

# Streaming Competition and Profitability: Pricing Models & Retention Strategies

2025

## SYNOPSIS

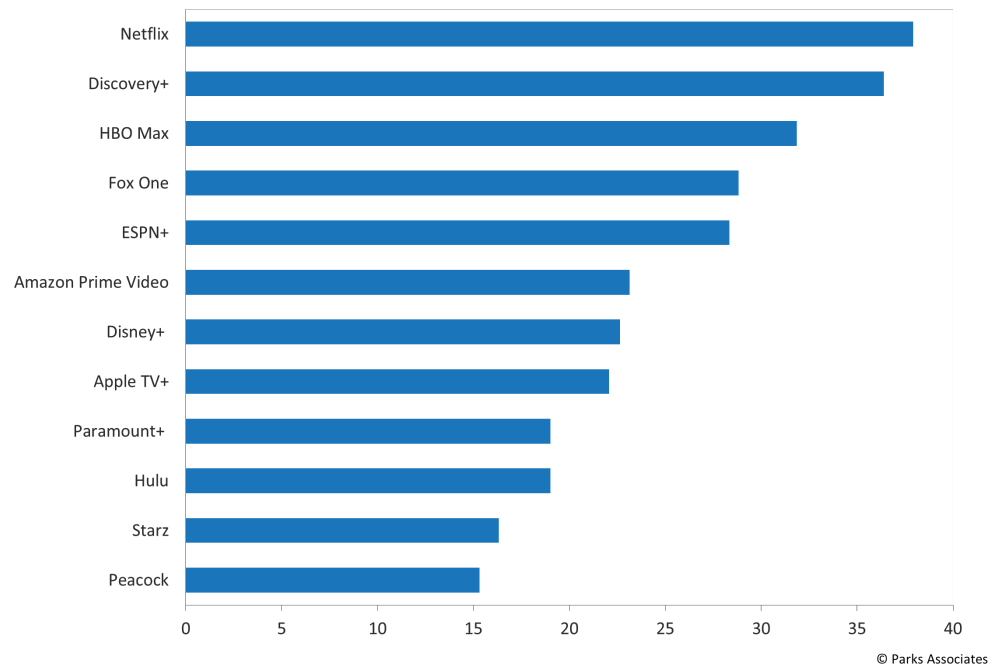
As streaming platforms refine their pricing strategies and content offerings, understanding consumer sentiment is critical to driving growth and retention. This study analyzes the US video streaming market, tracking key trends in consumer demand for video services across all business models. It evaluates shifts in subscription and ad-supported models, pricing sensitivity, churn drivers, and bundling and promotional efficacy.

The research examines how consumers navigate a fragmented streaming landscape, their willingness to pay for multiple services, and factors influencing their long-term loyalty. Additionally, the study explores engagement trends, the impact of exclusive content and original programming, and consumer demand for interactive and personalized experiences, with insights into how platforms can balance content investment with sustainable business models.

**Number of Slides: 106**

## AUTHORS

### Net Promoter Score of Leading SVOD Services: Trending



### Key questions addressed:

1. What is the total spending on subscription video services in the US market?
2. On what platforms are consumers viewing and accessing their content?
3. How are US households managing streaming in an increasingly fragmented video ecosystem?
4. Why do consumers cancel or switch video services—and what keeps them loyal?
5. Which bundling features and aggregation models offer the greatest appeal to consumers?
6. How should streaming platforms adapt their monetization and retention strategies for long-term sustainability?

“As consumer budgets tighten and choice overload intensifies, platforms must simplify value, reduce friction, and align content investment with sustainable monetization. The path forward is not about offering more services, but about delivering clearer value in fewer, better-optimized experiences.”

— Michael Goodman, Director, Entertainment Research, Parks Associates

### Industry Analysts

Michael Goodman, Director, Entertainment Research, Parks Associates

Jennifer Kent, SVP and Principal Analyst, Parks Associates

### Consumer Analytics Team

Yilan Jiang, Senior Director of Consumer Analytics

Sharon Jiang, Consumer Insights Manager

Yuting Mu, Consumer Insights, Analyst I

## CONTENTS

### Video Services Ecosystem

#### Pay-TV Definitions and Categorization

#### Executive Summary

- Penetration of All Pay TV & SVOD Services
- Video Service Subscription Market View
- Average Monthly Spending on Traditional Pay TV and SVOD Among Subscribers
- Average Monthly Spending on vMVPD and SVOD Among Subscribers
- Top 5 Reasons for Subscribing to a Subscription Streaming Service
- Streaming Video Service Use by Parent Companies
- Net Promoter Score of Leading SVOD Services: Trending
- Main Reasons for Cancelling Pay-TV Services
- Main Reasons for Cancelling Streaming Subscription Services
- Ad-Based SVOD Subscription, by Service
- Top 5 Pain Points with Ad-Based OTT Services
- Video Subscription Source
- Preferred Streaming Subscription Aggregator
- Top 5 Benefits Driving Streaming Bundled Service

#### Trends in the Subscription TV and Video Market

- Penetration of Traditional Pay TV vs. SVOD
- Penetration of All Pay TV & SVOD Services
- Overlap in Pay-TV and SVOD Services
- Use of Streaming Video Services in Past 30 days, by Business Model
- Types of Video Content Typically Watched
- Average Spending on TV and Video Services Per US Internet Household
- Average Number of Streaming Subscriptions
- Video Service Subscription Market View
- Expectations on Household Spending over the Next 6 Months
- Expectations on Household Spending Increase over the Next 6 Months

#### Adoption and Spend on Pay TV

- Traditional Pay-TV Service Provider Market Share, YoY
- Adoption of vMVPD Service
- Core vMVPD Services Surveyed

- Streaming TV and vMVPD Provider Market Share, YoY
- Average Spending on Pay-TV Services Per US Internet Household
- Average Monthly Spending on vMVPD and Traditional Pay TV Services Among Subscribers
- Average Monthly Spend on Traditional Pay TV and SVOD Among Subscribers
- Average Monthly Spend on vMVPD and SVOD Among Subscribers

#### Adoption and Spend on SVOD

- Trends in Adoption of Leading SVOD Services
- Drivers for Subscribing to Streaming Subscription Services
- Average Monthly Spend on SVOD Services Among US Internet Household
- Average Monthly Spend on SVOD Services Among SVOD Subscribers
- Streaming Sports Service Penetration
- Streaming Fitness Service Penetration
- Streaming Video Service Use by Parent Companies
- Types of Video Content Typically Watched by Business Model

#### Net Promoter Score for Leading Services

- NPS of Leading Traditional Pay-TV Service Providers
- NPS of Leading vMVPD Services
- Net Promoter Score of Leading SVOD Services: Trending
- Net Promoter Score of Streaming Sports Services: Trending
- Net Promoter Score of Free Ad-based Streaming TV Services (FAST)
- Experience by Select Major SVOD Services
- Attribute Correlation with Overall Satisfaction by Service

#### Pay-TV Churn and Retention

- Reasons of Subscribing Pay-TV Services
- Pay-TV Churn
- Main Reasons to Cancel Pay-TV Services
- Pay-TV Service Churn
- Length of Time Before Resubscribing to Pay TV
- Main Reasons of Re-subscribing Pay-TV Service by Reasons of Cancellation in the Past

#### Streaming Video Churn and Retention

# Streaming Competition and Profitability: Pricing Models & Retention Strategies

2025

- Churn Rates of Top SVOD Services
- Reasons for Cancelling Streaming Subscription Services
- Churn Rates of Streaming Sports Services
- Frequency of Missing Live Sports Events Due to Subscription Limitations
- Churn Rates of Streaming Fitness Services
- Drivers to Reduce Streaming Subscription Service Cancellation

## Ad Experience

- SVOD Subscription Tier: Ad-Based vs. Premium
- Trending Use of Basic with Ads Tier for Major SVOD Services
- Reason for Choosing Basic Services with Ads
- Net Promoter Score of OTT Services: Basic Tier vs Premium Tier
- Drivers for Upgrading from Ad-based to a Premium Tier
- Drivers for Upgrading to a Premium Tier by Age of Respondents
- Use of Leading Free Ad-based Video Services
- Reasons for Watching Free, Ad-based Video Services
- Pain Points with Ad-Based OTT Services

## Sign-ups and Subscription Management

- Video Subscription Source
- % of Subscription from Home Services Provider
- Adoption of Value-Added Service Packages
- Preferred Streaming Subscription Aggregator
- Preferred Streaming Subscription Aggregator by Age of Respondents
- Preferred Streaming Subscription Aggregator by Family Size & Children at Home
- Preferred Streaming Subscriptions Aggregator by Technology Adoption Segments

## Bundling Benefits and Value

- Important Benefits Driving Streaming Bundled Service
- Important Benefits Driving Streaming Bundled Services by Children at Home
- Important Benefits Driving Streaming Bundled Service by Age of Child
- Important Benefits Driving Streaming Bundled Services by Technology Adoption Segments
- Important Benefits Driving Streaming Bundled Service by Residence Region

## Video Consumption by Device

- Use of Devices for Video of Any Kind in the Past 30 Days
- Total Weekly Average Video Consumption by Platforms
- Weekly Average Video Consumption by Video Source on TV
- Weekly Average Video Consumption by Video Source on Mobile Phones
- Weekly Average Video Consumption by Video Source on Tablet
- Weekly Average Video Consumption by Video Source on Computer
- Weekly Average Video Consumption by Video Source on Smart Display
- Primary Streaming Video Device
- Demographic Breakdown of Primary Streaming Video Device
- Social/User-Generated Platform Use
- Primary TV OS
- Average Number of SVOD Services by Primary Connected TV Platform Among Subscribers

## Appendix

# Streaming Competition and Profitability: Pricing Models & Retention Strategies

2025

## ATTRIBUTES

Parks Associates  
2301 West Plano Parkway  
Suite 210  
Plano, TX 75075

972.490.1113 phone  
parksassociates.com  
sales@parksassociates.com

Published by Parks Associates  
© 2026 Parks Associates  
Plano, Texas 75075

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

### Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.