

SUBSCRIPTIONS & RETENTION

Streaming and the value equation

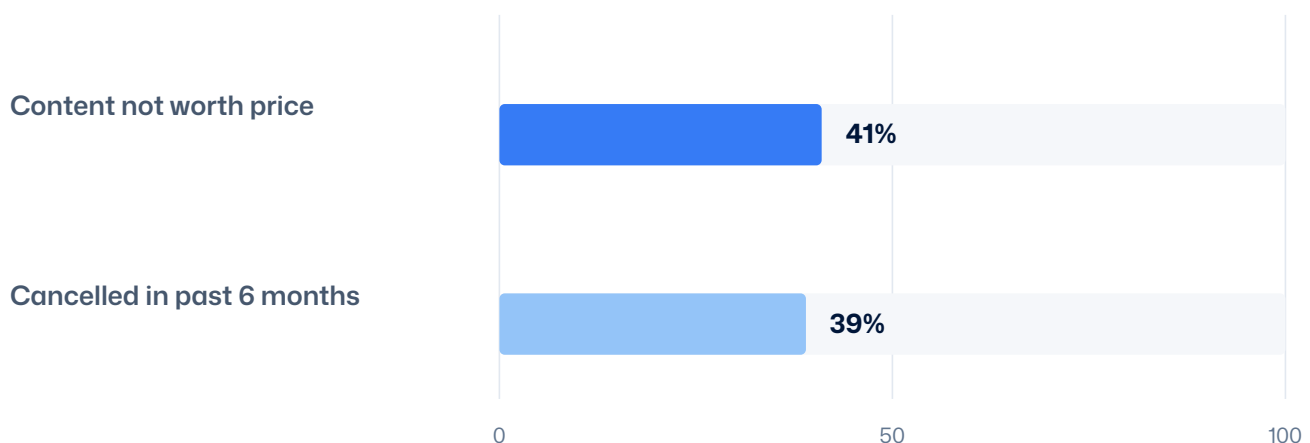
Price, perceived value and cancellation deserve separate measures.

THE SIGNAL

\$69

Average monthly spend
on paid streaming video

Two signals of value pressure

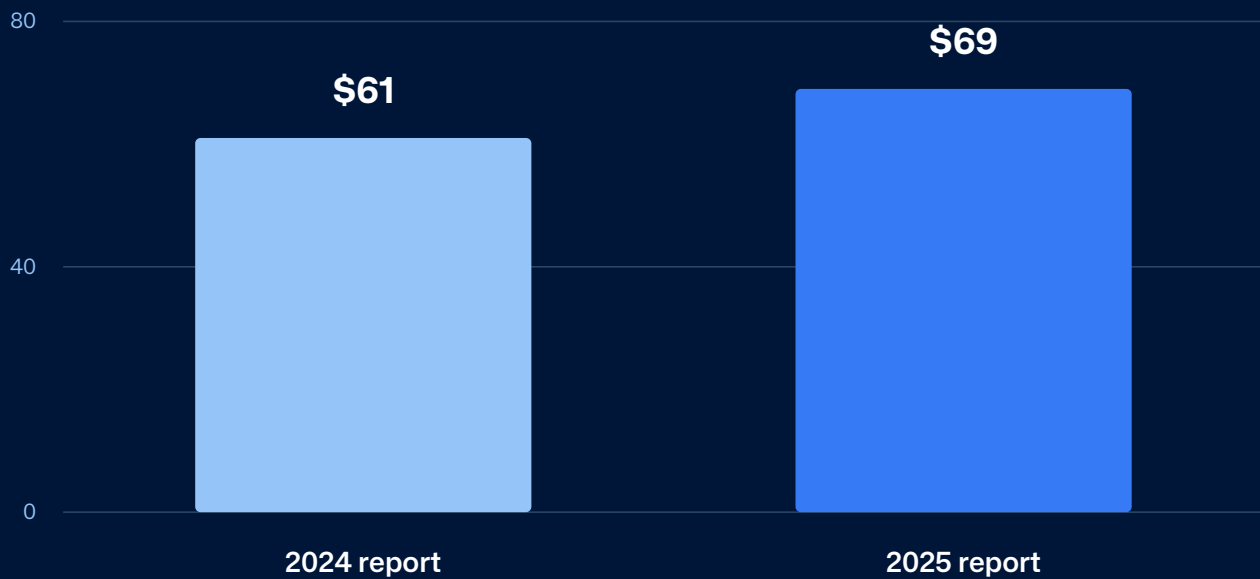


Separate questions; cancellation covers at least one paid service. A cancellation may reflect rotation between services, not permanent exit.

Source: Deloitte >

LOOK CLOSER

Reported monthly spend increased



A rise of \$8 across report waves; not a panel of identical households.

A RESEARCH QUESTION

What makes the next month worth it?

Test plan clarity, content discovery and renewal reminders. Track retention with usage and reasons for cancellation.

SOURCE & SCOPE

Deloitte | Digital Media Trends, 19th edition | 2025

Online survey of 3,595 U.S. consumers in October 2024. Spending is reported by subscribers; attitude and cancellation figures refer to consumers surveyed. Historical report comparisons.

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