

SYNTHETIC PANEL STUDY · CHARTS

98 US adults on the \$5 rise, release cadence, passwords and ads

n=98 · US adults 18 to 80, census weighted on labour status and age · 4 questions · 392 responses · fielded 23
Jul 2026

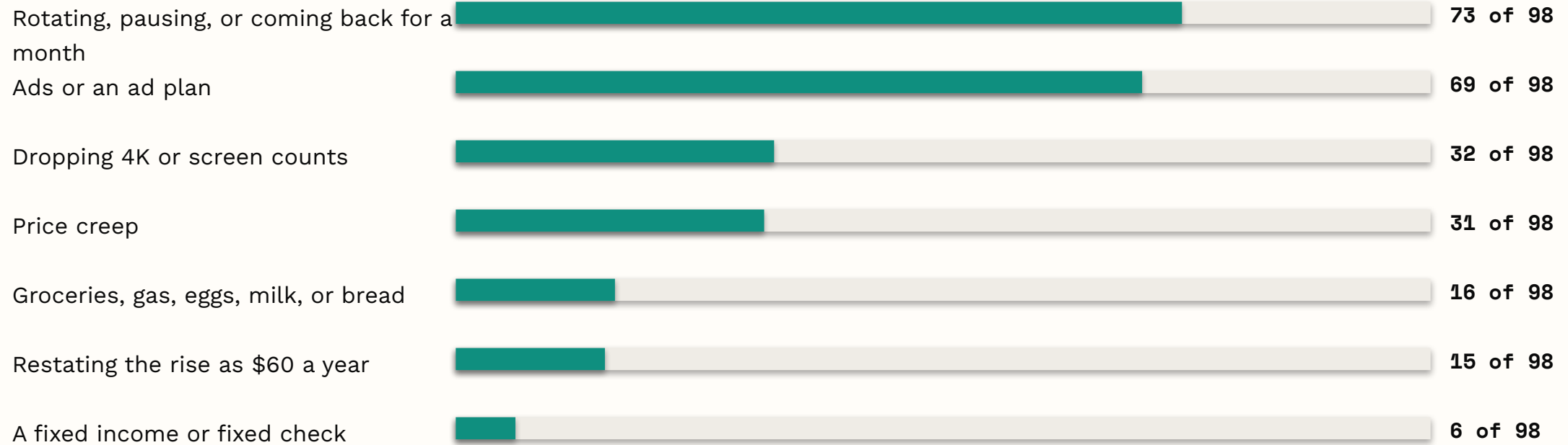
The \$5 rise, answered three ways



- 61 · Answered downgrade to the \$5 rise
the ad plan, dropped 4K and extra screens, rotating off between seasons
- 20 · Answered cancel and describe returning for single paid months
single paid months when a show lands; YouTube, antenna TV, library DVDs, free ad apps
- 17 · Answered keep at the higher price
kids' shows, live sports and locals, offline downloads for rural signal, YouTube at meals

Q1

Named moves in the \$5-rise responses



Q2

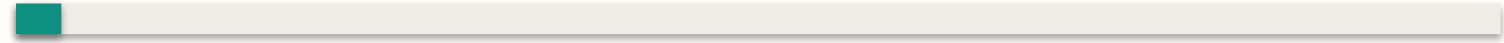
Season release preference

All episodes at once



95 of 98

One episode per week



3 of 98

Q3

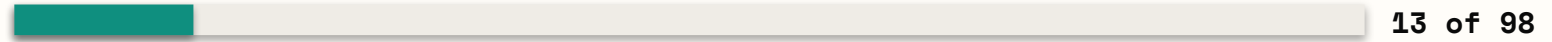
Password crackdown, what changed

Unchanged



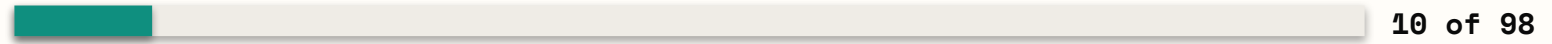
75 of 98

Stopped watching a service



13 of 98

Paid more

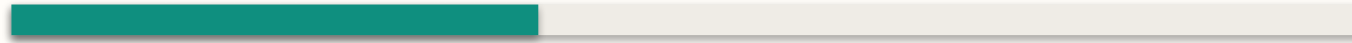


10 of 98

Q3

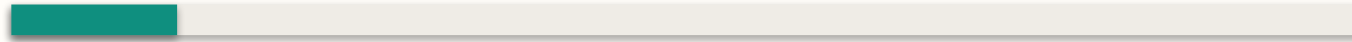
Crackdown behaviour change by age

Under 40, behaviour changed



16 of 41

40 and over, behaviour changed



7 of 57

Q4

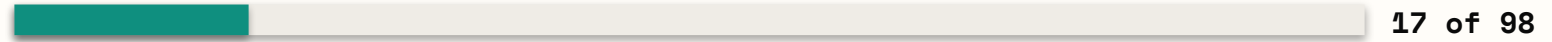
The price and ads trade

Pay less with some ads



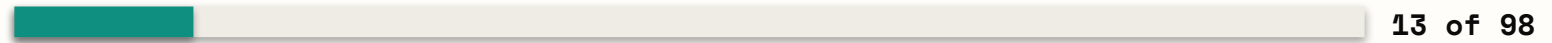
68 of 98

Free with more ads



17 of 98

Full price, no ads



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Q4

Ad-break behaviours panelists describe

