

## Streaming Trends in the USA: How Are Platforms Responding?

In a highly competitive landscape, **streaming platforms in the United States** face two key challenges: attracting new subscribers and reducing **cancellation rates** (churn). To tackle this, they employ strategies including diversified pricing, bundle deals, targeted promotions, and customized content aligned with viewer preferences.

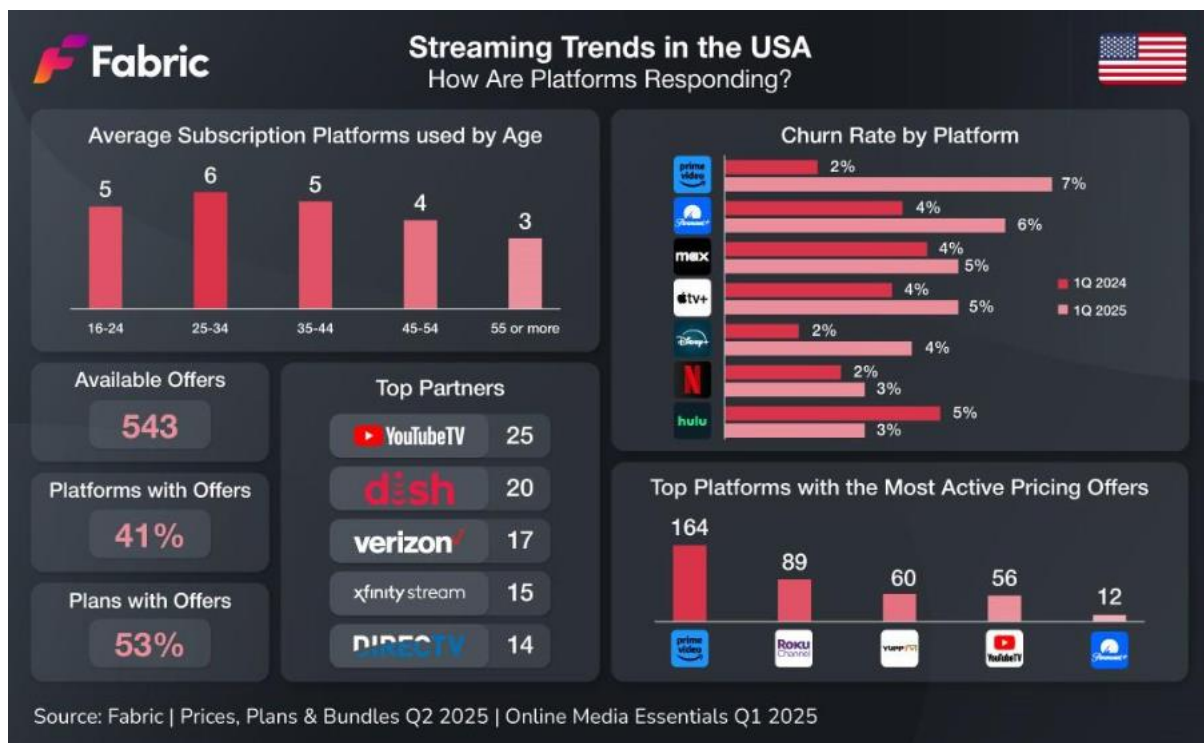
### Subscription Prices and Promotional Offers

On average, **ad-free streaming plans** in the USA cost USD 19.46, while **ad-supported options** average USD 16.81—representing a **14% saving** for viewers willing to watch ads.

The saving is lower compared to other regions. In EMEA, ad-free plans are on average 17% cheaper, at USD 16.66.

Major platforms like [Disney+](#), [HBO Max](#), and [Prime Video](#) offer discounts during key events such as **Black Friday** and **Prime Day**, as well as targeted offers for students, young adults and people who receive public assistance. While 72% of platforms still provide **free trials**, limited-time price promotions are gaining ground (18%). Examples include:

- [Disney+](#) and [Hulu bundle](#) at USD 2.99 (Plan with ads, March 2025)
- Early annual deals from [HBO Max](#)
- Prime Day discounts on [Prime Video](#) channels
- Frequent promotional pricing from [MUBI](#) every 3–4 months



## Strategic Partnerships and Bundled Services

In the USA, 43% of platforms maintain **commercial partnerships**, most commonly (55%) with **telecom operators**. Cross-platform bundles also stand out—[Prime Video](#) integrates over 160 additional channels, and packages like [AMC+ & Discovery+](#) are available for USD 13.99 per month.

Individually, each ad-free subscription costs USD 9.99, so the bundle represents a **30% savings** for users. These bundled offerings might help reducing churn. When multiple services are accessed through a single entry point, cancelling becomes less attractive, as users risk losing more than just one subscription. [HBO Max](#) leads in bundle adoption, followed by [Paramount+](#), [Starz](#), [MGM+](#), [Disney+](#), and [AMC+](#).

## Churn Rates and Reasons for Cancellation

Despite ongoing retention strategies, **churn remains a challenge**. In **Q1 2025**, churn rates increased across major platforms—including **Prime Video**, **Netflix**, and **Disney+**. The only exception was **Hulu**, which saw a **35% decrease** in churn during the same period.

Across all platforms, **pricing** is the most cited reason for cancelling. 47% of former [Netflix](#) subscribers, 45% of [HBO Max](#), and 40% of [Disney+](#) users said the service was too expensive. Other frequently mentioned reasons include:

- Completion of a specific series or season

- Limited variety in available content
- Budget constraints
- Lack of time for regular viewing

### Viewer Behaviour by Age Group

When analysing **viewer habits by age**, the number of active users decreases with age. Users aged 25–34 typically access to an **average of 6 platforms**, while those over 55 subscribe to just **3**.

This pattern reinforces the value of **streaming bundles** that centralize content access, reducing the possibility of cancellation due to offer fatigue or service complexity.

### Retention Strategies and Content Offering

To improve retention, platforms need to consider more than just pricing. For **distributors and content producers**, the strongest titles will be those that:

- Maintain sustained interest over time
- Are part of attractive **bundle packages**
- Reflect the preferences of specific age groups

Gaining new subscribers is no longer enough. The priority is long-term **viewer engagement**—delivering offers that align with audiences' preferences, habits, and financial realities.