



SVOD Stacking:

How Many

Is Too Many?

mtm



In today's session we will explore...

01



**Context &
Scene Setting**

02



**Stacking
Today**

03



**Stacking
Tomorrow**

Context & Scene Setting

Introduction

Why SVOD

69%

of the online population have access to at least one SVOD service – they're becoming the norm

Why Stacking

2.3

is the average number of SVOD services users have access to – surged in lockdown and is set to increase

Why now

Lockdowns **accelerated the shift to SVOD**, but how many services will people be willing to take up?

At this point we ask

How Many Is Too Many?



Methodology



MARKET SCOPING

Analysis of MTM's ScreenThink tracker and industry data, and expert interviews

QUALITATIVE IMMERSIONS

Pre-task subscription audits and depth interviews with SVOD Stackers (light, medium, heavy) to explore needs satisfied by SVOD and future projections

QUANTITATIVE MEASUREMENT

Survey of SVOD Stackers to measure current habits and attitudes, with MTM's Stackinator used to project future engagement and take up

BEHAVIOURAL ECONOMICS

Partnering with BE expert Nick Southgate to pinpoint underlying biases influencing SVOD engagement

Stacking Today



STACKERS

AS YOU'D
EXPECT, THEY
SKEW YOUNG

BUT,
INTERESTINGLY

AND, THEY'RE
CONTENT
HUNGRY

44%

are aged 16-34

56%

female

1 in 5

are aged 55+

18%

subscribe to 5+
SVOD services

62%

have pay TV

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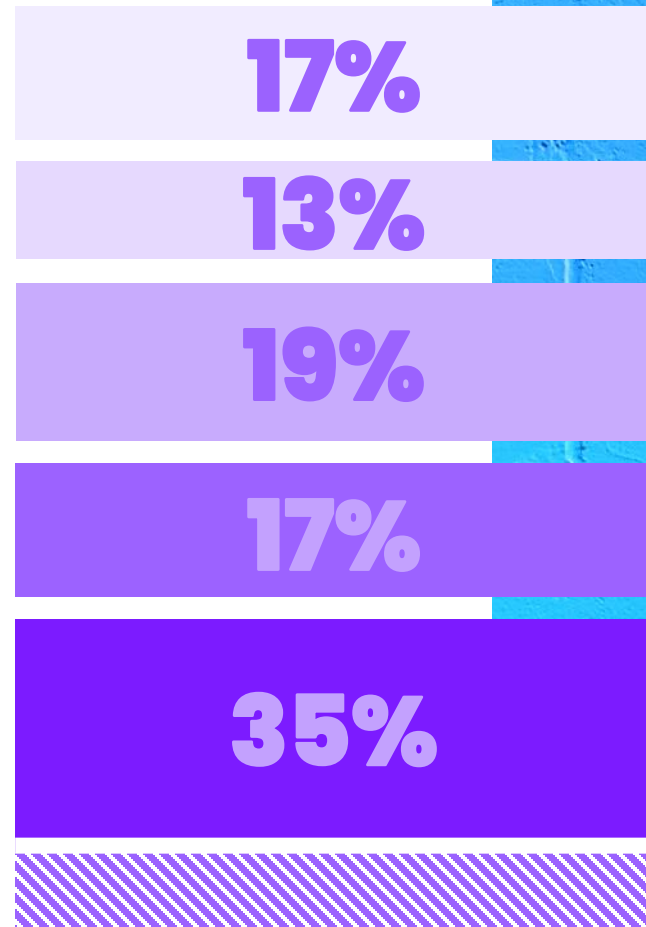


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35%

of Stackers' viewing is SVOD

Considerably higher than the UK population



Current

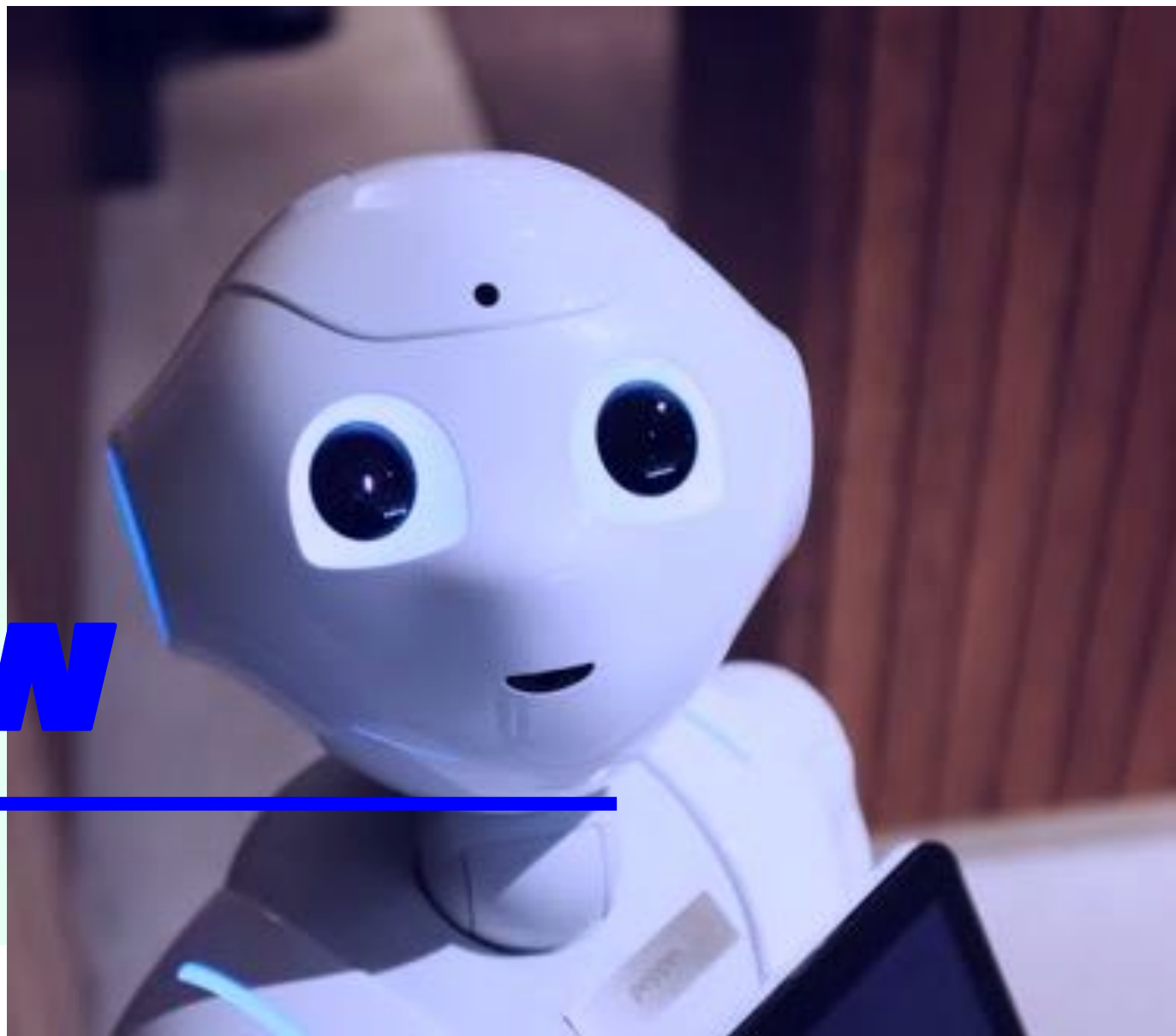


11%

Proportion of viewing time spent on **SVOD** by the **UK population**



Stacking Tomorrow



3.3

If 3.3 is the
current average

**How Many Is
Too Many?**

Current average
ALL STACKERS

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POLL QUESTION

How many services do
you think Stackers will
have in the future?

- | | |
|----------|---------------------------------|
| A | The same or less than now (1-3) |
| B | A bit more (4-5) |
| C | Quite a lot more (6-7) |
| D | Loads more (8+) |



What do you think?

#STACKINATOR

How Many Is Too Many?

3.3



Current average
ALL STACKERS

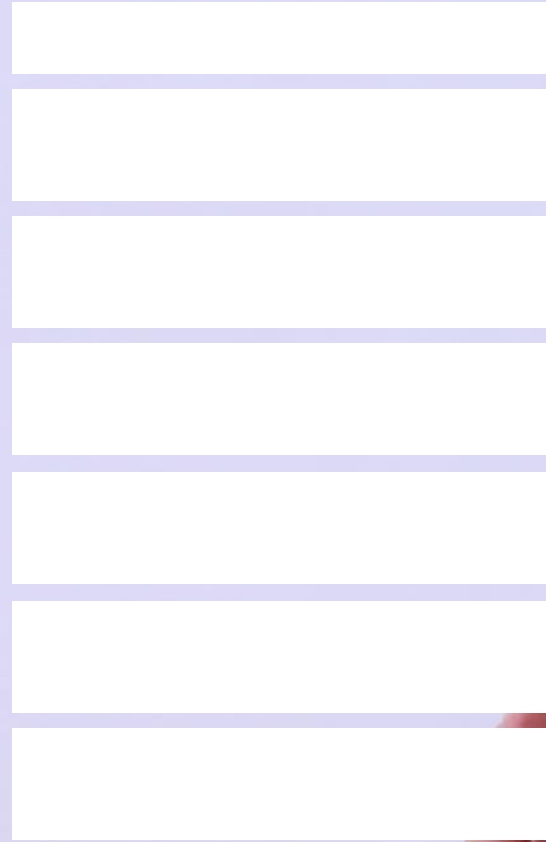
4.7



Expected in future
ALL STACKERS

4 to 5
Is optimal

6.4



Expected in future
16 - 24 STACKERS

What's influencing this increase in stack size?

Stackers are **excited to try** new SVOD services

56%

are excited to see what SVOD services launch in the future

38%

are always looking for **new SVOD services to try**



Explained by BE...

F O M O

Don't want to cancel services already owned



% **would never** or can't imagine **cancelling...**

78%

NETFLIX

63%

prime video

62%

DISNEY+



Explained by BE...

LOSS AVERSION

As the dust settles post lockdown, many recognise how **confusing** and **fragmented** SVOD market is...

The market is at **tipping point**



Stackers demand **greater aggregation** and flexibility of SVOD services



Explained by BE...

PARADOX OF CHOICE

REVERSIBILITY BIAS

As the dust settles
post lockdown,
many recognise how
confusing and
fragmented
SVOD market is...

The market is at
**tipping
point**

What comes next?

What's at stake for traditional viewing?

LINEAR ENDURES

Retain core viewing roles that SVOD can't satisfy demand for;

- Live sports and news
- Talkable scheduled TV
- Background viewing

BVOD PLATEAUS

Synonymous with catch-up for stackers

- **Ads are a significant frustration**

PAY TV BUOYED BY BRAND LOYALTY

Household necessity for those with enduring relationships

- Especially older loyalists
- Essential for sports addicts

Thanks for listening

Any questions?

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