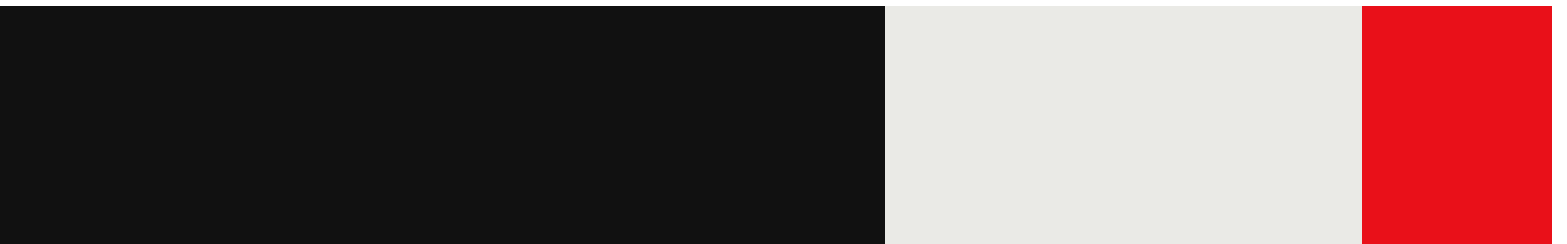


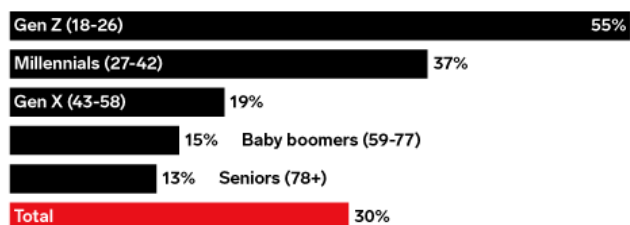
More than half of adult Gen Zers are password-sharers

Article



US Adults Who Access Streaming TV Through Someone Else's Subscription, by Generation, Dec 2023

% of respondents



Source: DISQO, "Ad-supported Streaming TV: Optimizing brand experience in the fast-evolving streaming landscape"; Insider Intelligence calculations, Jan 29, 2024

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Insider Intelligence | eMarketer

Key stat: 55% of Gen Z adults access streaming TV through someone else's subscription, according to a December 2023 DISQO study. Some 30% of US adults across generations are streaming password-sharers.

Beyond the chart:

- Netflix had success with its password-sharing crackdown, encouraging moochers to pay for its cheaper, ad-supported tier. Now, Disney+, Hulu, and ESPN+ are aiming to do the same thing.
- Those platforms may not be able to **replicate Netflix's success**, since they have smaller audiences and are less ubiquitous. Still, their ad-supported tiers may see a boost as users sign up for their own accounts.

Use this chart:

- Determine which generations are least inclined to pay for streaming accounts.
- Evaluate who might sign up for ad-supported tiers after password-sharing crackdowns.

More like this:

- **Ad-supported streaming to gain triple the viewers of subscription video this year**
- **Who stands to lose with Prime Video's new ads?**
- **More streaming viewers are adopting ad tiers**
- **4 ways to enhance your CTV ad creative and avoid consumer fatigue**

Note: Data was provided to Insider Intelligence by DISQO.

Methodology: Data is from the January 2024 DISQO report titled "Ad-supported Streaming TV: Optimizing brand experience in the fast-evolving streaming landscape." 17,788 US adults ages 18+ were surveyed during December 28-30, 2023. Respondents were members of DISQO's opted-in audience. Data was weighted to be representative of the US population for age, gender, and income. DISQO is an insights platform that gathers behavioral data and opinions from consumers.