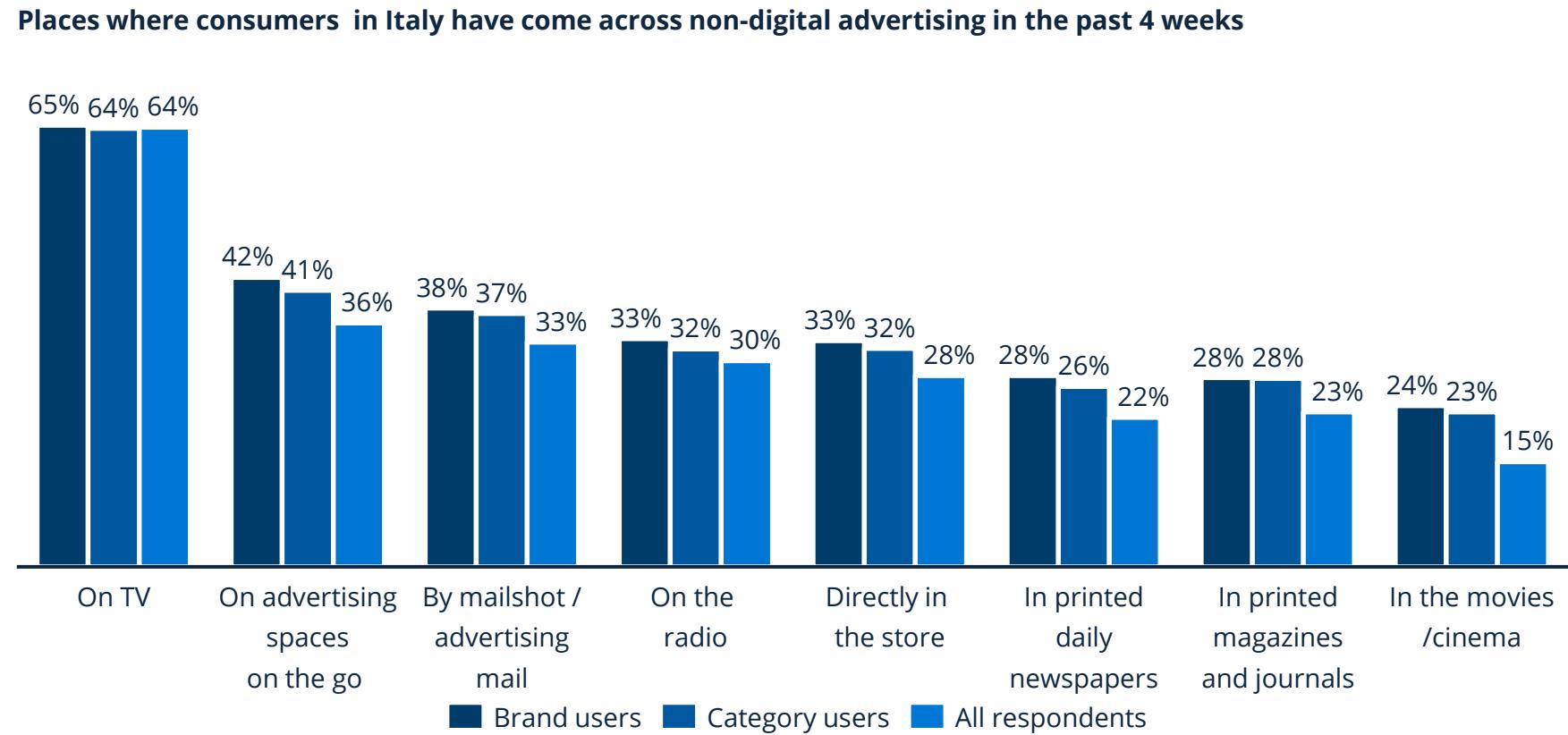
Marketing touchpoints: digital advertising touchpoints

## Top 10 places where Amazon Prime Video users in Italy have come across digital advertising in the past 4 weeks



# Non-digital advertising touchpoints of Amazon Prime Video users are similar to those of all video-on-demand users

Marketing touchpoints: non-digital advertising touchpoints



## STATISTA CONSUMER INSIGHTS

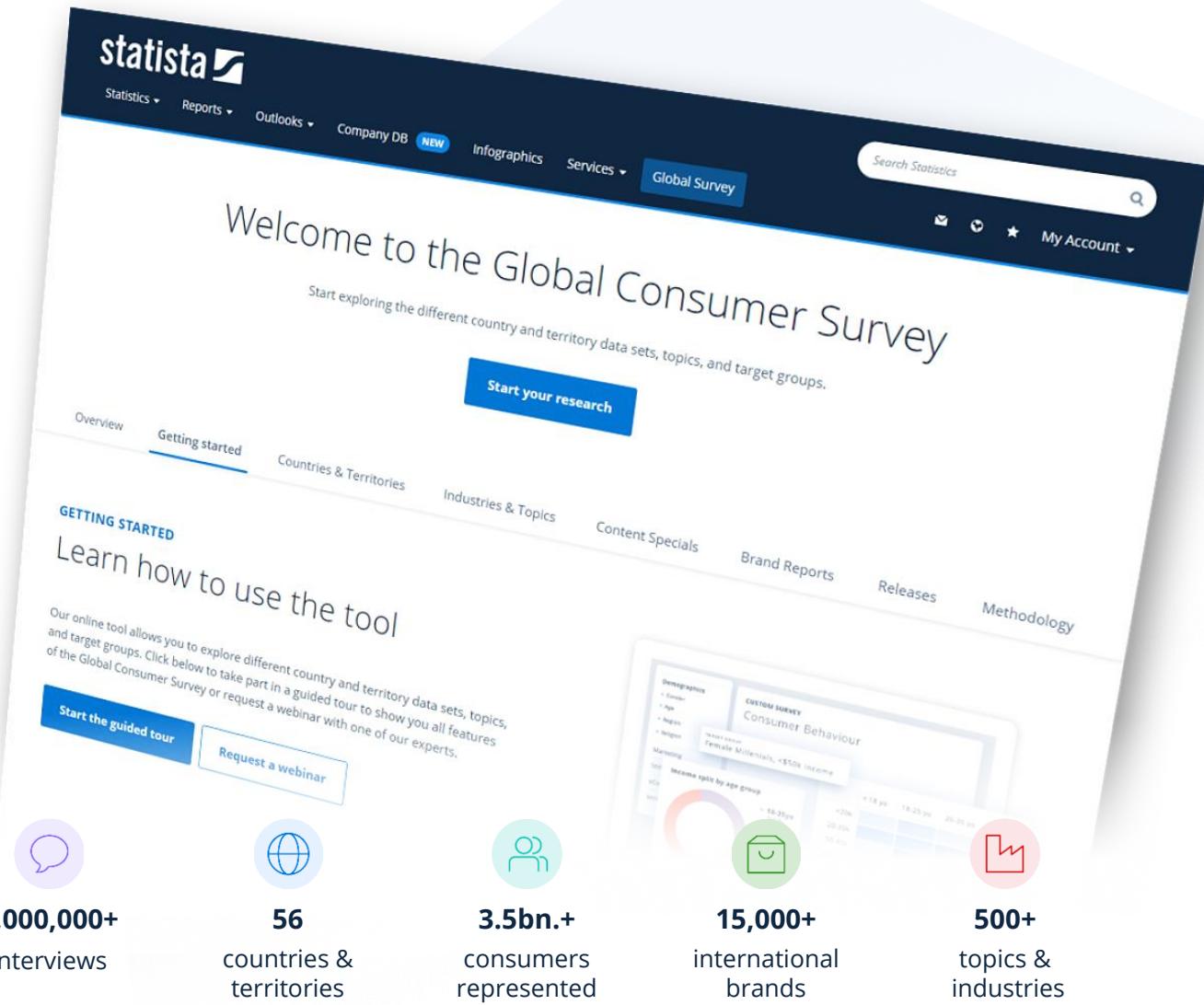
# Understand what drives consumers

Master consumers, brands and markets. With **Statista Consumer Insights** you get access to streamlined market research tools and all results of the exclusive Statista surveys. Explore the Global Consumer Survey (GCS), Brand Profiler, Consumer Insights Specials and more.

- Identify and understand your core audiences
- Track brand KPIs
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- Track consumer trends globally

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[statista.com/global-consumer-survey](https://statista.com/global-consumer-survey)



The screenshot shows the Statista Global Consumer Survey homepage. At the top, there's a navigation bar with links for Statistics, Reports, Outlooks, Company DB (marked as NEW), Infographics, Services, and Global Survey. A search bar and a 'My Account' link are also at the top right. The main heading is 'Welcome to the Global Consumer Survey' with a subtext: 'Start exploring the different country and territory data sets, topics, and target groups.' Below this, there's a large button labeled 'Start your research'. The page features several sections: 'OVERVIEW', 'GETTING STARTED' (with a 'Start the guided tour' button), 'COUNTRIES & TERRITORIES', 'INDUSTRIES & TOPICS', 'CONTENT SPECIALS', 'BRAND REPORTS', 'RELEASES', and 'METHODOLOGY'. A central callout says 'Learn how to use the tool' with a subtext about exploring data sets, topics, and target groups. It includes buttons for 'Start the guided tour' and 'Request a webinar'. At the bottom, there are five summary icons with statistics: 2,000,000+ interviews (purple speech bubble icon), 56 countries & territories (blue globe icon), 3.5bn.+ consumers represented (teal person icon), 15,000+ international brands (green shopping bag icon), and 500+ topics & industries (red chart icon).

2,000,000+ interviews

56 countries & territories

3.5bn.+ consumers represented

15,000+ international brands

500+ topics & industries

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Jack Spearman studied Sociology at Kingston University, UK. After graduating, he worked at TNS and Ipsos Mori in project management and market research roles for over 7 years. Moving to Hamburg in 2016 he worked as a Patient Insight Manager, where he helped lead the development of the company's online survey offer.

Now at Statista, he is responsible for reporting and conducting in-depth surveys.

Jan Gewiese has degrees in Economics (B.Sc.) from the University of Hohenheim and Business Administration (M.Sc.) from the University of Hamburg. He interned at the Hamburg Center for Health Economics and Mercedes-Benz USA.

At Statista he is responsible for designing consumer studies, product automation, and brand research.

Stefan Rau studied Economics (B.Sc.) at the Ludwigs-Maximilian-University in Munich and Public and Nonprofit Studies (M.Sc.) at the University of Hamburg. During his studies, he interned at TNS Infratest.

At Statista he is responsible for report and process automation. His area of expertise is data analysis using Python and SPSS.

Melvin Liesen studied Socioeconomics at the University of Hamburg. During his studies he worked at FOM University of Applied Sciences for Economics and Management.

In his full-time role at Statista, he is responsible for brand research as well as report and process automation.