



# What consumer behavior means for media planning in the streaming era

Get in touch at [adsales@samsung.com](mailto:adsales@samsung.com)

**SAMSUNG** Ads

# Behind the Screens



1

Because streaming services are competing for extremely limited shelf-space, retained users are key to growth



2

1 out of every 3 active streamers are at risk of churning

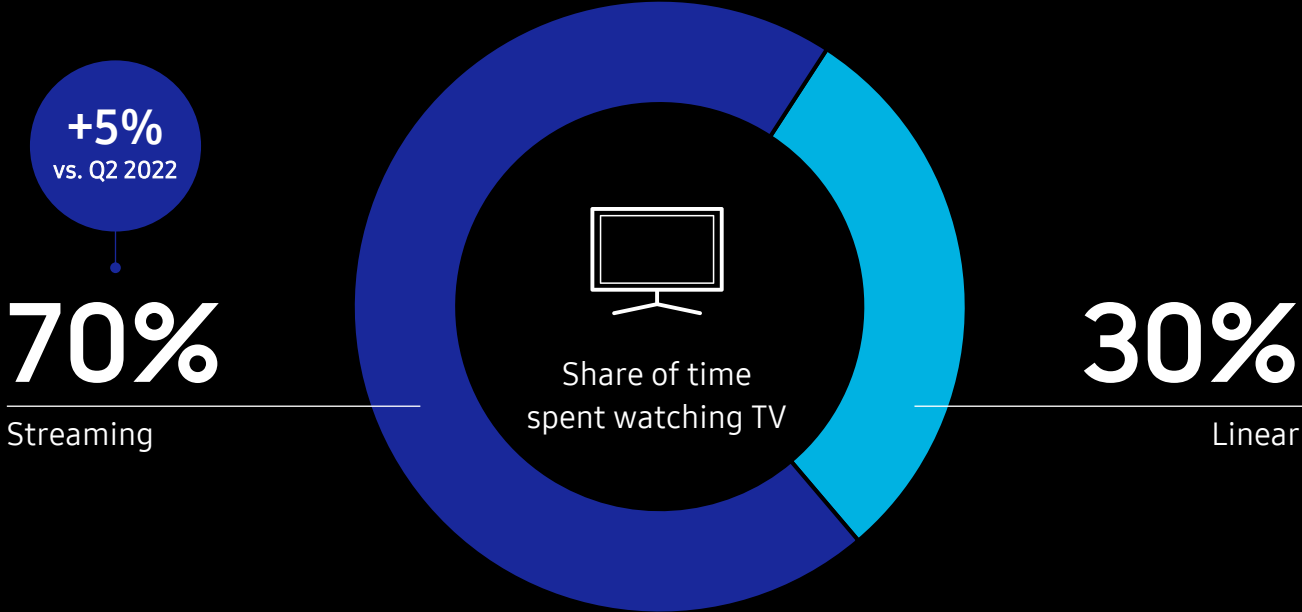


3

Device and audience data should guide media planning in the streaming era

Get in touch at [adsales@samsung.com](mailto:adsales@samsung.com)

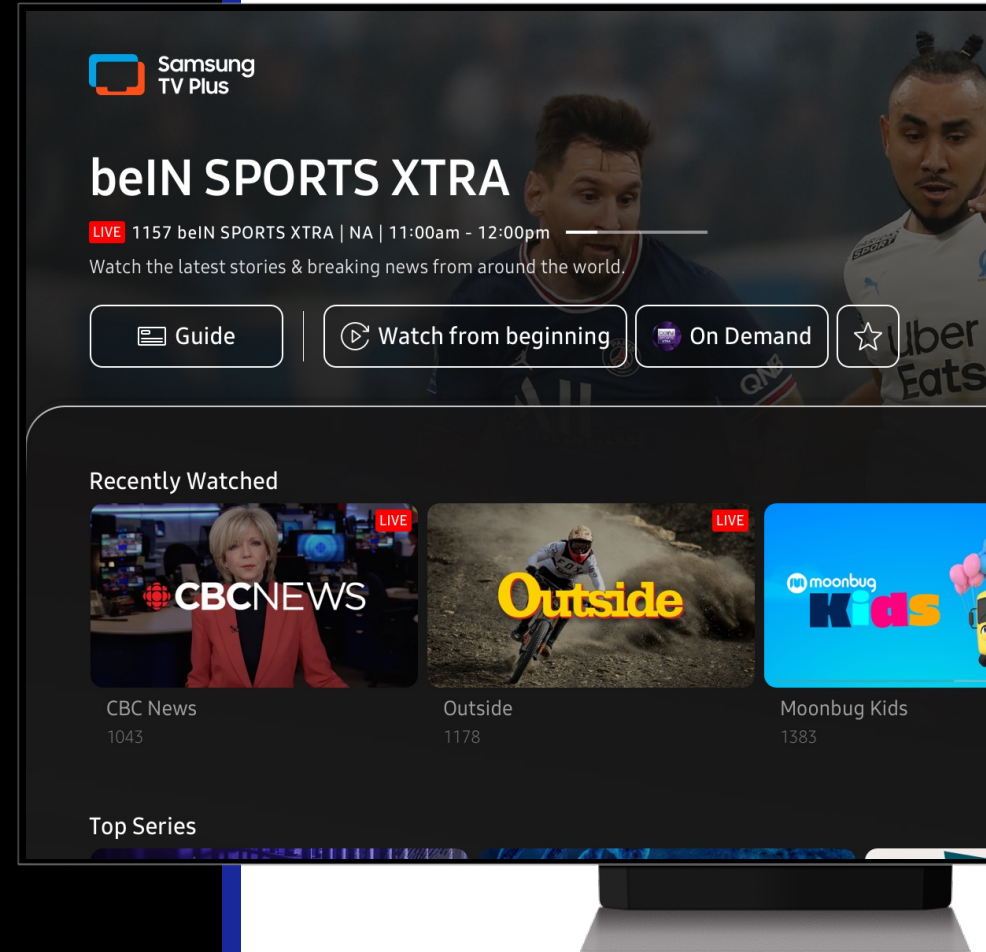
# Canadians continue to shift their viewing to streaming



Source: Samsung Proprietary ACR, Canada Only – active TVs in the quarter, Q2 2023.

# Competition for viewers is fierce in streaming

- The channel surfing phenomenon of linear TV resulted in an average of 15-20 channels viewed per household
- 73% of streamers use 3 or fewer services on a regular basis



# The churn ratio

In any given month, the average app has nearly 3 times as many past users as current users.

## The Churn Ratio

Lapsed Users from  
last 12 months

÷

Active users for the  
current month

2.7

0.9

2.1

3.2

Total

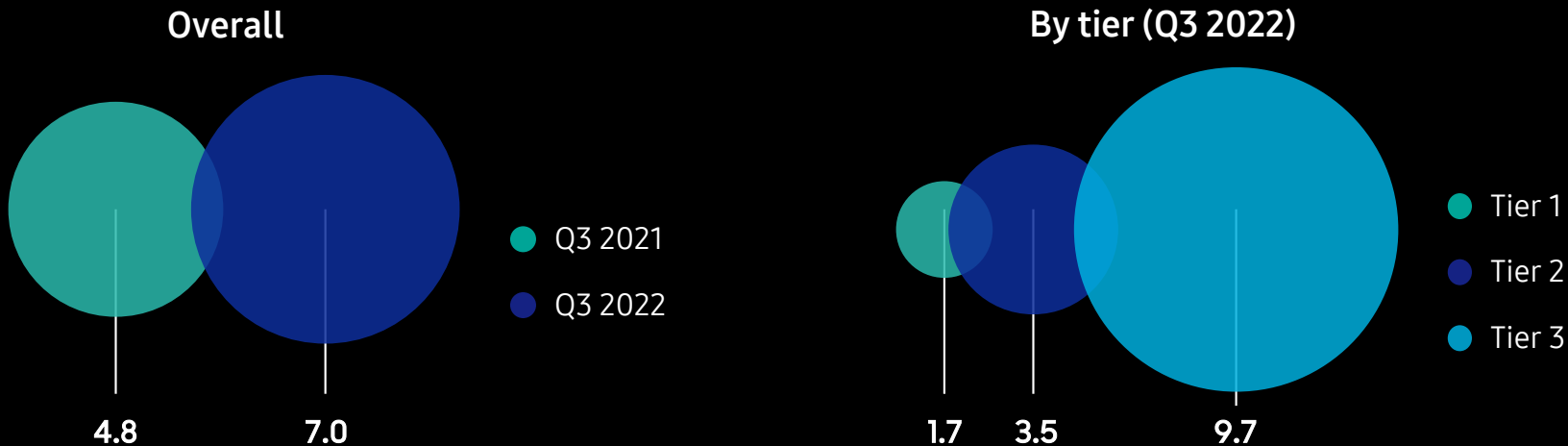
Top 5

6-10

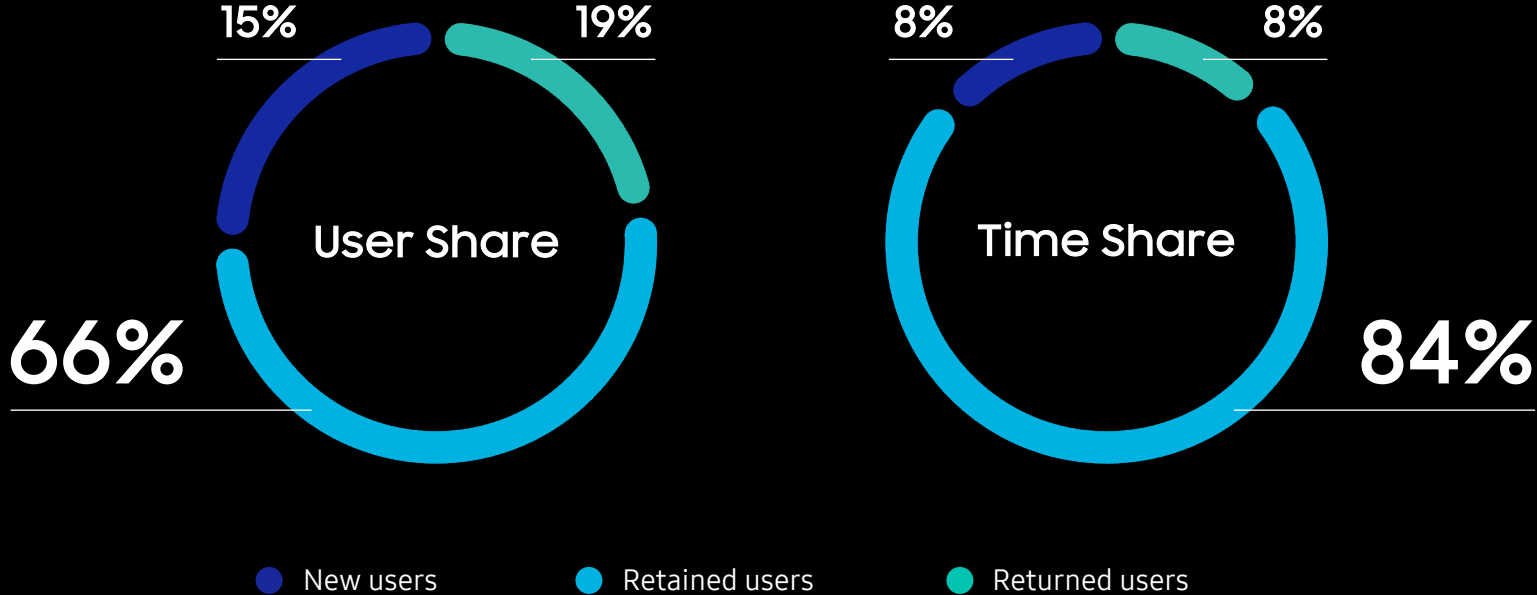
11+

# In the U.S., churn is an ongoing and growing challenge

U.S. churn ratio



# As streaming in Canada matures, user retention is key for streaming services

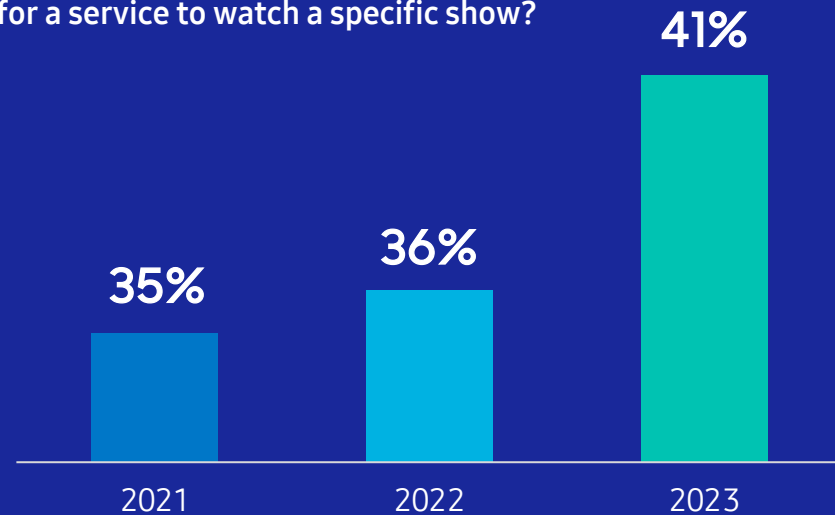


# Device and audience data are key to media planning in the streaming era

## Do you tune into...

- AppleTV+ or Ted Lasso?
- Max or Succession?
- Paramount+ or Yellowstone?  
(actually, Yellowstone is on Peacock)

In the past year have you signed up for a service to watch a specific show?







# Thank you.

---

Justin Fromm, Head of Analytics & Insights

Get in touch at [adsales@samsung.com](mailto:adsales@samsung.com)