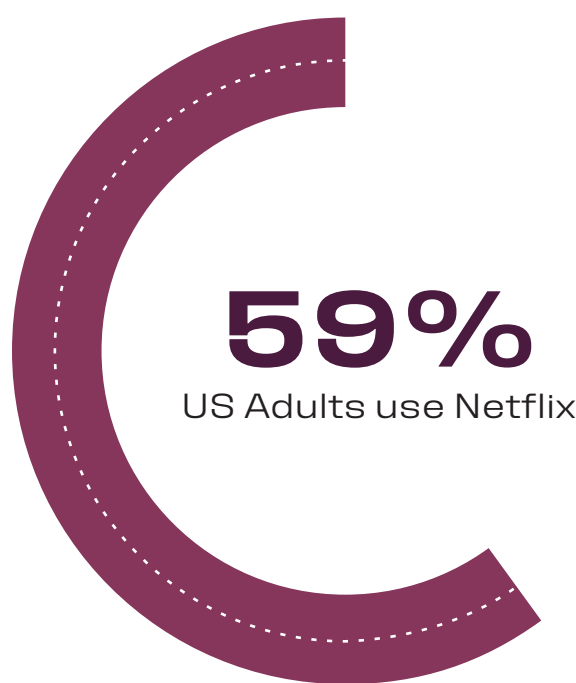


NETFLIX – WHAT’S NEXT?

AN BIG VILLAGE CARAVAN® SPECIAL

APRIL 2022

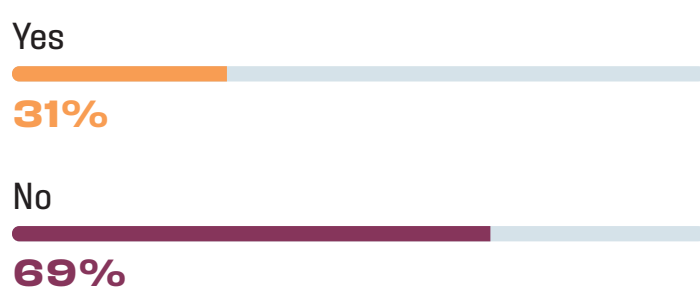
For the past few weeks, news and rumors have been circulating that Netflix has been looking into alternative ways to grow subscribers – from cracking down on password sharing to even expressing openness to ad-supported content. Yesterday we found out why. For the first time since 2011, Netflix has lost 200,000 subscribers in Q1 2022 rather than gaining 2,000,000 subscribers as projected. In our latest MediaPulse survey we surveyed consumers about their Netflix subscriptions and their attitudes towards some possible next steps that Netflix can take from here.



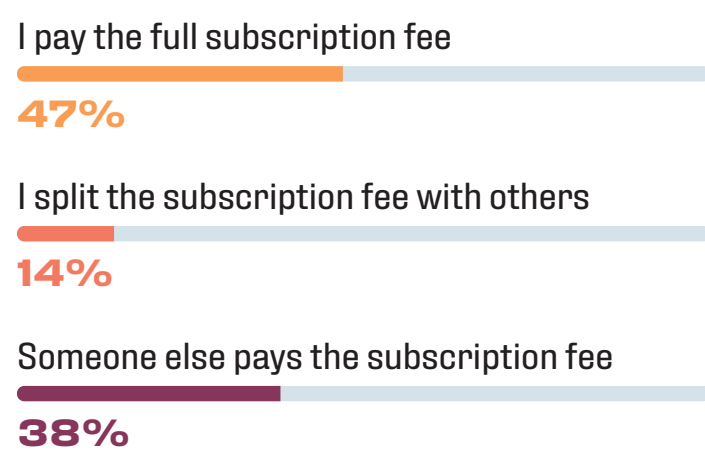
What streaming/television services do you currently subscribe to/use?



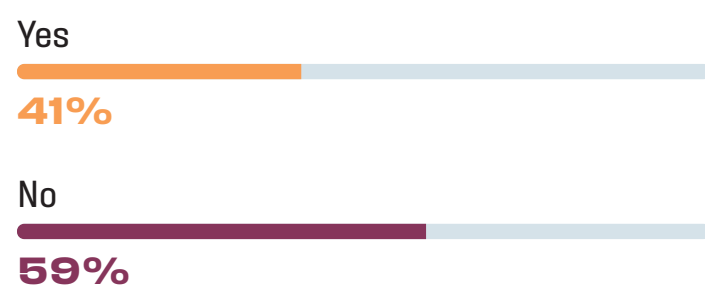
Is your Netflix account **shared** with anyone outside of your household?



If you share your account, which best describes **how you share your Netflix account**?

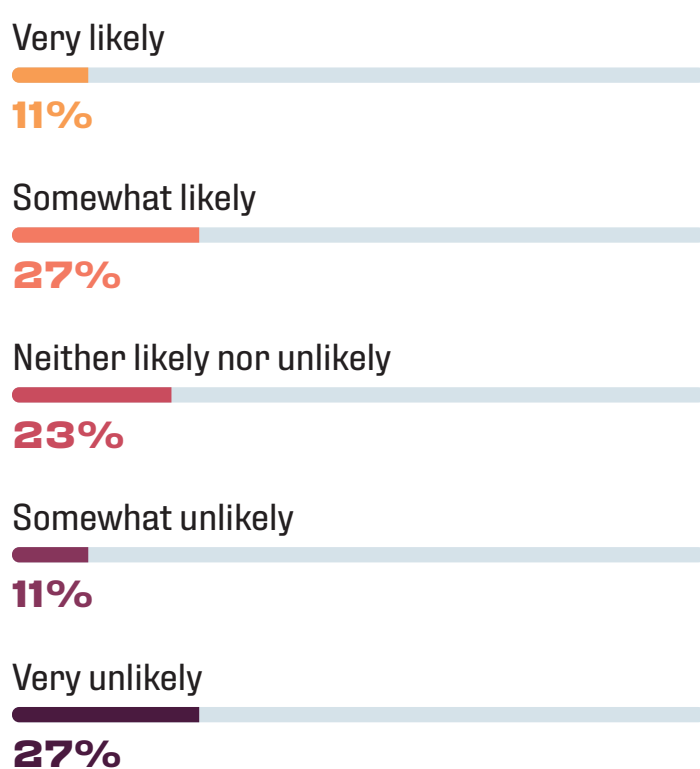


If you are not the primary account owner, if Netflix were to **stop allowing sharing of accounts** across households, would you be willing to **sign up for your own account**?



FOR NON-SUBSCRIBERS:

If Netflix were to begin offering a cheaper ad-supported (e.g. showing ads during a show/movie) version of their service, how likely would you be to **sign up for this offering** if it were available?



FOR SUBSCRIBERS:

If Netflix were to begin offering a cheaper ad-supported (e.g. showing ads during a show/movie) version of their service, how likely would you be to **switch your subscription** to this offering if it were available?

