



## **Ad-Supported Streaming Continues to Grow According to New VAB Study**

**46% of viewers streaming AVOD content are watching more, with 4 in 10 hoping additional AVOD services launch**

NEW YORK – Tuesday, September 29 – VAB today released [A Sea Change in Video Viewing: Helping Marketers Find More Fish in the Streaming Ecosystem](#), a new custom study conducted with Lucid analyzing consumer behavior related to both paid (SVOD) and advertiser supported (AVOD) premium streaming video content.

### **AVOD Continues to be an Incremental Reach Opportunity**

- *Nearly half (46%) of AVOD users said they are watching more free AVOD content than paid content.*
- *Nearly 40% of AVOD subscribers wish there were more free streaming video services available.*

### **AVOD is in Growth Mode**

- *Nearly 6 in 10 (59%) streaming service users said they won't pay more than \$20 a month for streaming subscriptions, indicating strong potential for free AVOD services to grow.*
- *One in four (27%) SVOD subscribers also access AVOD services.*
- *More than half (53%) of AVOD viewers appreciate that ads make their streaming service less costly.*

*“As streaming continues to grow, viewers are stacking AVOD services on top of their paid subscriptions,” said Danielle DeLauro, executive vice president at VAB. “With a larger AVOD audience, marketers have an opportunity to expand their brand’s reach by tapping into incremental customers, fueling their sales funnels.”*

### **Content is Still King**

*Quality content is the most important factor when selecting a streaming service, whether it’s an ad-supported or paid subscription, according to VAB’s new study.*

- *Seventy-two percent of AVOD users say they like the large selection of TV shows and movies their streaming content service offers.*
  - *Sixty-seven percent like having access to full content libraries of shows, both past and present.*
  - *Nearly 60 percent enjoy the original content their service offers.*
- *A combination of both newer, original programs and older classics appeal equally to both AVOD users (67%) and SVOD users (66%)*

“Viewers have revealed a huge appetite for quality *video content and are seeking out free ad-supported streaming services in greater numbers,*” said Kathy Grey, VAB’s senior vice president, Innovation Research. *“Sea Change’s findings reveal people of all ages and demographic groups have become more comfortable using streaming services, especially those that are advertiser supported, making AVOD a smart addition to media plans.”*

### **Methodology**

*VAB commissioned Lucid to conduct an online custom study June 24 – 29, 2020. Sea Change’s results are based on 1,000 U.S. adults 18 years of age and older in households with access to streaming services and that have viewed content on streaming services. The respondents cover all age groups, races and ethnic backgrounds.*

### **About VAB**

*[VAB](#) is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in smarter, more educated decisions. VAB develops unique market insights and answers questions from a marketer’s perspective, tackling the toughest issues with fresh thinking and supporting data.*

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