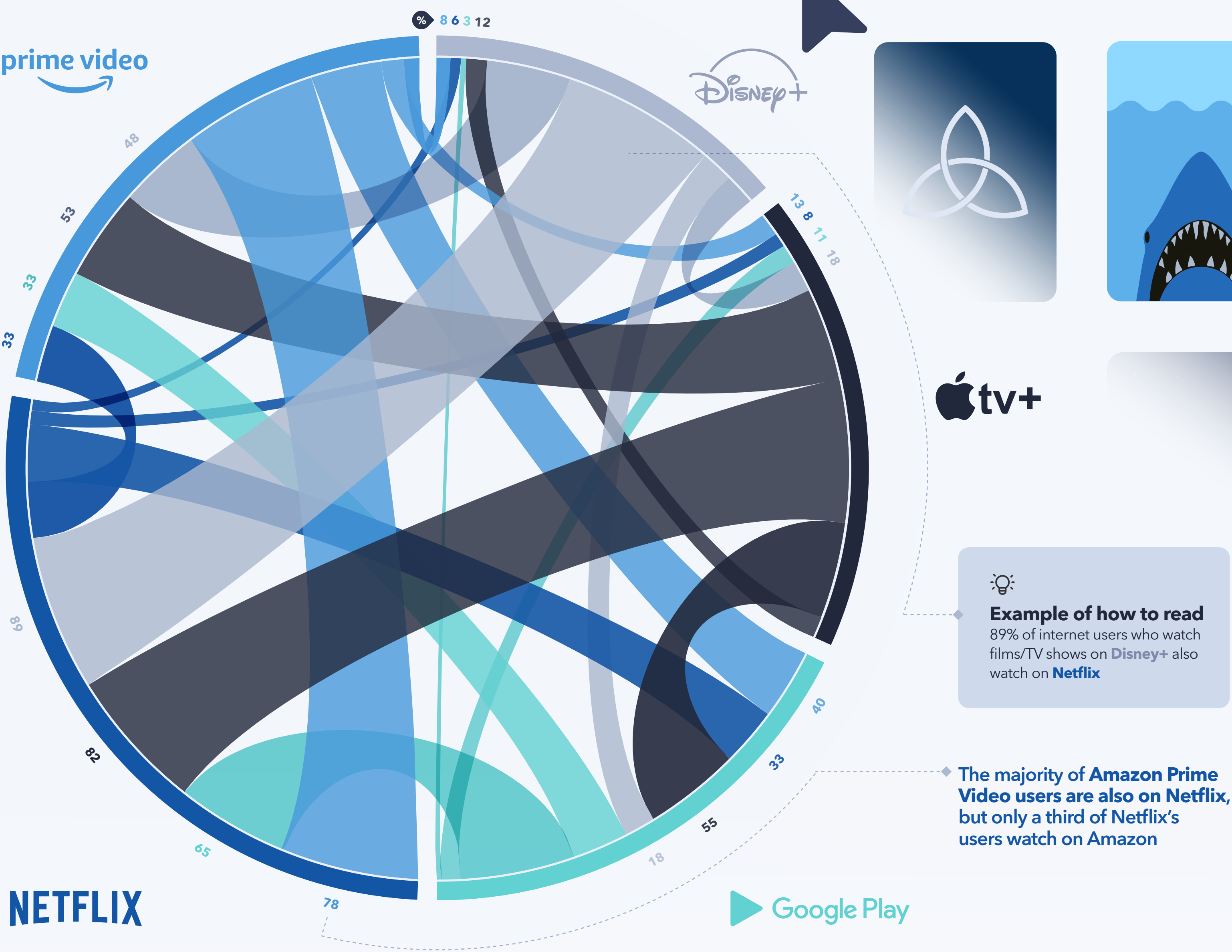


TV and movie streaming

Click here to explore the data on our platform

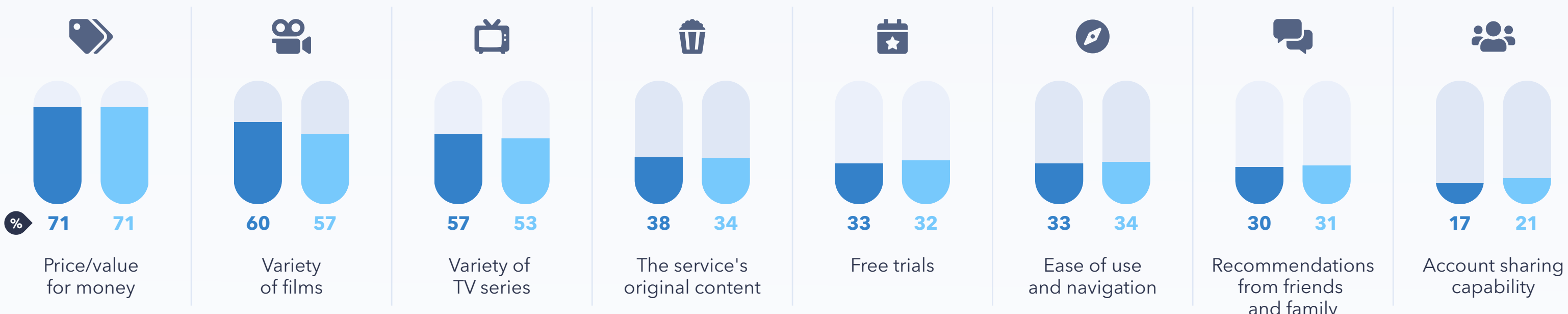
Platform crossover
% of global internet users outside of China who use the following to watch films/TV



Sign-up incentives

% of streamers in the UK/U.S. who say the following have impacted their decision when signing up to a streaming service they currently use

UK U.S.A.

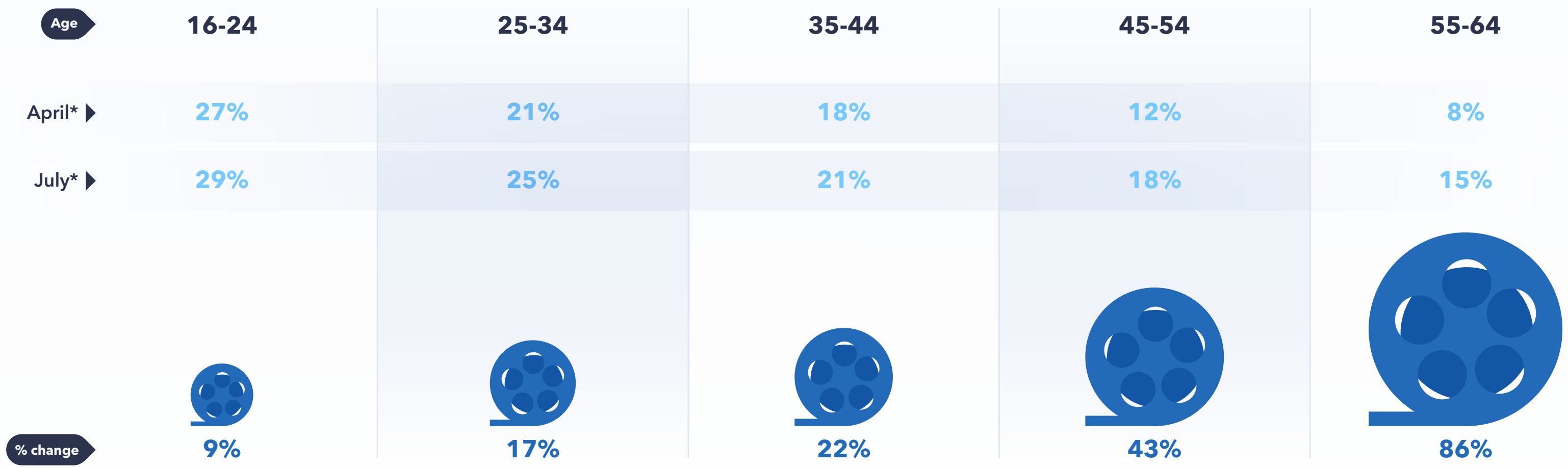


COVID-19 AND STREAMING



The surge in streaming won't be short-lived, especially among older consumers

% of internet users in 15 countries who say they'll carry on watching films on streaming services once the outbreak is over

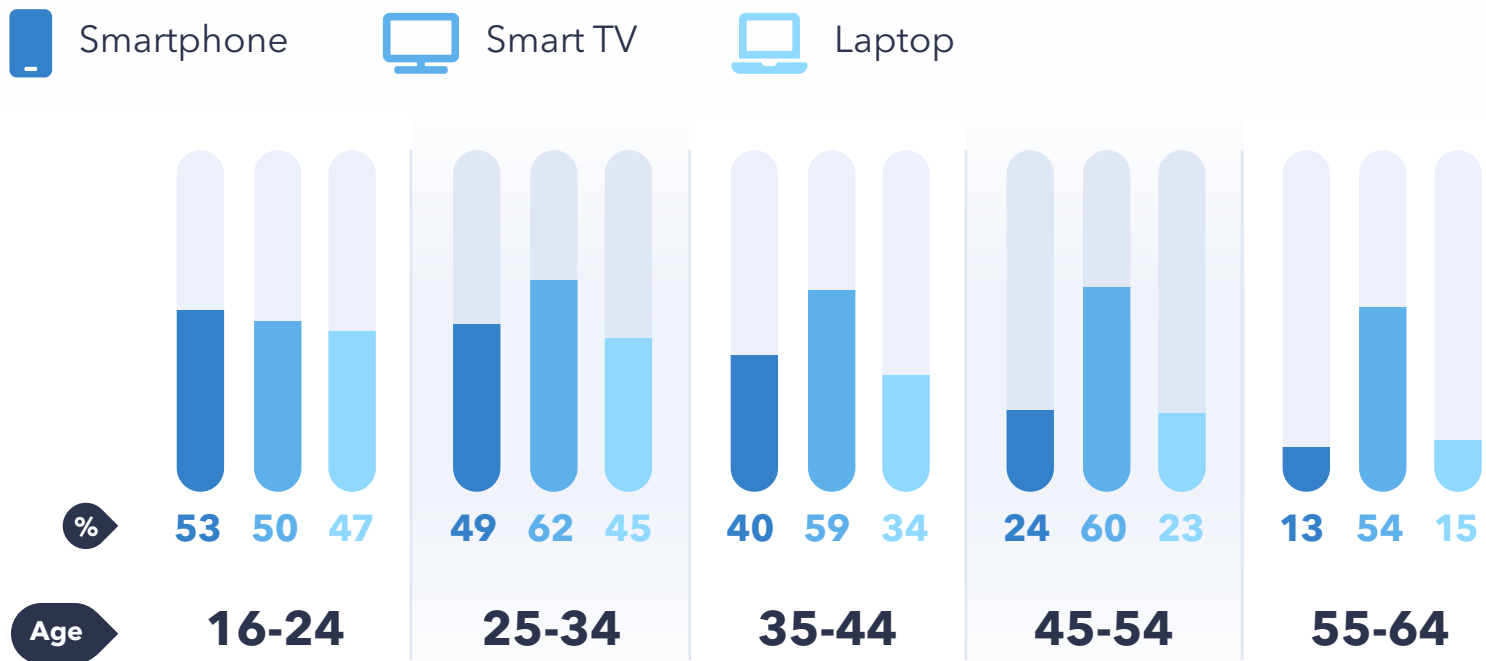


*Wave 2 (March 31-April 2), Wave 5 (June 29-July 2)

DEVICES & GENRES



Smartphones have overtaken smart TVs as the primary device for watching TV among 16-24s
% of internet users in the UK/U.S. who say they've used the following devices to watch TV/movies in the past 30 days



Documentaries come to the fore on mobile in the UK

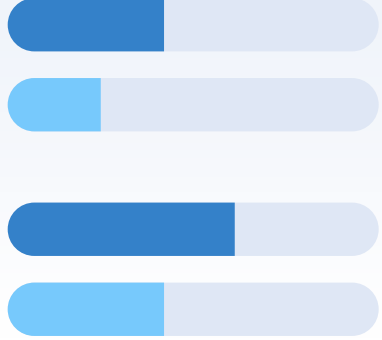
% of streamers in the UK/U.S. who watch the following genres of TV/movies on these devices

UK U.S.A.

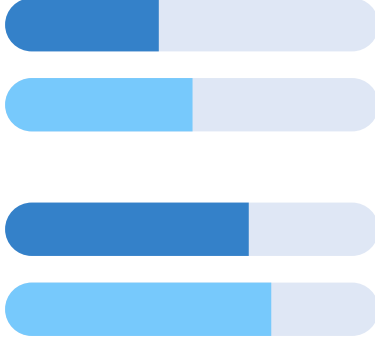
Smartphone %

Smart TV %

Documentary



Comedy



Drama

