

Don't Burst the Bubble: How to Keep Video Audiences Streaming after Covid-19

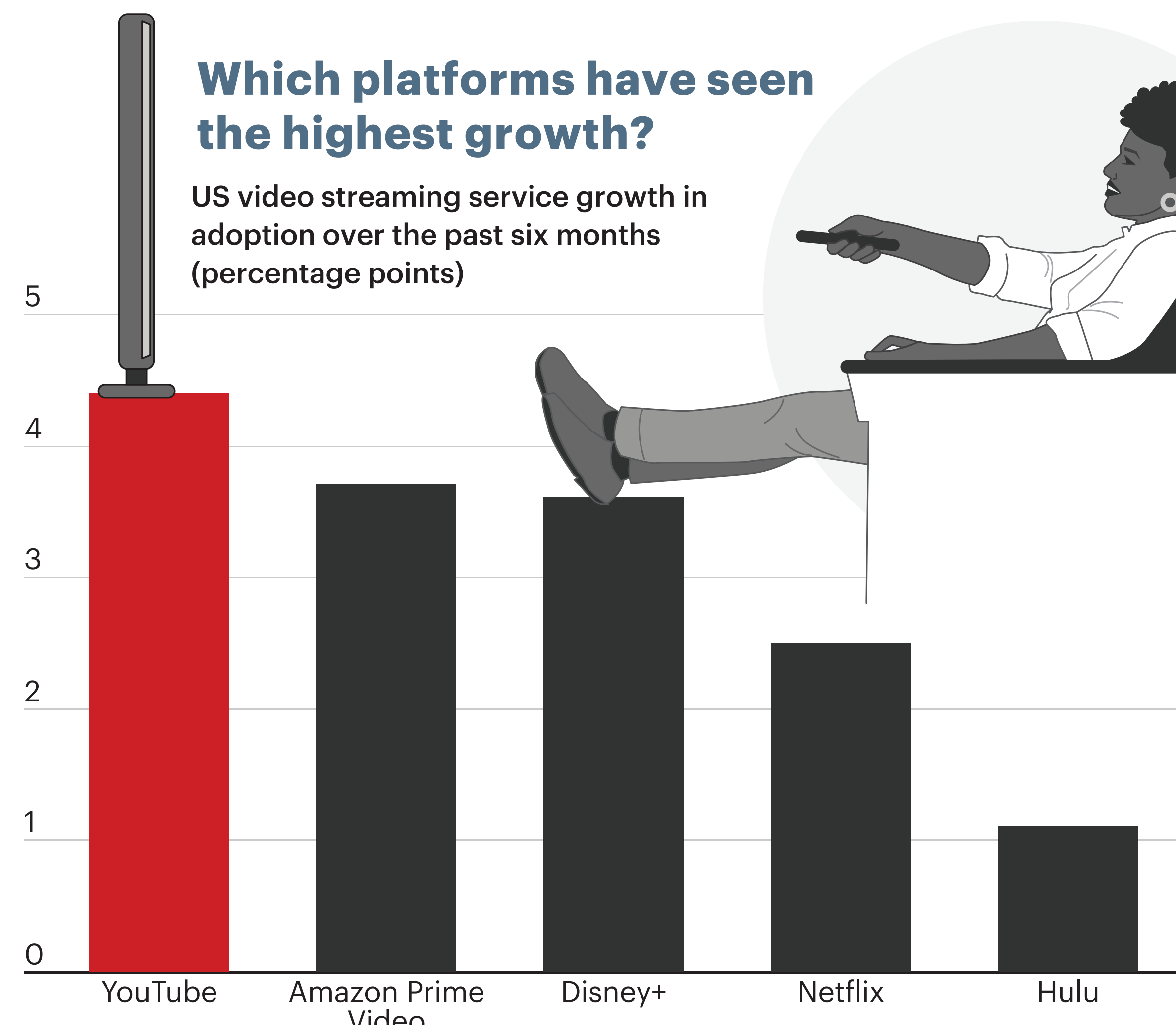
The pandemic has accelerated adoption of streaming services, but the rise in viewership and subscriptions will slow down after the crisis.

With people stuck at home, streaming has surged

US household adoption of streaming services rose from around **75%** six months ago to nearly **80%** today

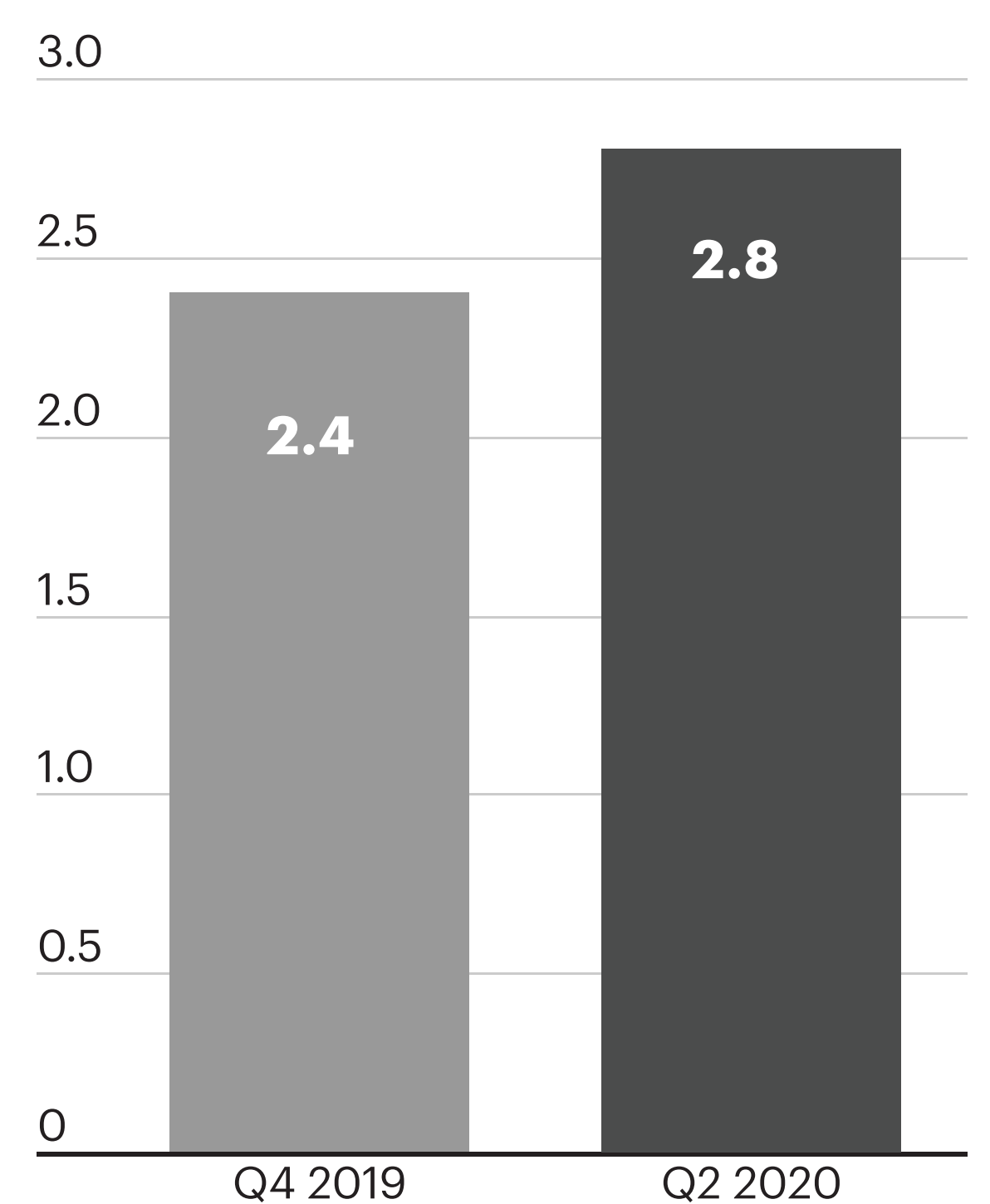
Which platforms have seen the highest growth?

US video streaming service growth in adoption over the past six months (percentage points)



Viewers are subscribing to more services

Average number of paid services per subscribing US household

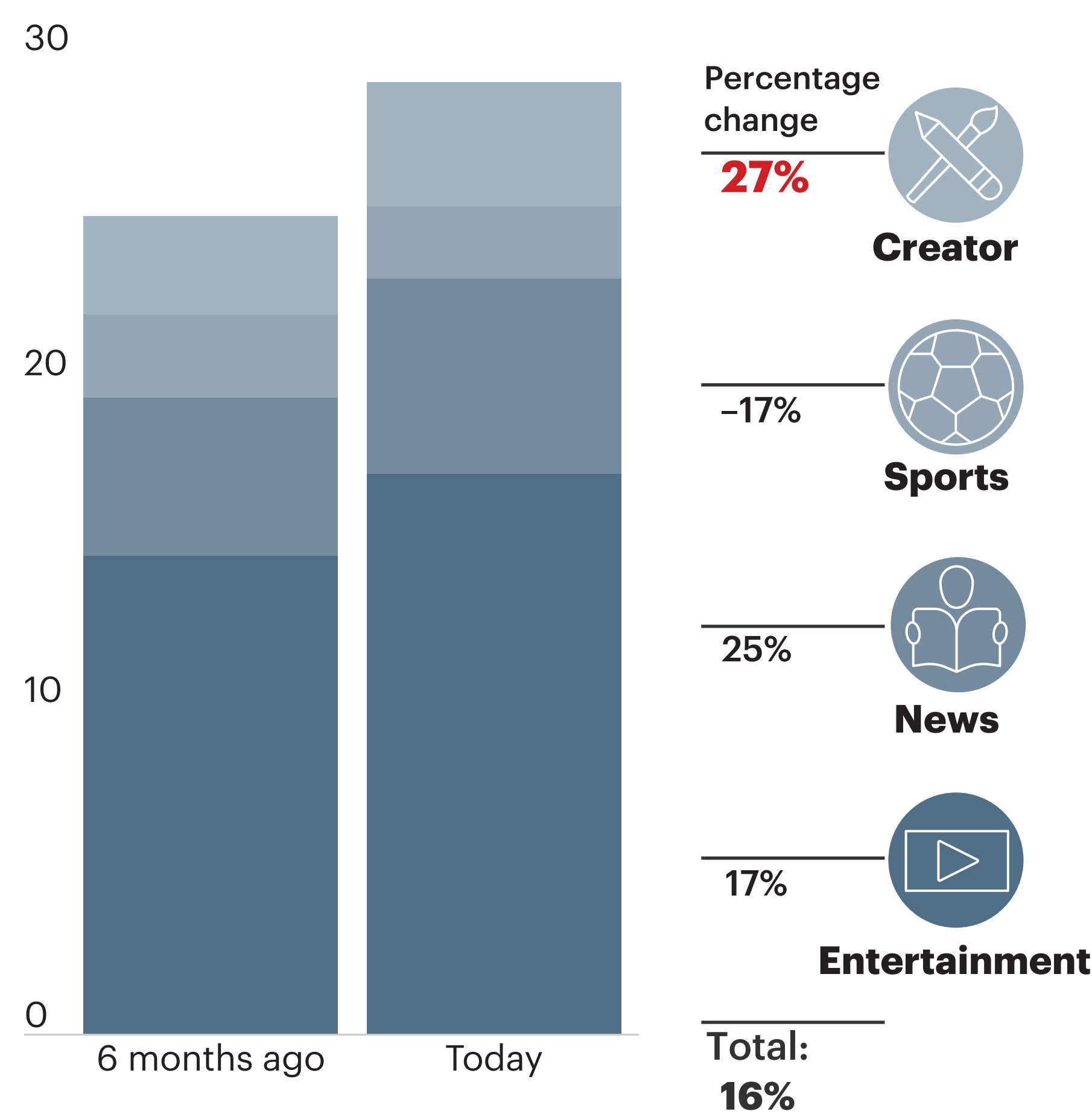


Viewing habits have changed during the pandemic

What and how consumers watch is evolving

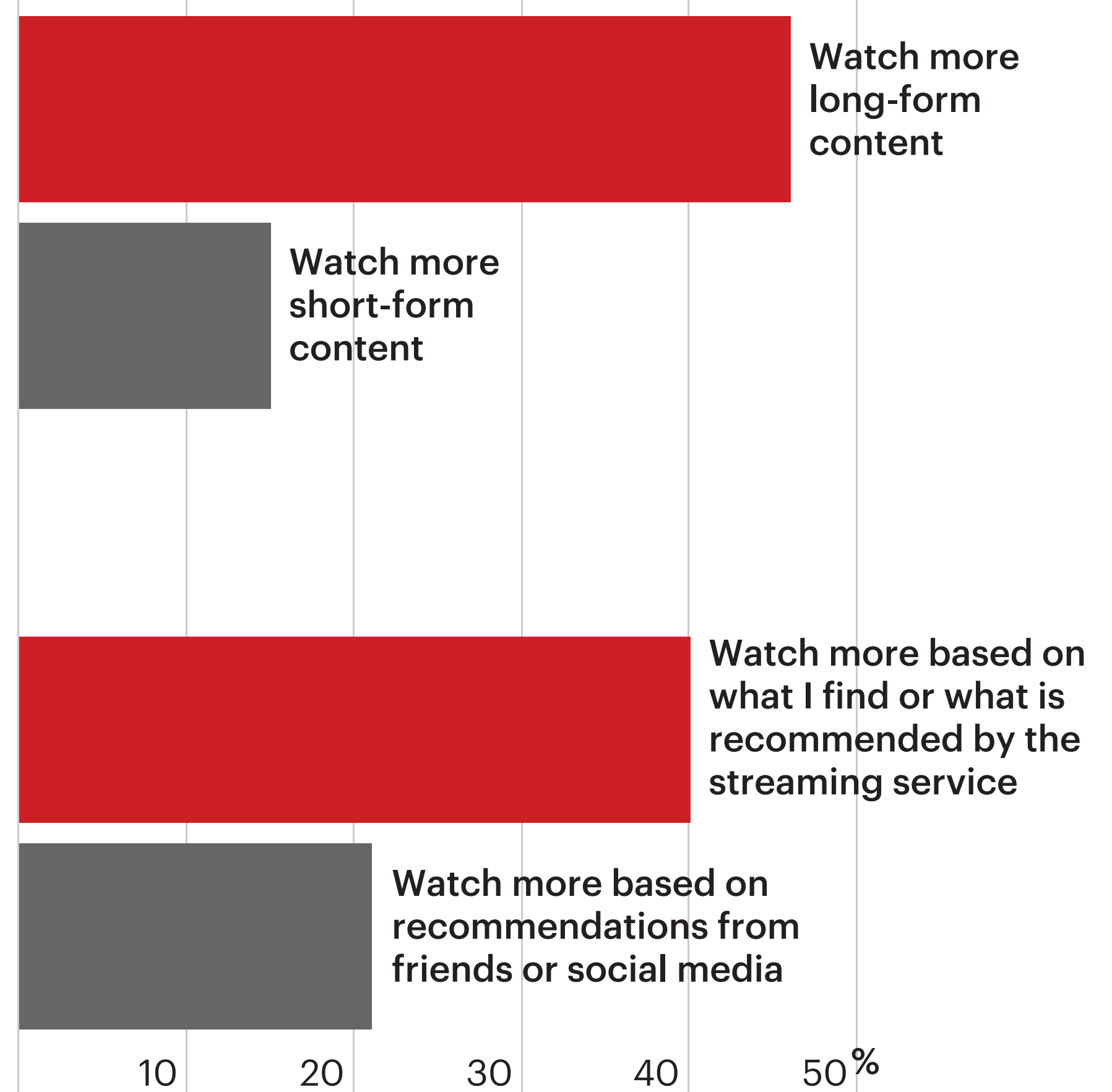
Viewership of creator content has spiked ...

Hours that US households report viewing each category per week

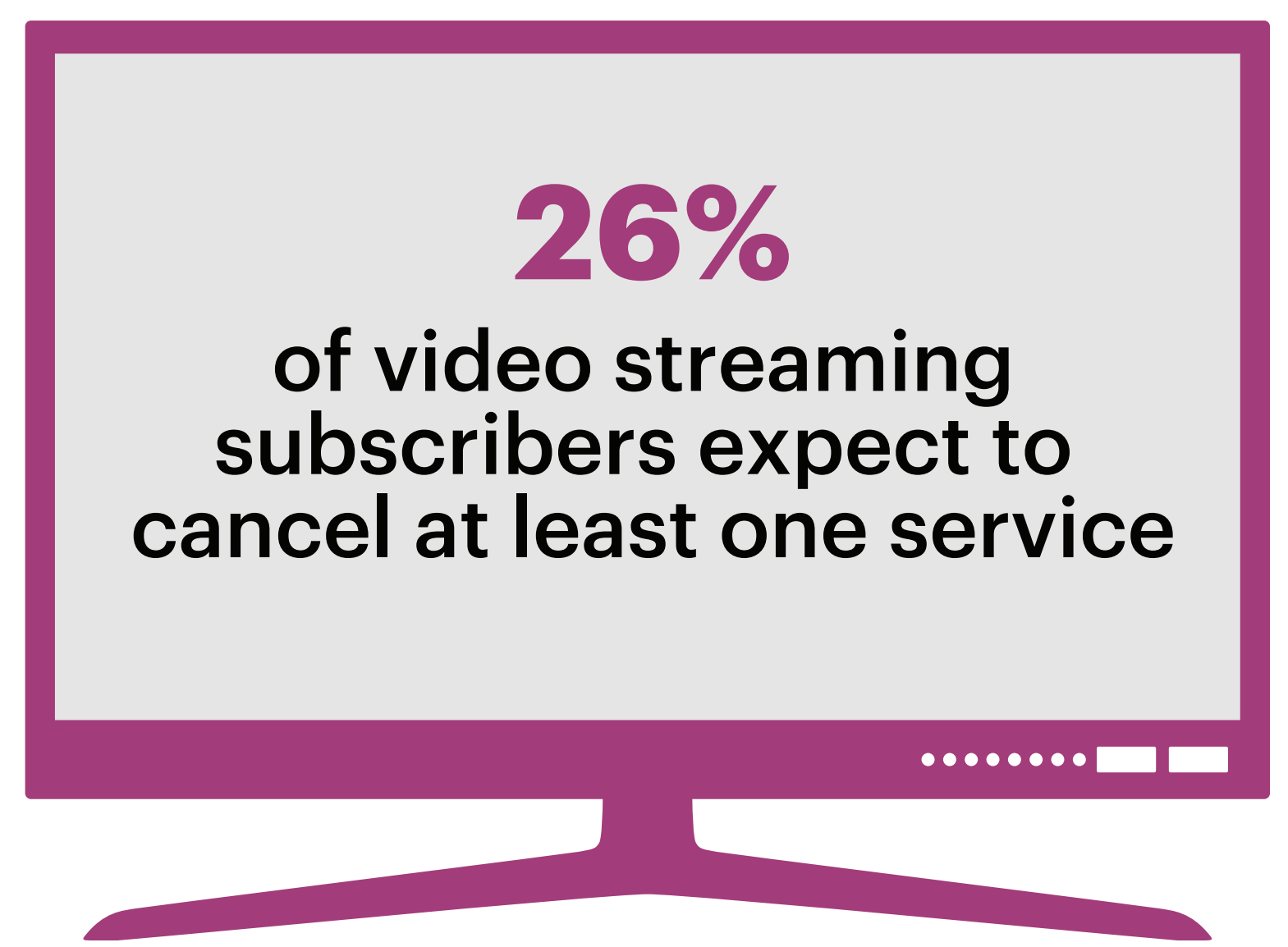
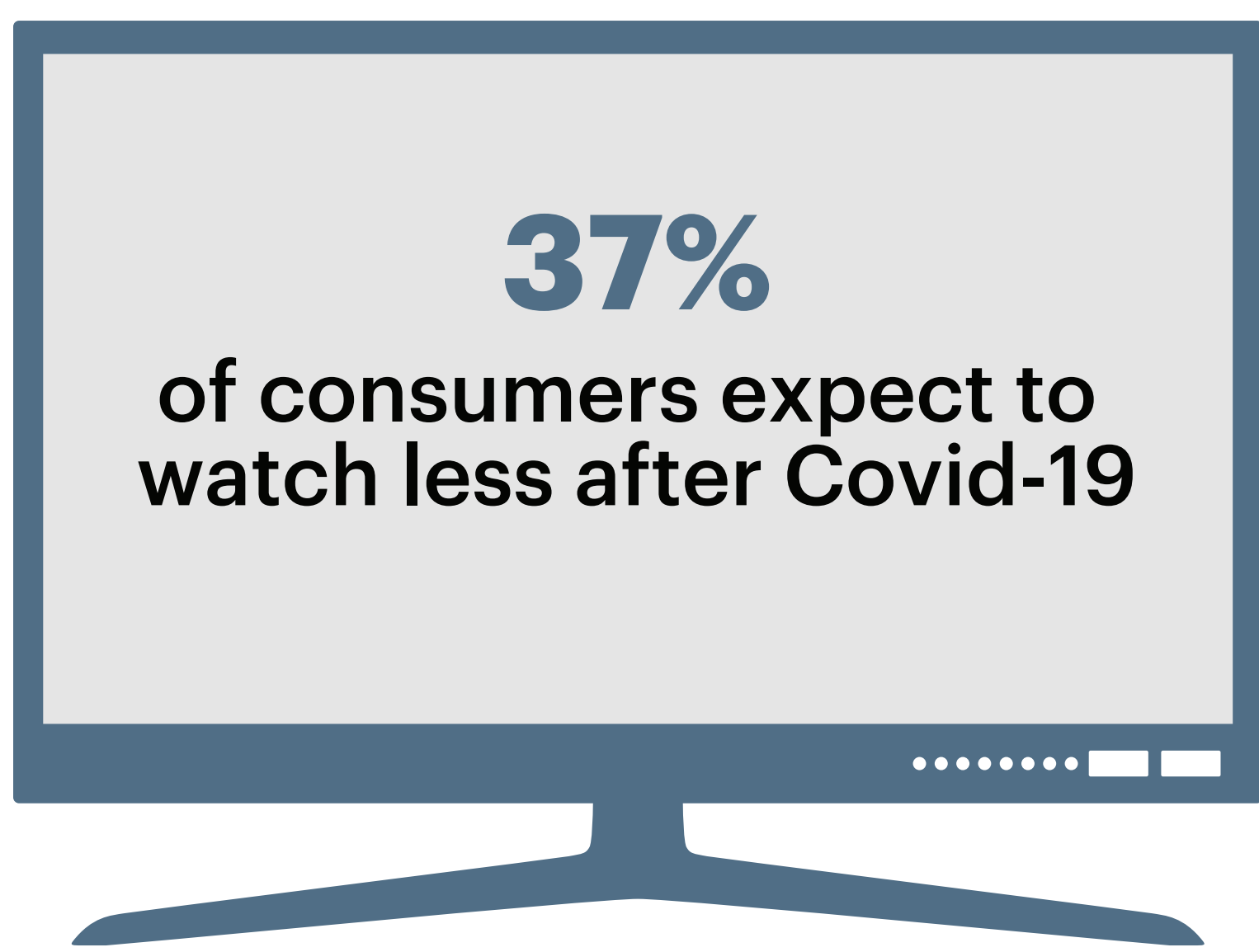


... and people are watching more long-form content and discovering more content on their own

Percentage of consumers who agree with each statement



But the surge in viewing time won't last



Ultimately, consumers expect to use **four to five** streaming services long term, but they will only pay for a maximum of **three to four** services

Four steps to keep streaming strong

For content providers



Create content your audience craves

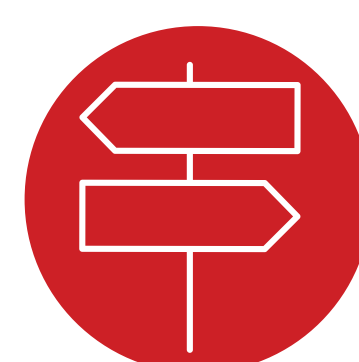
Creator content will continue to grow after the pandemic, but general entertainment will retain the lion's share of viewership



Focus on affordability and value

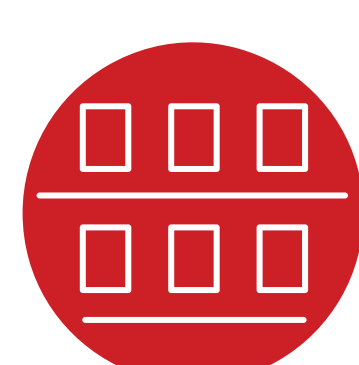
Consumers are experimenting with new services (paid and free), but long term, they'll stick with those they think provide the best bang for their buck

For advertisers



Align budgets to follow the eyeballs

The question shouldn't be *if* advertisers need to allocate some of their budgets to streaming but rather *how* to reach audiences where they're already watching today



Partner with streaming players to deliver high-impact ads

Streaming platforms that understand how to delight their viewers can find effective ways to deliver targeted ads to consumers