

BEYOND ORIGINALS:

Drivers of Audience Growth and Retention in Streaming Video



Natasha Hritzuk, HBO Max



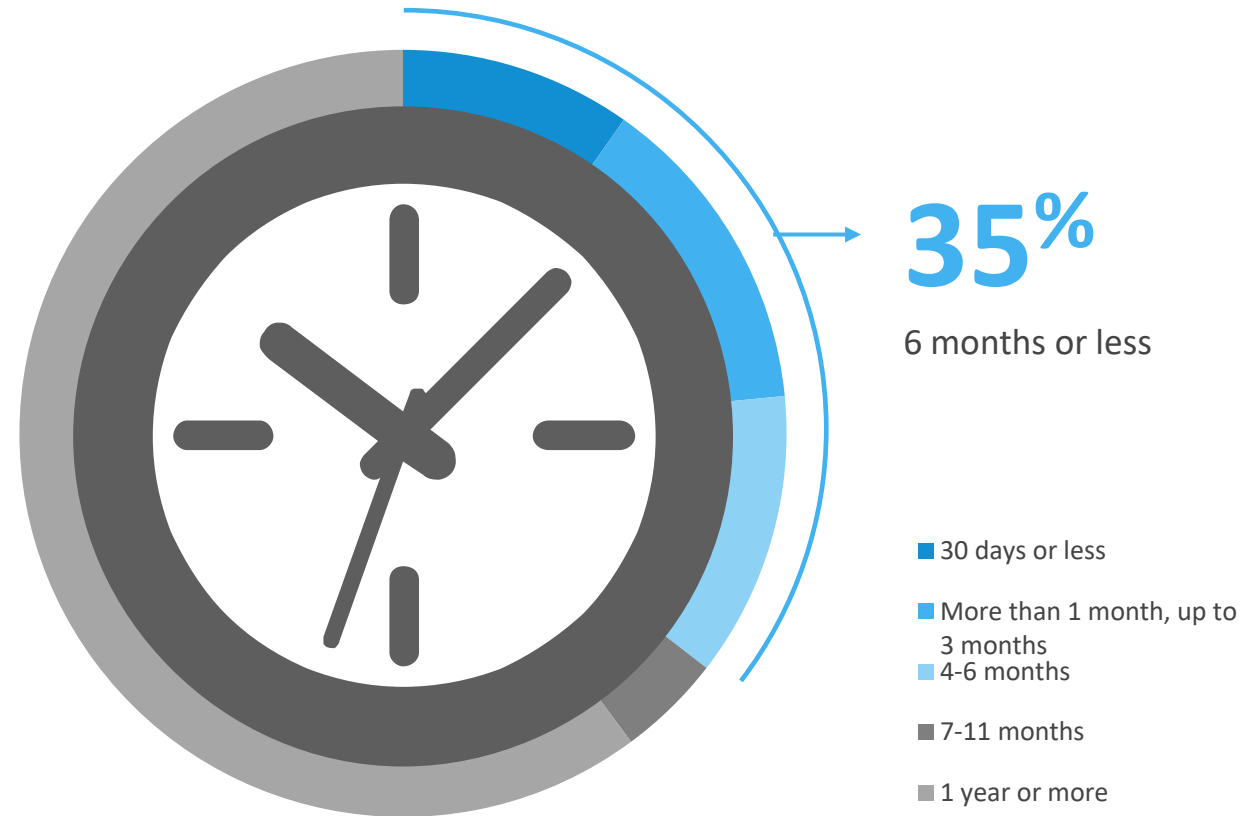
Mike Bloxham, Magid



2021 SUMMIT

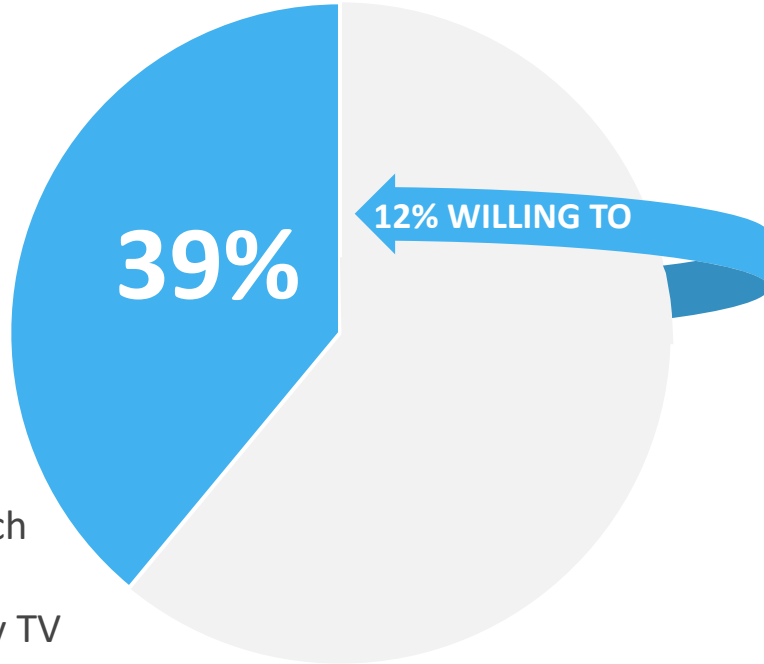
Retention has proven a difficult game for many

INTENDED DURATION WHEN SIGNING UP FOR STREAMING SERVICE



Most SVOD cancellers return – or are willing to

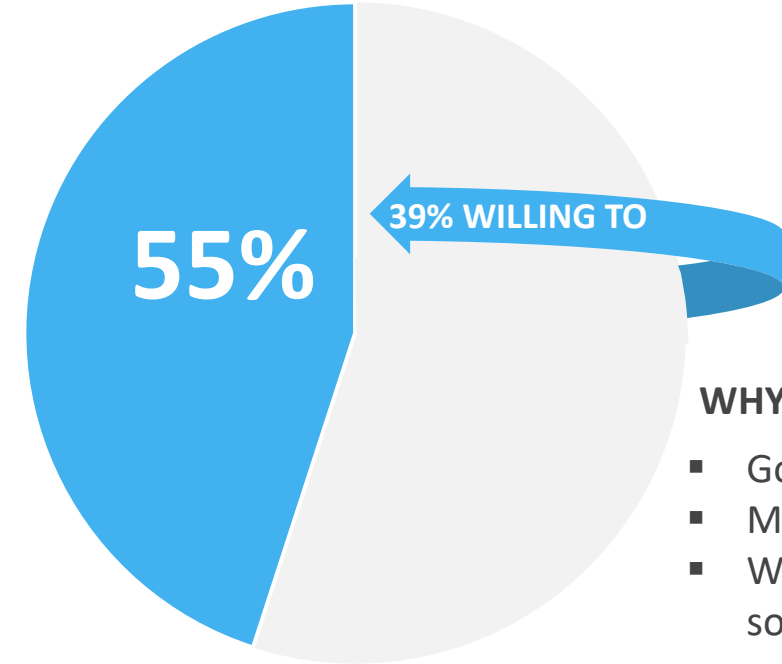
% OF **PAY TV** CANCELLERS THAT RE-SIGNED UP AFTER CANCELLING



WHY RE-SIGNED?

- Got a deal
- Wanted to watch something only available on Pay TV

% OF **SVOD** CANCELLERS THAT RE-SIGNED UP AFTER CANCELLING



WHY RE-SIGNED?

- Got a deal
- Missed it
- Wanted to watch something new