 parent tested
parent approved™



STREAMING TRENDS REPORT 2023

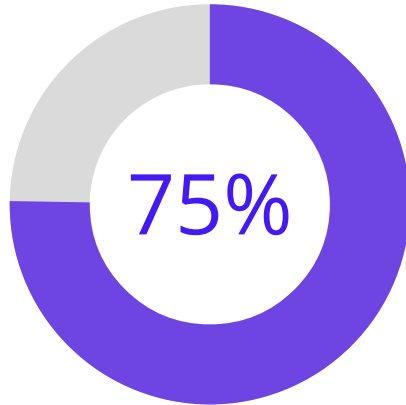
STREAMING SERVICE TRENDS 2023

Introduction

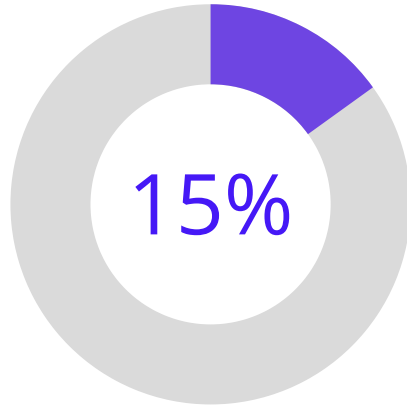
We surveyed select members from our community of more than 250,000 North American parents about their streaming service preferences and habits in 2023.

This is what over 2,000 parents told us.

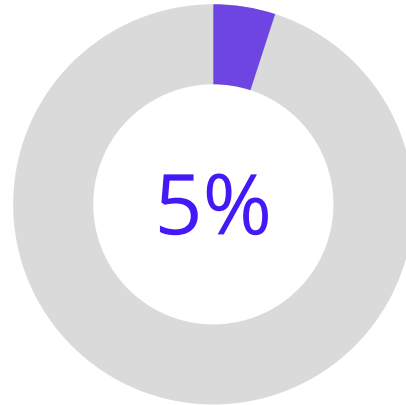
How often do you use a streaming service?



Every day

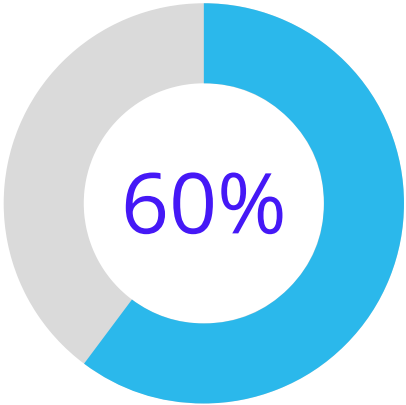


**More than 3X
per week**

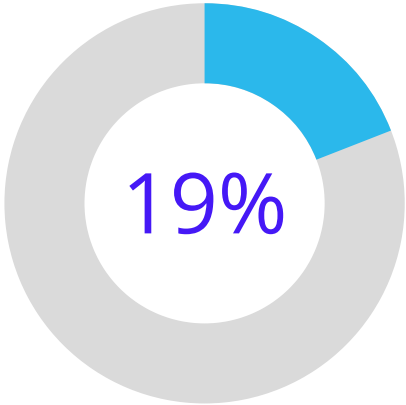


**Several times
per month**

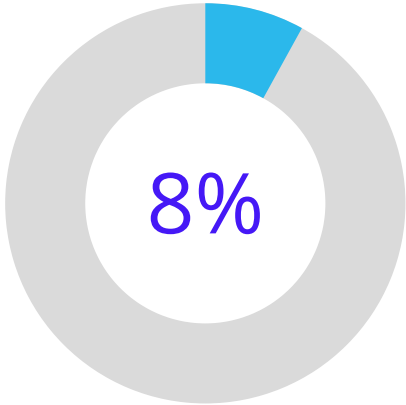
How often do your children use a streaming service?



Every day

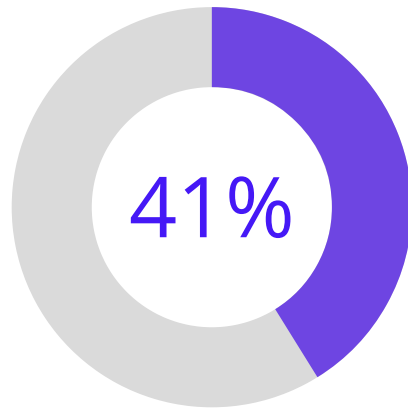


More than 3X per week

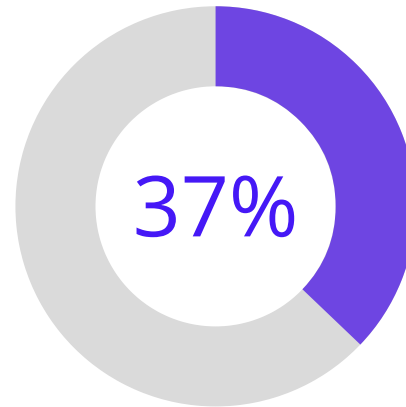


Several times per month

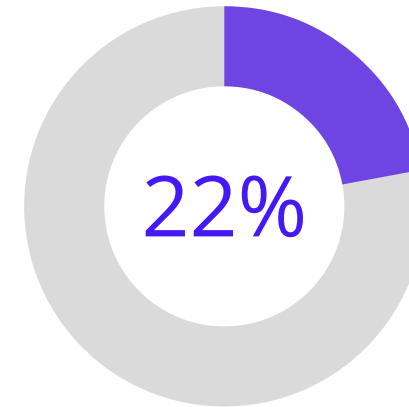
On average, how many hours per week does your family watch streaming?



Under 10 hours

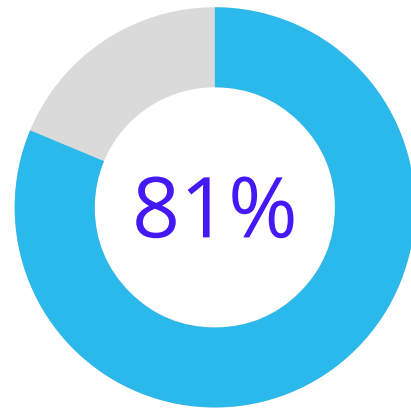


11-20 hours

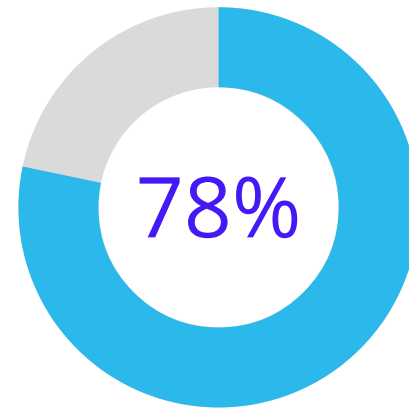


20+ hours

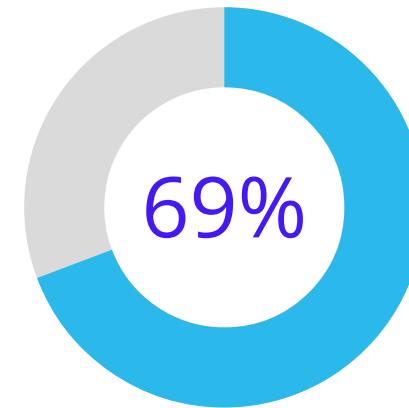
What streaming services do you currently subscribe to?



Netflix



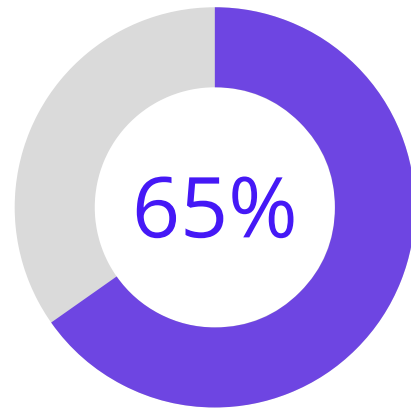
Amazon Prime



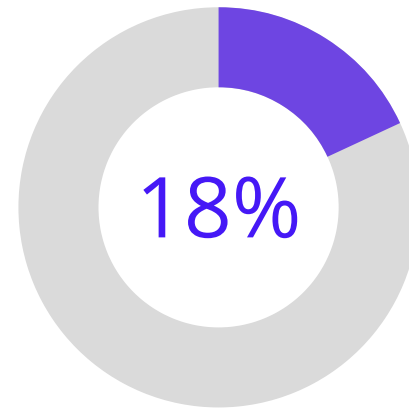
Disney+

Other replies: Hulu 46%, Paramount+ 37%, HBO Max 32%, Peacock 30%, YouTube TV 19%, Apple TV Plus 15%, fubo TV 3%

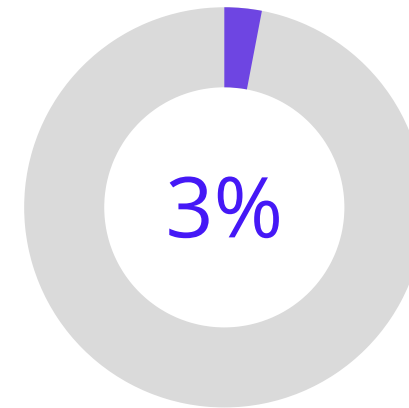
What streaming service has the best children's programming?



Disney +

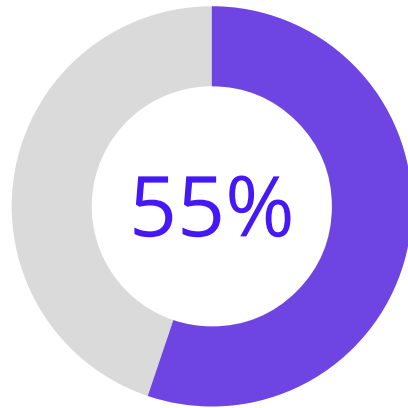


Netflix

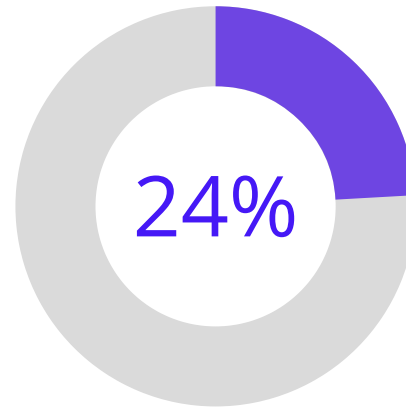


Amazon Prime

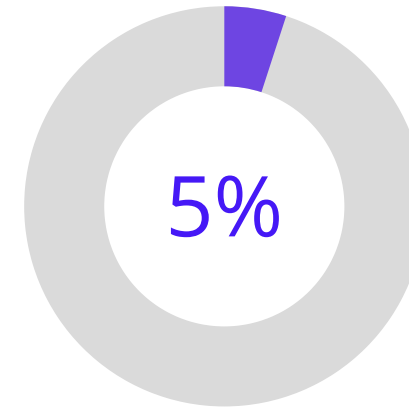
If you could choose only one, what streaming service would you keep?



Disney +

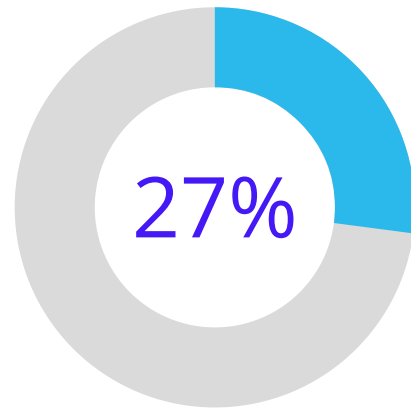


Netflix

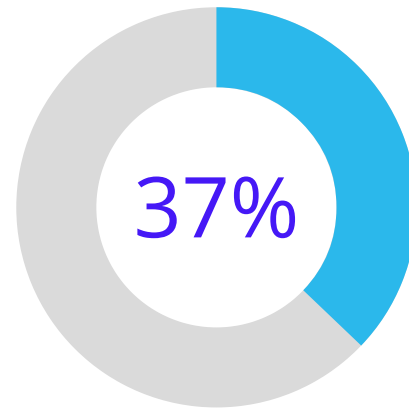


Amazon Prime

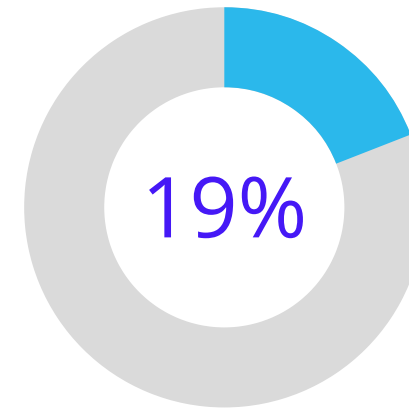
On average, how much do you spend on streaming services monthly?



\$10-24.99

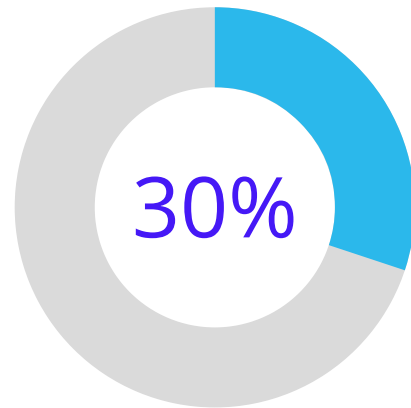


\$25-49.99

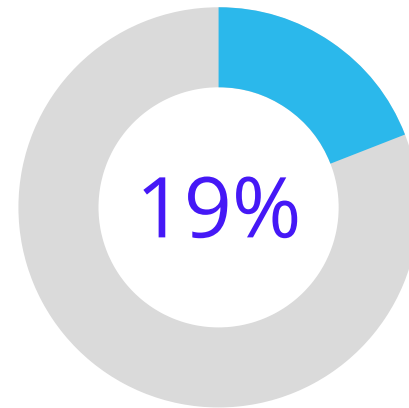


\$50-99.99

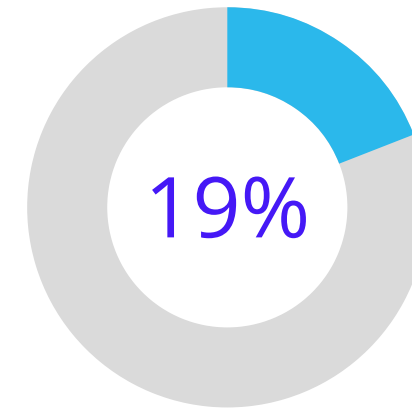
What streaming service provides the most value for your dollar?



Netflix

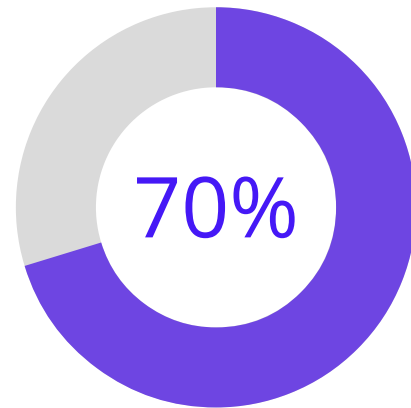


Disney+

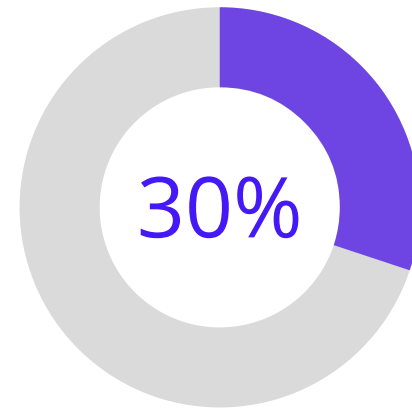


Amazon Prime

Would you support annual or ad-supported platforms if it saved you money?

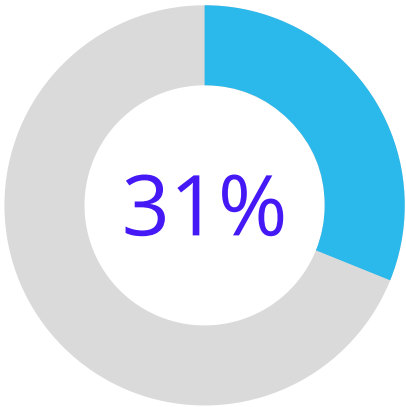


Yes

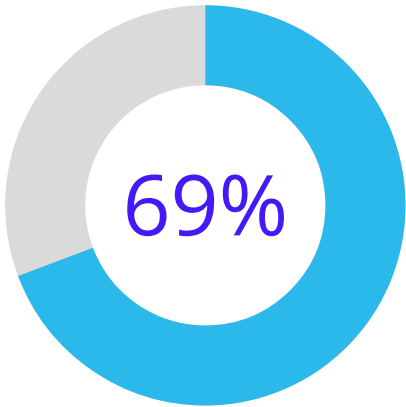


No

Would you be willing to pay more for your streaming subscription?



Yes



No