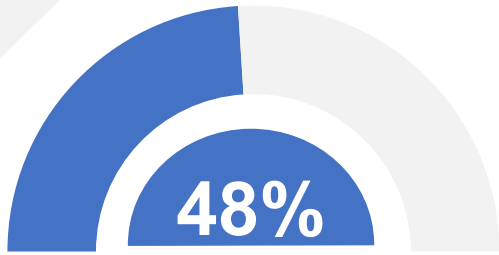


ARE AFFLUENTS CORD CUTTING?



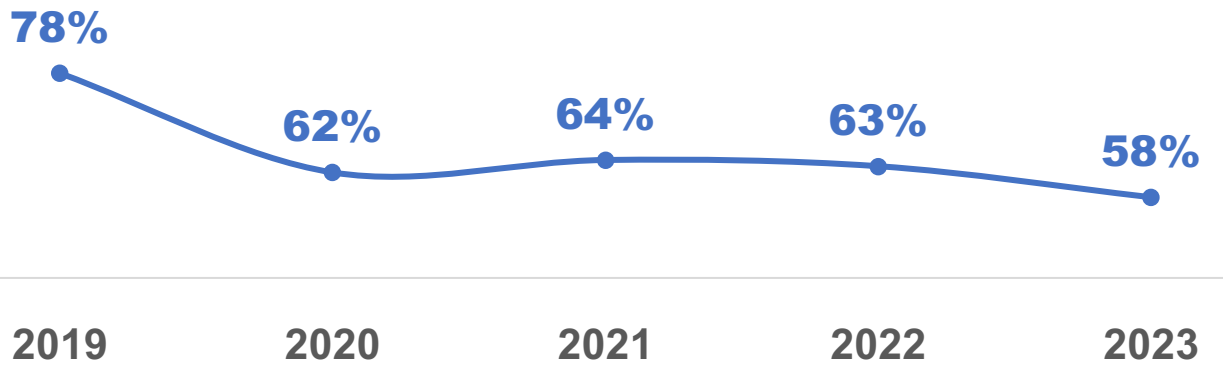
Traditional TV providers have seen a decline in subscriptions over the past 5 years as more Affluents are streaming video. Among the top video channels/services watched, half are streaming services. The rise of streaming is driven heavily by the younger generations, while older Affluents continue to watch traditional TV.

Cable TV subscriptions have declined the last 5 years



“I'm considering canceling my cable service and just subscribe to streaming services”

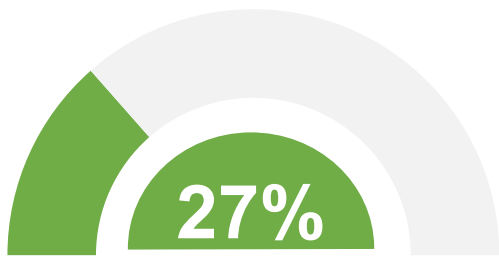
HH Subscribes to a TV Service*



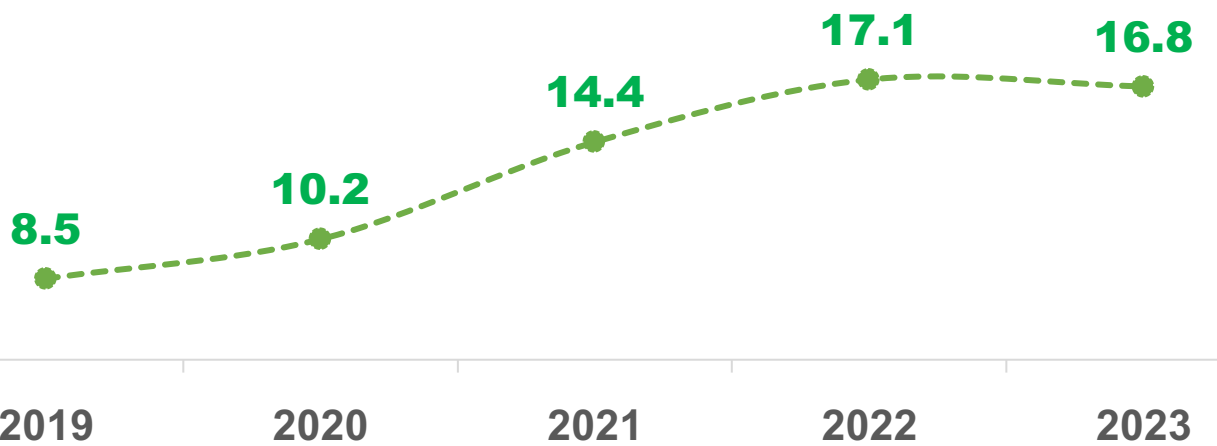
*cable, satellite, telco, fiber optic

Not coincidentally, time spent streaming video has doubled in that same time frame

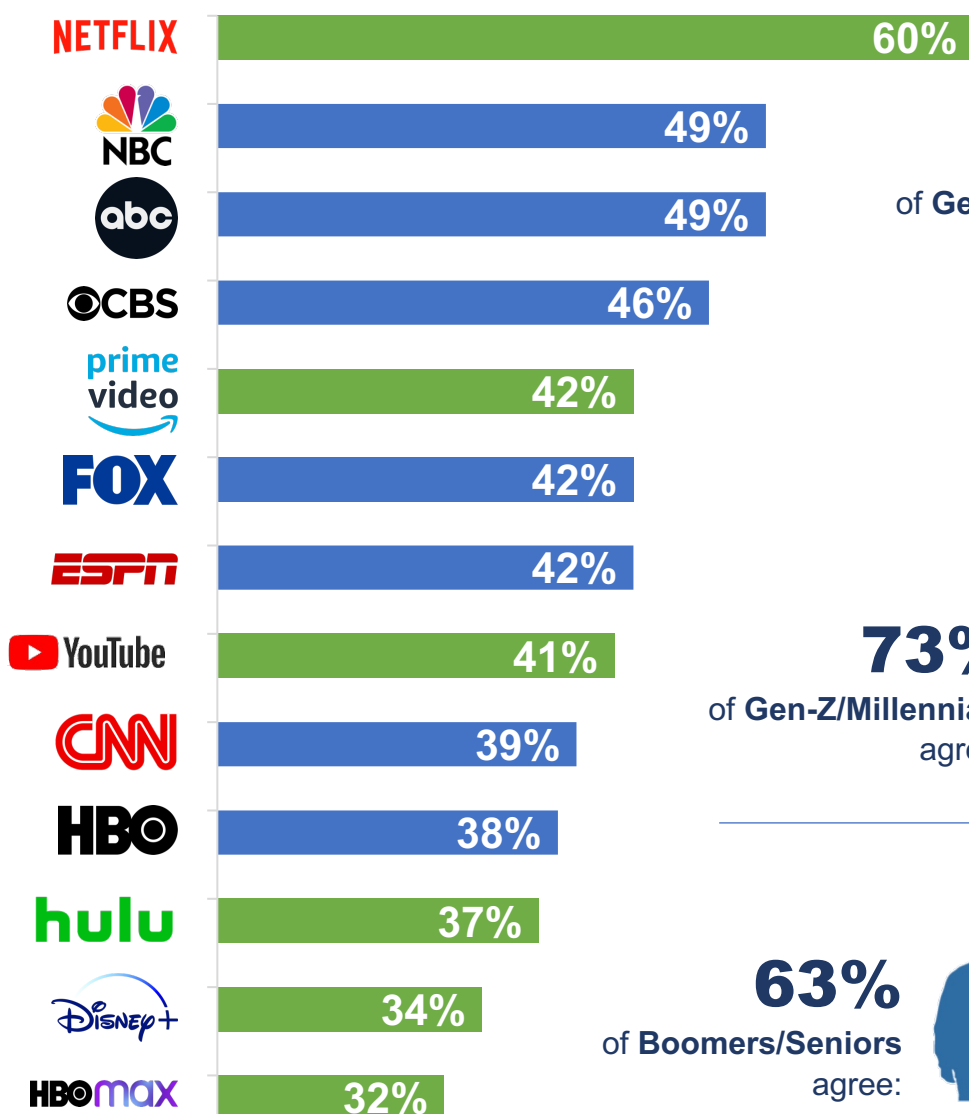
Median Hours Streaming Video – Past 7 Days



started a streaming service or upgraded an existing service in the past year



Half of the most-viewed brands are streaming services



80% of Gen-Z/Millennials agree:

“There is **better content on streaming services** than on regular TV”
(vs. 47% of Boomers/Seniors)



73% of Gen-Z/Millennials agree:

“If I had to **choose** between watching the **same show** on regular TV vs. streaming service, **I'd stream it**”
(vs. 33% of Boomers/Seniors)

63% of Boomers/Seniors agree:



“I would **never pay extra** for a **network's streaming service** when I already get the channel through cable”
(vs. 47% of Gen-Z/Millennials)

Viewership = any hours viewed in past 7 days

Source: Spring 2023 Ipsos Affluent Survey, HH Income \$125K+

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