



# VIDEO STREAMING SERVICES

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# WHAT IS THE BEST VIDEO STREAMING SERVICE?

## Attributes of the Best Video Streaming Service

High Quality of Service

High Diversity of Content

Curation & Personalization

High Quality Viewing & UI

High Number of Enabling Technologies

Affordable Cost

# VIDEO STREAMING SERVICES

Streaming Service	Launch	Number of Users	Areas Served
Netflix	2007	193 Million	Worldwide
Amazon Prime Video	2006	150 Million	Worldwide
Disney+	2019	60.5 Million	North America, UK & Europe, Australia & New Zealand, Japan
Hulu	2007	35.5 Million	United States, Japan

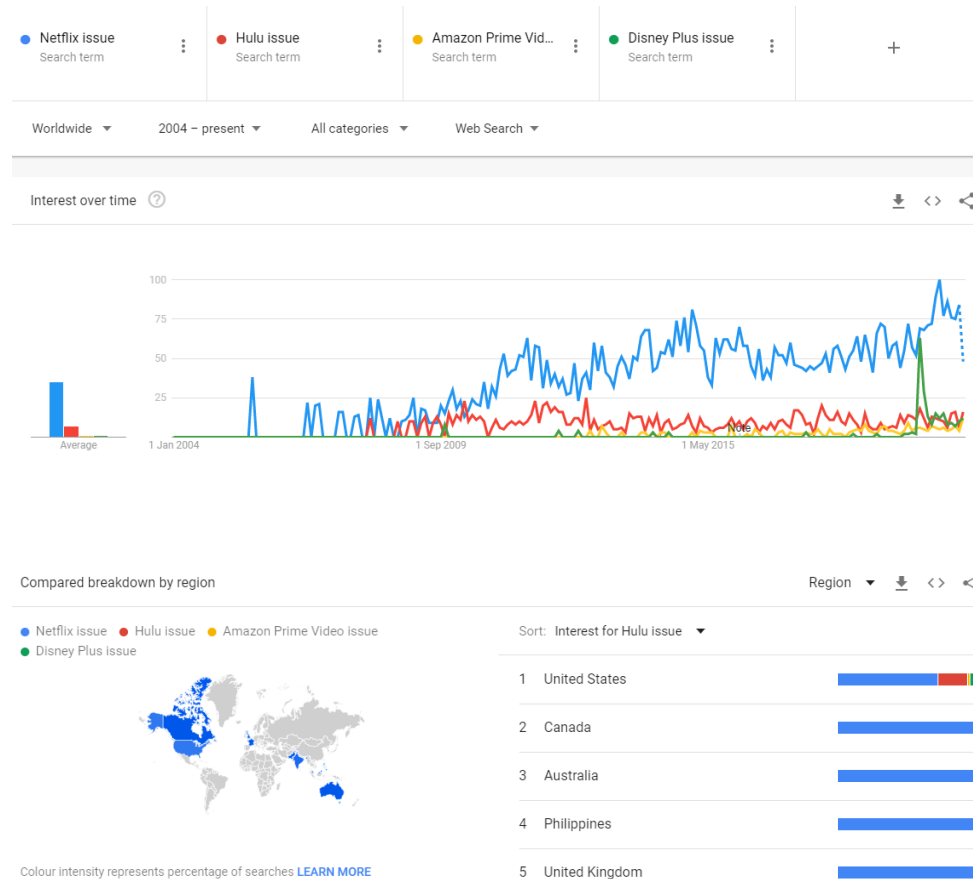
# HIGH QUALITY OF SERVICE

## Service Features

- Consistent app launching
- Low user re-authenticating
- High reliability of content playback

## Research Findings

- Although Netflix users reported 0.07 technical problems/hour of content streamed (compared to Amazon Prime Video and Hulu at 0.11 and Disney+ at 0.12), Netflix throttles back its video streaming during peak hours which is correlated to the high volume of Google searches of Netflix Issues



Streaming Service	Quality Issues
Netflix	Buffering, Log In & Password Errors, Launch Issues
Amazon Prime Video	Buffering, Offline Content Not Available, Log In Errors
Disney+	Log In Errors, Server Overload, Buffering, Crashing & Freezing
Hulu	Buffering, Crashing & Freezing, Log In Issues

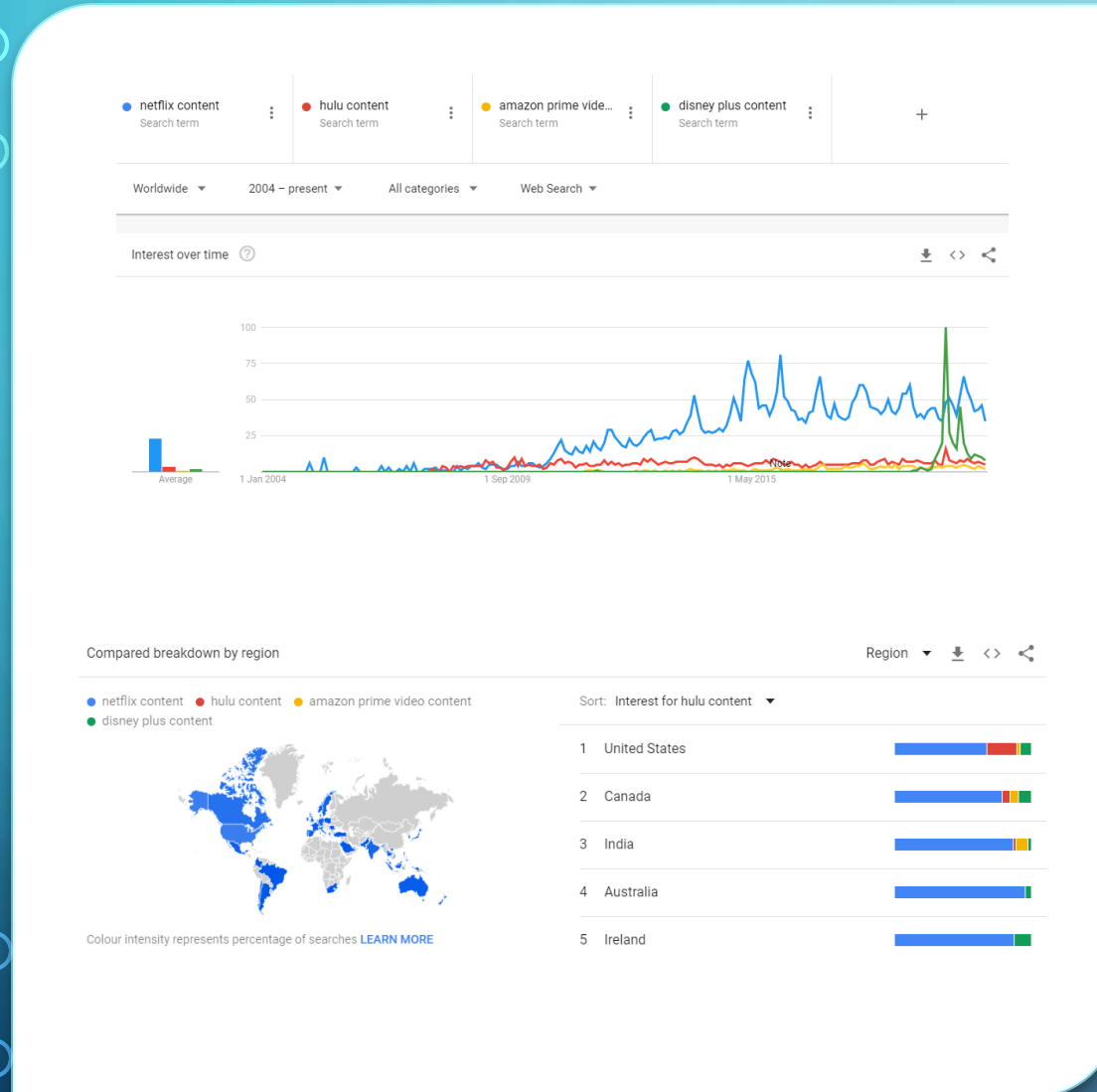
# HIGH DIVERSITY OF CONTENT

## Content Features

- Differentiated content (e.g. Netflix Originals, HBO shows)
- Content added to the library on a regular basis
- Low availability restrictions (e.g. Content location restrictions)

## Research Findings

- Netflix has produced more original content in the last 10 years, but in shorter runs (2 seasons or less), which is correlated to higher Google searches for "Netflix Content" as Netflix's programming changes more often than other services



Streaming Service	Diversity of Content
Netflix	Biggest selection of "High-Quality" TV shows - 3,781 movies & 1,940 TV shows, Original Programming
Amazon Prime Video	Biggest selection of "High-Quality" Movies - 12,828 Movies & 2,220 TV shows, Original Programming
Disney+	Lowest selection of movies and "High-Quality" movies and TV shows - 615 movies & 235 TV shows
Hulu	Biggest selection of "High-Quality" TV shows - 1,016 Movies & 1,755 TV shows

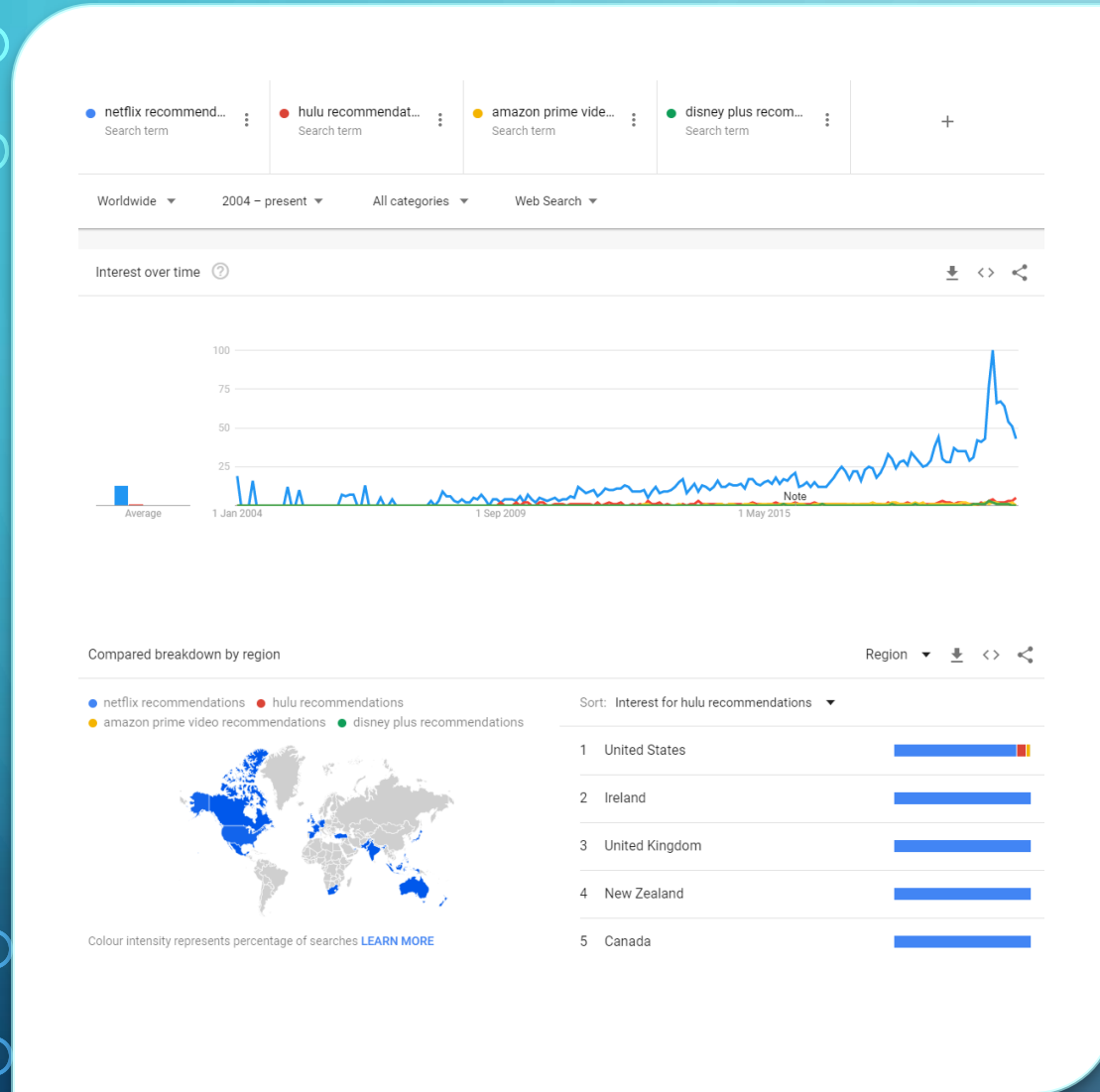
# CURATION & PERSONALIZATION

## Curation & Personalization Features

- Curated content library by an Editorial team and algorithms
- Curated content is in-depth and frequently refreshed
- Queue and recommendation engine
- High level of personalized & relevant user recommendations

## Research Findings

- Netflix has built the most comprehensive recommendation engine that delivers personalized titles to its users, and this is reflected in the heightened Google search popularity of "Netflix Recommendations"



Streaming Service	Curation & Personalization
Netflix	Curated Lists, Personalized Video Ranker, Custom Algorithms, Recommendations by Time-Of-Day Login, Kids App Section
Amazon Prime Video	Curated Lists, Customized Subtitles, Recommended Content Algorithms, Amazon Channels, New Content Voting
Disney+	Personalized Recommendations, Curated Lists, Kids App Section, Collection Compartments (Pixar, Marvel, etc.)
Hulu	Like/Dislike System, "Movies for You" and "Stop Suggesting" features, Edit Viewing History, Grouped Recommendation Content

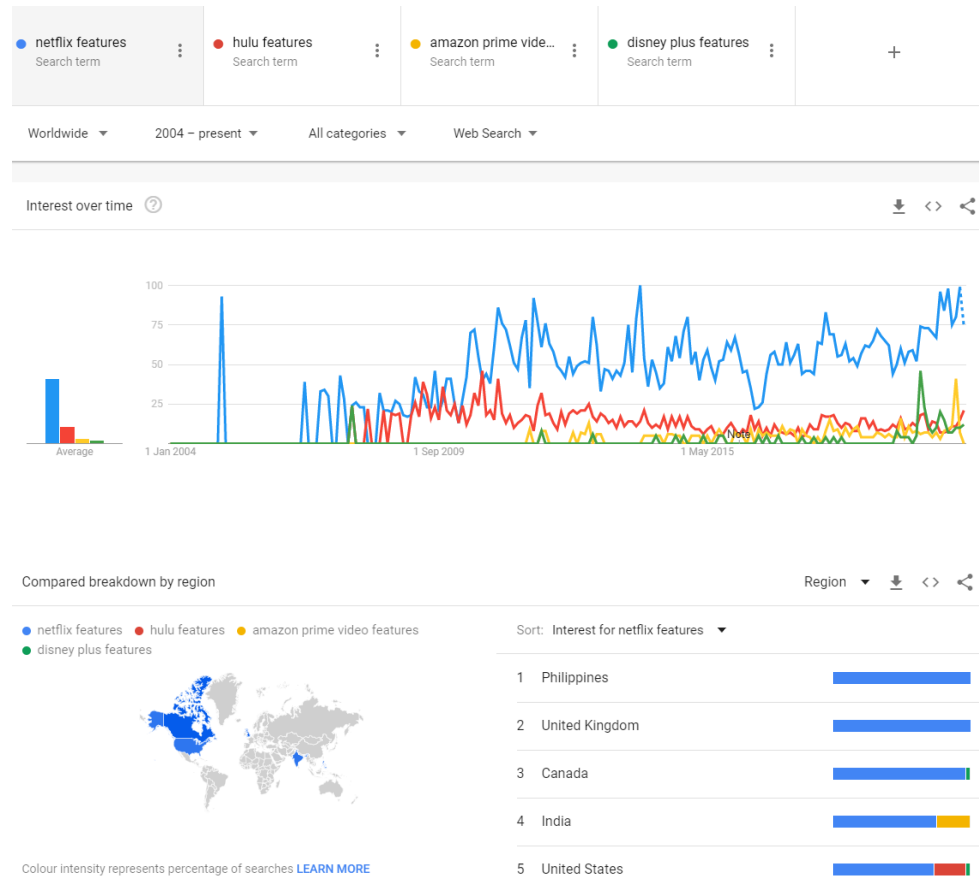
# HIGH QUALITY VIEWING & UI

## Viewing & UI Features

- Features that facilitate a better viewing experience
- Support for multiple user profiles and offline viewing
- App is easy to use
- App's UI is aesthetically pleasing while balancing information density and app's own branding

## Research Findings

- Netflix's comprehensive viewing & UI features compared to other streaming services is correlated to the popularity of "Netflix Features" Google searches. The spike in Netflix feature searches is correlated to the streaming service's launch in the early 2000s



Streaming Service	Viewing & UI Features
Netflix	Easy to Use UI Interface, "Next Episode", "Title Skip", "Continue Watching" features, Multiple User Profiles, Offline & 4K Viewing
Amazon Prime Video	Multiple User Profiles, X-Ray, Offline Viewing, Watch Party (up to 100 users), Autoplay On/Off Switch
Disney+	Easy to Use UI Interface, Multiple User Profiles (up to 7), Offline & 4K Viewing, Group Watch (up to 4 users)
Hulu	"My Stuff", "Continue Watching" and "Browse" features, Fast Navigation, Multiple User Profiles (up to 6)



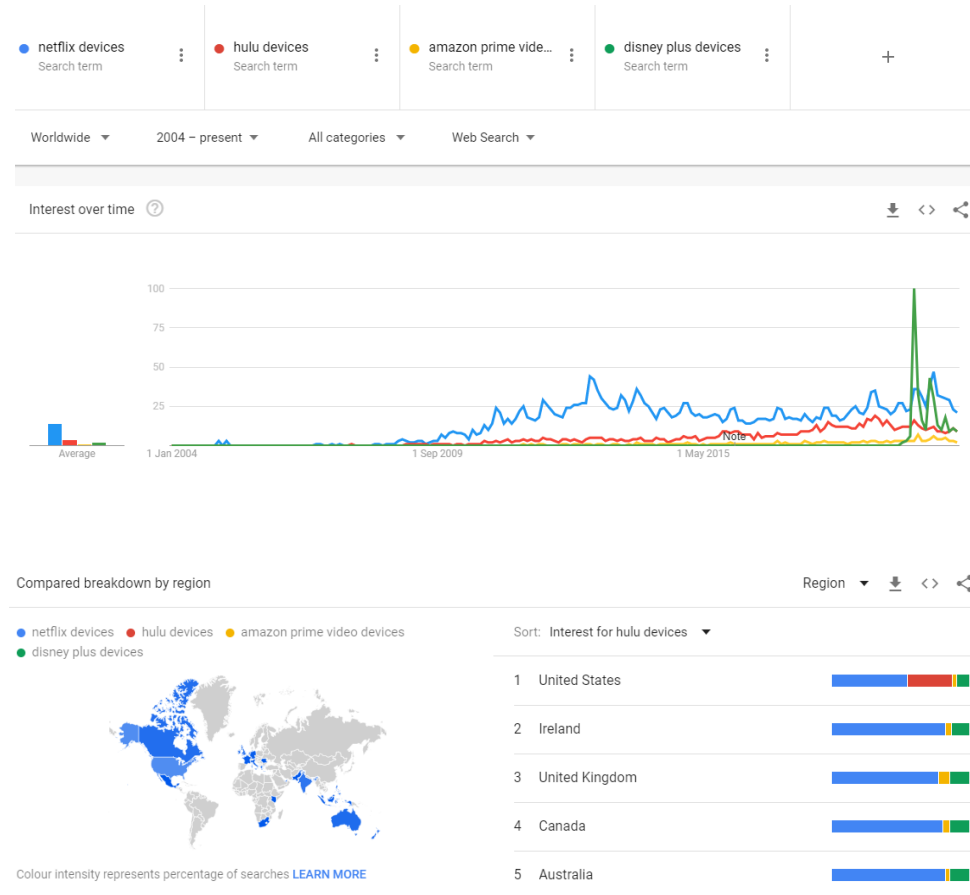
# HIGH NUMBER OF ENABLING TECHNOLOGIES

## Technology Features

- App supports multiple platform native technologies that enable a better experience
- Web version does not require Flash plug-in

## Research Findings

- Netflix has rolled out its services to the highest number of devices which is correlated to more Google searches for "Netflix Devices". The spike in Disney+ devices Google searches is correlated to the streaming service's launch in 2019



Streaming Service	Enabling Technologies
Netflix	Android, Apple, Google, Roku, Facebook, NVIDIA Shield, Smart TVs, PS3/4, Xbox, Wii, Smart TVs, Desktop Web Browser
Amazon Prime Video	Android, Apple, Google, Roku, Facebook, NVIDIA Shield, TiVo, PS3/4, Xbox, Smart TVs, Desktop Web Browser
Disney+	Android, Apple, Google, Roku, Facebook, NVIDIA Shield, TiVo, PS3/4, Xbox, Smart TVs, Desktop Web Browser
Hulu	Android, Apple, Google, Roku, Facebook, NVIDIA Shield, TiVo, Smart TVs, Desktop Web Browser



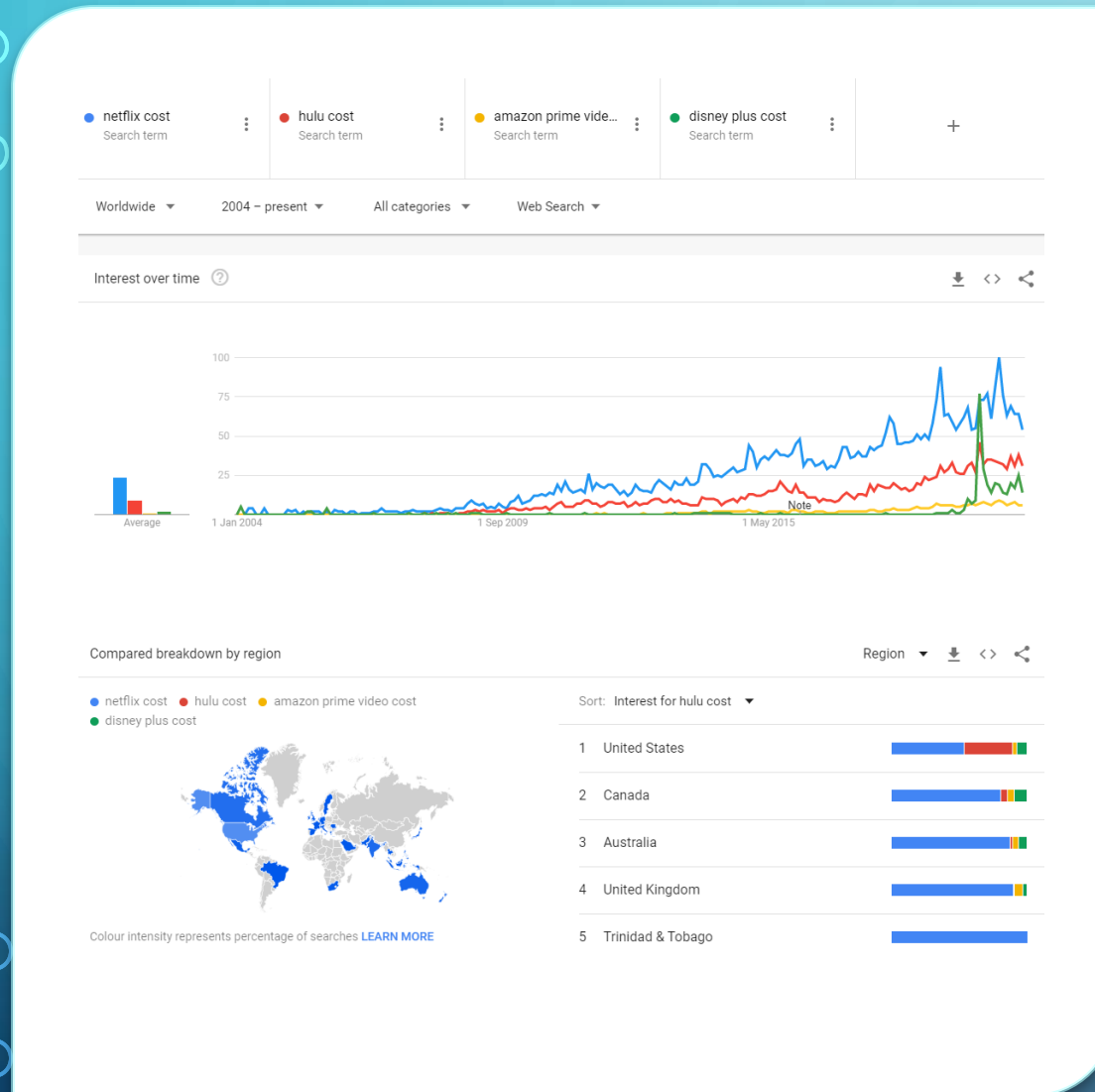
# AFFORDABLE END USER COST

## Cost Features

- Cost per month/year is reflective of the content's volume & diversity and number of account users
- Bundle packages available for multiple streaming services and/or other benefits (e.g. Amazon Prime)

## Research Findings

- Netflix and Hulu have steadily increased their monthly membership costs annually which is correlated to users searching for "Netflix Cost" and "Hulu Cost" more often. The spike in Disney+ devices Google searches is correlated to the streaming service's launch in late 2019



Streaming Service	End User Cost and Benefits
Netflix	\$17.99/month (Premium Plan), up to 4 Registered Devices
Amazon Prime Video	\$12.99/month with up to 3 Registered Devices, Amazon Prime Shipping & Household Included
Disney+	\$6.99/month with up to 4 Registered Devices, Disney+ /Hulu/ESPN Bundle Package
Hulu	\$11.99/month (without ads) with up to 2 Registered Devices, Disney+ /Hulu/ESPN Bundle Package

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