



NBCU Banking on the Bird

Will Peacock's Streaming Service Fly?



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With several streaming services launching in the last few months, Whip Media Group set out to understand market perceptions of Peacock and potential motivations and willingness to subscribe.

■ Introduction

With Peacock, NBCUniversal will join the numerous new streaming services that have launched in the last 6 months. The platform will become available on April 15 for Comcast Xfinity X1 and Flex subscribers and will expand nationwide on July 15. According to NBCU, the service will offer 15,000+ hours of content – from live sports, news, classic films, new originals, and next-day episodes of its broadcast lineup, to some of the most popular shows in television history such as *The Office*, *Parks and Recreation* and the *Law and Order* and *Chicago* franchises. Essentially, something for everyone.

Since the onset of COVID-19, TV viewership has skyrocketed, and consumers today have a vast array of content choices at their disposal. That said, they also feel that they have too many choices. And while the majority of households are paying for multiple services, what will motivate them to pay for an additional service and/or replace an existing provider in an already crowded field?

During the period of February 28 to March 6, 2020, TV Time, a Whip Media Company, conducted a US-based study that leverages TV Time's global community of more than 13 million connected users of its TV & movie tracking platform. We set out to understand market interest in and perceptions of Peacock and potential motivations and willingness to subscribe.

The following findings are based on 4,185 respondents who are active users of the TV Time app in the US. This sample has been balanced using industry standard techniques to resolve modest demographic variances between the TV Time sample and the projected population. Results have been therefore weighted (balanced) to reflect US general population gender and age (13-54).

NOTE: Please be aware that this survey was fielded prior to the outbreak of COVID-19. More recent research has indicated that TV consumption is increasing and viewing behavior is changing. This research can be found on the Whip Media website [here](#), or visit www.whipmedia.com. Additionally, the COVID-19 pandemic is creating economic uncertainty, which may influence what entertainment options consumers deem essential to their household.



■ Peacock Pre-Launch Findings

The study examined consumer awareness of and interest in subscribing to Peacock as it enters a competitive field of incumbents.

According to the survey, **a little over a third (35%) of Total Respondents were aware of Peacock** as a forthcoming streaming service. This is up from the 28% who were aware of the at-the-time unnamed NBCU streaming service when asked in a fall 2019 study.

Among those aware of the upcoming Peacock service, 26% expressed that they were Likely/Very Likely to subscribe. Among those unaware of Peacock, only 1% expressed Likely/Very Likely to subscribe. This underscores the fact that with the right marketing, there is room to capture interested subscribers.

The Peacock service will offer a wide variety of content, and the survey asked which areas of NBCU programming people would be most interested in seeing. **Just over half (51%) of Total Respondents said they were most interested in accessing and viewing currently airing NBCU shows on Peacock.** This could be attributed to the prevalence of cord-cutting, whereby many consumers have dropped traditional Cable/Telco/DTH services and don't have access to live broadcast content. **This was followed by NBCU movies (48%), NBCU's library of shows (45%), and shows from NBCU's many cable networks (44%).** The variety of content that Peacock plans to offer will be a strong catalyst for market interest and growth.

Peacock Originals appealed to about a third of Total Respondents (34%). This is not to suggest that Originals won't drive interest; it might be that consumers are not familiar with the planned line-up and talent.

Just under a third (29%) of Total Respondents expressed interest in watching Live Sports/Events on the platform. Live Sports is a unique feature of the streaming service and, as we now know, Peacock will be proceeding with its scheduled summer launch despite the postponement of the Olympics. Interest in Kids Programs was only 14%, which may be due to the timing of the survey, when the now widespread K-12 school closures were not in effect. It would be interesting to reassess how social distancing and stay-at-home orders have impacted interest in Live Sports/Events and Kids Programs.

When looking at those Likely/Very Likely to subscribe to Peacock, not surprisingly interest in all types of content rose dramatically. **Library content (85%) edged out current shows (84%), with both commanding huge interest. Peacock Originals also soared with this segment, with 82% expressing interest.** NBCU movies (79%) and cable shows (75%) also scored big; above Live Sports/Events (45%) and Kids Programs (23%).

NBCU has said they will include a wide variety of shows and movies on Peacock. How interested are you in the following being part of the service?		
Type of Content	Total Respondents % Interested/Very Interested	Among Likely/Very Likely to Subscribe % Interested/Very Interested
Current NBC Shows	51%	84%
NBCU Movies	48%	79%
NBC Library Shows	45%	85%
Shows from NBC Cable Networks	44%	75%
Peacock Originals	34%	82%
Live Sports / Events	29%	45%
Kids Programs	14%	23%

One of the most innovative aspects of Peacock, which sets it apart from its competitors, is the choice it is giving to consumers regarding how they subscribe. **Consumers will be able to select from an SVOD model, an AVOD model, or even a hybrid of sorts.** Survey participants were asked to select which announced tier they would choose, if they were to subscribe, along with a brief explanation of what they would get for each. Peacock Free will come with limited programming, no subscription fee and is fully ad supported; Peacock Ad-Supported will come with full programming that is free to existing Comcast customers and \$5-a-month for everyone else; and Peacock Premium will come with full programming and no ads for \$10-a-month.

Among Total Respondents, consumers were more inclined to say they would select the lower priced tiers, either Peacock Free (45%) or the cheaper Peacock Ad-Supported (26%) model, versus the pricier Peacock Premium option (30%). With the increased costs of subscribing to multiple streaming services, it seems that many viewers could be more accepting of AVOD as a good solution to accessing more content at a lower price point. Peacock is well-positioned, in this regard, to offer unique options for consumers to pick a cost vs. ad tradeoff that is right for their wallets.

Peacock will be both advertising and subscription supported, with different price tiers.
If you were to subscribe to Peacock, which would you be most likely to choose?

	Among Total Respondents	Among Likely/Very Likely to Subscribe
Peacock Free	45%	19%
Peacock Ad-Supported	26%	34%
Peacock Premium	30%	47%

Among those Likely/Very Likely to subscribe to Peacock, these results shifted toward the fully-paid Peacock Premium option (47%). With only 19% of this segment selecting the Peacock Free option.

■ Net Net

Peacock will launch with a vast library that is rich in content format, talent and variety. With so many choices, awareness is key in driving subscription to any new service, and this was particularly impactful in the findings for Peacock. The empowered consumer tends to gravitate towards those platforms that either complement or replace their current streaming services. The key to keeping them engaged is not just with any content, but the right content.

Peacock's strategy to provide content for everyone--with pricing models for everyone--is on the right track. As awareness grows, they are poised to capitalize. This might be a bird that not just flies, but soars.

■ ABOUT TV TIME

TV Time, a Whip Media Group brand, is the world's largest TV and movie tracking app for consumers. Every day, nearly a million people use TV Time to keep track of the shows and movies they're watching, discover what to watch next and engage in a global community of more than 13 million registered fans.

■ ABOUT WHIP MEDIA GROUP

Whip Media Group's products, including Mediamorph, TV Time and TheTVDB, offer a data-driven integrated cloud solution that empowers the world's leading entertainment organizations to intelligently acquire, distribute and monetize their content. Together, our companies track billions of consumer actions and financial transactions that accelerate innovation for buyers and sellers of content, in real-time.

For more information, visit whipmedia.com

