

Subscription services business got a boost from the effects of quarantine

While some retail models and segments have run into significant challenges, subscriptions services have demonstrated stickiness and growth due to the pandemic-era shopping trends.

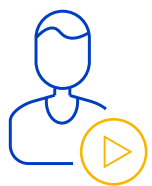
According to Bloomberg, the subscription businesses have been one of the more consistent bright spots for tech companies, as physical product sales stumble and ad revenue slows.¹ Streaming video subscriptions have risen during COVID-19 funneling dollars into more and more subscriptions.



Subscription economy is forecasted to reach **US\$437 Billion** market value by 2025²



51% of U.S. consumers say they are drawn to **streaming video services** with broad range of TV shows and movies³



3.6 Billion subscribers will treble in the **next 5 years**²



48% of U.S. consumers have participated in any form of **video gaming activity** – with younger generations over indexing (**69% of Millennials and 75% of Gen Z**)³



By 2025, the market value of **digital video subscriptions** can reach **US\$65.9 Billion**²



The comeback of subscription bundles⁴



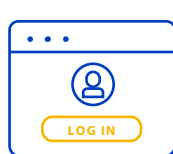
+80% are subscribed to at least one type of subscription service



69% of consumers say they want **subscription bundles** and among the top 3 reasons is saving money



77% are enrolled to **membership services**



43% of consumers chose the convenience of being able to access services through a single account and log in



71% are enrolled to **streaming services**

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Sources:
1. Bloomberg, May 2020. <https://www.bloomberg.com/news/newsletters/2020-05-04/netflix-disney-and-other-subscription-apps-get-a-pandemic-boost>
2. Juniper Research, October 2020
3. Deloitte Digital Media Trends, May 2020
4. The Subscription Bundling Report, a PYMNTS and Vindicia collaboration, surveyed a census-balanced panel of 2,962 United States consumers on November 2020.

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