

THE CHANGING VIEWING HABITS OF CONSUMERS

VIEWERS NOW HAVE MORE CHOICE THAN EVER WHEN IT COMES TO CONTENT.

As a result, how, when and where content is consumed is also changing. And fast. But what does this mean for the future of the broadcast industry?

SO, HOW ARE PEOPLE CONSUMING MEDIA?

30%
STILL WATCH THE MAJORITY OF CONTENT ON TRADITIONAL TV CHANNELS

20%
WATCH STREAMING PLATFORMS

22%
TUNE INTO YOUTUBE TO VIEW CONTENT

17%
VIEW VIDEOS ON SOCIAL MEDIA

DESPITE THEIR GROWING POPULARITY **30% OF UK CONSUMERS DON'T** CURRENTLY SUBSCRIBE TO ANY OF THE MAIN STREAMING PLATFORMS.

STREAMING PLATFORMS: WHAT DO AUDIENCES WANT?

With new streaming platforms continuing to enter the market, consumers are spoilt for choice, but what matters most to them when choosing which OTT platform to subscribe to?

CONTENT IS A KEY FACTOR, ALONG WITH PRICE:

29%
WANT TO WATCH CONTENT ON DEMAND, AND DOWNLOAD IT TO WATCH AT A LATER DATE.

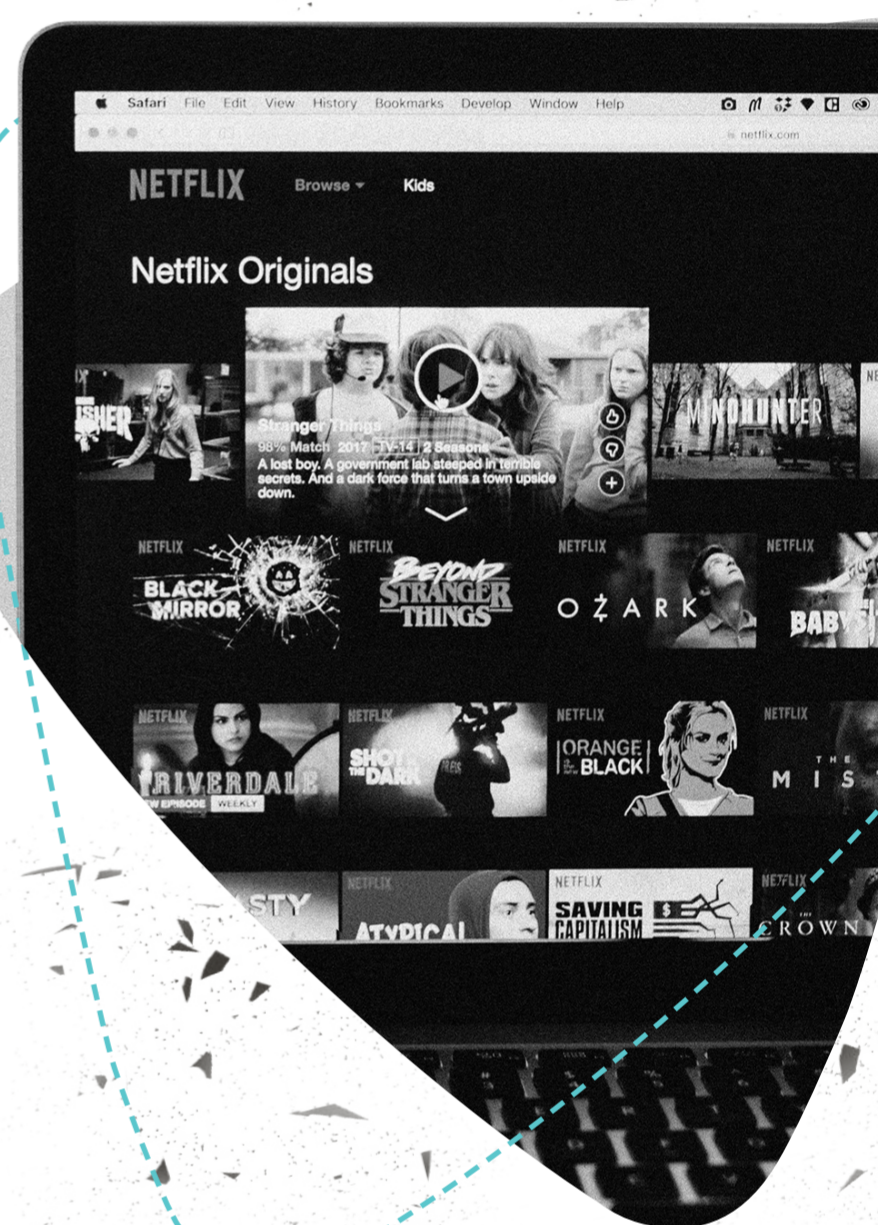
22%
SUBSCRIBE TO AN OTT SERVICE BECAUSE IT'S CHEAPER THAN A TV PACKAGE.

27% PRIORITISE THE ABILITY TO ACCESS NEW ORIGINAL CONTENT.

WITH SO MUCH CHOICE, **ALMOST A THIRD (29%) OF CONSUMERS**



would be more inclined to subscribe to streaming platforms if they were bundled, suggesting this is a route more OTT providers should consider.



THE FUTURE: THE NEW BROADCAST LANDSCAPE

Competition within the broadcast sector is fierce as OTT providers and traditional TV compete for viewers but what does this mean for the industry?

MORE THAN A QUARTER (27%) OF CONSUMERS think an increasing number of traditional TV broadcasters will adopt services similar to those offered by streaming providers

...WHILE 25% THINK THE TWO WILL COMBINE SERVICES.

17%
THINK EVENTUALLY TOO MANY STREAMING SERVICES WILL DRIVE PEOPLE TO RETURN TO TRADITIONAL TV.

24%
BELIEVE THAT TRADITIONAL TV WILL ONE DAY CEASE TO EXIST, BUT ONLY **5%** THINK STREAMING SERVICES COULD SUFFER THE SAME FATE.

All this considered, there is a clear opportunity for broadcasters to take advantage of the 30% of UK consumers that don't currently subscribe to any of the main streaming platforms. This key demographic could be all broadcasters need to gain a majority share of the market.

