

# Brand Loyalty Survey for Subscription Media Streaming Services



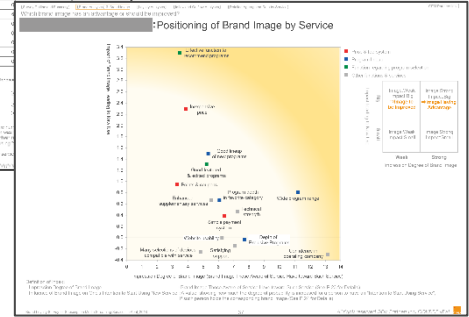
## Purposes of This Survey

- ◆ To understand the impact of corporate policies regarding subscription media streaming services, including strengthening promotions and program lineups, by conducting a monthly survey on the status of brand penetration, loyalty, brand image, and subscription and cancellation in such services.
- ◆ To obtain suggestions about factors for enhancement and promotion that effectively lead to the acquisition of new users, by analyzing the impact of brand image on intention to start using a new service.

1-1. Awareness/usage, Media exposure and estimated no. of members

Service Name	No. of Members (Estimated)	Awareness/Usage			Media Exposure		
		Awareness (%)	Usage (%)	Estimated No. of Members	Media Exposure (%)	Media Exposure (%)	Media Exposure (%)
ABEMA Premium	100	100	100	100	100	100	
Amazon Prime Video	150	100	100	100	100	100	
Anime Hodai	100	100	100	100	100	100	
Apple TV+	100	100	100	100	100	100	
DAZN	100	100	100	100	100	100	
Disney+	100	100	100	100	100	100	
d Anime Store	100	100	100	100	100	100	
dTV	100	100	100	100	100	100	
FOD (FOD Premium)	100	100	100	100	100	100	
Hikari TV Video Service	100	100	100	100	100	100	
Hulu	100	100	100	100	100	100	
J:COM On Demand	100	100	100	100	100	100	
Netflix	100	100	100	100	100	100	
Paravi	100	100	100	100	100	100	
Rakuten TV	100	100	100	100	100	100	
TSUTAYA TV	100	100	100	100	100	100	
U-NEXT	100	100	100	100	100	100	
TELASA	100	100	100	100	100	100	

Sample Chart - Brand Penetration (Awareness/usage, Media exposure and estimated no. of members)



Sample Chart - Positioning of Brand Image by Service

## Key Benefits of Buying the Report

### Status of Brand Penetration

Awareness/usage,  
Media exposure  
Estimated no. of members

### Potential for Acquiring New Users

Reasons for Intention to Start /Not Start  
Using New Service

### Inflow and Outflow Analyses

Status & Reasons of Subscription/  
Cancellation within 3 Months

## Services Subject to This Survey ( Alphabetical Order )

- ABEMA Premium
- Amazon Prime Video
- Anime Hodai
- Apple TV+
- d Anime Store
- DAZN
- Disney+
- dTV
- FOD (FOD Premium)
- Hikari TV Video Service
- Hulu
- J:COM On Demand
- Netflix
- Paravi
- Rakuten TV
- TSUTAYA TV
- U-NEXT
- TELASA

# Brand Loyalty Survey for Subscription Media Streaming Services



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# Brand Loyalty Survey for Subscription Media Streaming Services



## Survey Overview

Survey Method	Online Questionnaire sent by e-mail
Survey Target	Males and Females living in Japan from ages 15 to 69
Implementation Date	The end of every month
Number of Respondents	a little under 10,000 /month

## Report Specification

Product Name	Brand Loyalty Survey for Subscription Media Streaming Services
Item Number	goo-0909-00598
Published Date	12 issues/ year (publishing 15 <sup>th</sup> of every month) *In the case of Saturdays, Sundays and public holidays, it would be the following business day
Deliverable Option	1. Report in Japanese (PDF) & Aggregate Calculation by Segment (Excel) 2. Report in Japanese (PDF) & Report in English (PDF) & Aggregate Calculation by Segment (Excel)
The Total Number of Pages	83 pages/ issue
Format Type	File Download *need to be a member of our web site (GEM Standard) to download a file
Type of Order	Annual Subscription (payment in advance)

## Price (Annual Subscription)

1. Report in Japanese (PDF) & Aggregate Calculation by Segment (Excel)  
¥2,640,000 (including tax)/year

2. Report in Japanese (PDF) & Report in English (PDF) & Aggregate Calculation by Segment (Excel)  
¥3,036,000 (including tax)/year

Contact : GEM Partners Inc. Tel : +81-3-6303-1346 (10:00 – 19:00 weekday) mail : sales@gempartners.com