TV SHOWS AND MOVIES

By LaunchLeap

We know that sometimes it's difficult to understand your customers: their needs, preferences and habits. That's why LaunchLeap went ahead and asked a few questions to help you get the pulse of a certain illusive demographic. Read on to find out how millennials watch TV shows and movies in 2017. Do they use illegal methods or do they prefer to use paid, but legal services?
We hope this up-to-the-minute information will help you get a better glimpse into their world! Enjoy.

- 300
- North America
- 18 - 35 years old
- Male & Female
- February 2017

During the last month, which type of service have you used in order to watch a TV show or a movie?

*Participants can choose more than one answer

70%	53%	29%	24%	13%
Legal streaming platforms	Illegal streaming platforms	Cinema	Television	DVD/ Blu-Ray/ VHS/ Laserdisk

47%

of participants who have subscribed to a legal service still use illegal streaming platforms

Which video streaming platform are you subscribed to?

98%	2%	2%	1%	1%
Netflix	Amazon Prime Video	HBO GO	Crave TV	Playstation Vue

Which other legal video streaming platforms do you know of?

Hulu	Flixster Video	Youtube

Number of subscribed platforms per participant

0 platform	1 platform	2 platforms	3 platforms
29%	67%	4%	0%

Legal and illegal platforms

24% have a favorable opinion of legal streaming

48%

50% are using an illegal platform

have a favorable opinion of the legal offer but still use illegal platforms

Which of these actions seems less wrong to you?

Illegal streaming	61%
Illegal downloading	6%
None! They're both wrong!	33%

Do you feel guilty when you watch a movie illegally?

7% Yes

93% No

What are you willing to pay monthly for a legal service that would allow you to use all the legal video streaming platforms?

Low: 2	Avg: 9.9	High: 50

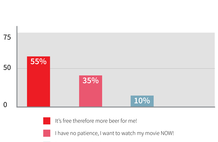
What have you used to watch your first movie or show illegally?

Torrent	Streaming inside your browser (Nowatch, Openload, Megavideo)	Direct Download (Megaupload, Rapidgator)	Popcorn Time	P2P (Napster, Kazaa, eMule, Limewire)
30%	25%	24%	14%	7%

What is your first instinct when you want to watch a movie?

You open Netflix. You pray that Netflix has this movie in its collection	62 %
You search "streaming movie_name" on Google	31%
You look for the next screening at your closest movie theater	6%
You patiently wait for it to appear on the TV	1%

Why do you prefer to illegally watch a movie rather than to use legal services?



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