

Streaming's Next Act

Consumers identify three big issues eroding their streaming experience.

Streaming has made tremendous strides in the past decade, offering an entirely new way for consumers to access entertainment and educational content. But as the landscape has matured, consumers point to three big issues that are eroding the streaming experience.

Frustrating "rabbit holes"

While growth in streaming services has given consumers an explosion in choice, it's also created considerable complexity. As they adopt more services, consumers must manually browse through platforms, screens, and menus until they eventually find what they're looking for.



60%

of consumers find the process of **navigating between these different services frustrating.**



44%

spend more than six minutes trying to find something they want to watch.



89%

of consumers do not feel that they have **total control over the recommendations** that are presented to them.

Inefficient bundles

The monthly payments for more services are a growing problem. In fact, many consumers are approaching their upper limit on the amount of money they'll spend for streaming services.



63%

of consumers agree that it's **too expensive to pay for the entertainment subscriptions** that they want.



33%

say they will **decrease spend on media & entertainment** across subscriptions and one-time purchases in the next 12 months.



70%

of consumers said they expect streaming services to **continue raising their prices.**

Scattered algorithms

Incomplete or inaccurate recommendations and, hence, often irrelevant content, is unfortunately the norm for most consumers today. That's because only consumers' own remote truly knows everything consumers watched.



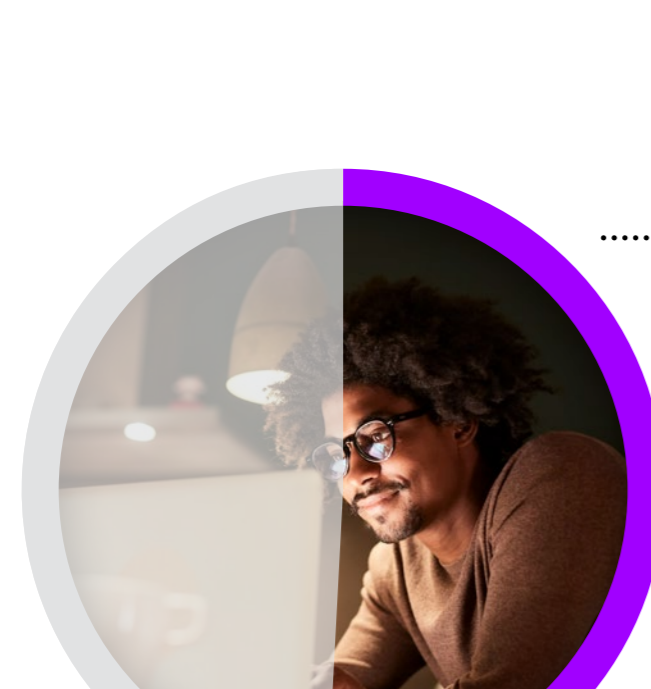
58%

of consumers agree that using a **cross-service search engine** is more convenient than going directly to a service and choosing something to watch.



56%

of consumers would like to be able to **take their profile from one service to another** in order to better personalize content.



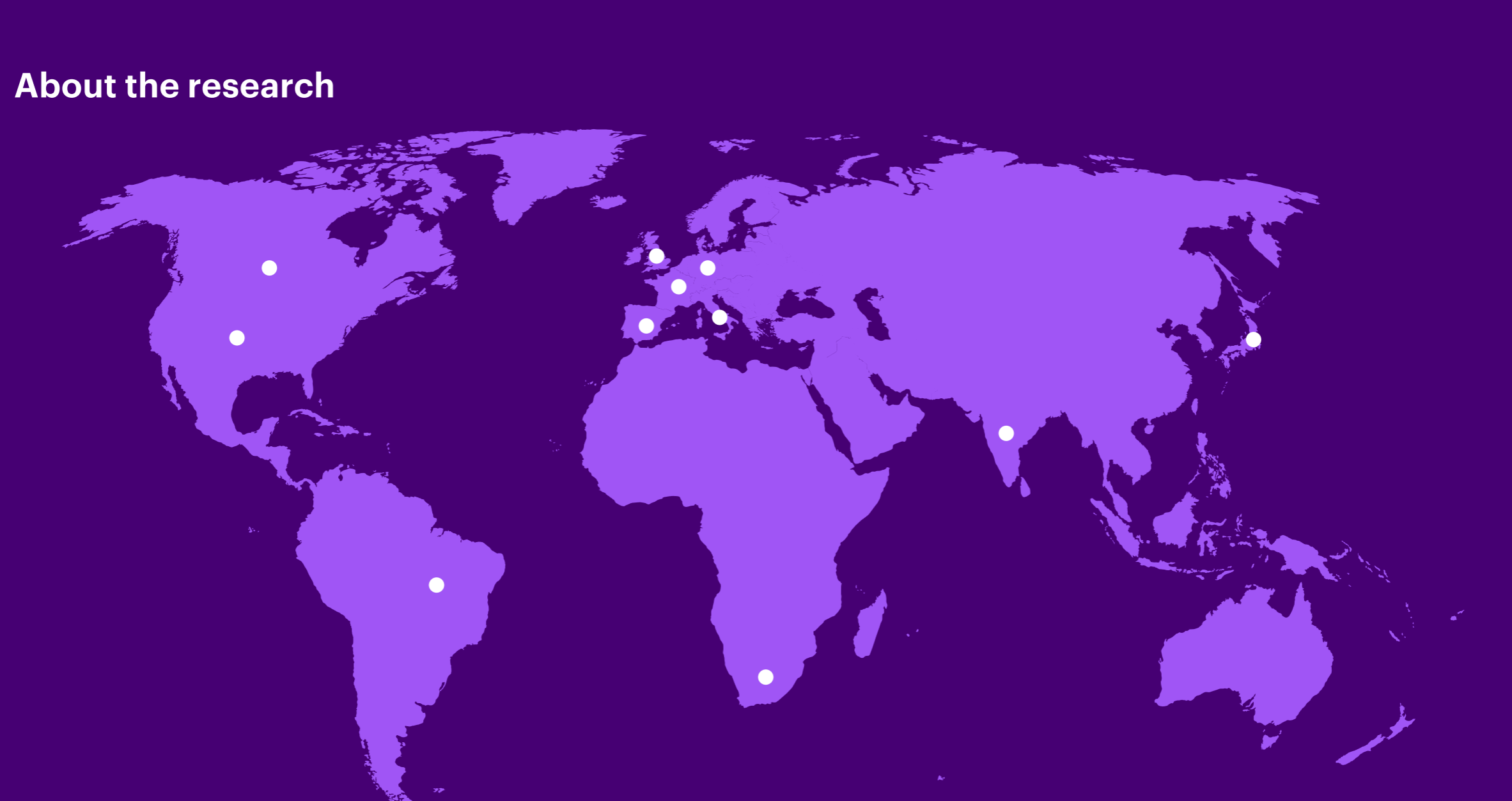
51%

of consumers would be happy to **allow a video on demand service to know more about them** in order to better personalize recommendations.

Learn more about how your business can provide bundle flexibility, consolidated algorithms and seamless navigation in the full report "Streaming's Next Act: Aggregators to play a starring role in making consumers happier."

Learn more at www.accenture.com/futureofstreaming

About the research



Accenture conducted research to gain an understanding of global consumers' preferences, beliefs and behaviors on their video content streaming experiences. The online survey of 6,000 consumers age 18+ in 11 countries was designed to identify significant changes to the existing D2C media regime and offer suggestions for brands across the media spectrum to adapt their model to be more relevant and successful with customers. Fieldwork was conducted between October and November 2021.