

# Original Content Propelling Streamers To Pay for More Video Services

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**Report Length:** 35 pages

**Executive Overview.** Our latest TV surveys show further momentum for original content – both as a reason to pay for streaming TV and viewership across the major platforms. Original content is also driving an increasing number of streamers to pay for multiple services.

Two June surveys of 451 Research’s Leading Indicator panel cover these and other industry trends from both streaming and traditional pay TV perspectives:

- A *Streaming TV* survey on paid video services, streaming devices, as well as the latest in cord-cutting (n=1,450 North American respondents)
- A *Traditional TV Service Provider* survey (n=3,683 North American respondents) on customer satisfaction and loyalty with cable, satellite and fiber providers.

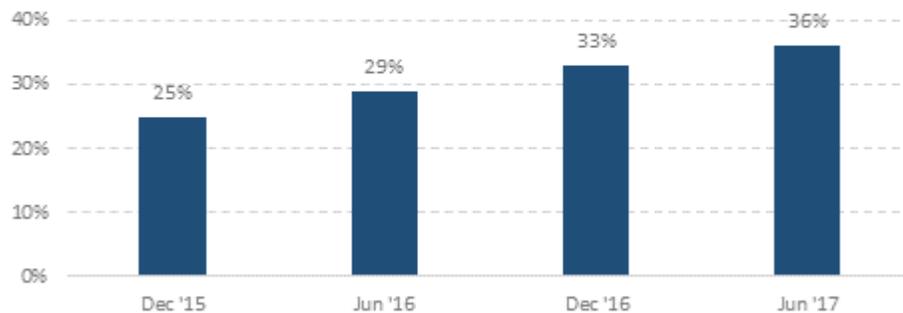
## Excerpt of Full Report

**Rise of Original Content.** *Original content* (36%) is gaining momentum among consumers as a key reason to pay for streaming video – up 3 points since December 2016, and 7 points year-over-year.

### Growing Importance of Original Content

Dec 2015 - Jun 2017

% of respondents who say 'Original Content' is the most important reason why they pay for online video content



Source: 451 Research's VoCUL: TV Industry Trends (Leading Indicator Survey), Jun 2017

**Planned Cord Cutting.** Looking ahead to the next six months, one in five (20.0%) traditional TV subscribers say they're *Very* or *Somewhat Likely* to cut the cord – up 0.8 points to a new all-time high.

### Planned Cord Cutters - Next 6 Months

Jun 2011 - Jun 2017

% of respondents who say they're likely to cancel TV service altogether in the next 6 months



Source: 451 Research's VoCUL: TV Industry Trends (Leading Indicator Survey), Jun 2017

### Report details also include:

- Rise of Original Content
- Paid Streaming Services – Current Use & Satisfaction
- A Closer Look at Netflix vs. Amazon vs. Hulu
- Streaming Media Devices – Current Use & Satisfaction
- Smart TVs
- Cord-Cutting Trends
- Traditional Pay TV Trends

## VoCUL: Research Methodology

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This report presents the findings of recent surveys on trends driving the TV industry: Trends in TV and Streaming Video survey of 1,450 North American respondents from 451 Research's Leading Indicator panel, conducted June 12-15, 2017; and TV Service Provider survey of 3,683 U.S. and Canadian respondents, conducted June 2-20, 2017 and February 28-March 21, 2017.

451 Research's Leading Indicator panel is a group of 25,000 accredited business and technology professionals – as well as early adopter consumers – who work in companies across a range of industries. The surveys measure the pulse of consumer and business spending via weekly demand-based tracking surveys, and converts the information into a series of proprietary quantitative and qualitative reports.

The intelligence gathered provides a real-time view of companies, technologies, and key market sectors, along with an in-depth perspective of the macro economy – well in advance of other available sources.

[Access our VoCUL research reports here.](#)

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