



What does streaming content look like in a COVID-19 world?

Microsoft Advertising. Intelligent connections.



Key findings

COVID-19

COVID-19 has been a catalyst for behavioral change on how users consume content. With so many streaming services available to consumer along with the rise of direct-to-streaming movies, consumers are subscribing to more services than before the pandemic.

However, we are also seeing users cancel certain subscriptions in favor of picking up new subscriptions while keeping costs low.

Query path

There are strong connections in paths from content searches to streaming services clicks

Content searches lead to streaming searches and streaming searches are broadly connected to other streaming service searches

Consumers are searching for content to watch and searching for content and services to subscribe to

Common trends

Streaming searches spiked after COVID-19 lockdowns were implemented in mid-March. Content related searches also spiked, but with more volatility.

Streaming and content searches do not necessarily trend together, though at times they do follow similar trends

Streaming clicks have been trending higher than the previous two years for the entirety of 2020

Decision journey

Network TV channel sites receive nearly as much search traffic for TV shows as streaming sites do but see less movie traffic. Despite differences, users often cross-shop between streaming and network TV sites. Covering keywords from both is important.

Contents

- 1 COVID-19 impact
- 2 Streaming trends
- 3 Query path analysis
- 4 Consumer decision journey
- 5 Attribution

COVID-19 impact

How has the pandemic impacted streaming?

How has COVID-19 changed user consumption?

“Content is still king – but of a new kingdom”

A survey done by Deloitte after the start of the pandemic revealed that...

- **44%** of respondents have **subscribed to a new streaming service** to watch **original content** not available elsewhere
- **22%** of respondents have **paid to rent a movie released directly to streaming** since the start of the pandemic
- Of that 22%, **90% said they would do it again**



Consumers are looking for cost-friendly streaming services

A pre- and post-COVID-19 survey shows users are increasingly looking for ad-supported streaming video options to cut back on cost



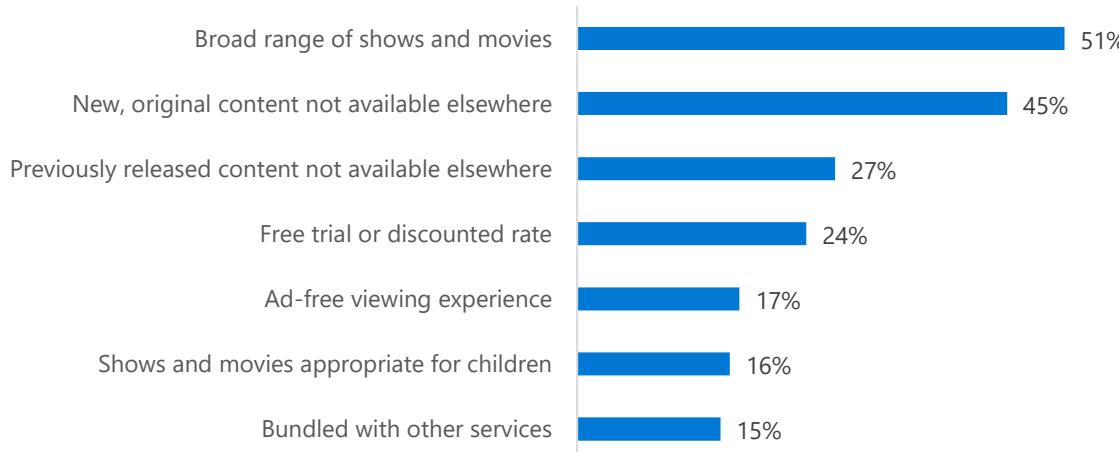
47% of respondents already subscribe to *at least* one ad-supported streaming service

55% of respondents born between 1947-1965 would prefer to watch ads and avoid subscription fees

What is driving streaming subscriptions and cancellations during the pandemic?

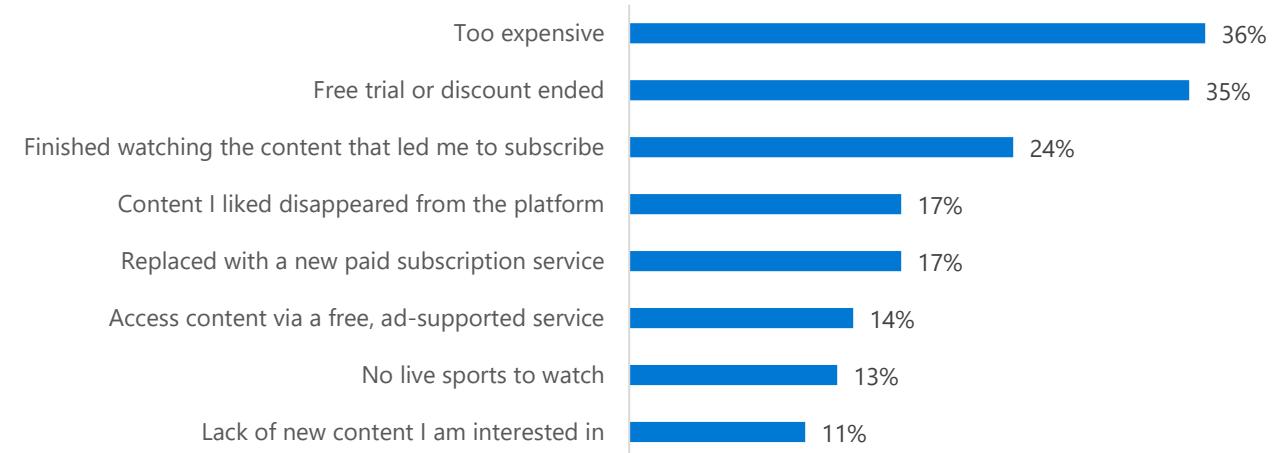
Content and discounts attract streaming video subscribers

Reasons for subscribing to a streaming service (respondents selected up to three)



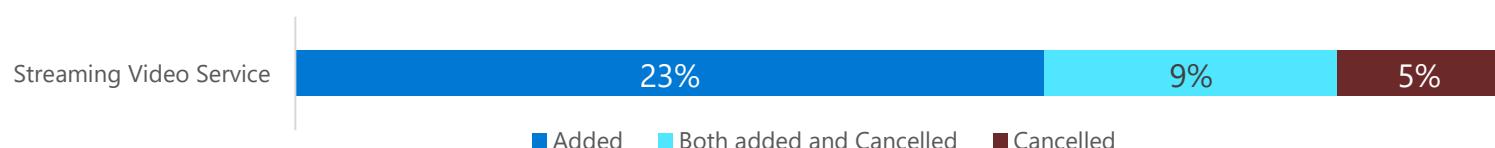
High costs and expiring discounts drive streaming video cancellations

Reasons for cancelling a streaming service (respondents selected up to three)



Addition and subtraction to streaming subscriptions

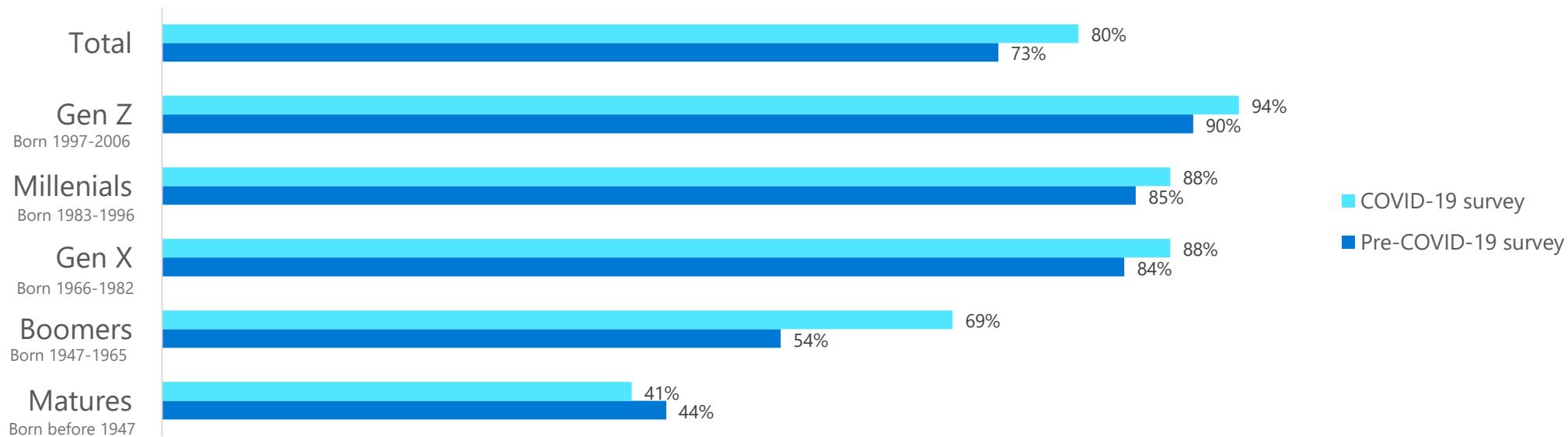
Changes made to paid subscriptions since the COVID-19 pandemic began



Four out of every five U.S. consumers have at least one paid streaming video subscription

Pre-COVID-19 and post-COVID-19 subscription behavior by generation

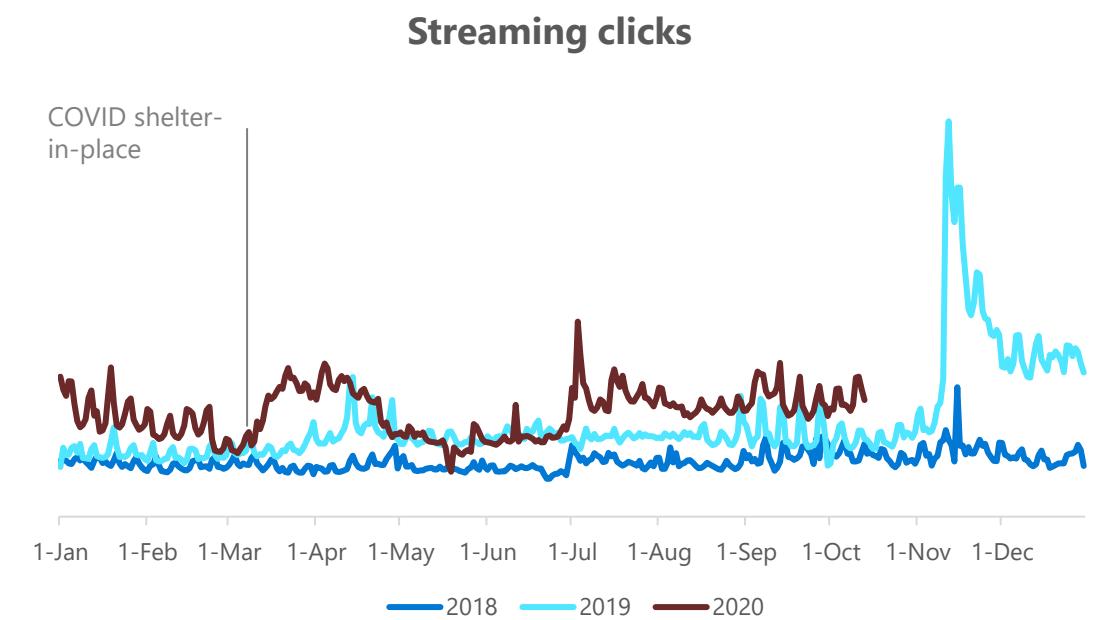
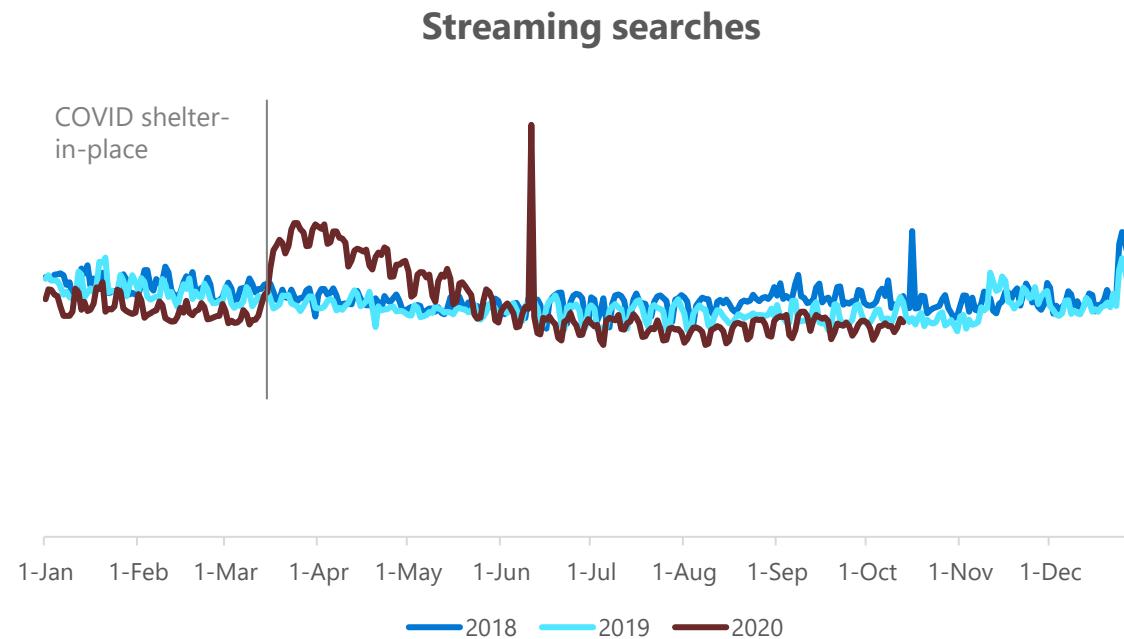
Percentage of U.S. consumers with at least one paid streaming video subscription



Streaming trends

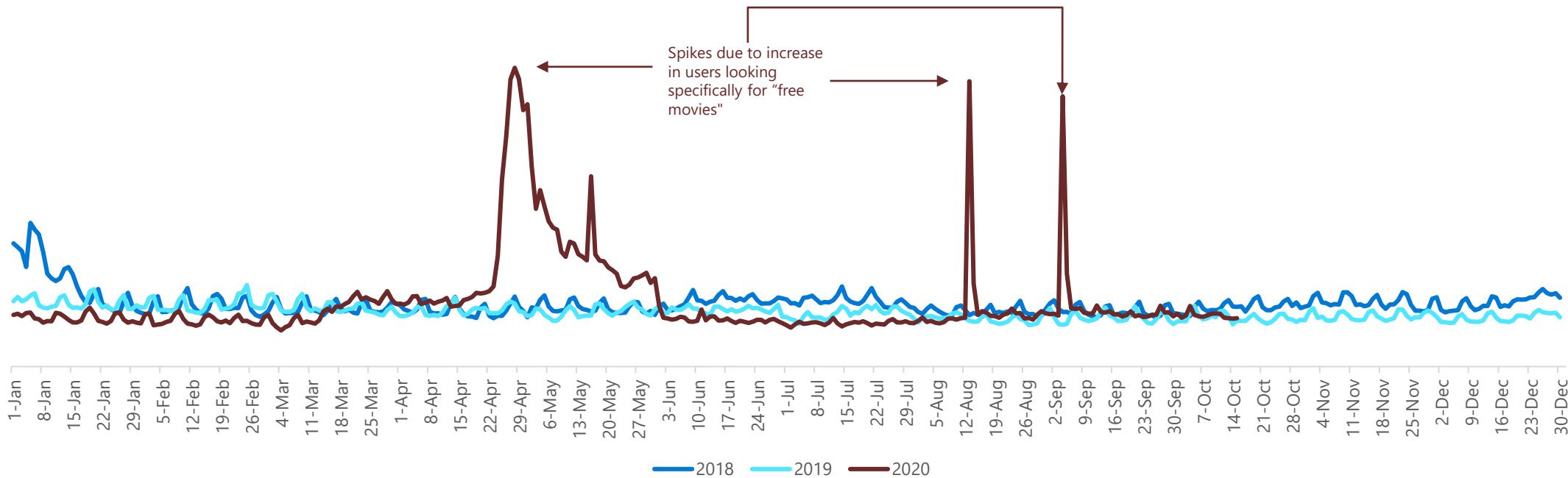
Streaming searches peaked after shelter-in-place restrictions; clicks have remained consistently high this calendar year

A look at the past three years of streaming related searches and clicks



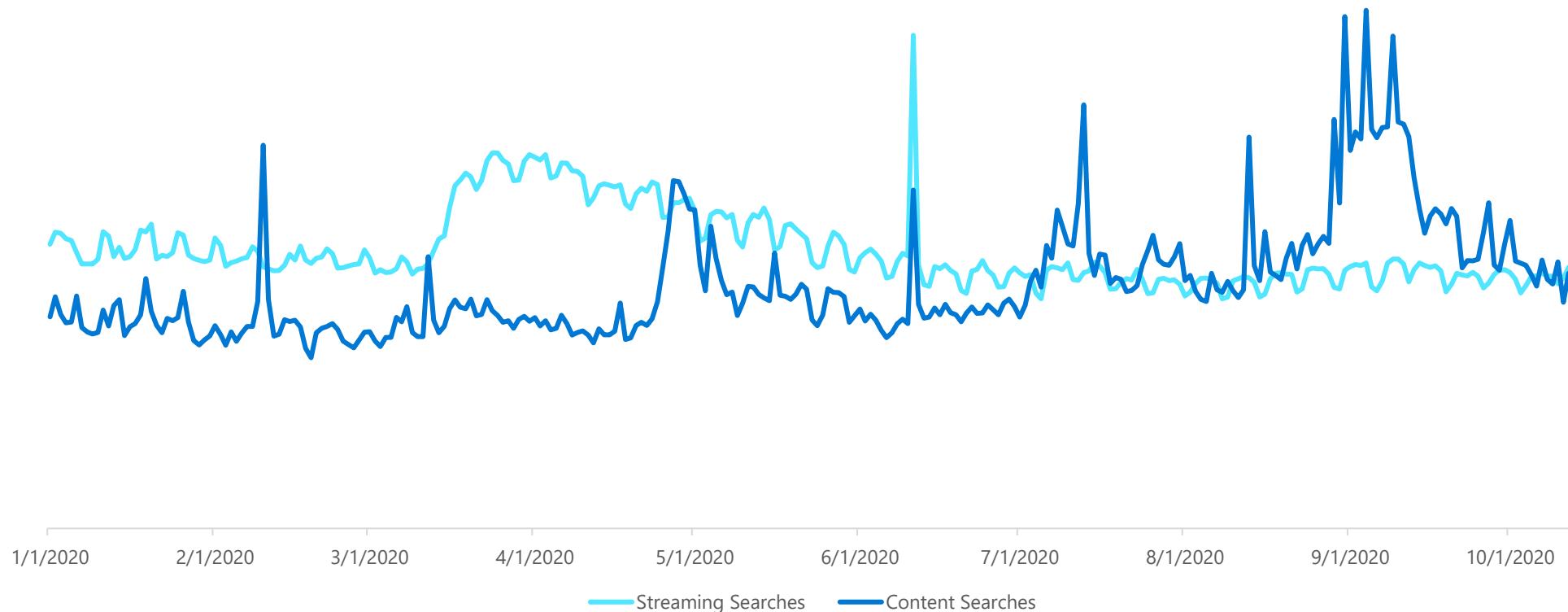
Generic content search trends have had several peaks in 2020

Users are searching for things like "free movie", "shows to watch"



Streaming and content search trends do not necessarily peak together, though both experience variety

User search trends for “streaming” and “content” related queries



Query path analysis

How are users searching for streaming content?

Our position:

Investment in content related searches is integral to many strategies as consumers universally search for both. Content searches lead to streaming searches and streaming searches are broadly connected to other queries for streaming services. Consumers are searching for content to watch or searching for content on services to subscribe to.

There is a very strong connection with content search queries and streaming service queries

The streaming space has become diverse with original & mainstream content spanning 80 years, sporting events, TV shows, and nearly every movie ever released is available

There is an increase in interest for searching content available to stream

15% or more of all searches were **content search** related*

60% of searches are **content search** related when a path starts with a **content search**

Behaviors on mobile devices differ

1 of 3 queries were **content search** related on mobile devices

70% of searches were **content search** related on mobile when a path started with a **content search**

There are strong symbiotic connections in paths from content searches to streaming services clicks

The value of content searches in paths is evident with how paths end

90% or more of all paths ended in a **streaming service** click*

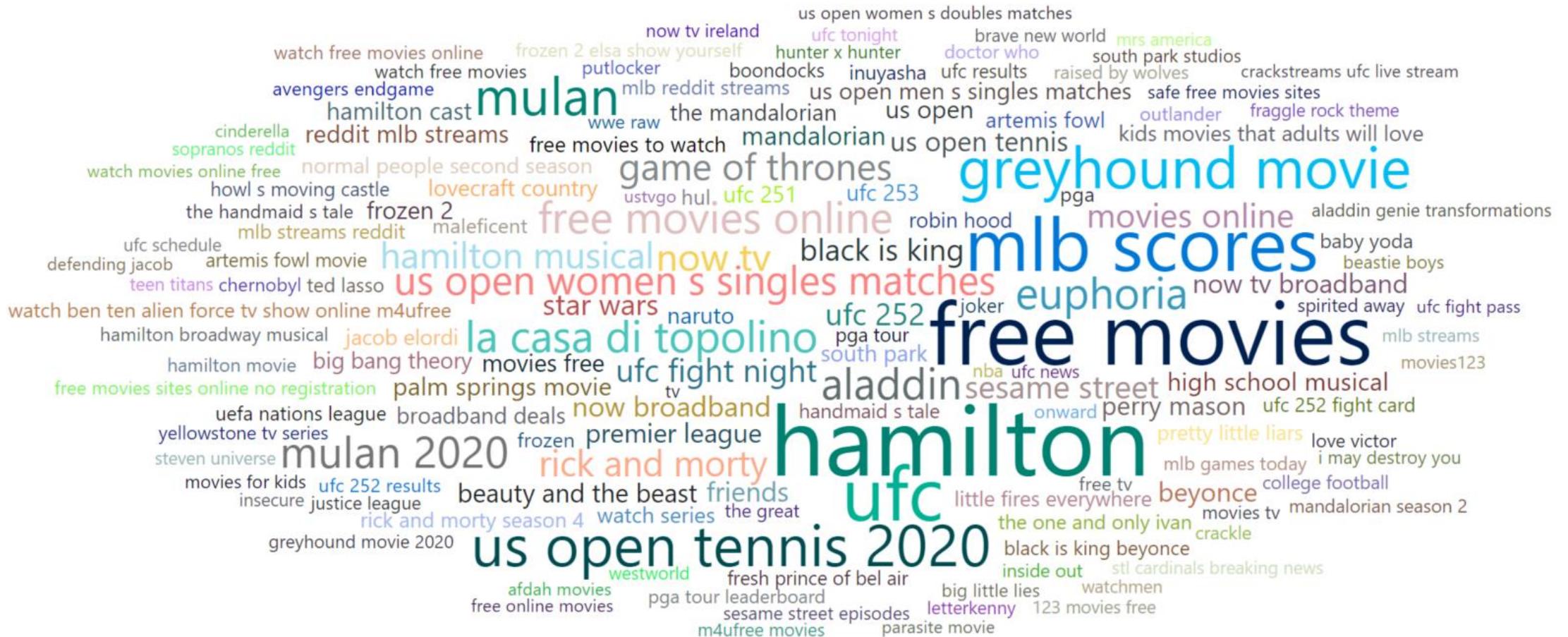
70% or more of all paths ended in a **streaming service** click when paths started with **content search***

Behaviors on mobile devices differ

55% of path ending clicks were **streaming service** queries when the path started with a **content search** on mobile devices

66% of searches were **content search** related on mobile when a path started with a **content search**

Content searches surge continuously throughout the year; knowing what is coming soon and having a strategy to take advantage of that volume is key



Streaming Services searches are tightly connected & equally searched as was revealed in the query path analysis; conquering is an opportunity due to high cross searching of streaming services & can be a que for bidding on relative content

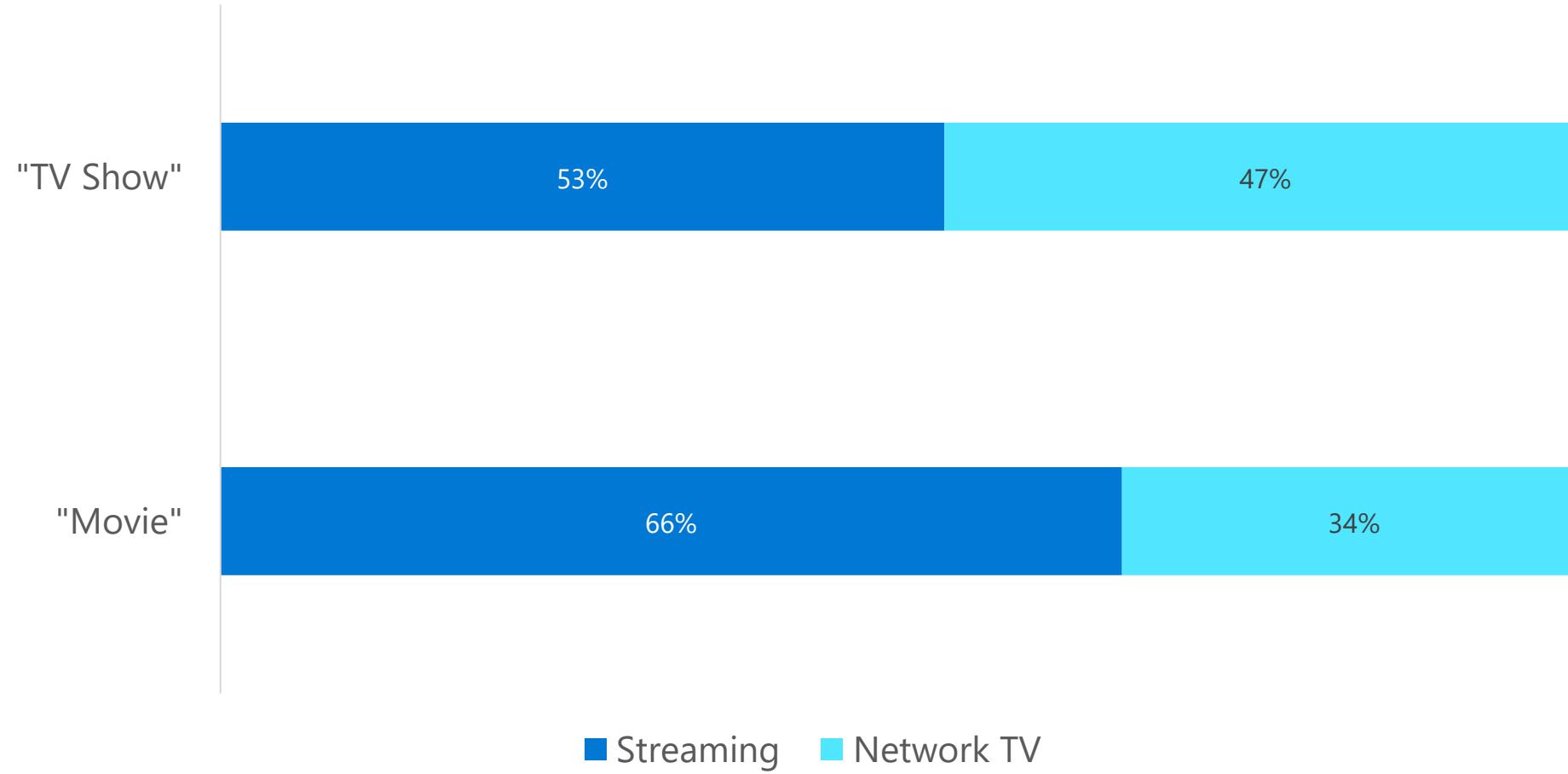
disneyplus com account
disney plus download windows 10
espnplus com espn fantasy football sign in
peacock tv app download
espn com espn live espn streaming
starz com www hulu com espn boston
disney plus bundle vudu hbo go
disney plus sign in disney movies peacock app
espn soccer hulu tv shows apple tv plus
cbs all access showtime peacock tv
espn plus login disney plus hamilton peacock streaming
disney store peacock streaming free hbo now
hbo schedule watchespn espn mlb scores netflix hulu tv
hbo max login amazon video prime espn fantasy football
amazon prime videos hbonow prime video starz app peacock
disney plus download amazon prime video espn app
nbc peacock streaming www netflix com disney plus movies
espn baseball scores espn tennis hulu account
https www disneyplus com
apple tv shows free movies online streaming
hamilton on disney plus nbc peacock
msnbc live streaming disney uk disney plu
disn netflix movies espn fantasy peacock network
peacock streaming service espn watch walt disney
hbomax tv sign in quibi disney app hulu forgot password
hbo hbo max app amazon video youtube tv channels
peacocktv com espn college football espn deportes
hulu login sky tv espn sports hulu com tubity com
disney login disney plus login tubi tv free movies
hulu disneyplus com sky tv packages
disney channel shows nbc disney plus uk espn nfl disney channel espn go com disney plus account
hbo max netflix com espn fc hulu live
peacock tv app espn nba espn disney plus canada
disney characters disney plus mulan
netflix login pluto tv espn mlb www peacocktv com
tv youtube start espn baseball perry mason hbo
peacock tv streaming hbo go tv sign in
youtubetv com disney xd
peacock com hbomax
espn live stream disney plus inloggen
hulu tv packages espn golf

Consumer decision journey

What does a user's browsing behavior around streaming and TV tell us?

Network TV channel sites receive nearly as much search traffic for TV shows as streaming sites do, but see less movie traffic

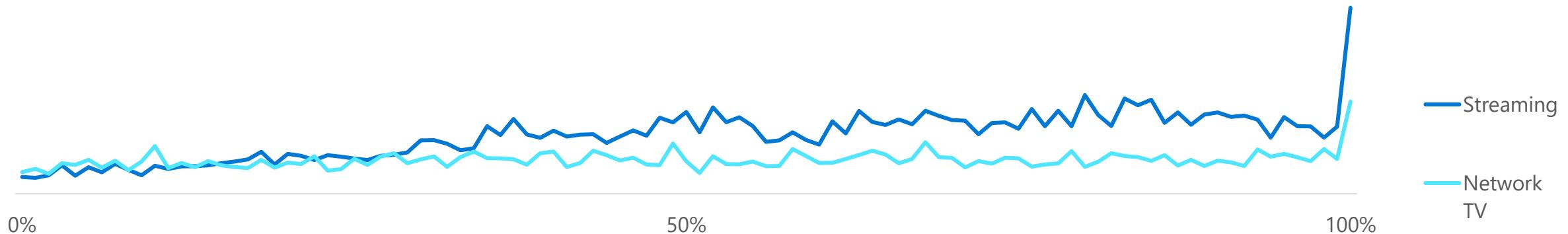
Percent of non-brand queries containing "movie" vs. "tv show"



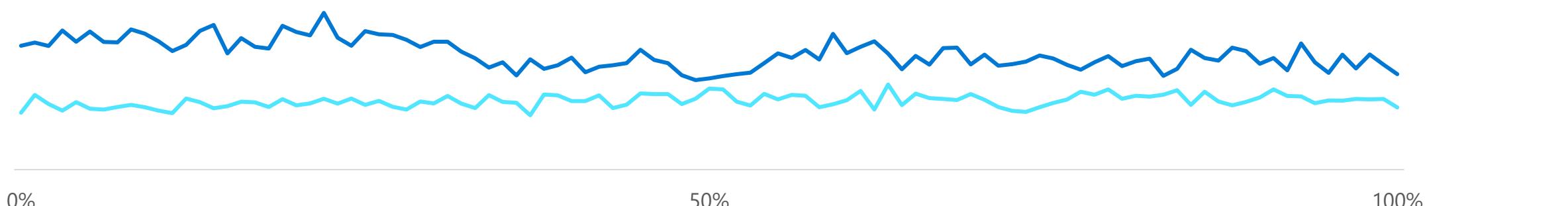
Views of streaming and network TV sites are congruent at the start of a user's journey, but streaming views increase as time goes on

Page views and dwell time: streaming vs. network TV

Page views by position in browsing journey

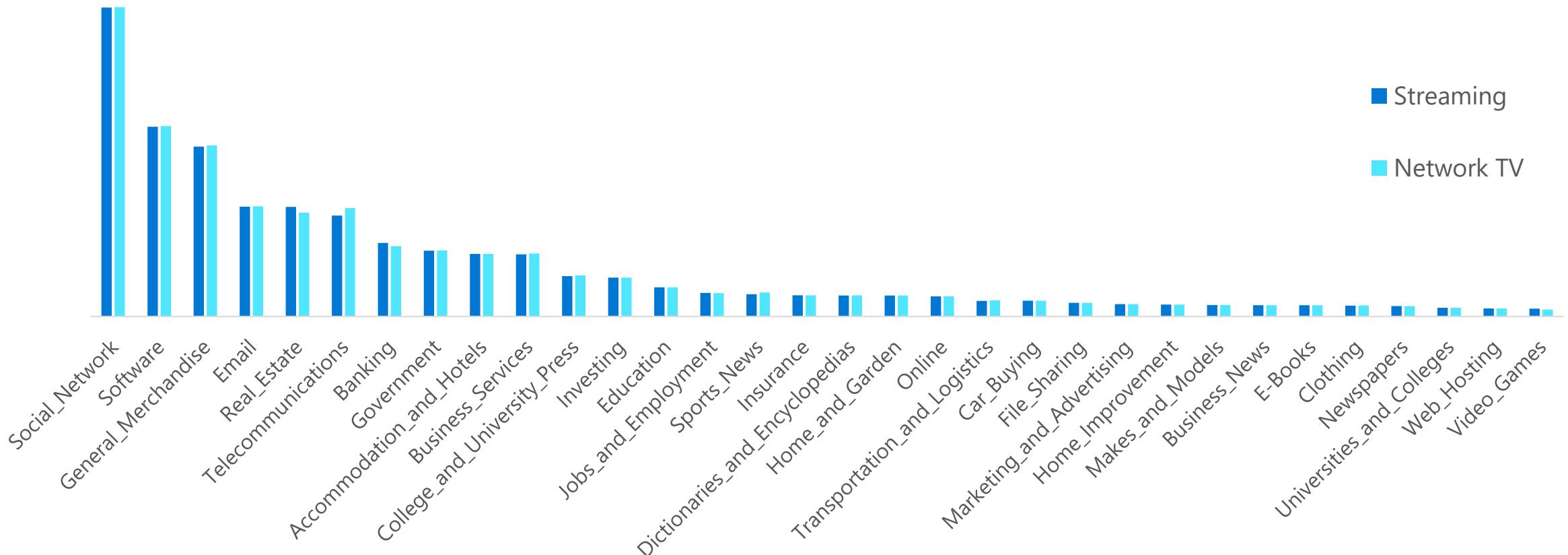


Dwell time by % of journey completed



Streaming and network TV-browsing users have similar browsing interests, with network TV seeing more cross-shopping with telecommunications; consider targeting audiences in these categories

Cross-Shopped Categories: Users Who Browsed Streaming and Network TV



*Search Engines, followed by TV & Video, were the top-browsed category for both groups; these categories have been removed for ease of visualization



Attribution

Users tend to click on paid ads after exposure to a Microsoft Audience Network impression

After exposure to a Microsoft Audience Network impression

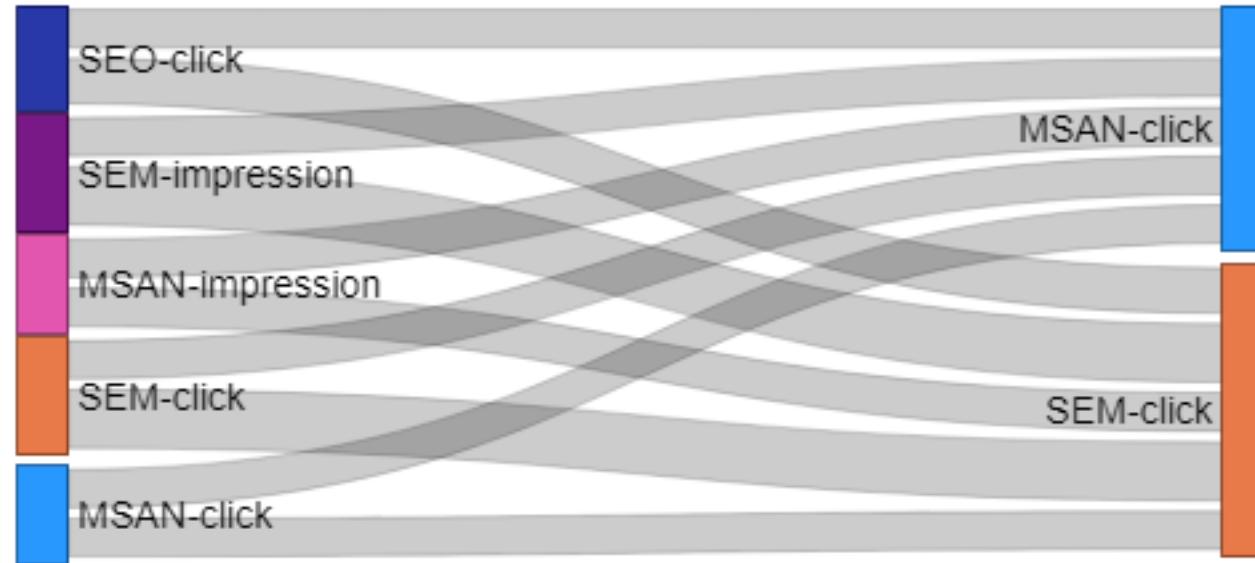
>45% of users went on to click on a paid ad

~15% of users went on to click on an organic listing

>82% of Microsoft Audience Network clicks were the "last click" in the user's path

The most common user conversion paths consist of two SEM clicks

Most common paths to conversion



Top 5 most common paths to conversion

1. SEM click > SEM click
2. SEM impression > SEM click
3. SEO click > SEM click
4. SEM click > SEM Click > SEM click
5. SEM impression > SEM impression > SEM click

SEM = search engine marketing

SEO = search engine optimization

To get actionable data, insights and best practices to help make decisions and grow your business, visit aka.ms/MicrosoftAdvertisingInsights



Microsoft Advertising. Intelligent connections.