

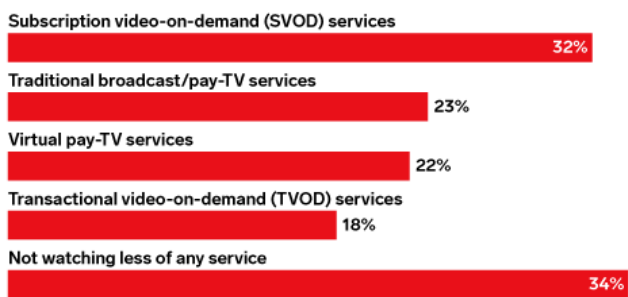
One-third of US adults are watching SVOD services less because of free alternatives

Article

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Types of TV Services US Adults Are Watching Less Because They Are Watching More Free Streaming Services, July 2023

% of respondents



Note: individuals who watch free TV streaming services
Source: Aluma Insights (formerly The Diffusion Group) as cited in press release, Oct 10, 2023

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Insider Intelligence | eMarketer

Key stat: 32% of US adults are watching subscription video-on-demand (SVOD) services less because they are watching more on free streaming services, per a July 2023 Aluma Insights survey. For 34% of US adults, viewing behaviors across streaming services haven't changed as a result of free streaming services.

Beyond the chart:

- According to the same survey, 40% of US adults have increased their viewing time on free ad-supported streaming TV (FAST) services in the past year.
- This year, FAST viewers will reach 100.6 million in the US, marking 4.5% growth YoY, according to our forecast.
- The Roku Channel claims the largest share of FAST viewers, at 67.4%, followed by Tubi (64.4%) and Pluto TV (57.1%).

Use this chart:

- Evaluate CTV advertising spend.
- Balance SVOD and FAST investments.

More like this:

- [How many ad breaks are acceptable from FASTs?](#)
- [YouTube is the most popular free video service across all generations](#)

- Sizing up Netflix's, YouTube's, and Amazon's streaming viewing and advertising
- See which platforms are canceling shows at the highest rate

Note: Respondents were asked, "Because I'm watching more free streaming services, I'm spending less time watching..."

Methodology: Data is from an October 2023 Aluma Insights (formerly The Diffusion Group) survey of almost 1,900 US adults during July 2023. Respondents watch free video-on-demand (FVOD) or free live TV streaming services.