

US Netflix subscribers have mixed feelings about an ad-supported tier

Article

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A major appeal of **Netflix** is that it remains one of the rare ad-free streaming platforms. But some subscribers wouldn't mind watching ads if it meant paying less: **46%** of those in the US

would put up with ads playing before their content if the service were \$5 cheaper, and **39%** would watch mid-roll commercials as well for the same discount.

What Would US Netflix Subscribers Do if Netflix Offered a Less Expensive Tier with Ads?

% of respondents, June 2021

Tier with pre-roll ads for \$5 less per month

54%

46%

Tier with pre-roll and mid-roll ads for \$5 less per month

61%

39%

■ Keep ad-free plan ■ Switch to tier with ads

Note: ages 14+ who watch at least 1 hour of TV per week

Source: Hub Research, "TV Advertising: Fact vs. Fiction," June 25, 2021

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