

THE 2021

STATE OF OTT REPORT

▶▶

WITH MORE PEOPLE STAYING HOME, HOW ARE OVER-THE-TOP (OTT) MEDIA SERVICES RESPONDING? WE'LL LOOK AT CONSUMER BEHAVIOR, ADVERTISER OPPORTUNITY AND OUR SWEETHEARTS OF STREAMING.

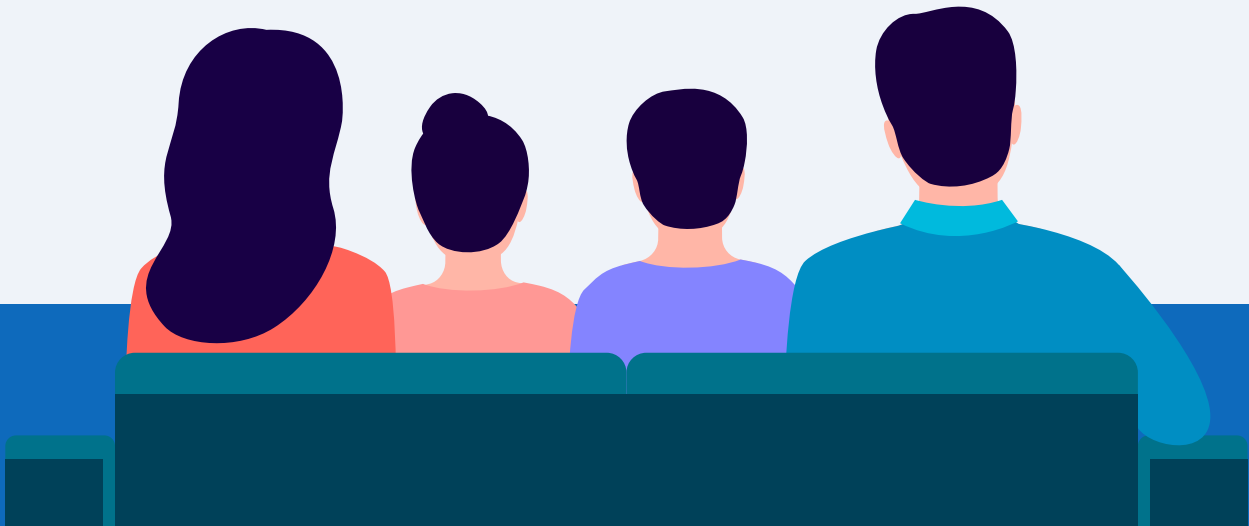


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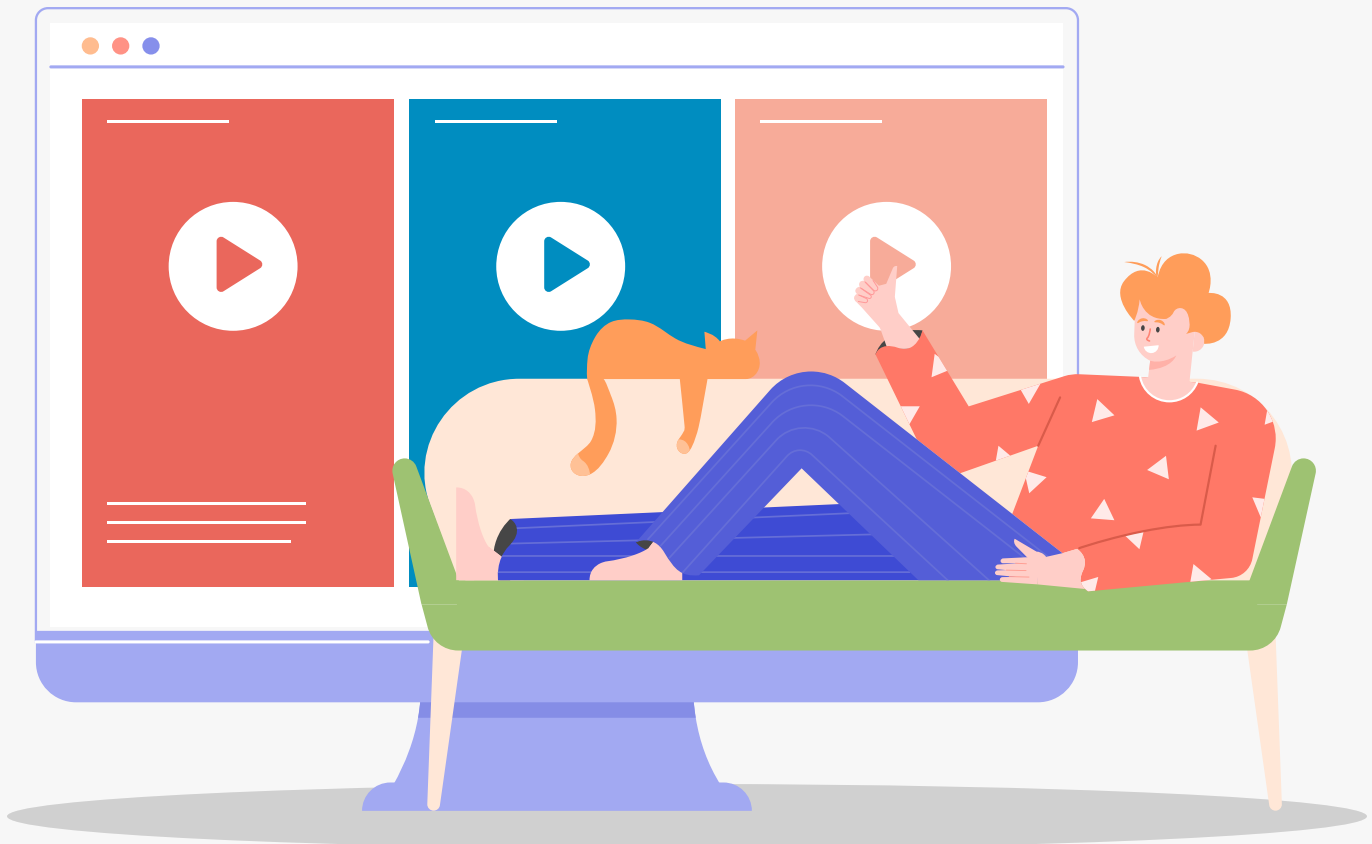
INTRODUCTION

MEET THE WHO, WHAT AND WHERE OF STREAMING

IMPACT OF THE CORONAVIRUS PANDEMIC

SWEETHEARTS OF STREAMING

KEY TAKEAWAYS FOR MARKETERS



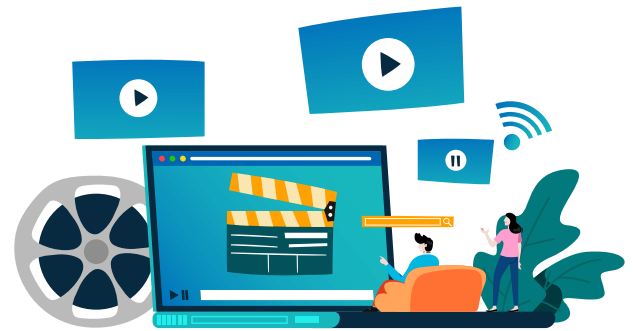


INTRODUCTION

This has been a breakout year for over-the-top media services including Netflix, HBO Now, Hulu and Disney+. Americans are spending more time at home and looking for socially distant ways to entertain – and, with another coronavirus surge underway, it doesn't appear they'll be leaving their living rooms anytime soon.

FACT: 41% NOW WATCH TV THROUGH A STREAMING SERVICE AND STREAMING NOW ACCOUNTS FOR 25% OF ALL TV VIEWED

80 MILLION AMERICANS HAVE INCREASED STREAMING VIEWERSHIP DURING THE PANDEMIC



WHAT DOES THIS MEAN FOR ADVERTISERS?

OTT ad spend is **predicted to hit \$9 billion this year**, up 28% from 2019. This means connecting with streaming viewers is vital to business growth right now. They are a nuanced audience, different from traditional cable TV subscribers, and both capitalizing on and messaging to their personal values and behaviors will lead to maximum ROI.

WHAT'S NEW IN STREAMING IN 2020?

No surprise, the coronavirus pandemic has had a massive impact on viewers who've cycled through Tiger King, Schitt's Creek, The Great British Baking Show and all the other hits that have gotten us through a strange, long year.

As streaming viewership has increased, those looking to cut the cord are a growing segment and Americans have fully embraced the idea of watching what they want, when they want to watch it. We're living in a media world full of disruption and opportunity. OTT is leading the way.

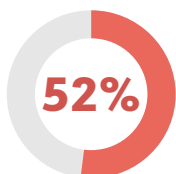
THE WHO, WHAT AND WHERE OF STREAMING

To connect with OTT viewers, you need to drill down on who they are. **We looked at the Resonate AI-driven data on Americans who consume media through a TV streaming service.** This includes more than 13,000 dynamic attributes scaled to 200 million U.S. consumers and goes beyond their flat demographics to get at their values, psychographics, behaviors and motivations.

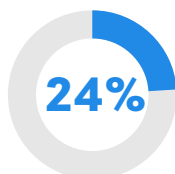
We know that millennials are at the forefront of the switch to streaming with almost 40% of total streaming viewers, do we know what motivates them to watch, when they watch and why? Or what strikes a chord with them in their daily lives? Yes, there's always avocado toast, but Resonate data goes so much deeper.

MEET THE STREAMING SAVVY VIEWER

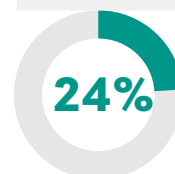
FACT: 141% MORE LIKELY TO WATCH TV THROUGH A STREAMING DEVICE



FEMALE



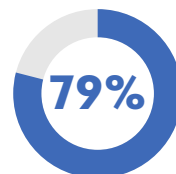
25-34 YEARS OF AGE



\$25-50K ANNUAL INCOME



SPEND 20-40 HOURS ONLINE/WEEK



HAVE SOME COLLEGE OR MORE

MOST-WATCHED NETWORKS



76%



59%



46%

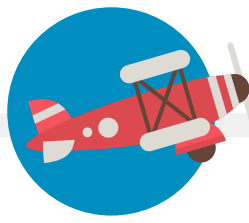


41%

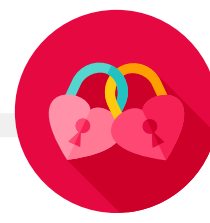
THE STREAMING VIEWER VALUES...



FREEDOM TO BE CREATIVE



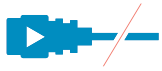
LIFE FULL OF EXCITEMENT AND CHALLENGES



ROMANTIC LOVE

[REQUEST DEMO](#)

THE DATA ON STREAMING VIEWERS



39% HAVE ALREADY CUT THE CORD (38% ARE CONSIDERING!)



23% RENTED 3 OR MORE MOVIES IN LAST 90 DAYS VIA STREAMING



79% WATCH TV BETWEEN 7 PM AND 10 PM



50% CURRENTLY ALSO HAVE CABLE TV



47% WATCH TV VIA ROKU



43% OFTEN BINGE-WATCH* TV



33% ARE ALSO ONLINE ON THEIR PHONE WHILE STREAMING



26% ONLY WATCH TV ON-DEMAND

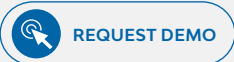
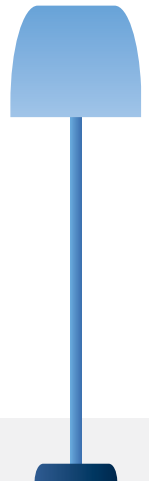
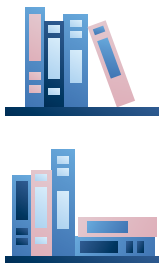


6% ARE LIKELY TO TRY A NEW SUBSCRIPTION IN THE NEXT 90 DAYS

*watch multiple episodes together, one after another

FACT: 31% OF AMERICANS HAVE CUT THE CORD ON CABLE, ANOTHER 39% ARE ACTIVELY CONSIDERING IT

For those who are considering cutting the cord, why? This millennial female audience is looking to save money and watch entire seasons of TV shows.





OTT AND THE IMPACT OF THE CORONAVIRUS PANDEMIC



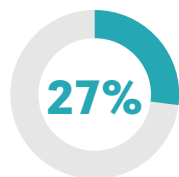
You're sitting at home. Baking bread doesn't get the same rise out of you as it did back in March. You've run out of items to label. Knitting was a little hairier than you'd hoped.

So, you flip on the TV. Scroll through the documentaries. Ah, yes. A new season of Chef's Table sounds much better than cooking again.

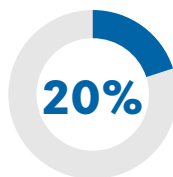
This is why 2020 has been a boon for OTT. **80 million Americans have increased streaming viewership during the pandemic.** Streaming shows have gone viral, resonating with viewers looking for an escape. For context, only 44 million Americans have increased their cable TV viewership during the same time.

We're monitoring viewers in real-time during the pandemic.

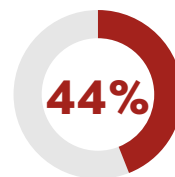
WHICH PROVIDERS ARE VIEWERS WATCHING WHILE STUCK AT HOME?



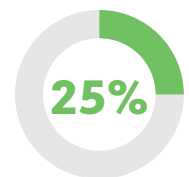
AMAZON PRIME VIDEO



DISNEY+



NETFLIX



HULU

ARE PANDEMIC VIEWERS THE SAME AS YOUR AVERAGE MILLENNIAL STREAMING CONSUMER?

These viewers are demographically similar to most streaming consumers, though they are 40% more likely than the average consumer to be a student. They enjoy going to the movies, living an exciting life and are most likely to watch TV on their phone.



PANDEMIC VIEWERS HAVE TIME TO BINGE-WATCH

64% ARE QUARANTINING AT HOME TO A LARGE EXTENT

98% ARE SOCIAL DISTANCING TO A MODERATE OR LARGE EXTENT

46% BINGE-WATCH TV OFTEN OR ALWAYS



♥ SWEETHEART OF STREAMING

As you may have gathered based on this report thus far, streaming is the sweetheart of 2020 and this will continue in the years ahead. But who's the sweetheart of streaming?

ONE ANSWER: SCHITT'S CREEK

Viewers want laughs and they want normalcy. That translated into 16 million viewers watching Schitt's Creek. And it paid off for Schitt's Creek, as these Canadians not only swept the hearts of American viewers but also the Emmy's, winning nine of the 2020 Emmy's, including Outstanding Comedy Series, Best Lead Actor, Best Lead Actress, Best Supporting Actor and Best Supporting Actress. A good year for the Levy family, indeed.

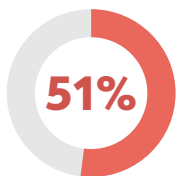
WHO IS THE AVERAGE SCHITT'S CREEK SUPERFAN?

182% MORE LIKELY TO WATCH ON STANDARD TV

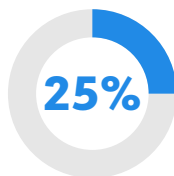
28% MORE LIKELY TO BINGE-WATCH SOMETIMES



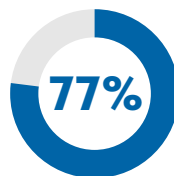
TOP SUBSCRIPTION IS NETFLIX



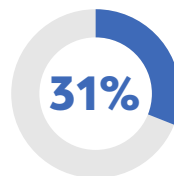
FEMALE



25-34 YEARS OF AGE



HAVE SOME COLLEGE OR MORE



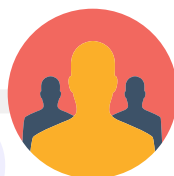
SPEND 20-40 HOURS ONLINE/ WEEK



\$25-50K ANNUAL INCOME

ALSO WATCHES KIDDING, SUPERSTORE, AMERICAN IDOL AND BLACKLIST

THE SCHITT'S CREEK VIEWER VALUES...



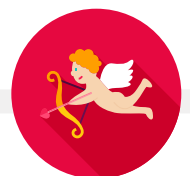
INFLUENCE



AUTHORITY



ACHIEVEMENT



ROMANTIC LOVE



▶ KEY TAKEAWAYS FOR MARKETERS IN THE OTT SPACE

How can marketers adapt and capitalize on the OTT boom? This season provides the opportunity for networks to blast off ahead of the curve – if they're prepared with the data and insights necessary to take advantage of the opportunity.

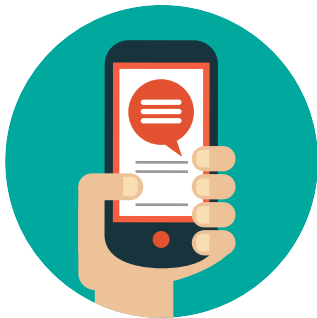
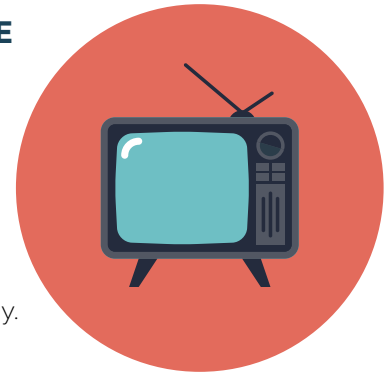


STAY UP-TO-DATE ON CONTINUOUS SHIFTS

Networks need to stay up-to-date on the continuous shifts within the streaming world. As viewers continue to stay home, consumption will continue to rise – but will it look the same? We don't have precedent for the unprecedented and Resonate's fresh, relevant audience data at the individual level is the only way to stay competitive in an increasingly saturated market.

MAXIMIZE AUDIENCE VALUE

Marketers must understand audience shifts and recognize that reaching these consumers will require actionable, real-time audience intelligence. Resonate's 360-degree, holistic data gets at the granular nuances and dynamic insights that can help advertisers maximize audience value and increase market share and retention, while also helping content creators tell the right story to the right audience in the right way.



TRACK CONSUMER CONSUMPTION NOW

With more consumers at home, how will that affect viewing habits? Are they more likely to flip on the TV rather than watch on their phone? Resonate provides the real-time insights that allow media companies to meet their viewers where they are consuming content now, whether that is traditional TV, CTV, streaming devices, mobile devices and more.

CHANGES ARE ACCELERATING QUICKLY IN 2021: ARE YOU PREPARED TO KEEP UP?

As we move into 2021, these changes will accelerate even faster. Viewers will be facing even more choices in the streaming space and in-home viewing behaviors will continue to shift in the months and year ahead. OTT services can't afford to make marketing, product and advertising decisions based on 2020 insights. Resonate's real-time, granular audience intelligence is the way forward – are you with us?

ABOUT RESONATE

Resonate is a pioneer in AI-driven consumer data & intelligence. The Resonate Ignite Platform seamlessly enriches any data with the deepest understanding of the U.S. consumer and then integrates into the marketing ecosystem to drive insights into action. Resonate Elements, our proprietary consumer data set, has more than 13,000 attributes, including the Human Element that describes why consumers choose, buy or support certain brands, products or causes. Hundreds of leading brands and agencies use Resonate to better understand their customers and prospects and power decision-making from strategy and execution to drive growth and revenue across the customer lifecycle.