BEYOND ORIGINALS:
Drivers of Audience Growth and Retention in Streaming Video

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Retention has proven a difficult game for many

INTENDED DURATION WHEN SIGNING UP FOR STREAMING SERVICE

- 35% 6 months or less
- 30 days or less
- More than 1 month, up to 3 months
- 4-6 months
- 7-11 months
- 1 year or more

Most SVOD cancellers return – or are willing to

% of Pay TV cancellers that re-signed up after cancelling
39%

WHY RE-SIGNED?
- Got a deal
- Wanted to watch something only available on Pay TV
- 12% willing to

% of SVOD cancellers that re-signed up after cancelling
55%

WHY RE-SIGNED?
- Got a deal
- Missed it
- Wanted to watch something new
- 39% willing to