



Q4 2025 TiVo Video Trends Report:

WATCHING SMARTER

The Rise of Fine-Tuned Value Viewing



INTRODUCTION

The Q4-2025 TiVo Video Trends Report indicates that the North American video ecosystem has reached a state of equilibrium characterized by extensive options, robust engagement, and heightened consumer discernment. During the fourth quarter of 2025, households accessed an average of over 10 video services, marking a return to double-digit adoption following a brief decline last year. This usage included nearly 7 paid and 4 non-paid services per household. Notably, 71% of respondents reported that their current number of services feels “just right,” although the proportion who believe they have “way too many services” rose by 7%, highlighting increased friction as choices proliferate.

Despite ongoing economic challenges, video entertainment remains a resilient priority for consumers. Monthly entertainment expenditures increased to \$161, reflecting year-over-year growth, while daily video consumption exceeded 5 hours, nearly an hour more than in Q4 2024. Viewing patterns are increasingly fragmented: SVOD now constitutes 27% of total viewing time, and AVOD/FAST usage expanded to 13%, signaling a shift toward lower-cost and free alternatives. Local content and live sports continue to serve as foundational anchors, with local programming comprising almost 30% of total viewing time—an increase of nearly five points year-over-year—and 59% of sports viewers primarily relying on Pay TV, affirming its strategic importance.

Consumer behavior further demonstrates increased price sensitivity and proactive management of entertainment choices. More than 35% of respondents routinely reassess their entertainment spending, and 54% now utilize ad-supported SVOD tiers. Additionally, discovery behaviors underscore the effects of choice overload: 40% of viewers consult two or three apps before selecting content, while word of mouth (49%) and social media (40%) have become equally influential as platform-driven recommendations.

Collectively, these patterns depict a dynamic video landscape shaped by abundance, evolving expectations, and consumers who are increasingly focused on maximizing value across a diverse ecosystem.

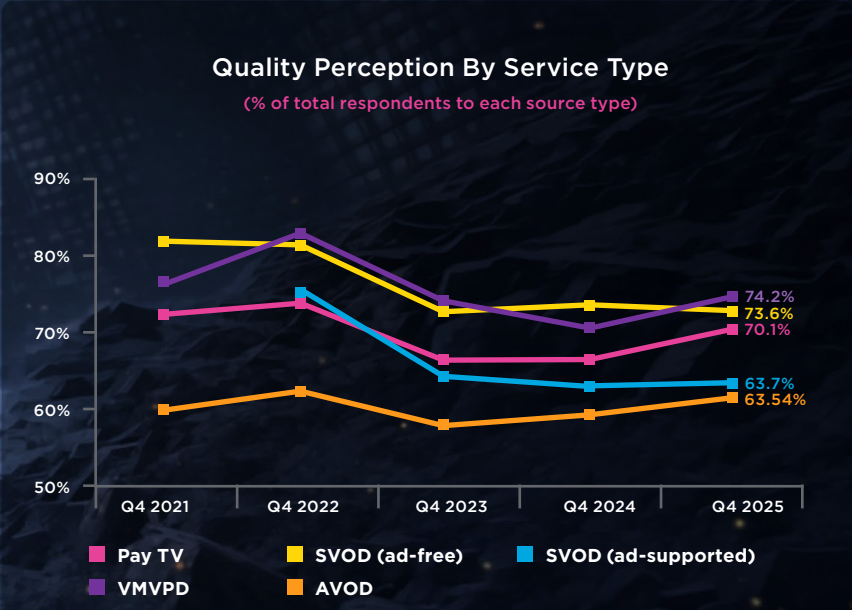
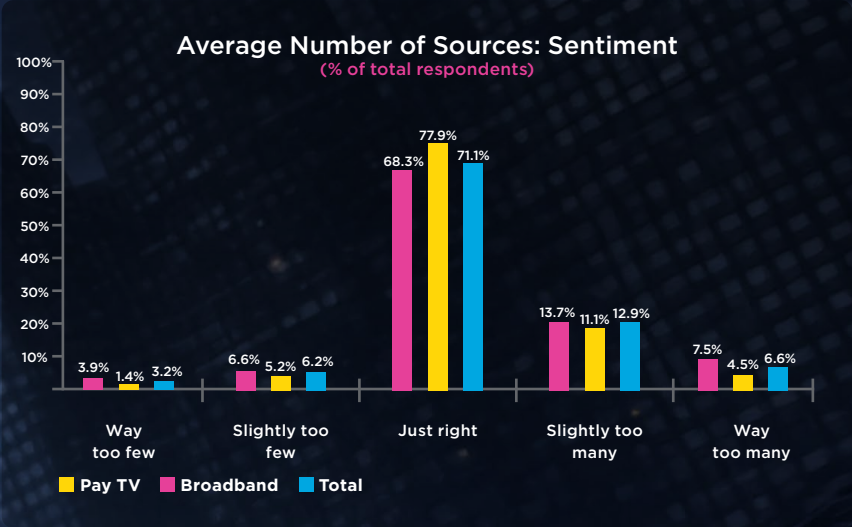
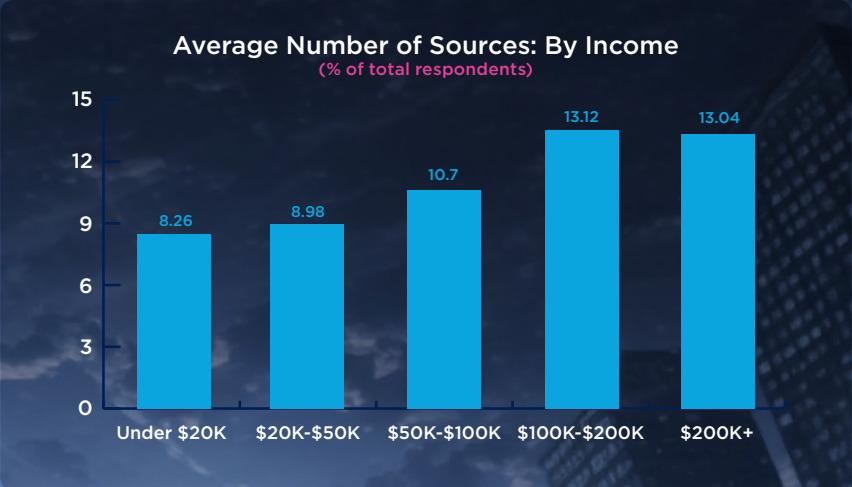
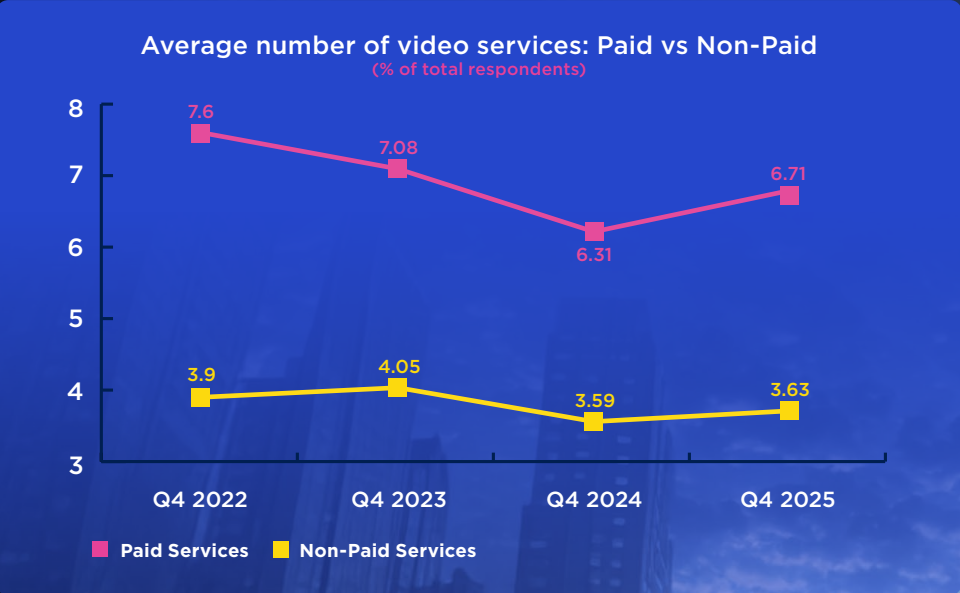


TABLE OF CONTENTS

Average Service Usage	3
Average Spending Update	4
Daily Viewership Update	5
Sports Content and Viewership Update	6
Smart TV Update	7
Discovery Dilemma	8
In-Car Video	9
Pay TV Update	10
SVOD Update	11
TVOD	12
AVOD/FAST	13
Advertising	14
Conclusion	15

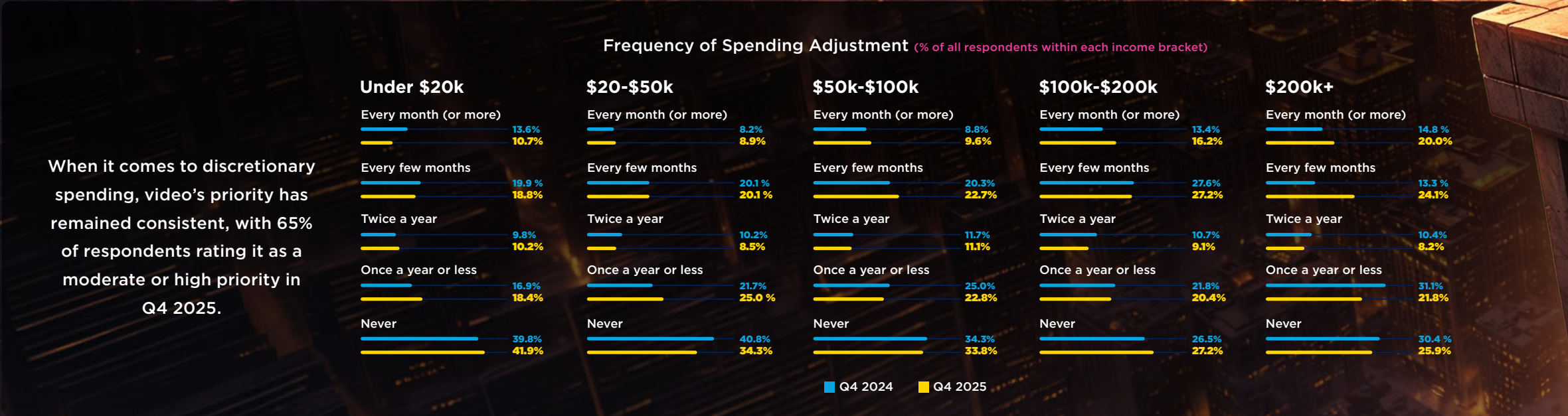
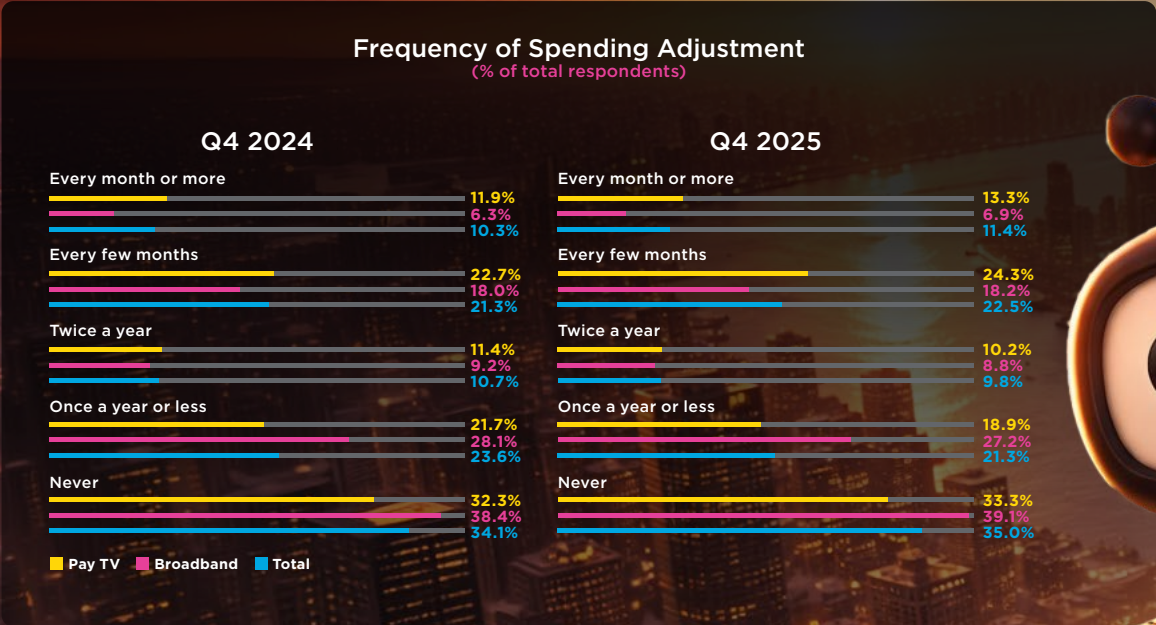
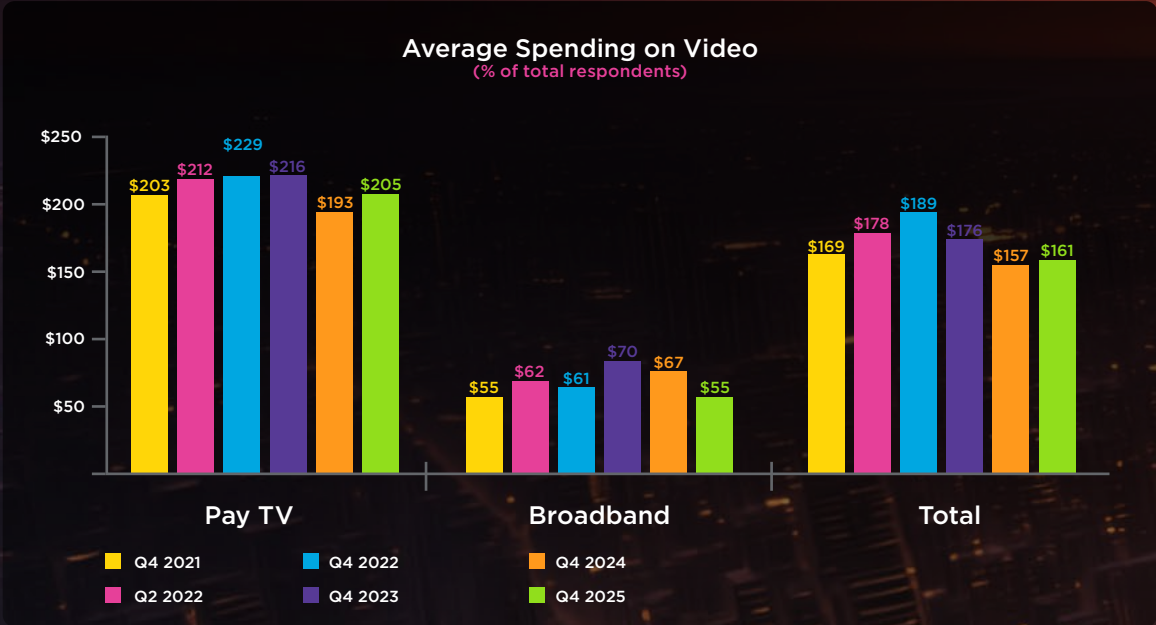
AVERAGE NUMBER OF SERVICES REVERTS BACK TO DOUBLE DIGITS

Respondents currently use an average of just over 10 sources. A strong majority of respondents feel the number of services they have is ‘just right’, with the share of those who feel they have too many services increasing year-over-year. Respondents perceive most services as higher quality than in Q4 2024, with the exception of both ad-supported and ad-free SVOD.



DESPITE ECONOMIC WOES, VIDEO REMAINS A CONSIDERABLE VALUE; AVERAGE SPENDING ON VIDEO INCREASES.

Overall video spending increased slightly year-over-year, up to \$161.17. 35% of respondents do not plan to evaluate their spending on entertainment in the foreseeable future, relatively consistent with last year.



When it comes to discretionary spending, video's priority has remained consistent, with 65% of respondents rating it as a moderate or high priority in Q4 2025.

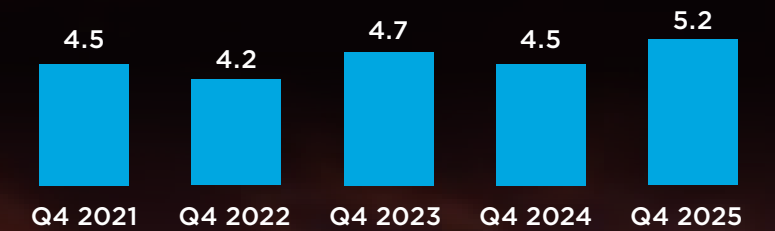


DAILY VIEWERSHIP INCREASES TO ROUGHLY 5 HOURS LOCAL CONTENT APPROACHING 1/3 OF DAILY VIEWING



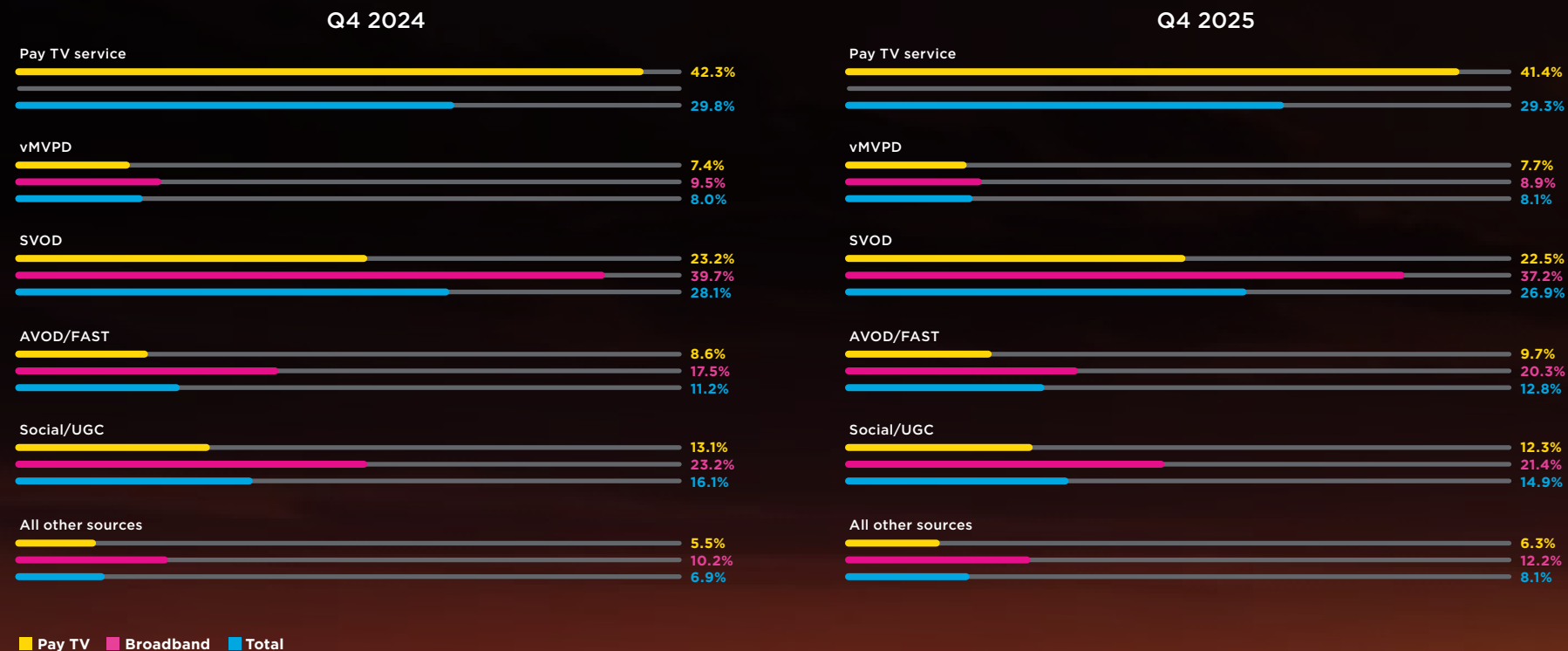
Respondents reported watching just over 5 hours of video per day, increasing by almost a full hour year-over-year. In parallel, respondents noted that local content makes up roughly 35% of their daily viewing time, up about 5% year-over-year, and that 14% of total viewing time in Q4 was spent watching foreign-produced programming from creators outside of their home country/region (an increase of about 6% year-over-year).

Average Daily Viewing
(% of total respondents)



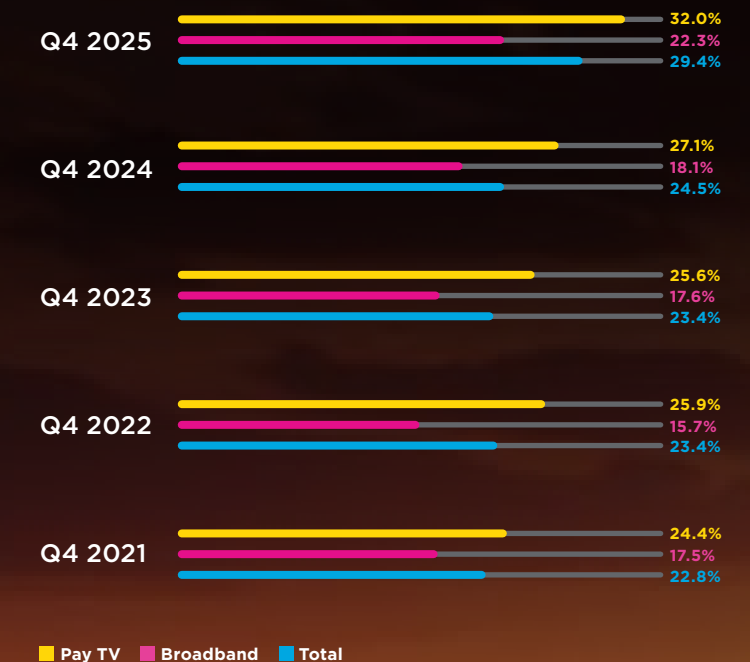
Breakdown of time spent watching different sources

(responses add up to 100%)



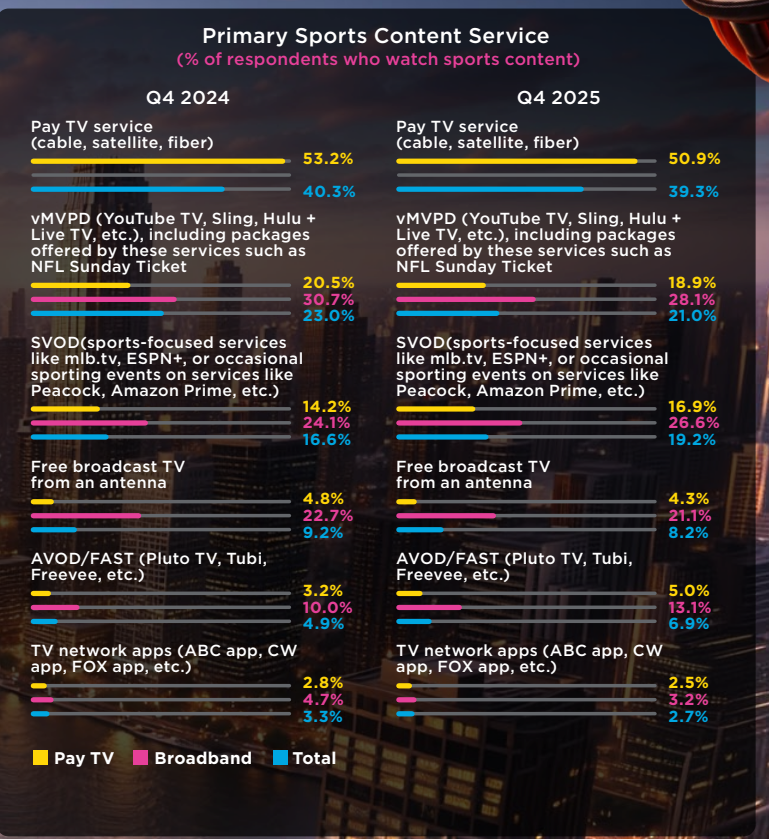
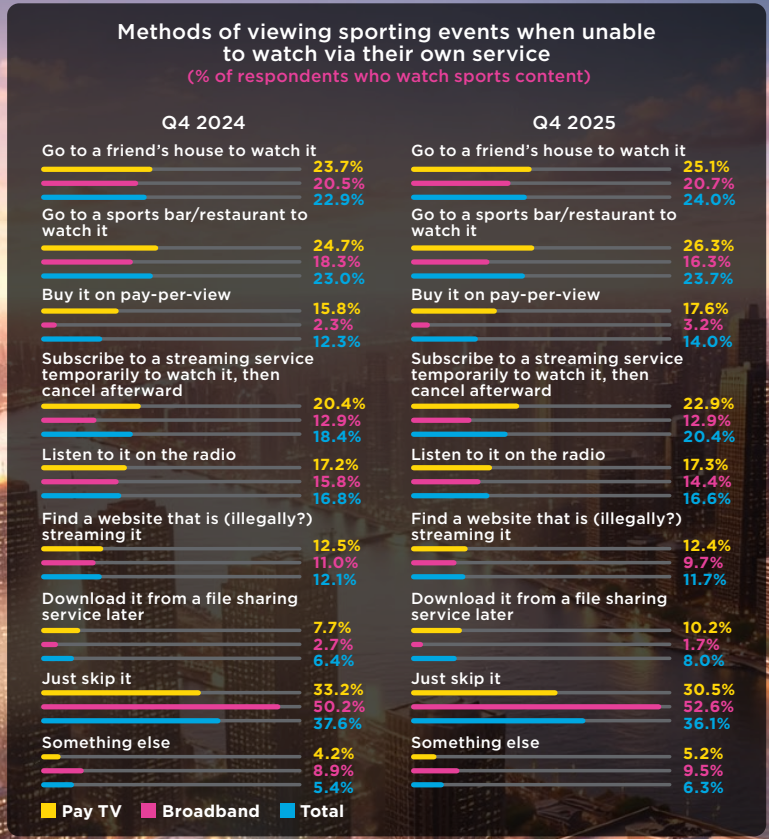
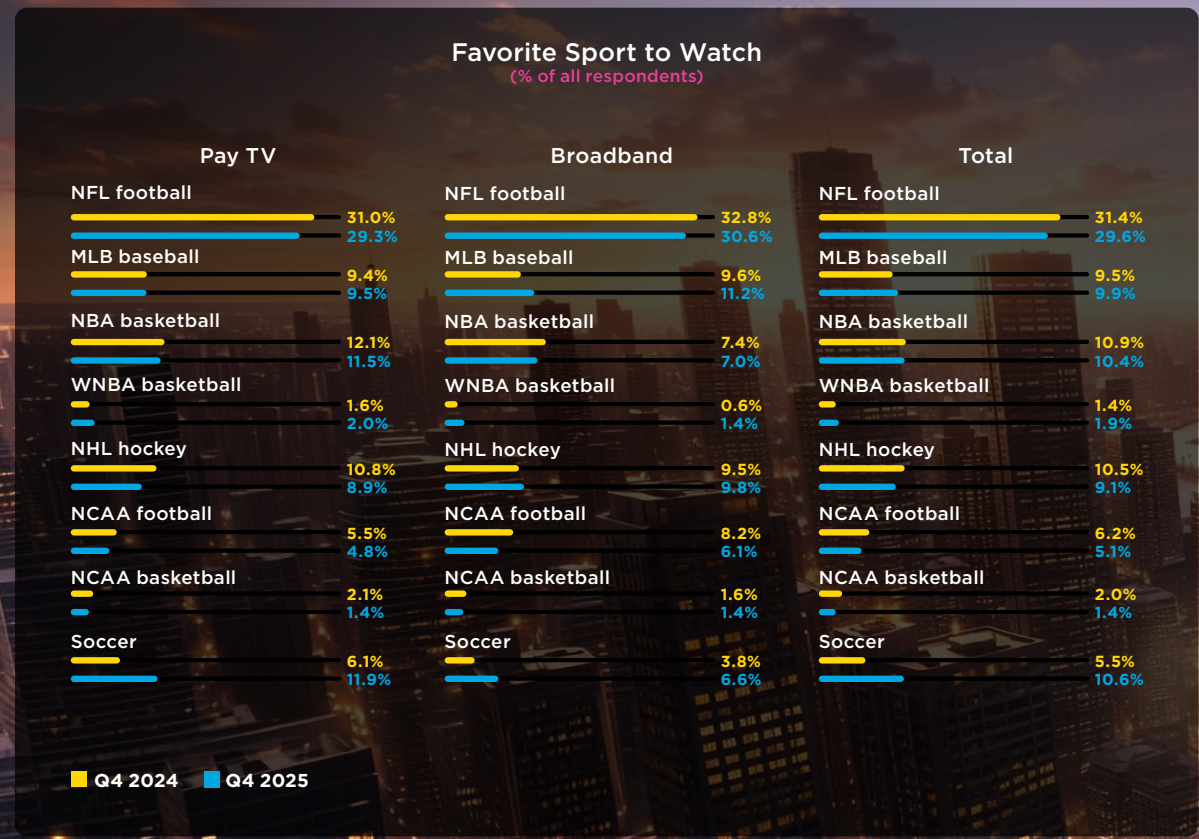
Importance of Local Content

(% of all respondents)



A SIGNIFICANT PORTION OF SPORTS VIEWERS STILL STRUGGLING THROUGHOUT THE SEASON; OVER 1/3 WILL SKIP IF NOT READILY AVAILABLE

Of the 77.9% who actively watch sports, only 62.8% of respondents are able to watch all of the games or events for their favorite sport with the sources they currently have. This year, 58.6% of sports viewers note that a Pay TV service is the primary way they consume sports content, up significantly from 40.3% in Q4 2024. They also noted that the number of services needed to watch their favorite sports increased to 2.7 (up from 2.4 last year), reflective of ongoing fragmentation in sports content. Finally, as we approach the World Cup in the summer of 2026, respondents noted following soccer more closely than in previous reports.

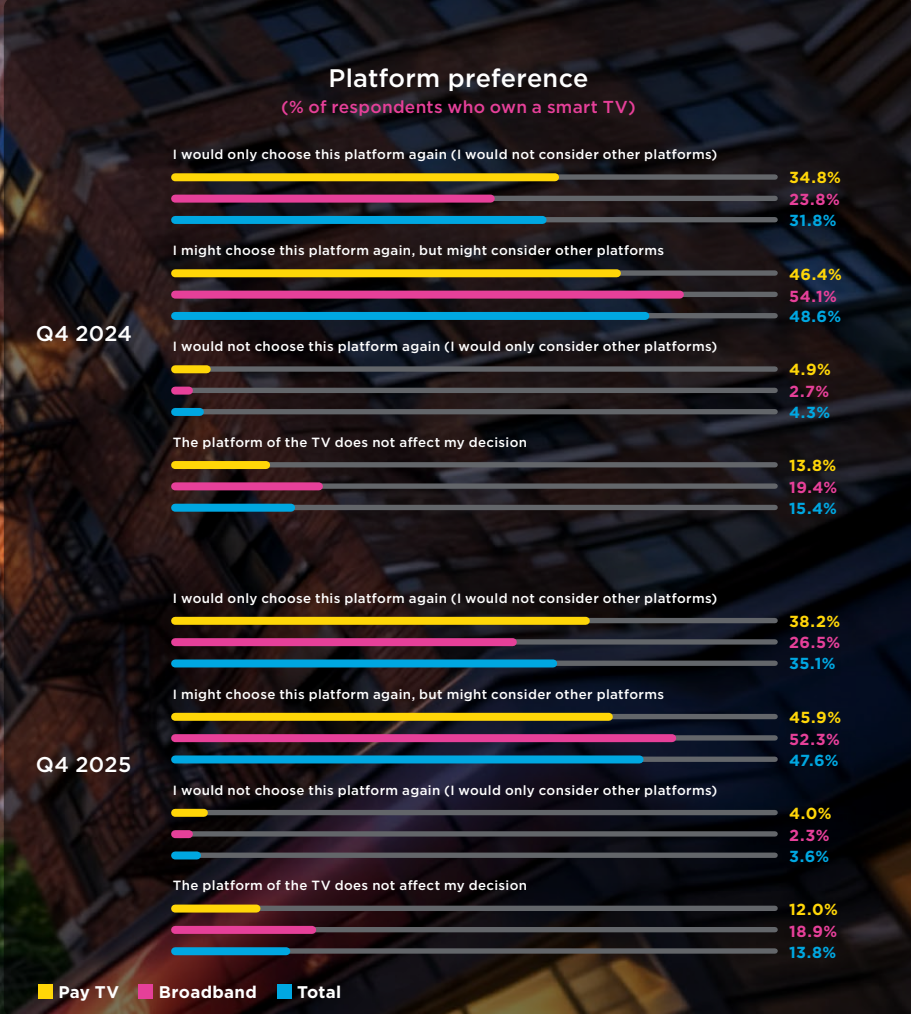
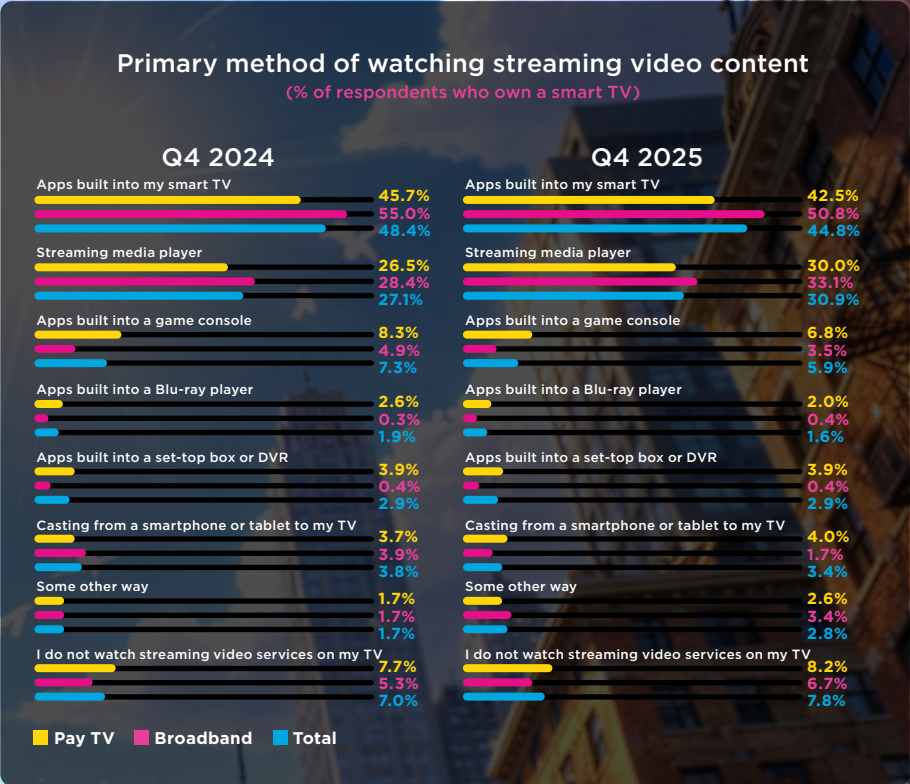
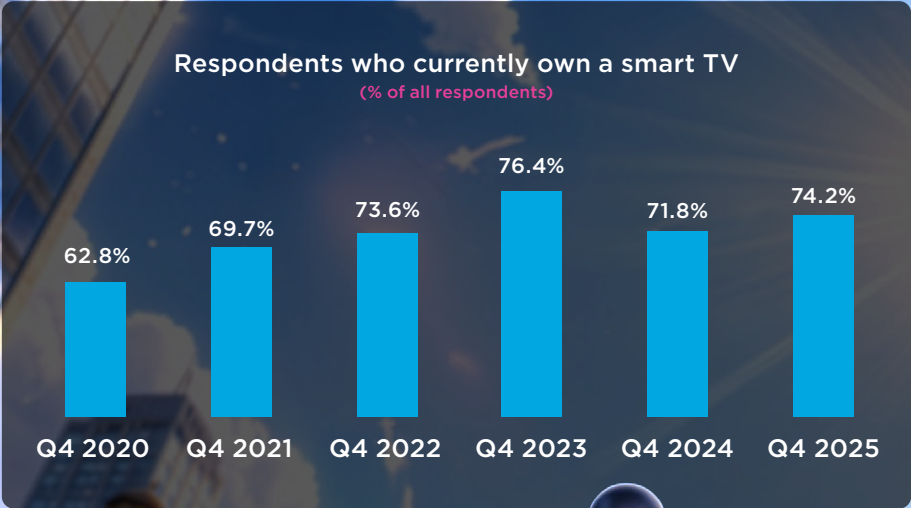


68.6% of sports watchers feel as if it's gotten harder to watch sports, and 36.0% of sports viewers will skip an event if not available via their video sources. At the same time, 41.8% noted that they have extra budget for, and are willing to pay extra money to obtain, additional services to watch their favorite sport or team (an increase from 37.6% YOY). Only 56% noted that their "favorite team" to watch is a local team.



SMART TV OPERATING SYSTEMS BECOMING INCREASINGLY IMPORTANT TO FUTURE PURCHASES

74.2% of respondents currently own a smart TV, a slight increase from Q4 2024. Of that population, 75.0% use the embedded operating system to navigate their experience as either a primary or secondary method. 35.1% of respondents noted that the platform (or operating system) would have a significant impact on a future smart TV purchase decision, remaining relatively consistent YOY.



3% NOTE USING AI TO DISCOVER NEW SHOWS; JUSTWATCH THE MOST COMMONLY USED COMPANION APP

Consistent with the previous year, 40.0% of respondents noted searching through an average of two or three apps before settling on something to watch (while 28% reported only searching one app). Word of mouth remained the top method of discovery in Q4, followed by commercials and social media. At the same time (and despite not being listed in the chart below), 3% of respondents noted for the first time that they’ve begun utilizing publicly available AI search tools (ChatGPT, Google AI/Gemini, etc) to discover new video content.

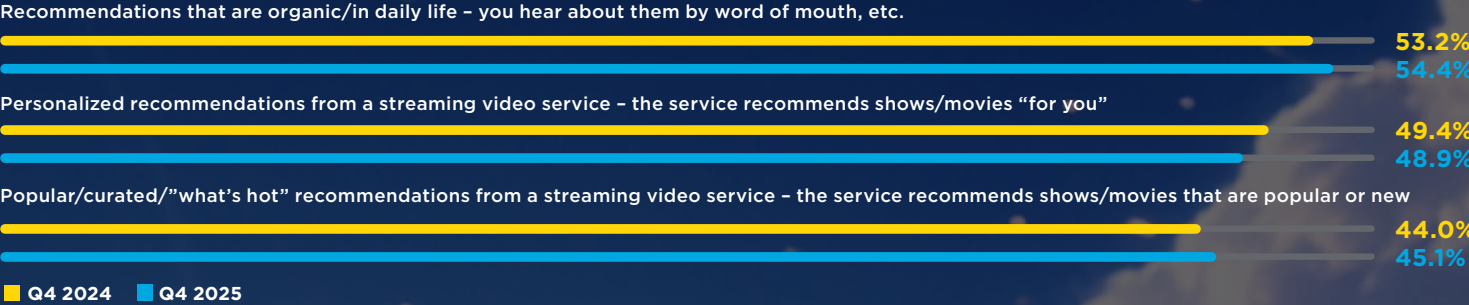
Top Methods of Discovery

(% of all respondents, check all that apply)



Relevance of Content Recommendation Methods

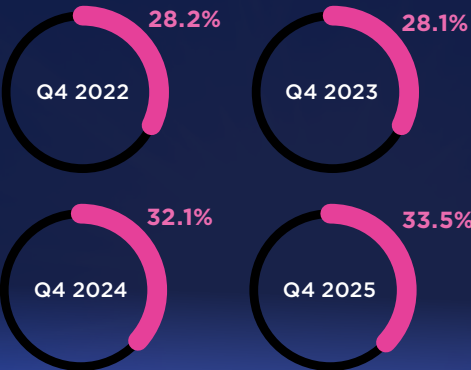
(Moderate or very relevant)



Companion app usage has increased slightly to 33.5% in Q4 2025. JustWatch surpassed TMDB as the most commonly used companion app in Q4 2025. IMDB Content: 37.6% use IMDB in Q4 2025, remaining consistent year-over-year

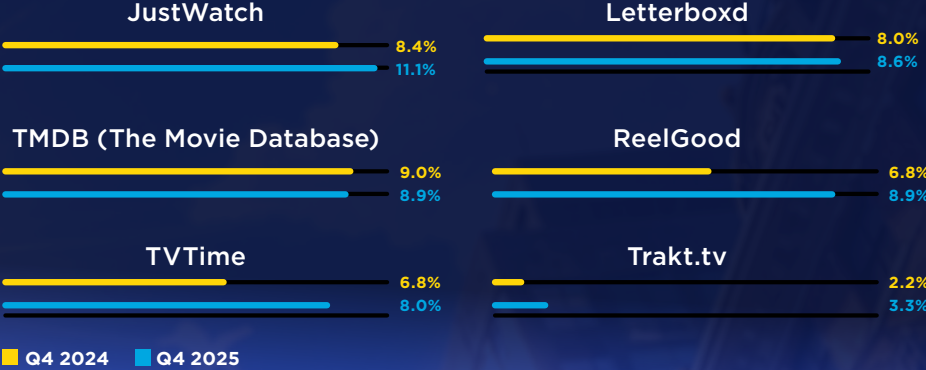
Companion App Usage

(% of all respondents)



Most Commonly Used Companion Apps

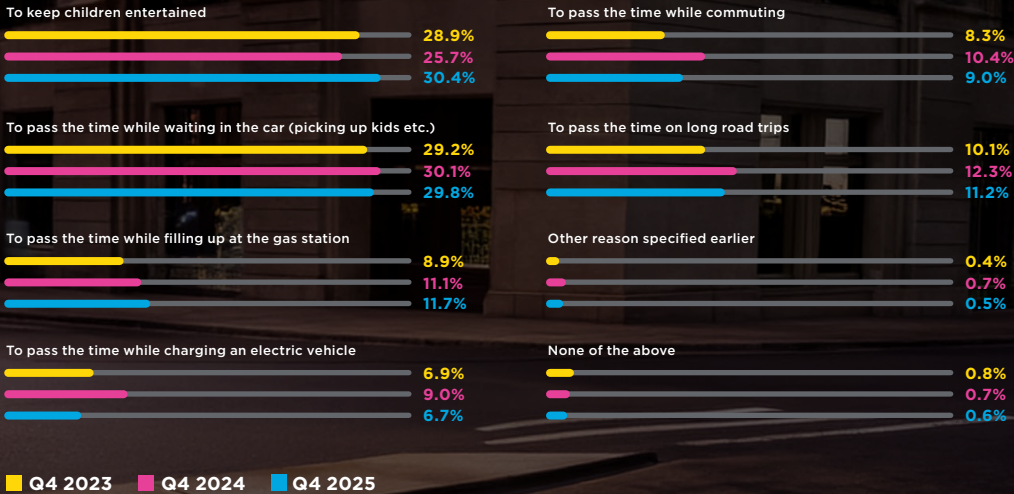
(% of all respondents, check all that apply)



46% OF CAR OWNERS REPORTED WATCHING VIDEO IN-CAR; DELTA BETWEEN AUDIO AND VIDEO SLOWLY GETTING SMALLER

When looking at entertainment consumed in the car more generally, respondents spend 64.1% of time on audio, and 38.5% on video content. 46.2% of respondents who own a car report that video is watched in their vehicle. This is an increase from 44.4% in Q4 2024. 76.8% of those who watch video in the car do so at least a few times a month, a slight increase from 75.1% in Q4 2024.

Main reason for watching video in the car
(% of respondents who watch video in the car)



41.8% of car owners report that video is watched when the car is parked, while 31.7% note that it is watched when the car is in motion.

35% of car owners are interested in having a built-in screen that can play video in the front cabin of their next car, an increase from 31.5% last year. 39.5% are interested in a built-in video screen in the rear cabin, a slight increase from 37.8% in Q4 2024. In both cases, over 60% are not interested in a video screen in their car.

56.7%

of those who watch in the car, do so while in the front passenger seat. Compared to 58.9% in Q4 2024.

52.7%

of those who watch in the car, do so while in the rear passenger seat. Compared to 51.6% in Q4 2024.

53.9%

of content is watched on a smartphone, 19.8% on the main display in the front cabin, and 16.3% on a tablet. Compared to 56.4%, 16.8% and 16.8% respectively during Q4 2024.

37.7%

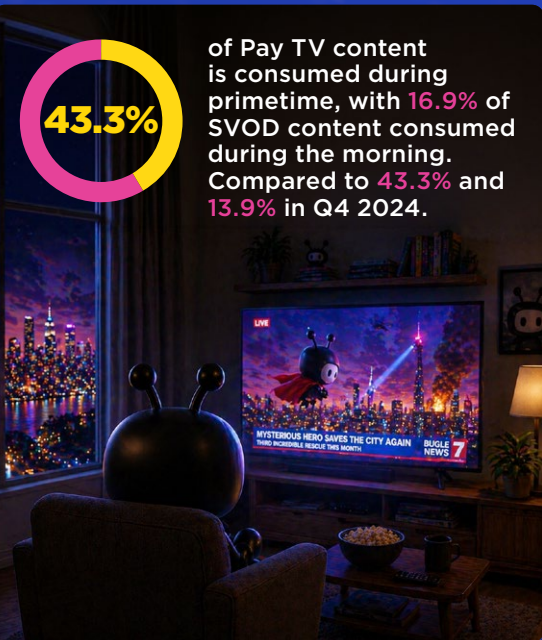
of content is watched on a smartphone, 12.1% on the main display in the front cabin, and 22.4% on a tablet. Compared to 40.9%, 9.1%, and 26.7% respectively during Q4 2024.



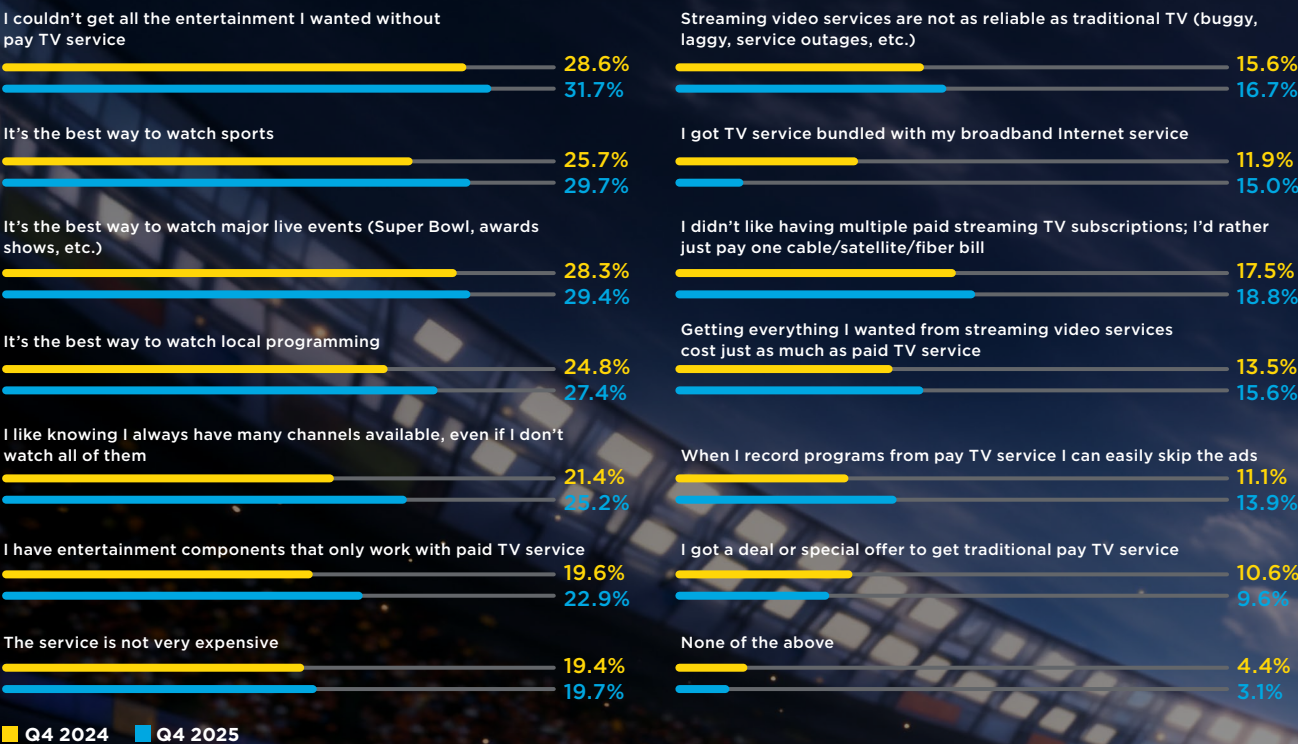
OVER A QUARTER OF PAY TV SUBS ARE REVIVERS; NOTING BUNDLE OPTIONS, SPORTS/LIVE EVENTS, AND LOCAL CONTENT AS TOP DRIVERS

26.2% of respondents plan to cut the cord in the next 6 months, while 27.3% noted that they had cut the cord and then later resubscribed, remaining relatively consistent over the past several years. The churn risk for Pay TV is largely consistent year-over-year.

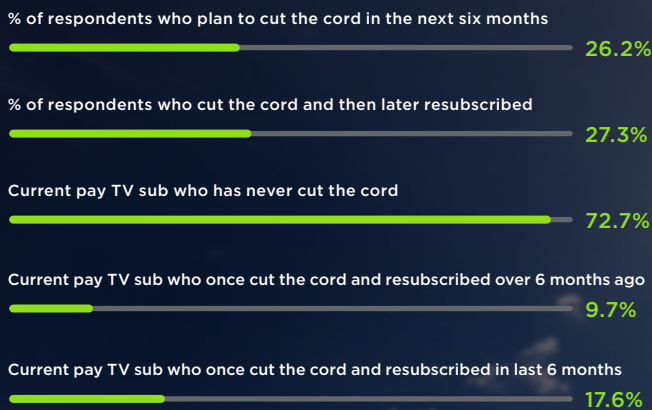
Distribution of Pay-TV Content
(% of all respondents who use Pay-TV)



Reasons Respondents Resubscribe After Previously Cutting the Cord
(% of all respondents who use Pay-TV)



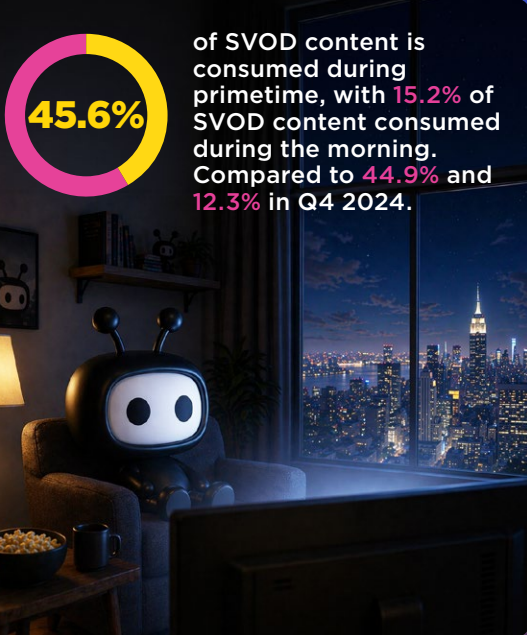
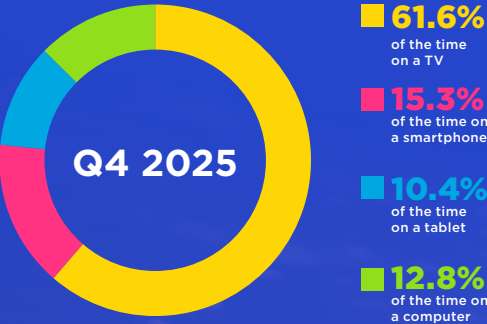
Churn Risk for Pay TV
(% of all respondents who use Pay-TV)



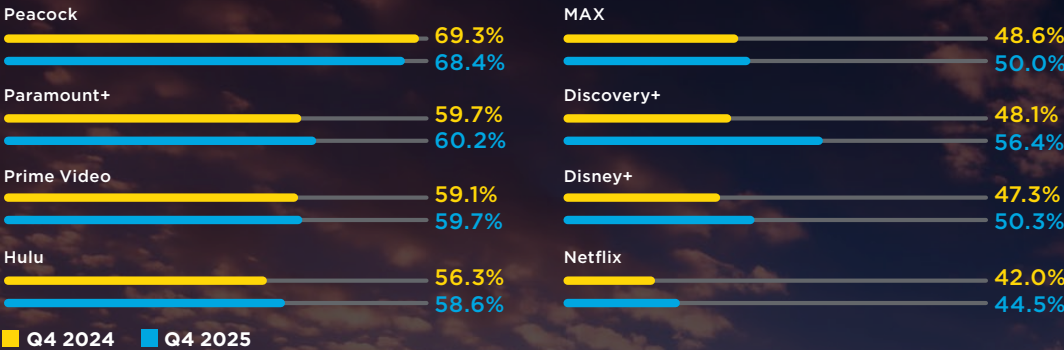
SVOD CHURN WIDENS IN Q4; NEARLY 1/3 OF USERS HAVE BOTH AD-SUPPORTED AND AD-FREE SUBSCRIPTIONS

In Q4 2025, 83.9% of respondents noted subscribing to at least one SVOD service (compared to 85.8% YOY) with 53.8% having at least one ad-supported SVOD subscription tier.

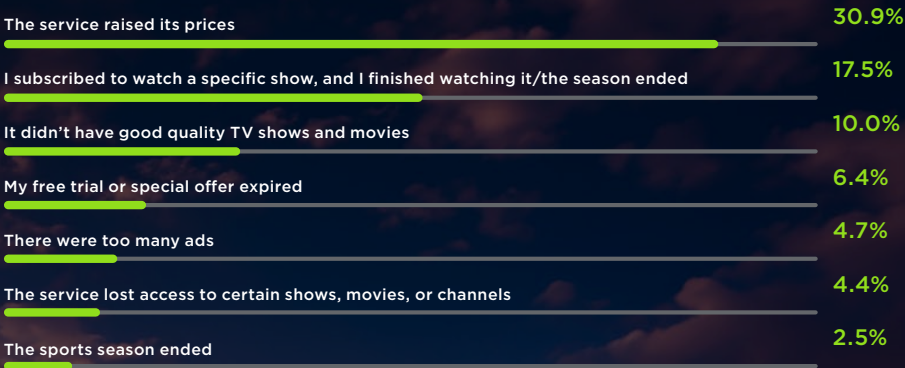
Distribution of SVOD Content
(% of respondents who use SVOD)



Users (%) of Ad-supported Subscription Tiers
(share of respondents who use ad-version of each service out of total who use each service)



Top Reasons for Canceling an SVOD Service
(% of respondents who canceled a service in last 6 months)



Top Reasons for Subscribing to a New SVOD Service
(% of respondents who subscribed to new service in last 6 months)



43.8% OF RESPONDENTS USE A TVOD SERVICE, REMAINING CONSISTENT YEAR-OVER-YEAR.

During the period, 43.8% of respondents noted using at least one TVOD service. However, while the average number of TVOD purchases remained consistent year-over-year respondents noted spending an average of \$8 more for that same number of purchases. Amazon Prime Video remained the most used TVOD service.

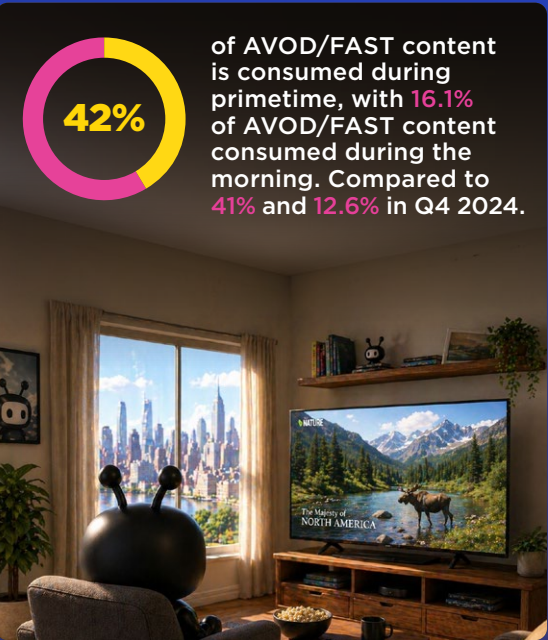
Separately, 33.3% reported that they'd prefer to see a new movie in the theater, with 53.0% preferring to wait and stream it at home.



AVOD/FAST ADOPTION UP 5% YEAR-OVER-YEAR; FAST GAINING TRACTION AS PRIMARY SOURCE FOR LIVE TV

In Q4 2025, the adoption of Amazon Prime's AVOD/FAST service grew significantly year-over-year, reflecting a successful rebranding of Freevee. In total, however, 70.0% of respondents noted watching free AVOD/FAST services (compared to 65.2% YOY), with 71.5% of that population using these services primarily to watch free live TV/FAST channels (compared to 73.8% in Q4 2024). During Q4, FAST users noted watching an average of 7.5 channels (an increase of over 2 channels YOY) and 66.1% of all AVOD/FAST users noted that FAST remains the primary way they watch live TV (compared to 64.3% YOY).

Distribution of AVOD/FAST Content
(% of respondents who use AVOD/FAST)



Top Free AVOD/FAST Services
(% of respondents who use free AVOD/FAST)



Breakdown of AVOD Live TV Consumption by Channel Type
(% of respondents who use AVOD to watch live TV channels)



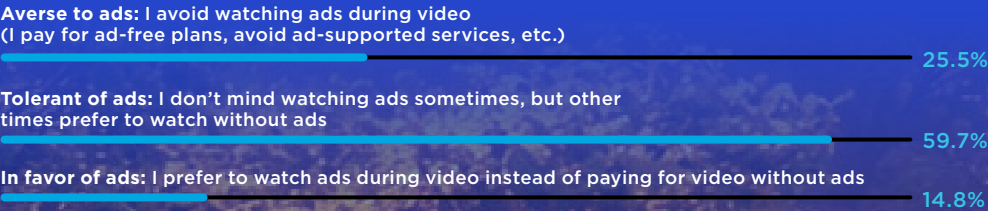
PAY TV SUBSCRIBERS MORE RECEPTIVE TO HOME SCREEN ADS; MORE LIKELY TO ENGAGE WITH SHOPPABLE ADS



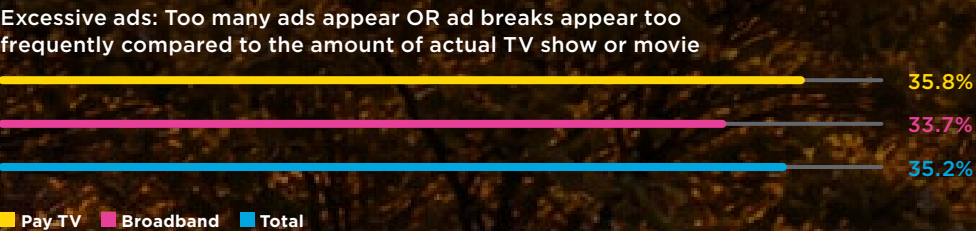
In Q4 2025, ad tolerance remained relatively stable, and only 25.5% of respondents expressed any interest at all in paying for ad-free subscription plans. During the period, 65.8% of respondents noticed information about a TV show or movie on their TV’s home screen, and more than one-third reported seeing excessive ad loads on the device’s home page (Smart TV owners in Q4 reported spending 56.9% of their time on their TV’s home page while using the device but not actively watching content). As such, excessive ad loads were identified as the biggest ad-related annoyance, ranking above repetitive, irrelevant, and poorly placed ads. Furthermore, 66.2% of respondents said they would prefer to watch all ads before a program begins, while 33.8% preferred ads to be shown throughout the program.

Many respondents say they’re somewhat likely or likely to buy something directly off TV screen.

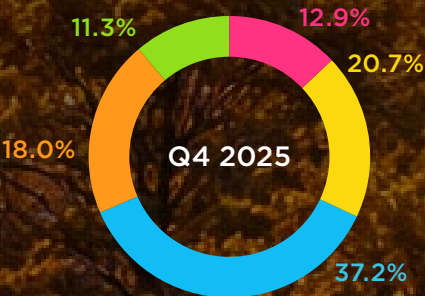
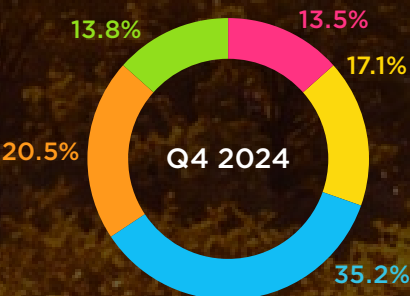
Perceived Ad Tolerance
(% of all respondents)



Breakdown of Primary Ad Annoyance
(% of all respondents, responses add up to 100%)

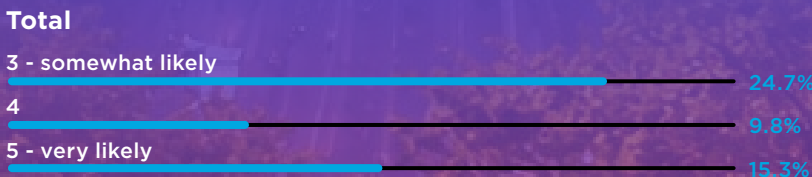
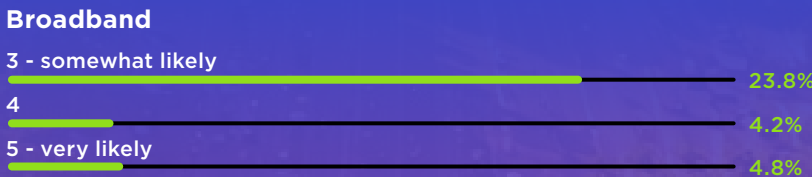


Watch content based off of home screen ad
(% of those who have noticed the content on their home screen)



Always Often Sometimes Rarely Never

Respondents' likelihood of buying something directly off TV screen
(% of all respondents)



CONCLUSION

TiVo seeks real consumer opinions to uncover key trends relevant to TV providers, digital publishers, advertisers and consumer electronics manufacturers for our survey, which is administered and examined biannually in this published report. We share perspectives and feedback from viewers to give video service providers and industry stakeholders insights for improving and enhancing the overall TV viewing experience for consumers. TiVo has conducted a survey quarterly or biannually since 2012, enabling us to monitor, track and identify key trends in viewing habits. Additionally, we've compiled opinions about Subscription Video on Demand (SVOD), Transactional Video on Demand (TVOD) and Advertising-Based Video on Demand (AVOD) providers, emerging technologies, connected devices, over-the-top (OTT) apps and content discovery features, including personalized recommendations and search.

TiVo brings entertainment together, making it easy to find, watch and enjoy. We serve up the best movies, shows and videos from across live TV, on-demand, streaming services and countless apps, helping people to watch on their terms. For studios, networks and advertisers, TiVo targets a passionate group of watchers to increase viewership and engagement across all screens. TiVo is a wholly owned subsidiary of Xperi Inc.

Go to tivo.com and enjoy watching.

Learn more at business.tivo.com.

For more about this report, please contact media@xperi.com.

Visit TiVo on [LinkedIn](https://www.linkedin.com/company/tivo).

GLOSSARY

- Pay-TV**
Services that aggregate live and on-demand linear television distributed over a cable, satellite, or managed IPTV platform
- vMVPD**
Virtual Multichannel Video Programming Distributor. Services that aggregate live and on-demand linear television distributed over the internet (also known as a “skinny bundle”)
- Free AVOD/FAST**
Free Advertising-Based Video on Demand services, or, Free Ad-on-demand streaming content with the inclusion of ads
- Social Video / UGC**
User-generated content (UGC) and/or other video delivered through a social media network
- SVOD**
Subscription video on Demand. Services offering on-demand streaming content in which users pay a subscription fee
- TVOD**
Transactional Video on Demand. Services offering streaming content for purchase or rental on a pay-per-view basis
- Pay-TV Subscribers**
Individuals who currently have a subscription to a Pay-TV service provider
- Broadband-Only Subscribers**
Individuals who don't currently have a Pay-TV subscription, but have a subscription to a broadband internet service provider

METHODOLOGY

- Q4 2025 Survey Size
4,493
- Geographic Regions
U.S., Canada
- Age of Respondents
18+

This survey was designed by TiVo and conducted in Q4 2025 by a leading third-party survey service; TiVo evaluates the results and publishes this biannual report analyzing key trends across the TV industry.

This communication may contain “forward-looking statements” within the meaning of the federal securities laws. Forward-looking statements generally relate to future events or our future financial or operating performance and may include, without limitation, statements regarding expectations, plans, trends, projections, objectives, goals, strategies, future revenues or performance, and other statements that are not historical facts. In some cases, you can identify forward-looking statements by terminology such as “may,” “will,” “should,” “expect,” “intend,” “plan,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “continue,” or the negative of these terms, or other comparable terminology.

These forward-looking statements are based on current expectations, assumptions, and estimates, and are subject to a number of known and unknown risks, uncertainties, and other factors that could cause actual results, performance, or achievements to differ materially from those expressed or implied by such forward-looking statements.

Forward-looking statements speak only as of the date they are made. Except as required by applicable law, we undertake no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

