

Streaming Competition and Profitability: Pricing Models & Retention Strategies

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.

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AUTHORS

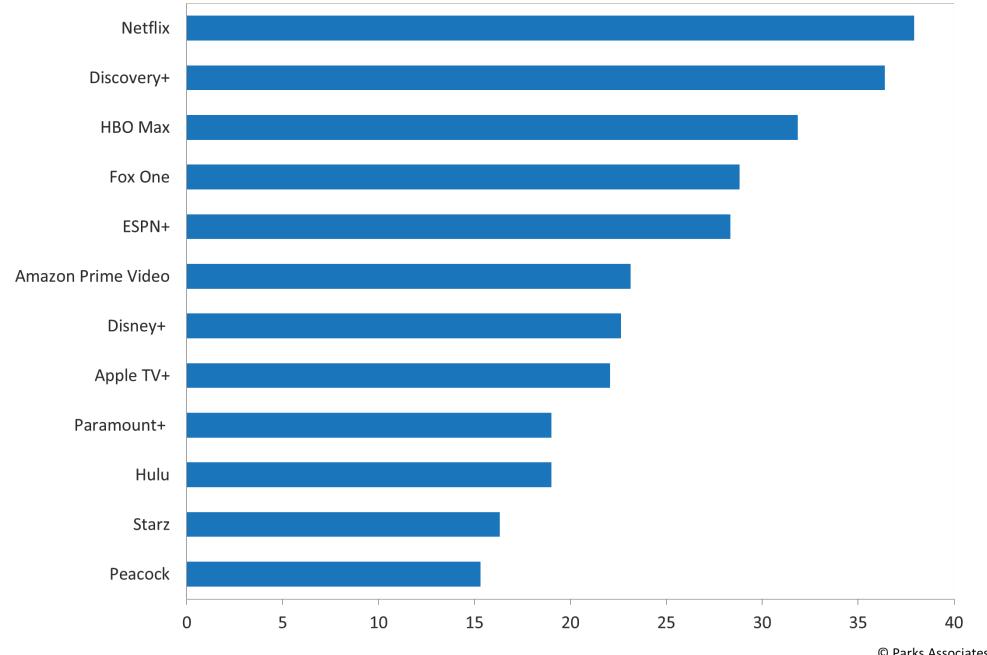
Industry Analysts

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

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

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Streaming Competition and Profitability: Pricing Models & Retention Strategies

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ATTRIBUTES

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

972.490.1113 phone
parksassociates.com
sales@parksassociates.com

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