

INDUSTRIES & MARKETS

Hybrid video-on-demand services in the United States

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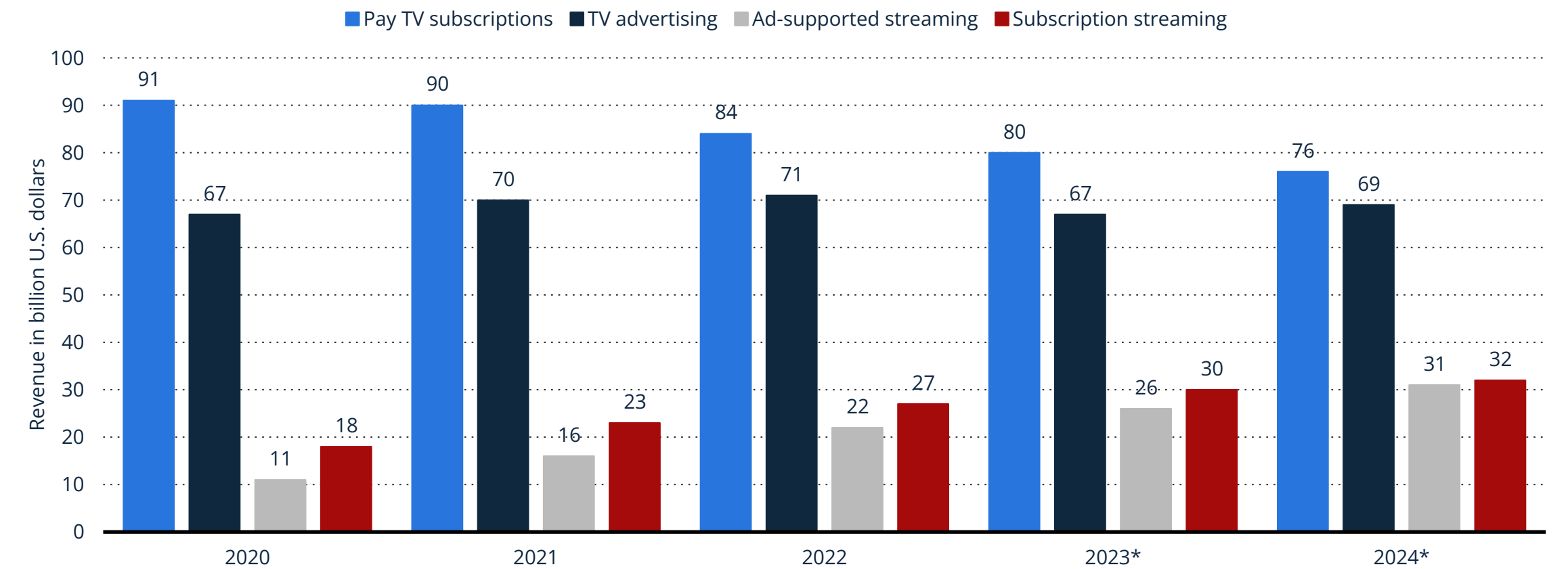
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CHAPTER 01

Overview

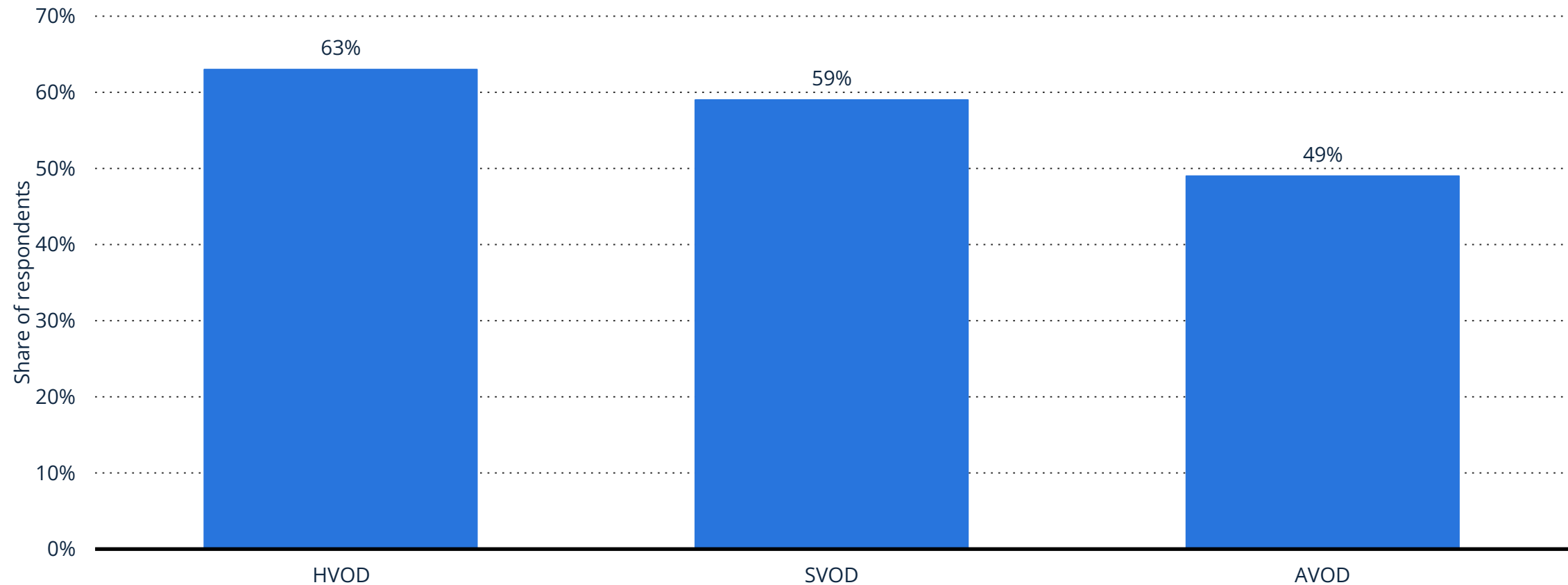
Video revenue in the United States from 2019 to 2024, by segment (in billion U.S. dollars)

Video revenue in the U.S. 2019-2024, by segment



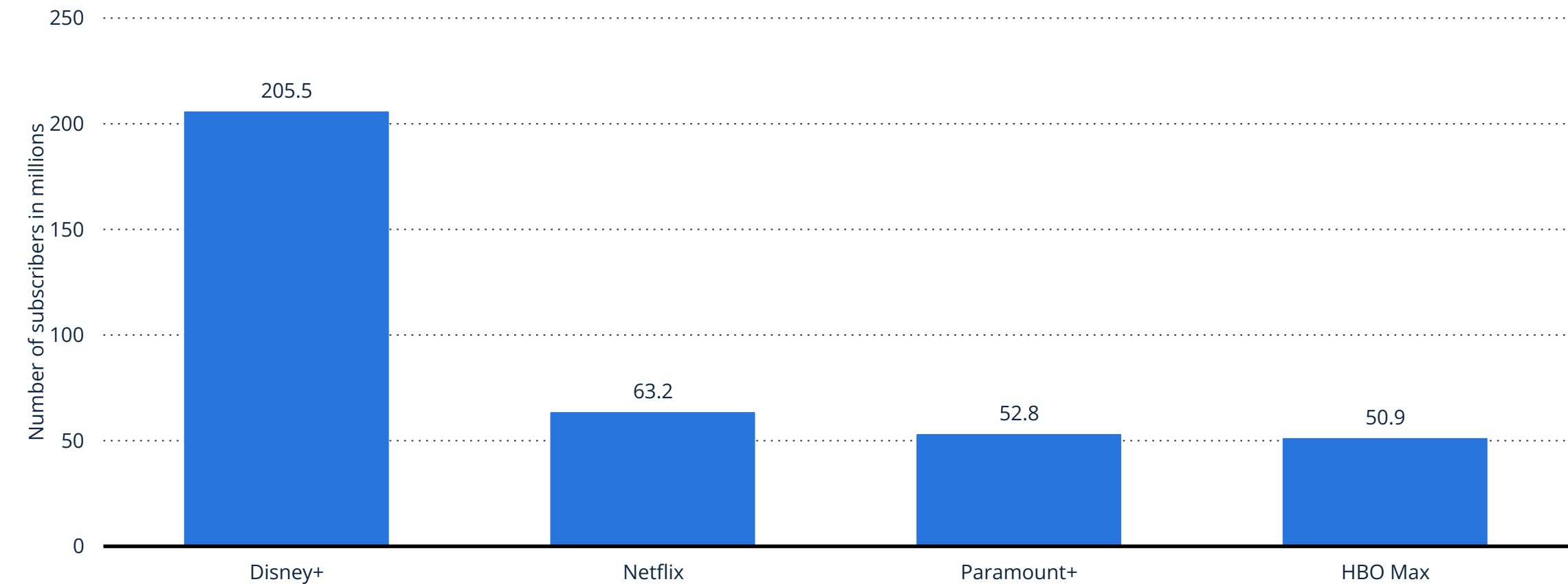
Share of users who have used video-on-demand (VOD) services for the past two months in the United States as of 4th quarter 2022, by platform type

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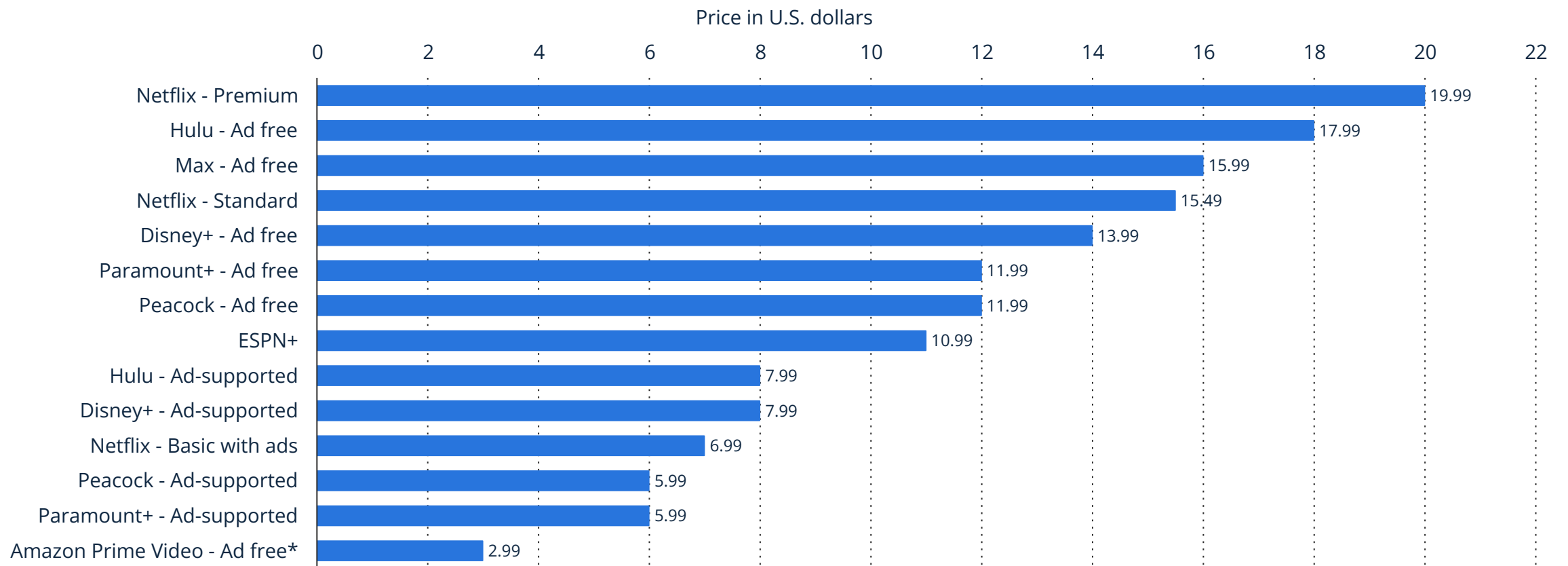
Number of hybrid subscribers of selected hybrid video-on-demand platforms worldwide in 2028 (in millions)

Hybrid subscribers of selected hybrid video-on-demand platforms worldwide 2028



Monthly costs of selected video streaming offers in the United States as of October 15, 2023

Video streaming services monthly subscription price in the U.S. 2023

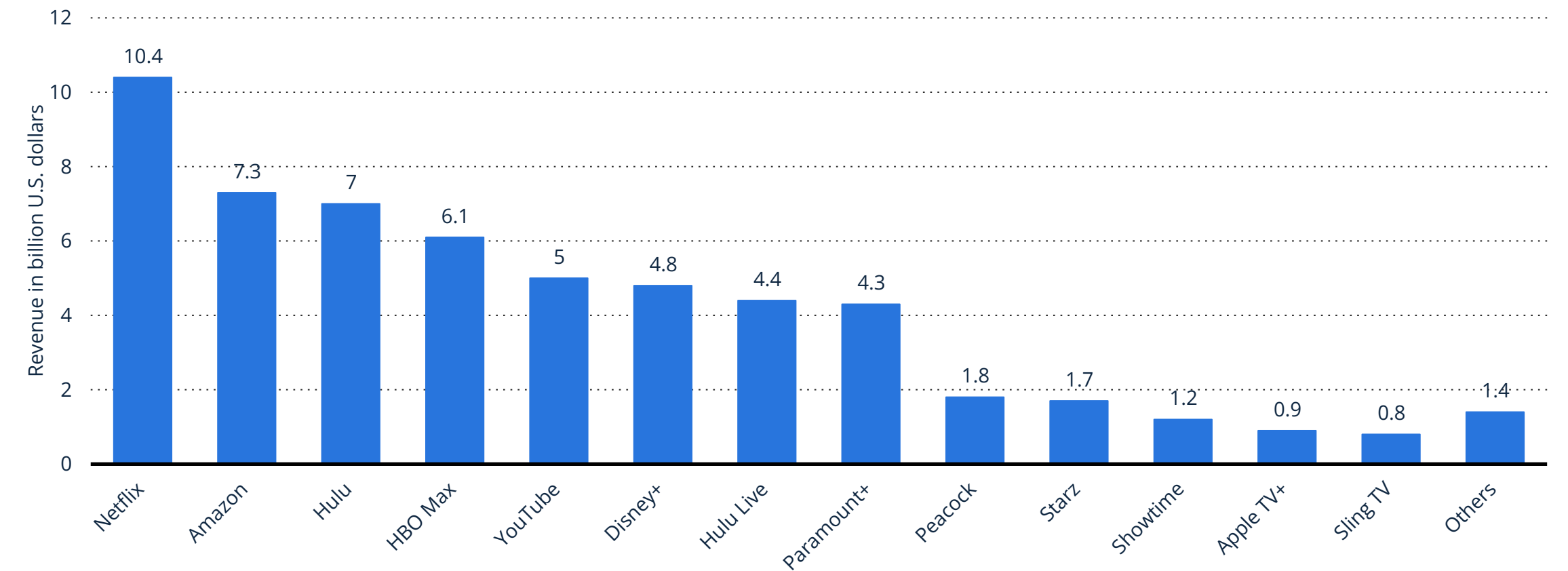


CHAPTER 02

Revenues

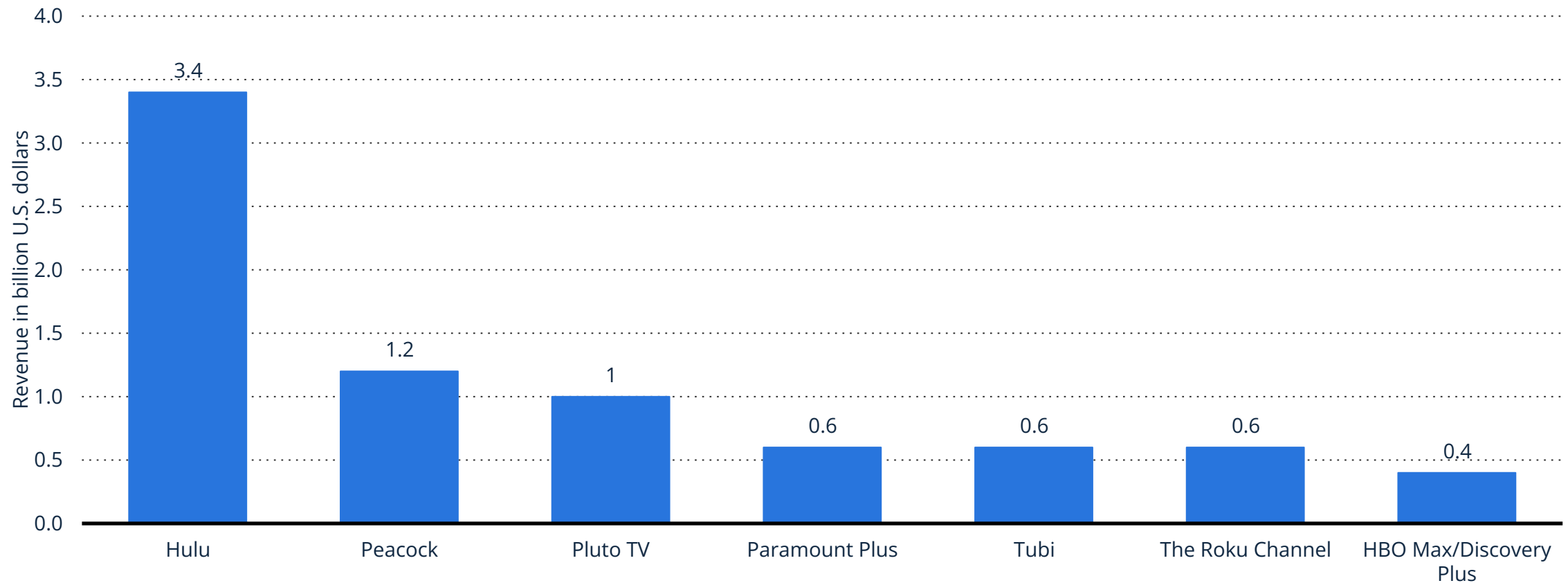
Revenue of selected subscription video-on-demand (SVOD) services in the United States in 2027 (in billion U.S. dollars)

SVOD revenue in the U.S. 2027, by service



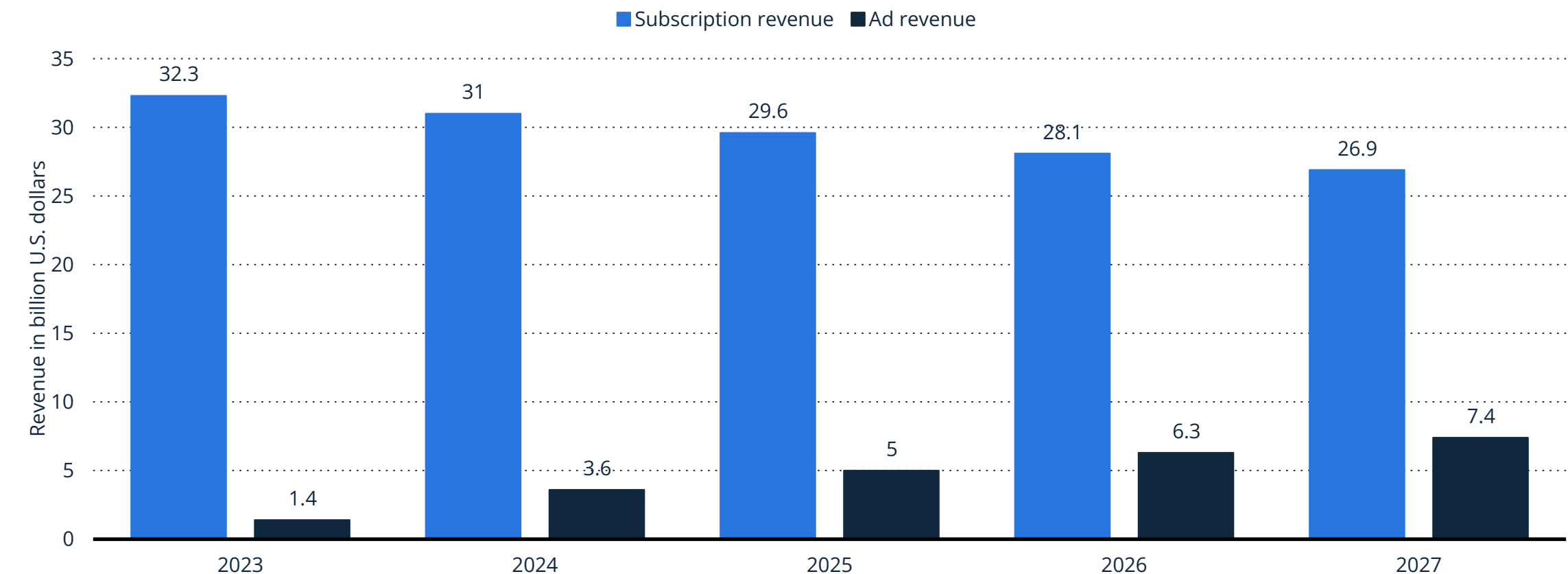
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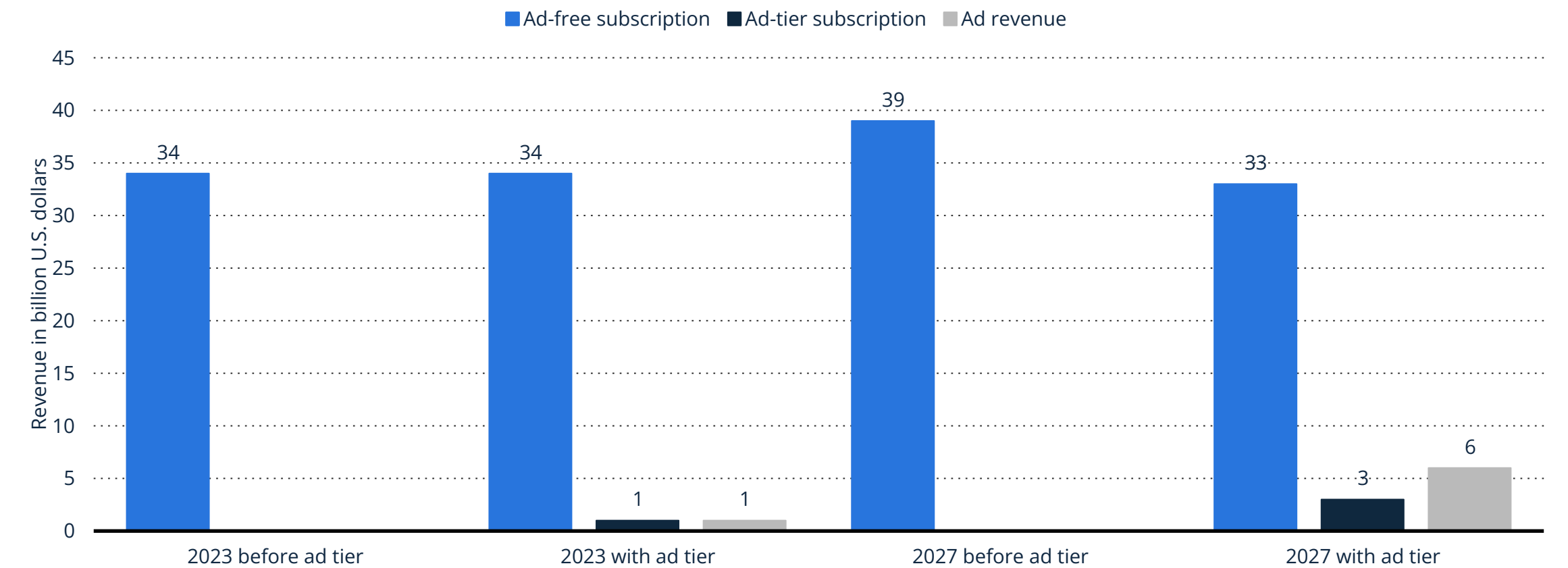
Subscription and advertising revenue of Netflix from 2023 to 2027 (in billion U.S. dollars)

Subscription and ad revenue of Netflix 2023-2027



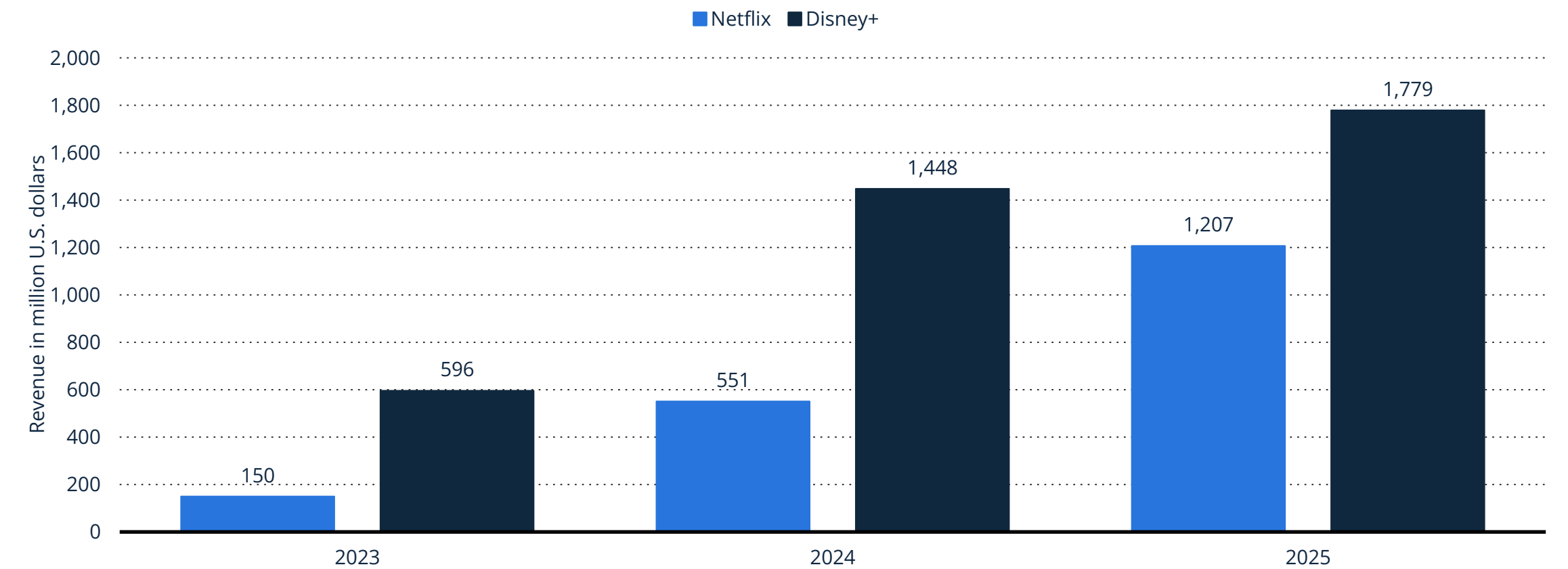
Annual revenue of Netflix before and after ad-supported tier launch in 2023 and 2027 (in billion U.S. dollars)

Revenue of Netflix before and after ad tier launch 2023-2027



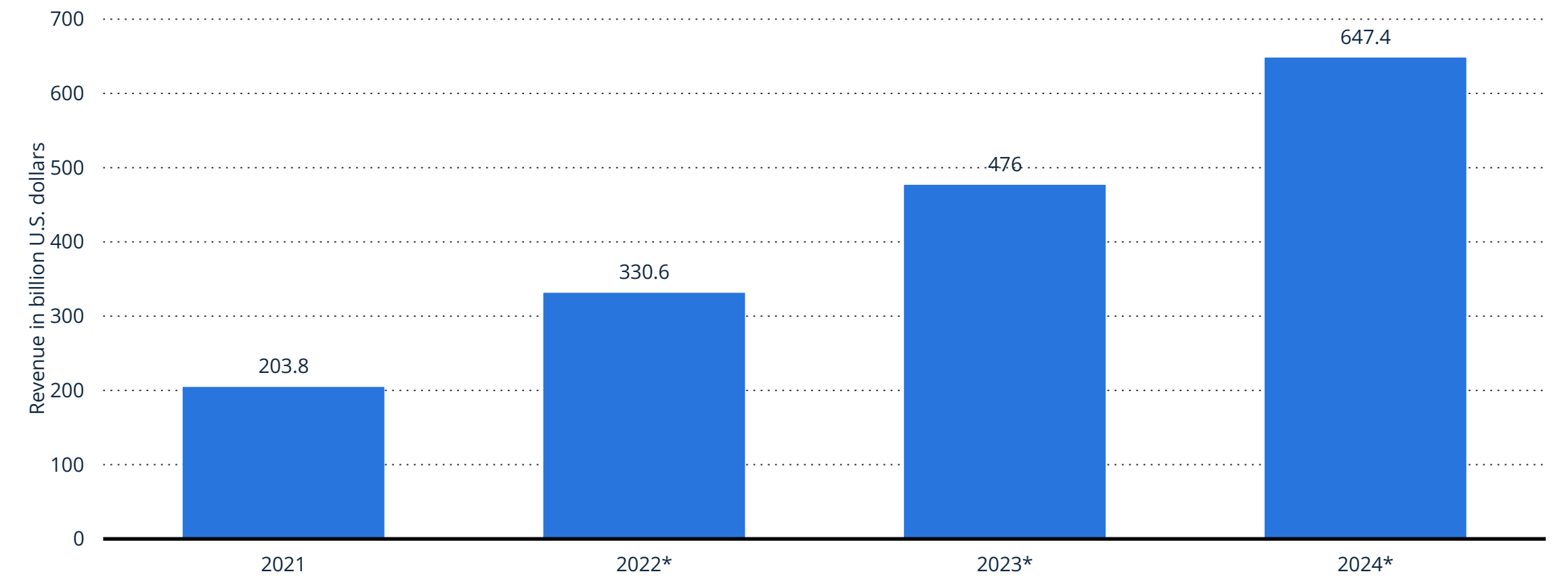
Estimated advertising revenue of Netflix and Disney+ worldwide from 2023 to 2025 (in million U.S. dollars)

Estimated ad revenue of Netflix and Disney+ worldwide 2023-2025



Paramount+ advertising revenue in the United States from 2021 to 2024 (in billion U.S. dollars)

Paramount+ ad revenue in the U.S. 2021-2024

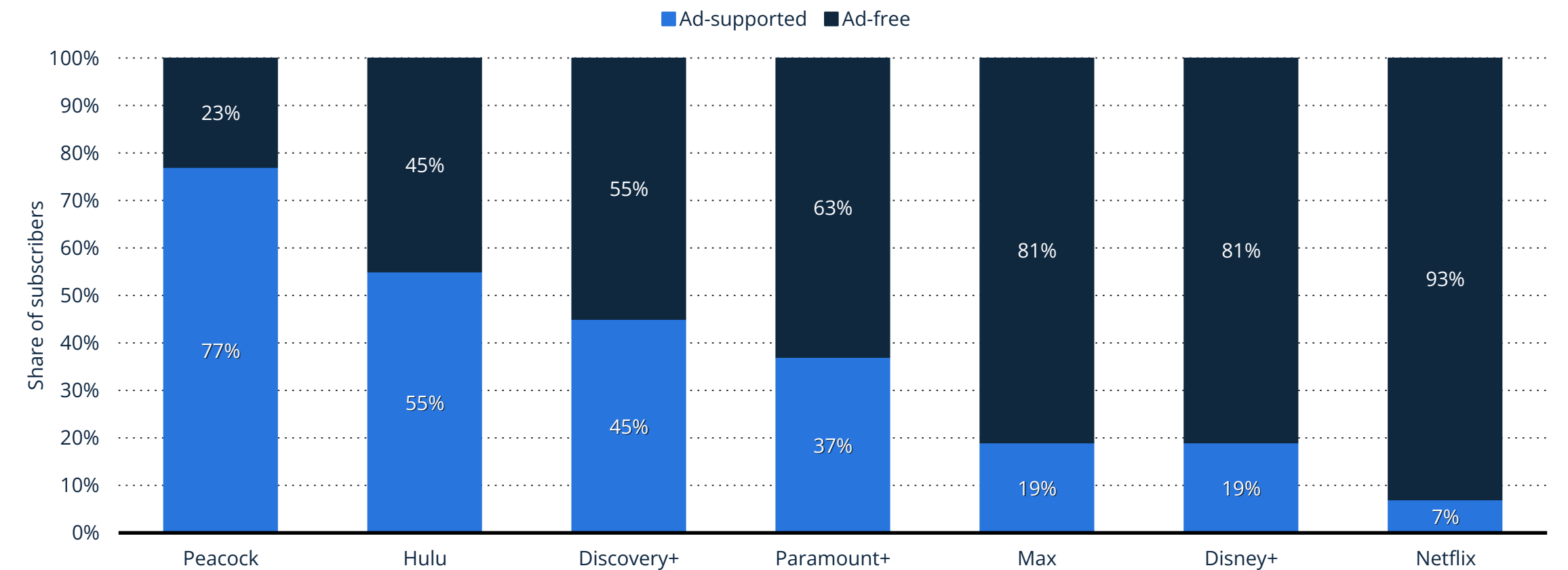


CHAPTER 03

Subscribers

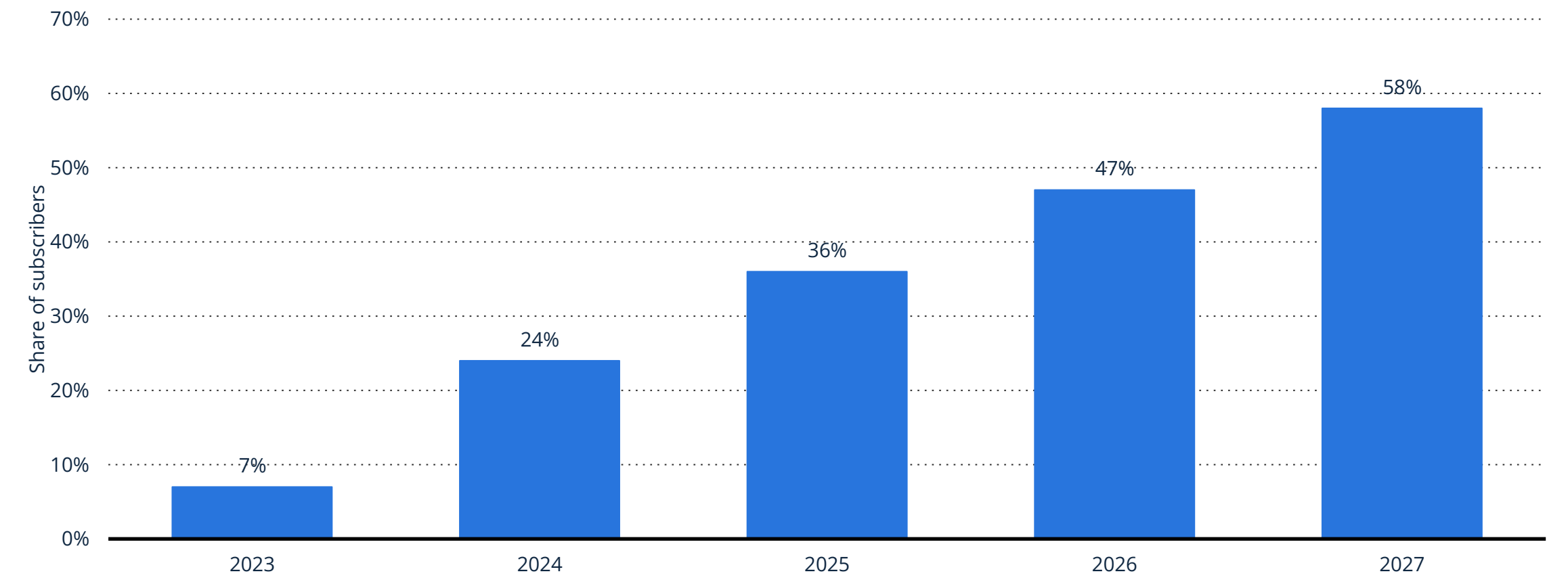
Distribution of subscribers of selected video streaming services in the United States as of October 2023, by plan type

Share of subscribers of video streaming services in the U.S. 2023, by plan type



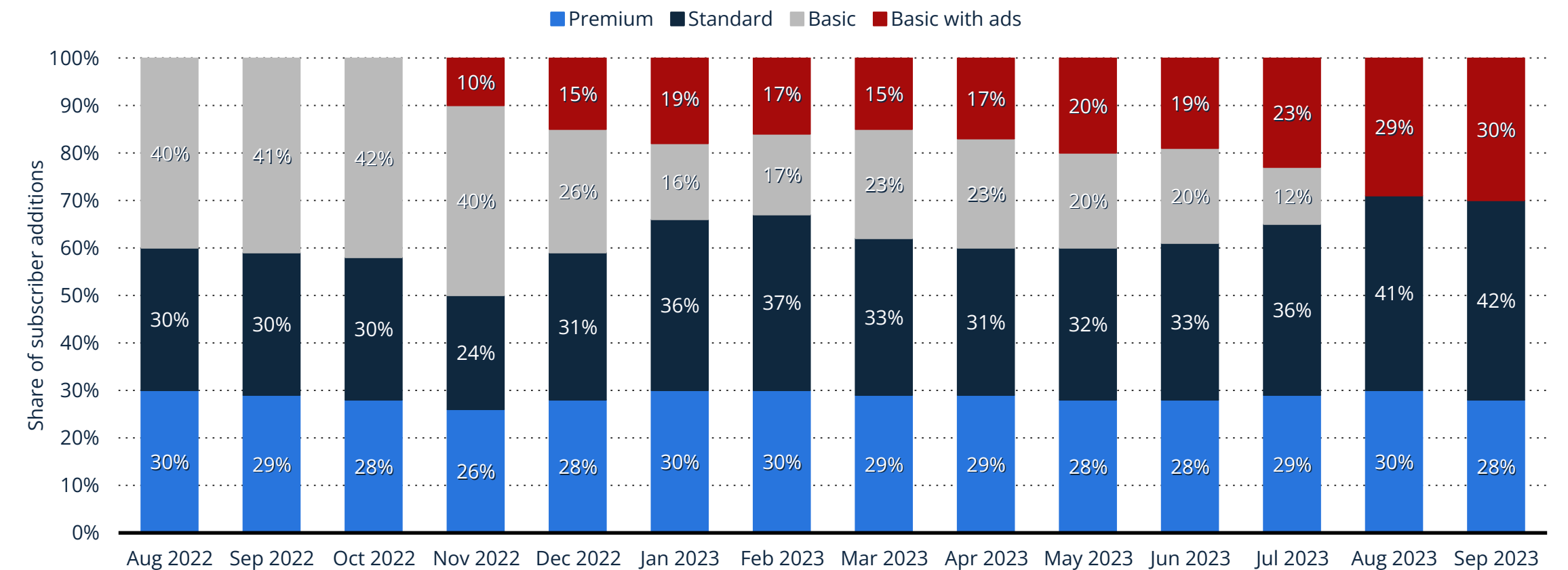
Share of Netflix subscribers using the ad-supported tier worldwide from 2023 to 2027

Share of ad-supported Netflix subscribers worldwide 2023-2027



Distribution of Netflix sign-ups in the United States from August 2022 to September 2023, by plan type

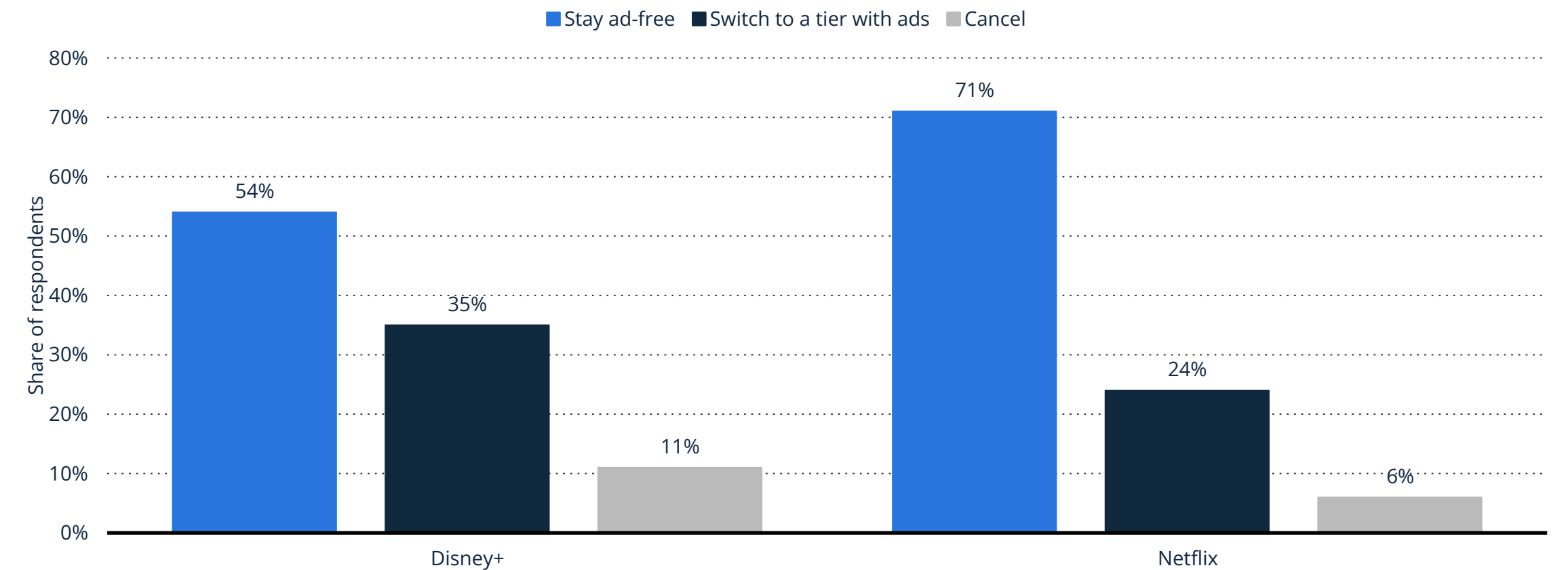
Netflix sign-ups in the U.S. 2022-2023, by plan type



17 **Description:** According to a recent study conducted in the U.S., Netflix's latest plan addition, basic with ads, accounted for 30 percent of the total amount of sign-ups to the streaming service in September 2023, up from 10 percent of sign-ups recorded in November 2022, when the ad-supported plan was launched. In comparison, most of the sign-ups were reported by standard subscribers, with a share of 42 percent. The basic plan declined in popularity until Netflix removed this option entirely. [Read more](#)
Note(s): United States; August 2022 to September 2023; excl. free tiers, MVPD and telco, and selected bundles
Source(s): Antennas Direct

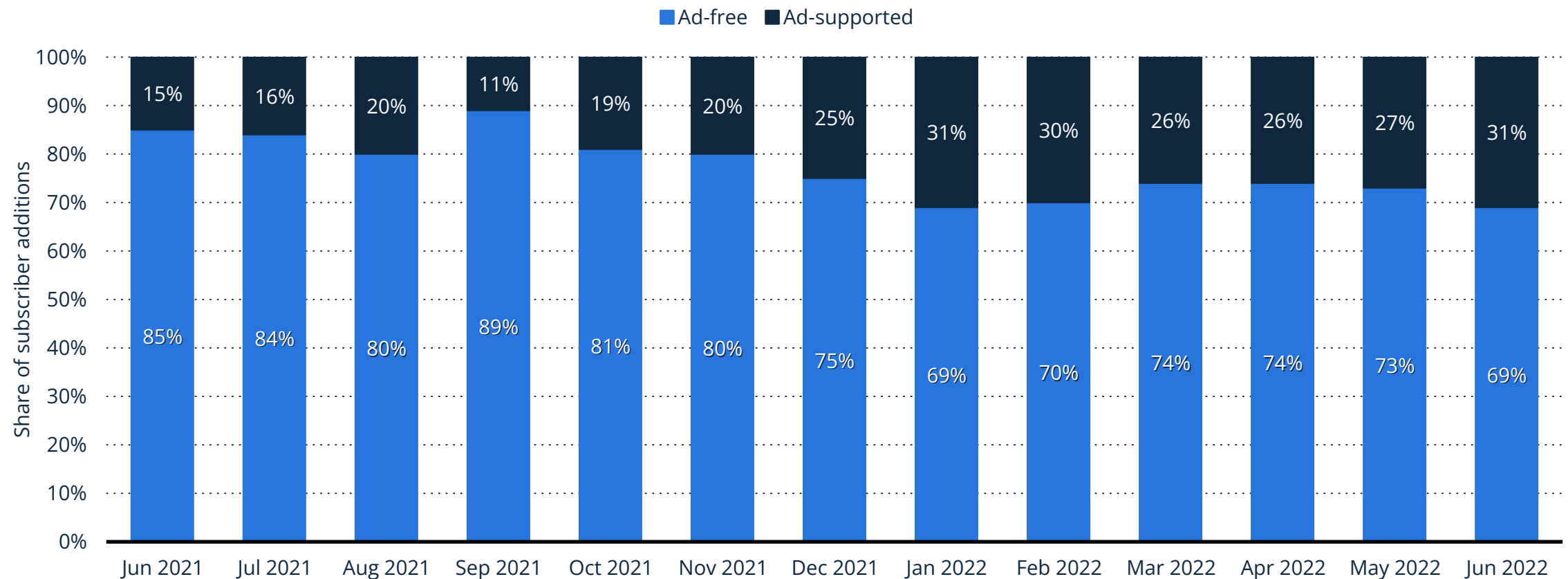
Reactions of Disney Plus and Netflix subscribers to new ad-supported tiers in the United States as of November 2022

Reactions to new ad-supported tiers of Netflix and Disney+ in the U.S. 2022



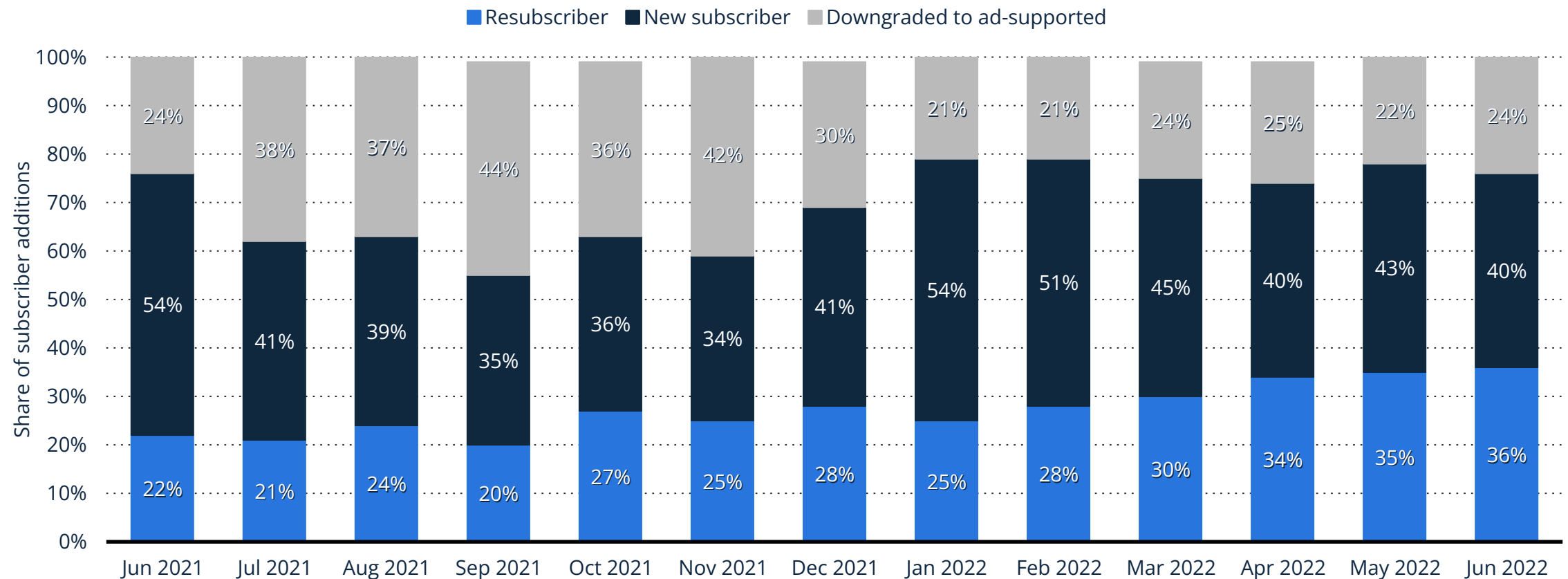
Distribution of gross HBO Max subscriber additions in the United States from June 2021 to June 2022, by tier

HBO Max subscriber additions in the U.S. 2021-2022, by tier



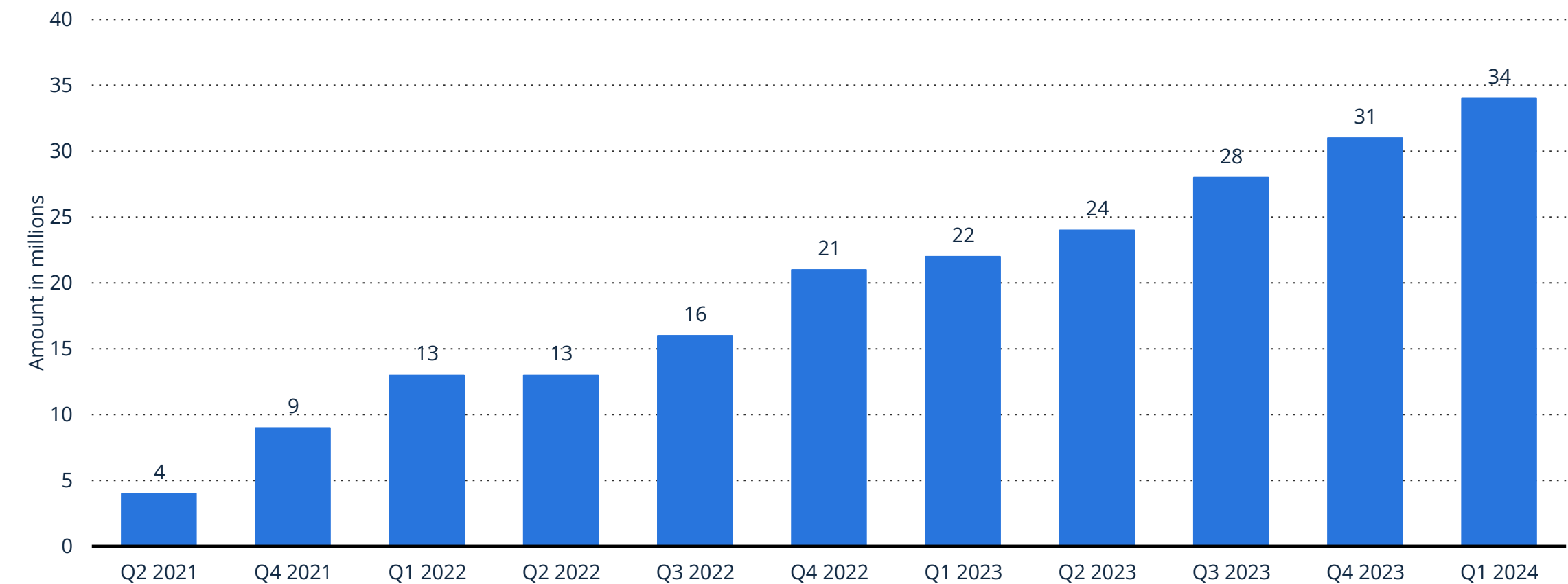
Distribution of gross HBO Max subscriber additions in the United States from June 2021 to June 2022, by type

HBO Max subscriber additions in the U.S. 2021-2022, by type



Number of paid subscribers of Peacock in the United States from 2nd quarter 2021 to 1st quarter 2024 (in millions)

Paid subscribers of Peacock in the U.S. 2021-2024

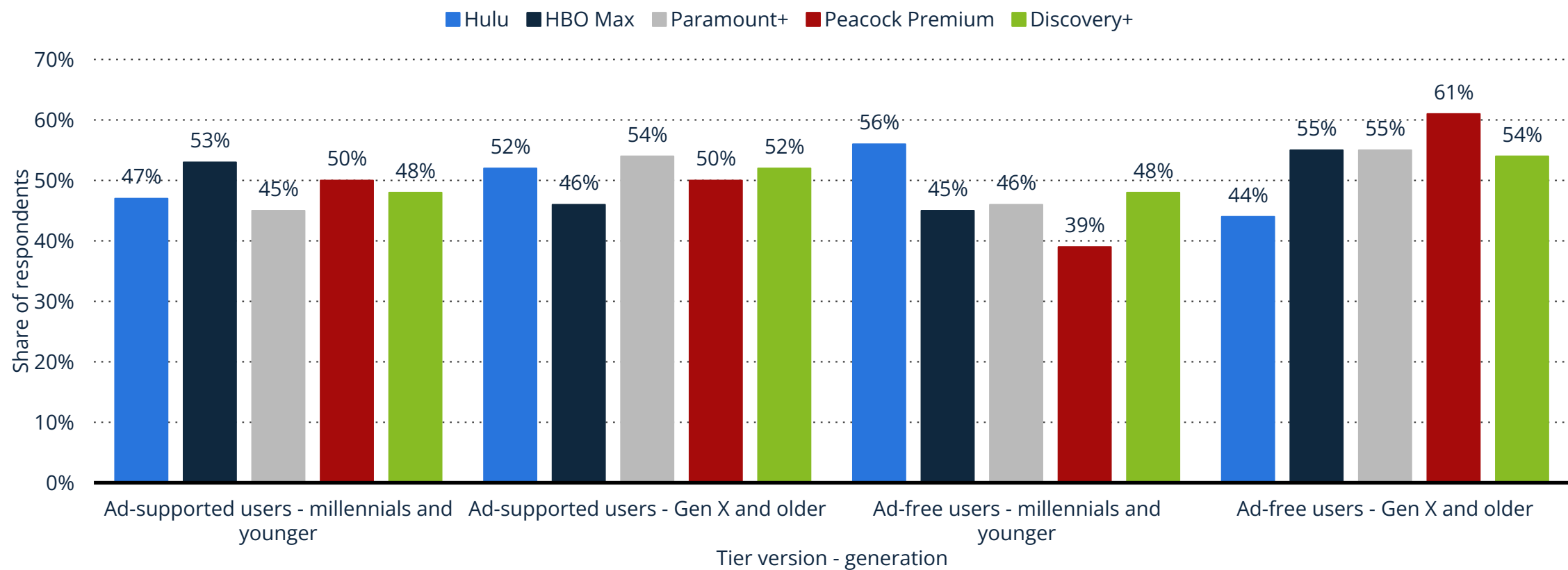


CHAPTER 04

Demographics

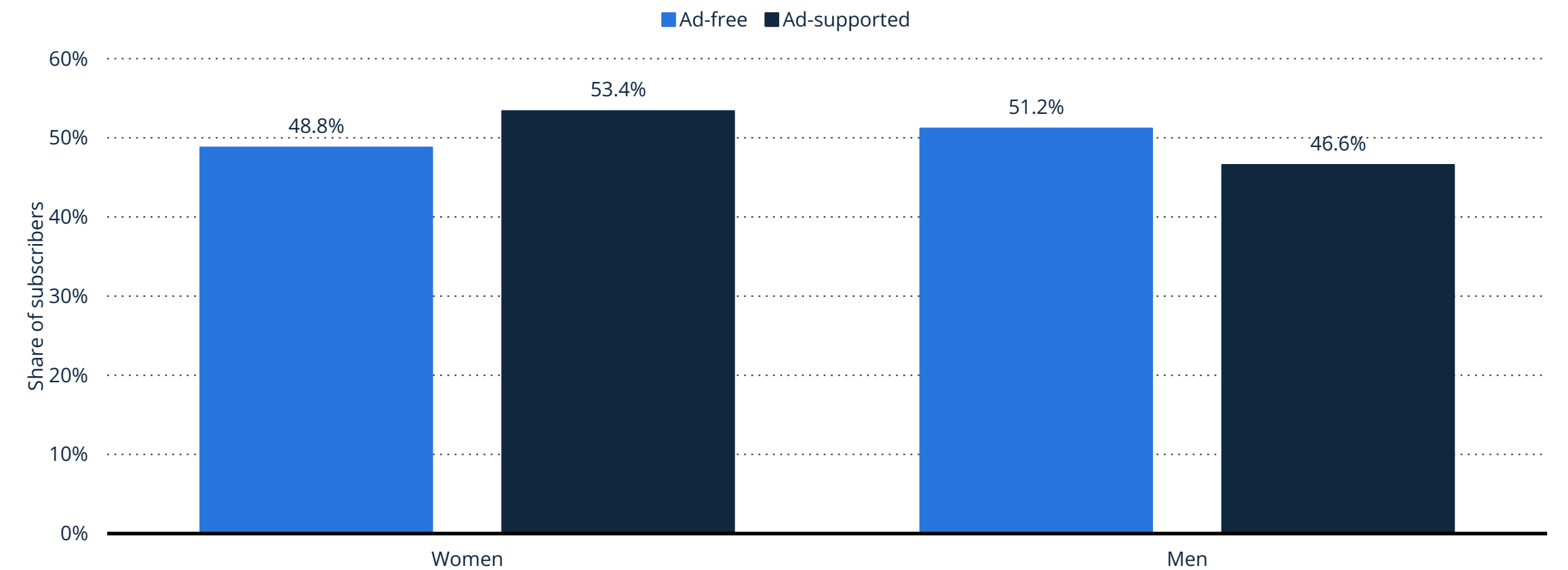
Share of ad-supported and ad-free users of selected hybrid video-on-demand (HVOD) services in the United States as of March 2022, by generation

Ad-supported and ad-free HVOD users in the U.S. 2022, by generation



Distribution of ad-free and ad-supported subscribers of selected hybrid video-on-demand services in the United States as of November 2022, by gender

Ad-supported and ad-free HVOD subscribers in the U.S. 2022, by gender



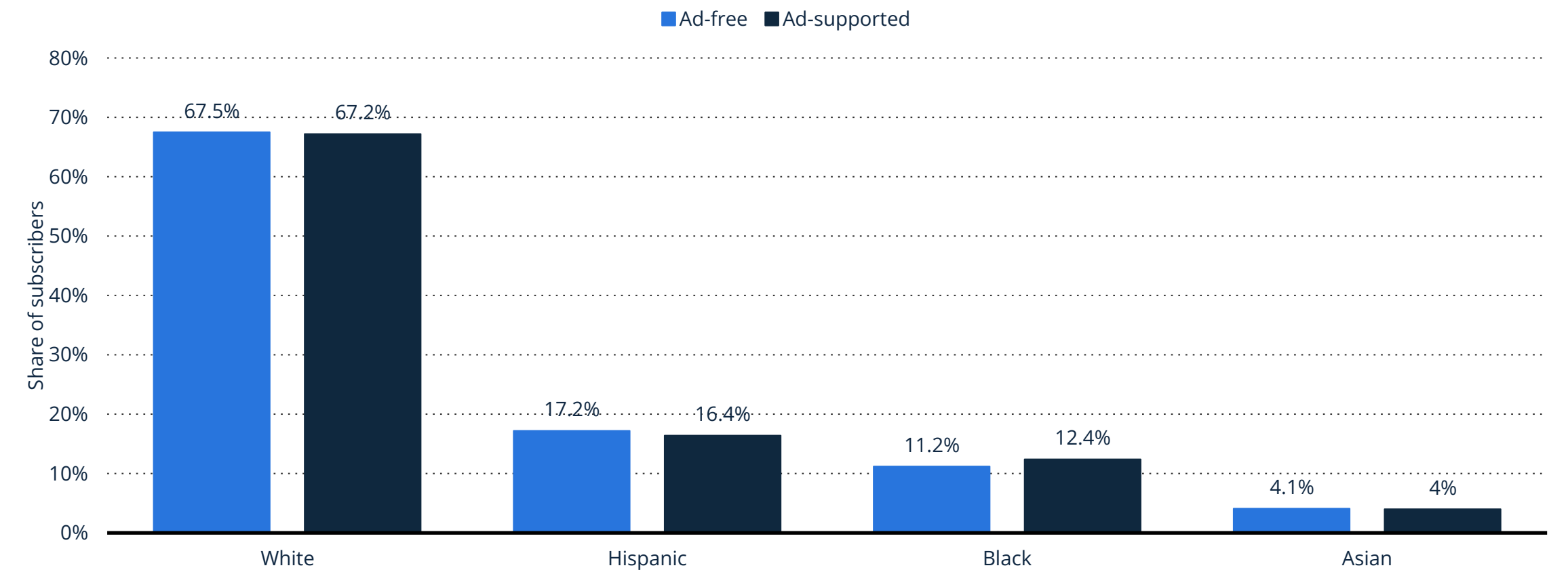
Share of ad-supported and ad-free users of selected hybrid video-on-demand (HVID) services in the United States as of March 2022, by household income

Ad-supported and ad-free HVID users in the U.S. 2022, by income

Household income - tier version	Hulu	HBO Max	Paramount+	Peacock Premium	Discovery+
Less than \$50,000 - ad-supported tier	37%	35%	38%	31%	31%
Less than \$50,000 - ad-free tier	36%	30%	35%	41%	32%
\$50,000-\$99,999 - ad-supported tier	33%	37%	35%	28%	38%
\$50,000-\$99,999 - ad-free tier	36%	36%	31%	30%	37%
\$100,000 or more - ad-supported tier	26%	24%	24%	39%	31%
\$100,000 or more - ad-free tier	26%	32%	33%	29%	29%

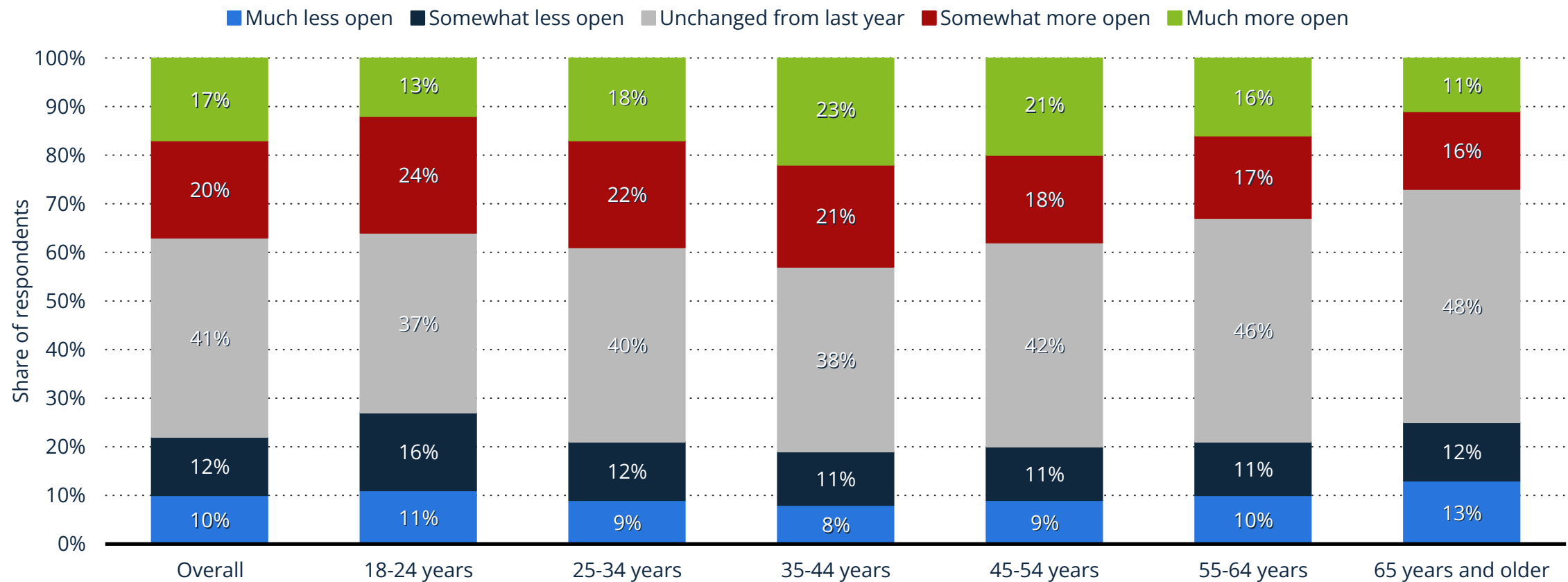
Distribution of ad-free and ad-supported subscribers of selected hybrid video-on-demand services in the United States as of November 2022, by ethnicity

Ad-supported and ad-free HVOD subscribers in the U.S. 2022, by ethnicity



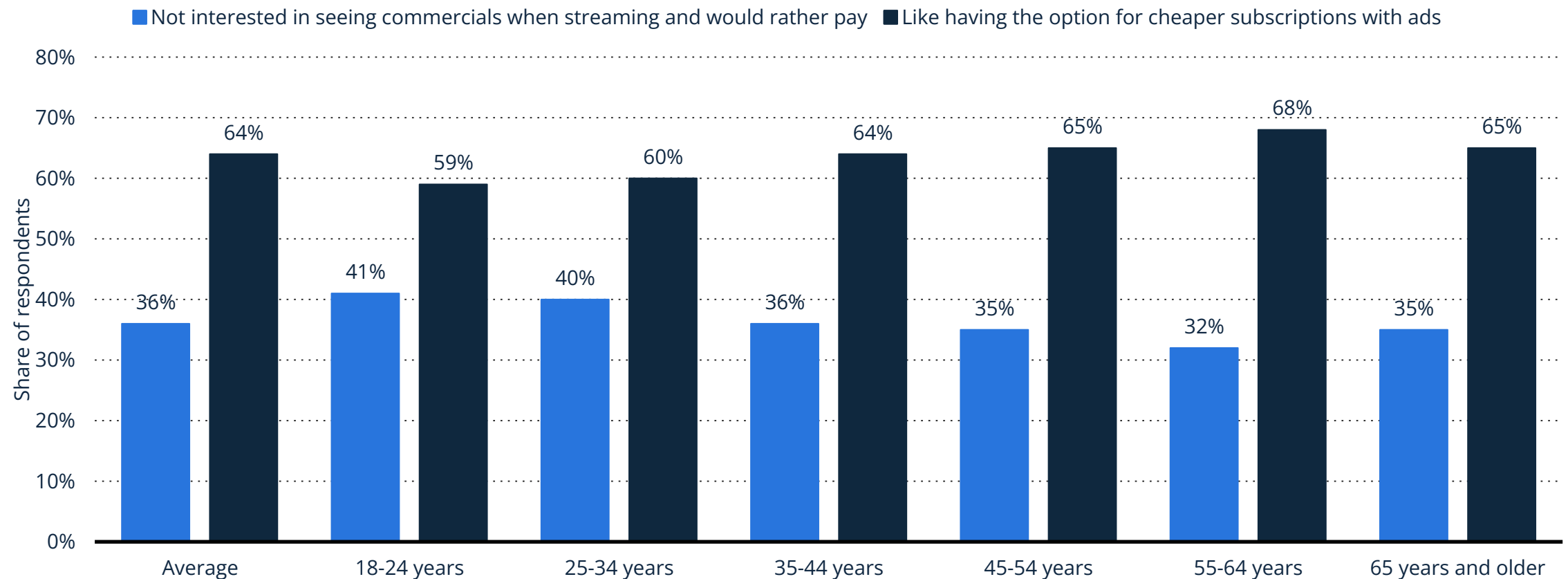
Level of openness to video streaming subscriptions with commercials compared to last year in the United States as of September 2022, by age group

Openness to VOD subscriptions with ads in the U.S. 2022, by age group



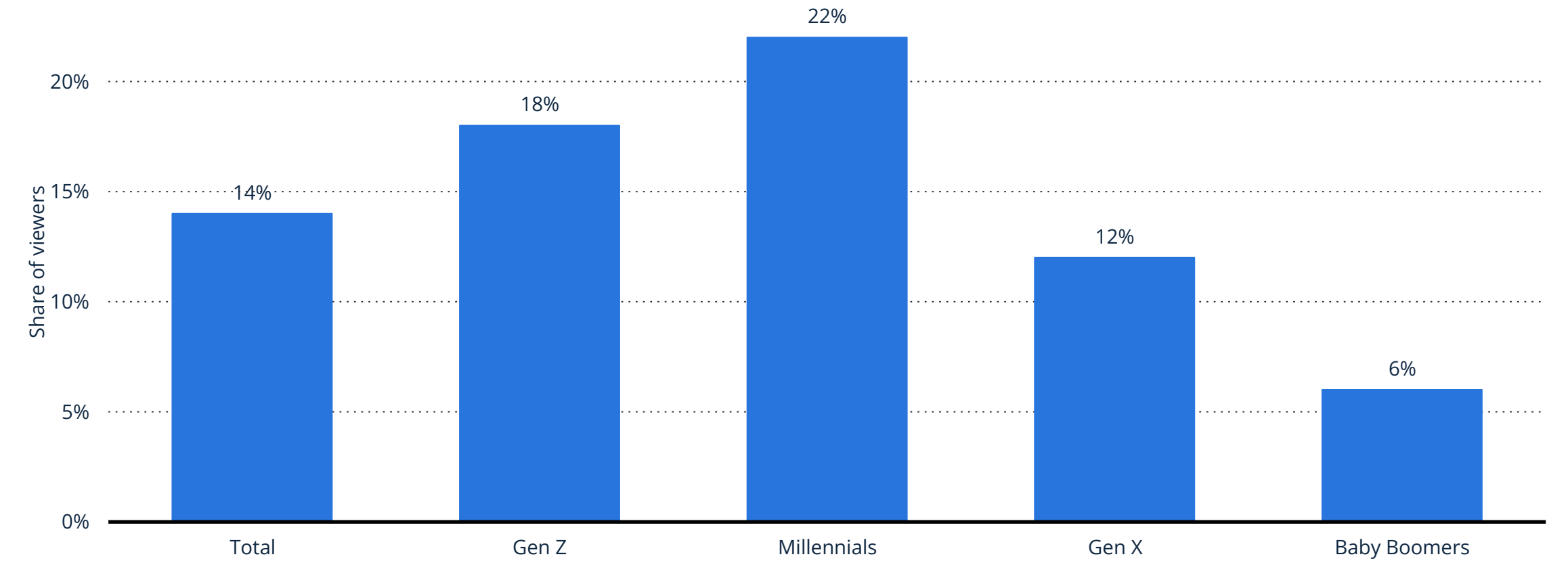
Preferred monetizing options when streaming video among consumers in the United States as of September 2022, by age group

Interest in SVOD without ads vs. cheaper SVOD with ads in the U.S. 2022, by age



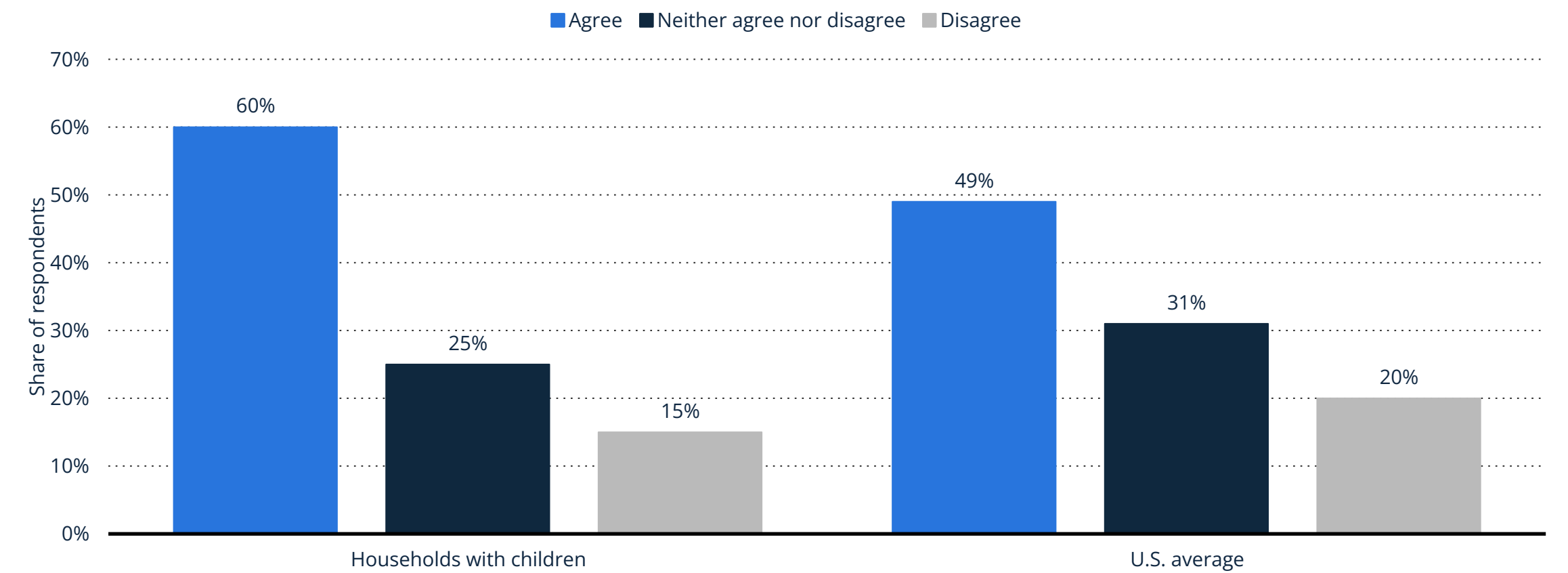
Share of adults who have switched from an ad-free subscription plan on one streaming service to a lower priced ad-supported tier on that same service in the United States as of August 2022, by generation

U.S. viewers switching from ad-free to ad-supported streaming 2022, by generation



Households who agreed or disagreed that they would be willing to see some or more ads if it made the price of a video-on-demand service cheaper in the United States as of 3rd quarter 2022

Willingness to see ads if it made VOD price cheaper in the U.S. 2022

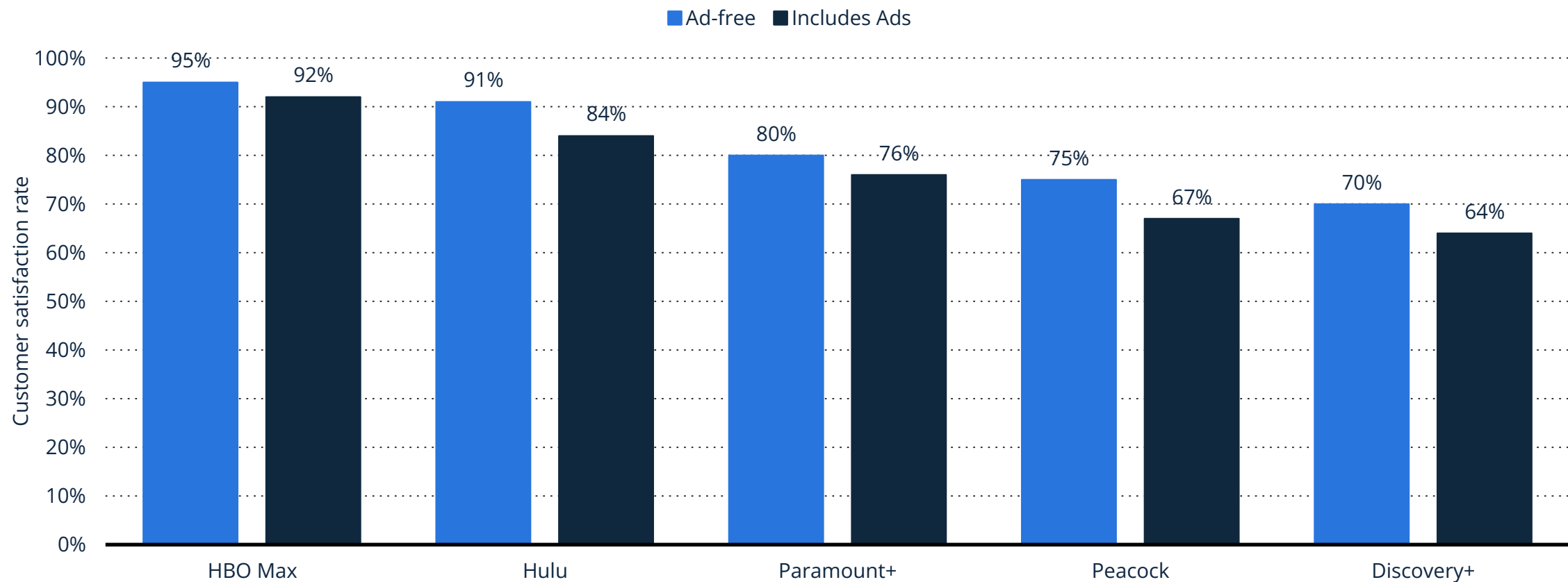


CHAPTER 05

Consumer behavior

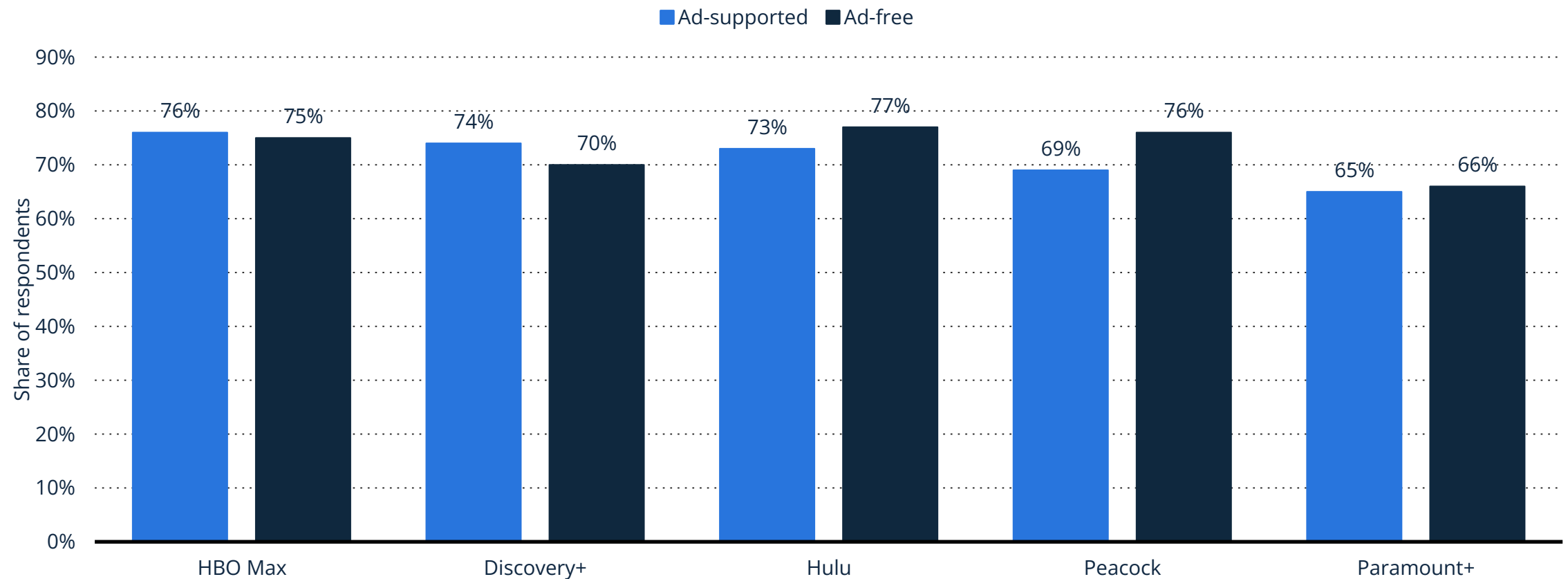
Share of consumers who were satisfied with selected hybrid video-on-demand (HVID) services in the United States as of May 2022, by tier type

Customer satisfaction with selected HVOD services in the U.S. 2022



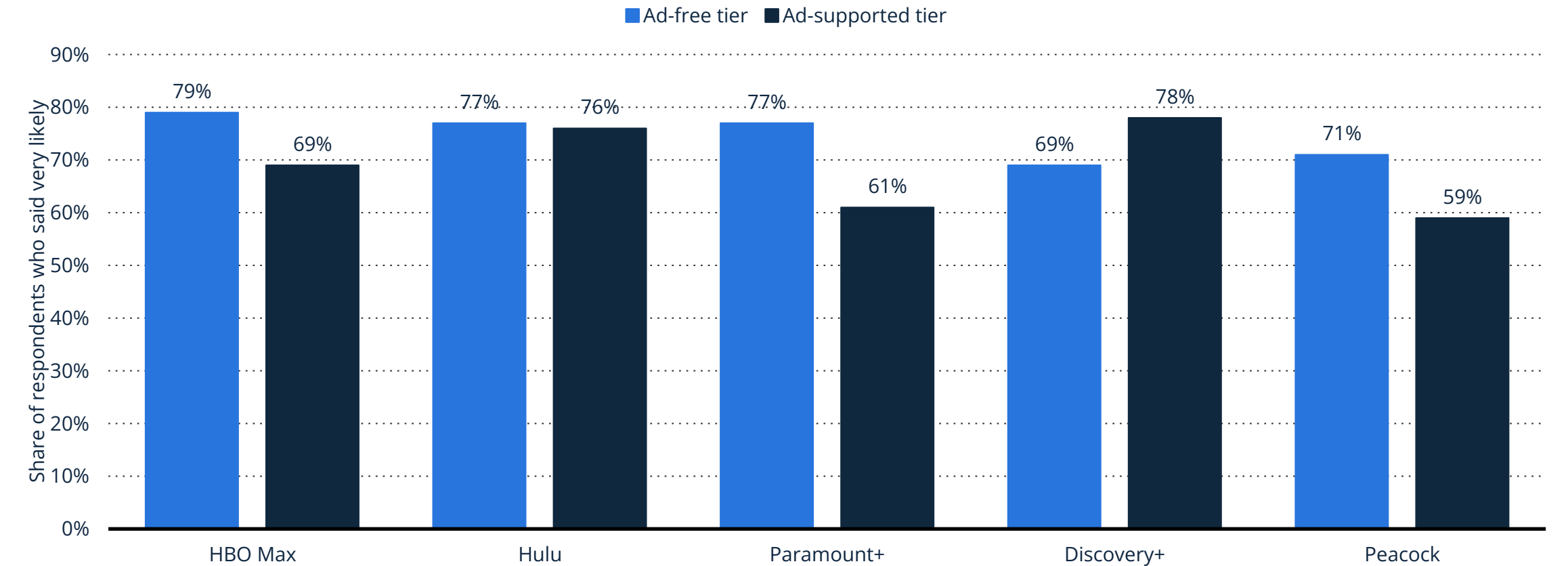
Ad-supported and ad-free versions of selected video streaming services considered to be good or excellent value among consumers in the United States as of June 2022

Best value ad-funded and ad-free video streaming platforms in the U.S. 2022



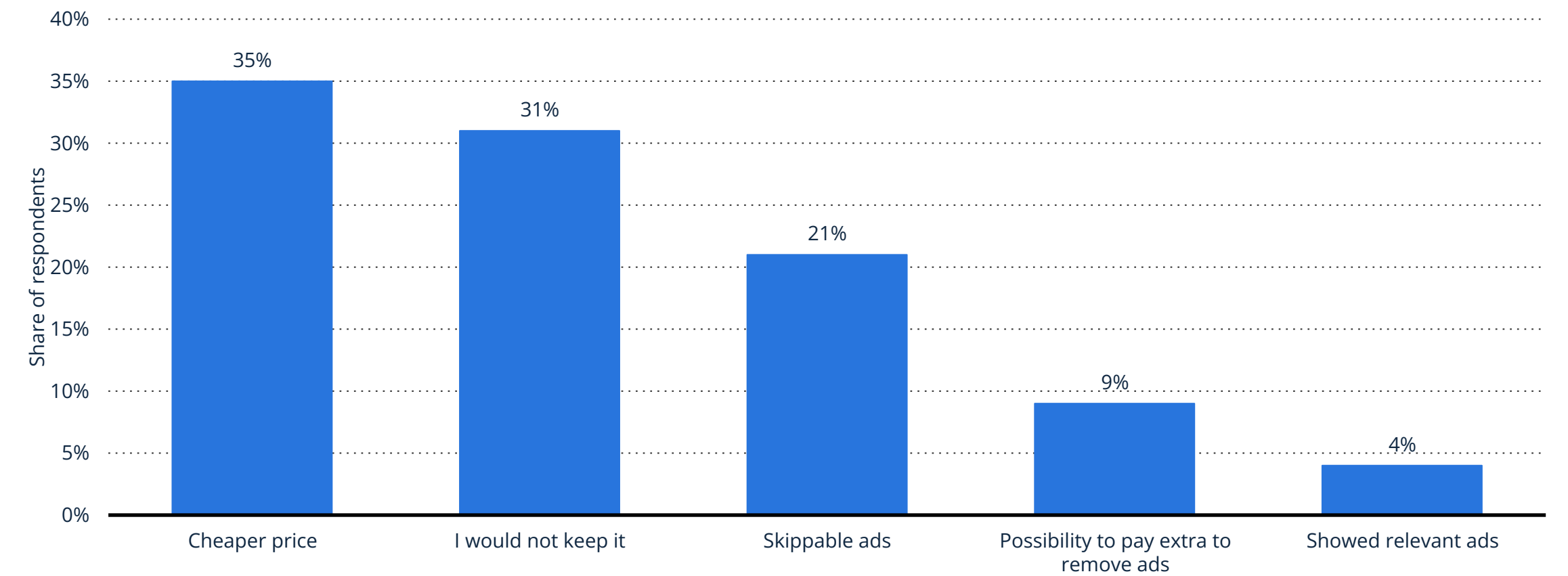
Share of consumers who are very likely to continue subscription to selected ad-free and ad-supported streaming services in the United States as of December 2021

Users likely to subscribe to ad-free and ad-supported streaming services U.S. 2021



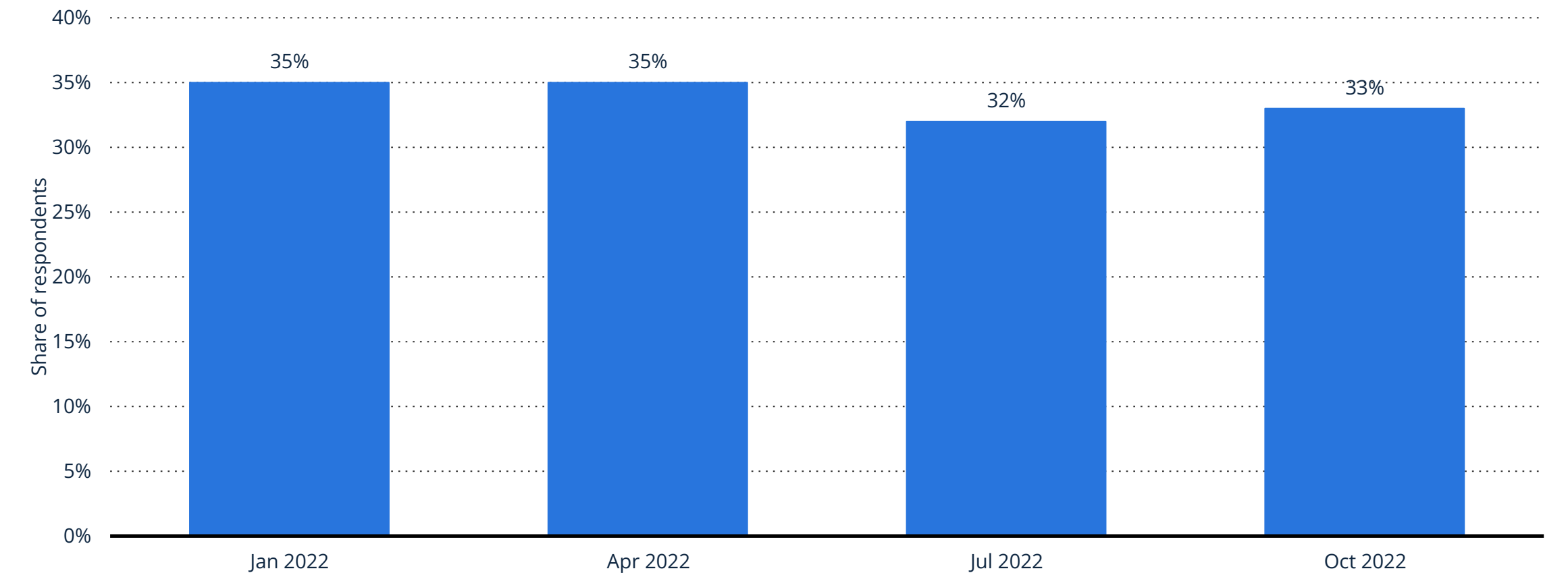
Circumstances under which consumers would keep a Netflix subscription if it became ad-funded in the United States as of October 2022

Netflix subscribers who would keep Netflix with ads in the U.S. 2022



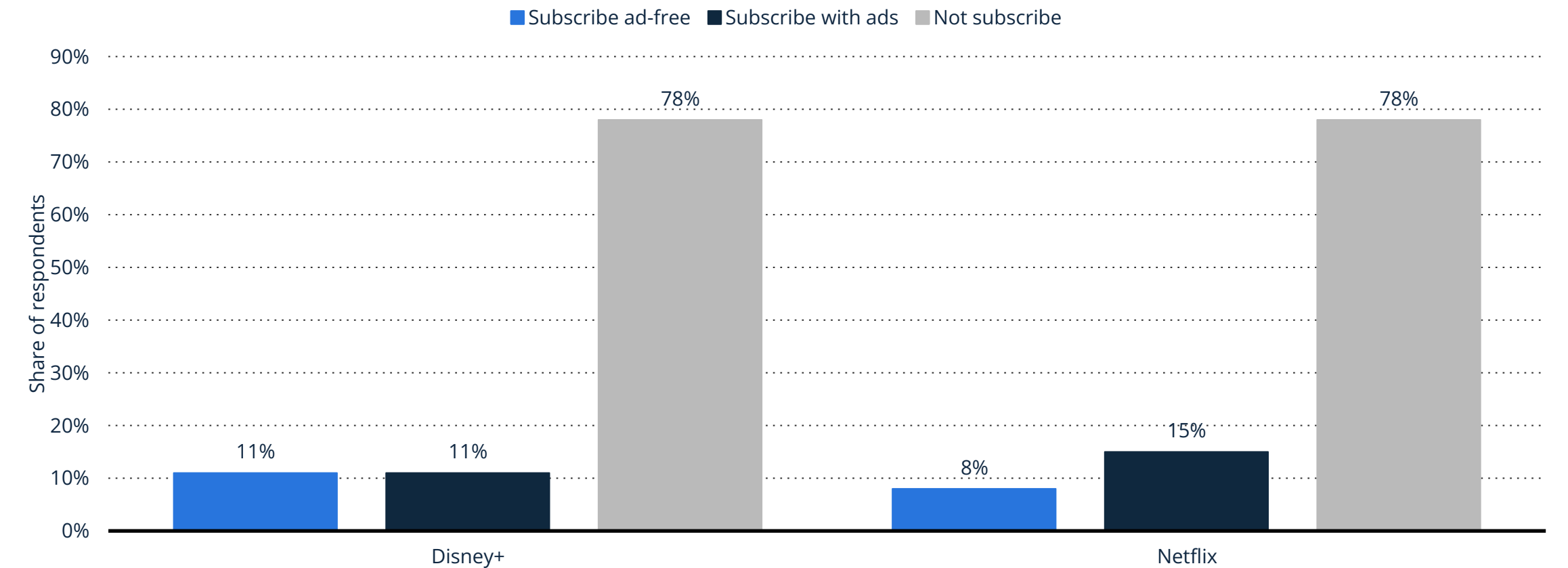
Share of current Netflix users who would likely switch to the ad-supported version in the United States from January to October 2022

Likelihood of Netflix users to switch to ad-supported tier in the U.S. 2022



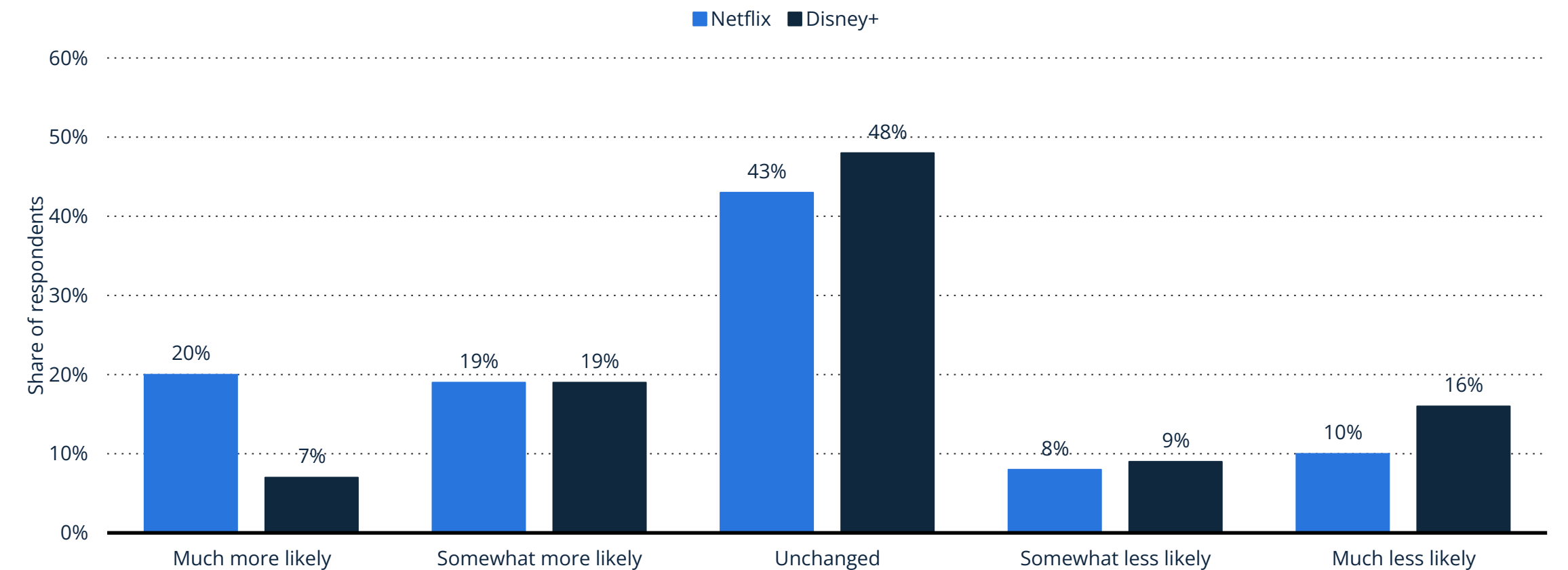
Reactions of Disney Plus and Netflix non-subscribers to new ad-supported tiers in the United States as of November 2022

Non-subscribers' reactions to ad-funded tiers of Netflix & Disney+ in the U.S. 2022



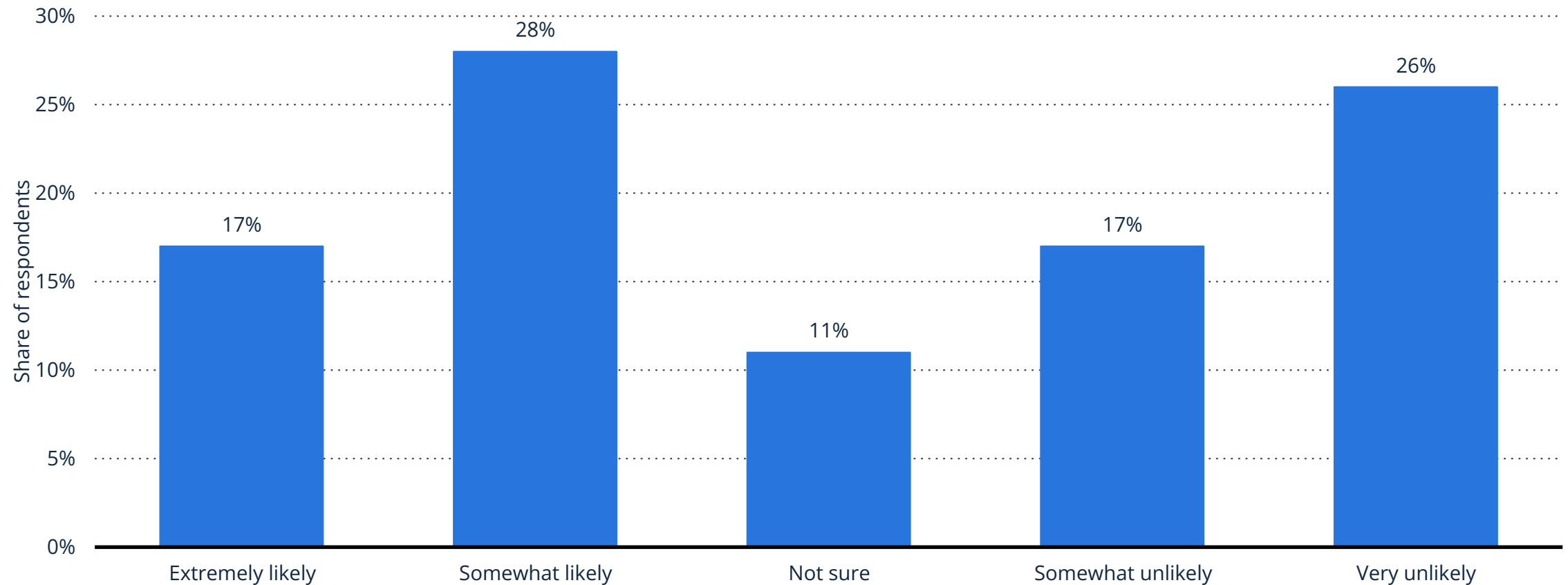
Likelihood of adults signing up for Netflix and Disney Plus when discounted ad-supported model becomes available in the United States as of September 2022

Signing up for Netflix and Disney+ after launch of ad-funded tier in the U.S. 2022



Likelihood of Disney Plus subscribers switching to ad-supported model in the United States as of September 2022

Likelihood of Disney+ subscribers switching to ad-supported tier in the U.S. 2022



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