LEARN HOW MILLENNIALS’ PREFERENCES ARE CHANGING THE GLOBAL STREAMING LANDSCAPE

Millennials

- Use mobile devices to stream content at least once a week: 73%
- Use a TV to stream content at least once a week: 72%
- Use a computer/laptop to stream content at least once a week: 65%
- Will embrace a subscription model for TV shows/movies: 32%
- Will embrace an ad-based model for TV shows/movies: 29%

All Consumers

- Use mobile devices to stream content at least once a week: 51%
- Use a TV to stream content at least once a week: 58%
- Use a computer/laptop to stream content at least once a week: 50%
- Will embrace a subscription model for TV shows/movies: 23%
- Will embrace an ad-based model for TV shows/movies: 30%

Key Video Takeaways

- Brightcove, the leading provider of cloud services for video, today announced the findings from its recent 2018 Consumer Streaming Habits Survey, analyzing the habits of consumers in key markets around the world. For this study, Brightcove commissioned YouGov to survey 10,502 adults (18+) online in September 2018 across the U.S., U.K., Australia, France, Spain, Germany, Canada, and UAE.
CONSUMERS CRAVE SIMPLICITY
UNDERSTAND THE FACTORS THAT ARE DRIVING STREAMING DECISIONS

CONSUMERS SURVEYED:

SAY COST IS A TOP INFLUENTIAL FACTOR WHEN CONSIDERING A NEW STREAMING SERVICE 53%

SAY CATERING TO INTERESTS IS A TOP INFLUENTIAL FACTOR WHEN CONSIDERING A NEW STREAMING SERVICE 31%

SAY A FREE TRIAL WILL MOST LIKELY GET THEM TO TRY OUT A NEW STREAMING SERVICE 42%

SAY A PARTICULAR SHOW WILL MOST LIKELY GET THEM TO TRY OUT A NEW STREAMING SERVICE 38%

“Today’s reality is every generation is consuming online video more than ever. At Brightcove, we want to ensure our customers have the knowledge and data needed to reach massive cross-generational audiences in a way that allows them to better connect with their viewers.”

- Sara Larsen, Chief Marketing Officer, Brightcove

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