THE ALADDIN AGENCY PRESENTS

Disney+ Campaign

Inspiring a happily ever after for streaming.

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ALADDIN AGENCY

ABOUT US

The AlADdin Agency is a full-service advertising agency centered in Knoxville, TN. It was started by a group of advertising professionals in 2022 who wanted to put their magic touch on the advertising industry. As a full-service agency, we utilize our in-house research hub to investigate and analyze qualitative and quantitative data as well as conduct our own primary research. In addition, we have a state-of-the-art design lab, where we produce our own creative elements. Our current focus is on streaming video on demand services and our client is Disney+. For this advertising campaign, Disney+'s target audience is 18-24 year olds. Disney as a brand is a customer center brand who values customer-centered satisfaction and experience.

MEET THE TEAM

OUR TEAM

SYDNEY
ACCOUNT EXECUTIVE
DESIGN ASSISTANT

ASHLYNN
ACCOUNT MANAGER
CREATIVE DIRECTOR

MADELLIN
DESIGN ASSISTANT
COPYWRITER

KRISTINA
Quantitative Analyst
Strategist

CELIA
QUALITATIVE ANALYST
QUANTITATIVE ANALYST

SIBEAL
QUANTITATIVE ANALYST
DESIGN ASSISTANT

ABBY
COPYWRITER
QUALITATIVE ANALYST

SADIE
QUALITATIVE ANALYST
STRATEGIST

SKYLER
STRATEGIST
COPYWRITER

DALTON
QUALITATIVE ANALYST
QUANTITATIVE ANALYST

SYDNEY BURZYNSKI

ACCOUNT EXECUTIVE
DESIGN ASSISTANT

She is currently a junior at The University of Tennessee, Knoxville and majoring in advertising. Additionally, she is minoring in business administration, French, and graphic design. Within advertising, she is interested in the creative design component of the field. In the future, she hopes to use her knowledge and expertise of advertising to work in an in-house advertising agency for a haute couture brand. Finally, in relation to the client, Disney+, her favorite Disney film is Tangled.

KRISTINA BYNUM

QUANTITATIVE ANALYST
STRATEGIST

She is currently a sophomore at The University of Tennessee, Knoxville and majoring in advertising. Additionally, she is minoring in public relations. Within advertising, she is interested in the market research component of the field. In the future, she hopes to use her knowledge and expertise of advertising to work in an in-house agency for a car company. Finally, in relation to the client, Disney+, her favorite Disney film is a tie between Tangled and Moana.

MADELLIN ELLIS

ACCOUNT EXECUTIVE
DESIGN ASSISTANT

She is currently a junior at The University of Tennessee, Knoxville and majoring in advertising. Additionally, she is minoring in business administration. Within advertising, she is interested in the creative design component of the field as well as social media. In the future, she hopes to use her knowledge and expertise of advertising to work as a freelancer. Finally, in relation to the client, Disney+, her favorite Disney film is Surfs Up.

SADIE FAULKNER

QUANTITATIVE ANALYST
STRATEGIST

She is currently a junior at The University of Tennessee, Knoxville and majoring in advertising. Additionally, she is minoring in public relations. Within advertising, she is interested in the branding and marketing component of the field. In the future, she hopes to use her knowledge and expertise of advertising to advocate for social and political issues worldwide. Finally, in relation to the client, Disney+, her favorite Disney film is Cruella.

CELIA HAMMOND

ACCOUNT EXECUTIVE
DESIGN ASSISTANT

She is currently a junior at The University of Tennessee, Knoxville and majoring in advertising. Additionally, she is minoring in journalism. Within advertising, she is interested in the copywriting component of the field. In the future, she hopes to use her knowledge and expertise of advertising to work in an in-house advertising agency within a large metropolitan area. Finally, in relation to the client, Disney+, her favorite Disney film is Pirates of the Caribbean.

ASHLYNN LALLY

QUANTITATIVE ANALYST
STRATEGIST

She is currently a sophomore at The University of Tennessee, Knoxville and majoring in advertising. Within advertising, she is interested in copywriting and the creative design component of the field. In the future, she hopes to use her knowledge and expertise of advertising to work as a social media manager and content creator for non-profit organizations. Finally, in relation to the client, Disney+, her favorite Disney film is Sleeping Beauty.

ABBY MADAN

QUALITATIVE ANALYST
COPY EDITOR

She is currently a junior at The University of Tennessee, Knoxville and majoring in advertising. Within advertising, she is interested in the creative design component of the field, as well as copywriting. In the future, she hopes to use her knowledge and expertise of advertising to work with beauty companies. Finally, in relation to the client, Disney+, her favorite Disney film is Moana.

SKYLER MCALLISTER

QUANTITATIVE ANALYST
STRATEGIST

He is currently a junior at The University of Tennessee, Knoxville and majoring in advertising. Additionally, he is minoring in music business. Within advertising, he is interested in copy, the creative design component, strategy, and client relations aspect of the field. In the future, he hopes to use his knowledge and expertise of advertising to work as an artist or as a manager for event and venue promotion. Finally, in relation to the client, Disney+, his favorite Disney film is The Princess and the Frog.

SIBEAL MCGRATH

ACCOUNT EXECUTIVE
DESIGN ASSISTANT

She is currently a junior at The University of Tennessee, Knoxville and majoring in advertising. Additionally, she is minoring in business administration. Within advertising, she is interested in branding and the account service component of the field. In the future, she hopes to use her knowledge and expertise of advertising to work for account service or production within a full-service advertising agency. Finally, in relation to the client, Disney+, her favorite Disney film is Eloise at Christmas.

DALTON REESE

QUANTITATIVE ANALYST
STRATEGIST

He is currently a junior at The University of Tennessee, Knoxville and majoring in advertising. Within advertising, he is interested in the market research component of the field. In the future, he hopes to use his knowledge and expertise of advertising to work as the head of market research within an advertising agency. Finally, in relation to the client, Disney+, his favorite Disney film is The Mighty Ducks.

MEET THE CLIENT

EXECUTIVE SUMMARY

For this advertising campaign, Disney+ is our client. Disney is an international company that is known for entertainment for people of all ages.

Thus far, our team has conducted a situation analysis based on secondary research. This information collected for the situation analysis is found within a separate book.

Within this report, we have conducted ten qualitative interviews with as well as sent out numerous surveys for 18-24 year old college students who subscribe to Disney+ and other streaming service platforms.

Based on the information collected from the surveys and our analysis of the data, we will provide strategic recommendations for Disney+.

RESEARCH OBJECTIVES

1
HOW SVOD FITS INTO YOUNG ADULTS LIVES
A. Why do they subscribe to SVoD services? (factors that motivate purchase)
B.Why do they subscribe to the services they do?
C. What are important factors in the decision?

2
HOW YOUNG ADULTS PERCEIVE DISNEY PLUS
A. What are their perceived similarities and differences between Disney Plus and other SVoD services?
B. What is their understanding of the relationship between Disney Plus and Hulu?

3
WHETHER YOUNG ADULTS BELIEVE COVID HAS AFFECTED THEIR SVOD CONTENT VIEWING HABITS

4
CURRENT PERCEPTIONS OF SVOD BRANDS

5
EXAMINE GENDER DIFFERENCES

6
THE IMPACT OF ORIGINAL CONTENT ON SVOD USAGE
A. Do they prefer original content to outside-produced content?

7
THE EFECT OF CAREER ON SVOD USAGE
A. Does their budget affect what streaming platforms they choose?

QUALITATIVE ANALYSIS

QUALITATIVE RESEARCH METHOD

In this qualitative research report, we have conducted primary research through qualitative interviews. The research method is outlined in the following steps. First of all, we each found someone to interview on the basis of connections. Before commencing the interview, we asked the interviewee a series of screening questions to ensure that they fit within the target audience. The first question is “are you between the ages of 18 and 24?”. While the second question includes, “are you currently a paying subscriber to a Streaming Video on Demand Service?”.

If the interviewee answered yes to both of these questions, then they could participate within the interview. In total, we conducted 10 individual qualitative interviews with those who met the target market criteria. There were numerous questions within the interview which were based on the objectives emplaced for the research. Objectives were formed on the basis of “how SVoD fits into young adults’ lives”, “how young adults perceive Disney+”,”whether Young Adults believe COVID has affected their SVoD Content viewing habits” and finally overall “current perceptions of SVoD brands”.

QUALITATIVE RESEARCH METHOD

The full interview guide (with the outline of all questions asked) is found within the appendix 1. Upon the completion of the interviews, we took the transcripts and created a write up which included how the interview went, the responses to the questions, and a reflection on the overall process. Next, we annotated each individual interview by highlighting key points, questions, and reoccurring themes. From those themes, we were able to draw conclusions based on our past research.

On the basis of secondary sources and knowledge about the streaming industry and our client, Disney+. From those themes, we contrived how they connected to our research objectives, noting the similarities and differences between our findings and our past knowledge. Finally, we took all of that data into consideration and presented our findings in a way that would benefit Disney+ in their advertising efforts to reach the target audience of 18-24 year olds.

QUALITATIVE METHOD STEPS

The qualitative research method is outlined in the following steps:

- Identified potential interviewee [10 total].
- Asked potential interviewee a series of screening questions.
- If interviewee passed, they participated in interview.
- Conducted interview.
- Wrote up transcript of interview.
- Analyzed interview.
- Identified key themes.
- Wrote up suggestions & recommendations for Disney+.

INTERVIEW PARTICIPANTS

Outlined on the next page are the profiles of the participants of the interviews. Included within the table are demographic elements such as age, gender, if they are a college student, living situation, and employment status.

PARTICIPANT PROFILE

PARTICIPANT:	AGE:	GENDER:	STUDENT?	LIVING SITUATION:	EMPLOYMENT?
PRINCESS TIANA	21	F	Yes	Off campus	Part-time
PRINCESS AURORA	20	F	Yes	Off campus	Unemployed
PRINCESS MULAN	22	F	Yes	On campus	Unemployed
PRINCE CHARMING	21	M	No	Off campus	Full-time
PRINCESS MERIDA	21	F	Yes	On campus	Part-time
PRINCESS MOANA	19	F	Yes	On campus	Part-time
PRINCESS BELLE	23	F	No	Off campus	Full-time
PRINCESS POCAHONTAS	18	F	Yes	On campus	Part-time
PRINCESS JASMINE	24	F	No	Off campus	Full-time
PRINCESS ARIEL	23	F	No	Off campus	Full-time

QUALITATIVE ANALYSIS

FINDINGS

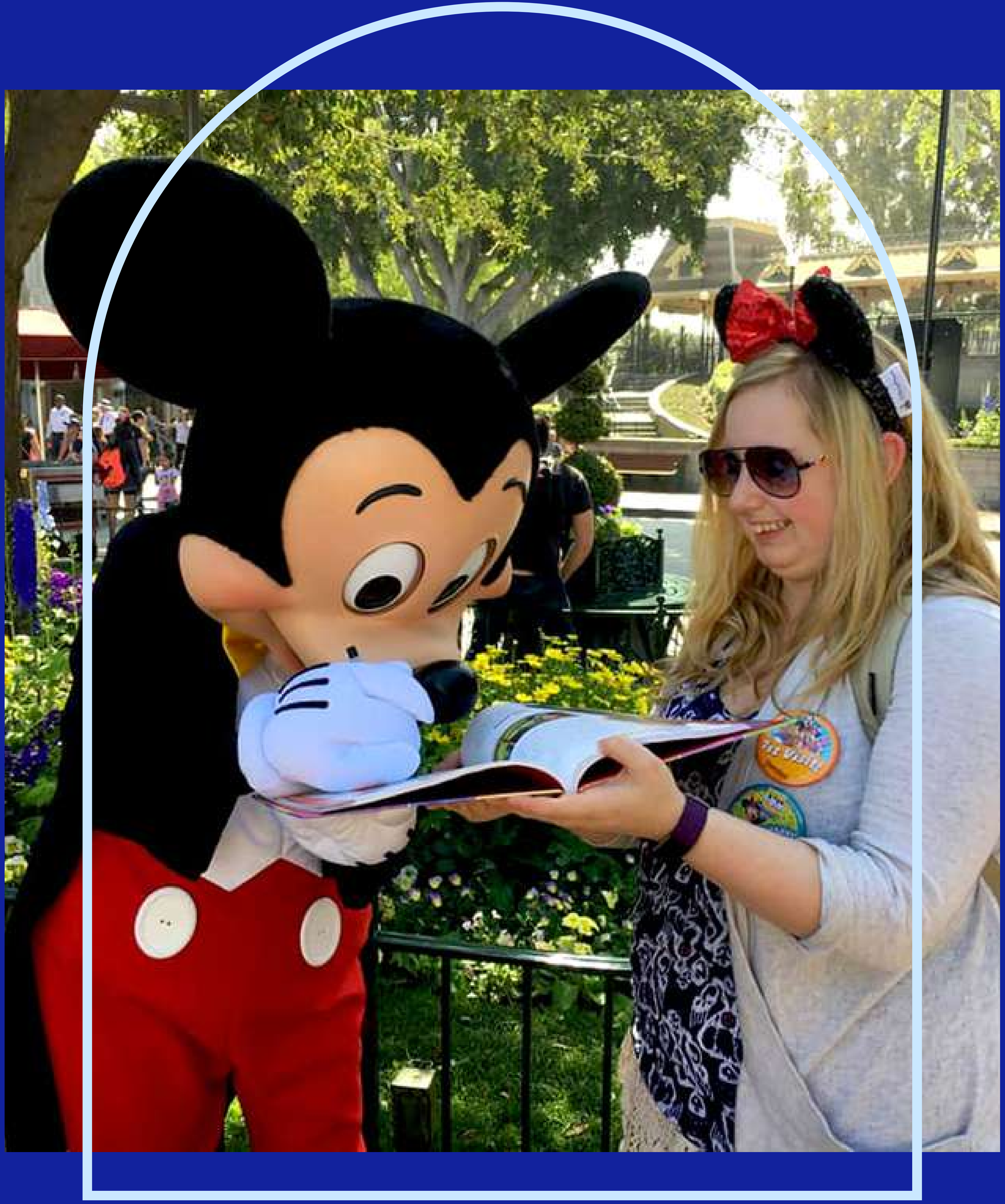
FINDING ONE

YOUTH & CHILDHOOD

FOCUSES ON 18-24 YEAR OLDS, FOUND DISNEY+ CONTENT YOUNG AND LESS DIVERSE THAN OTHER STREAMING PLATFORMS.

"MY TASTE IS TOO MATURE. ”

"WHEN YOU THINK OF DISNEY, YOU TEND TO THINK OF CHILDREN AND FAMILIES. THOSE TWO GROUPS ARE TYPICALLY THE AUDIENCE FOR DISNEY.”



“SOMEONE WITH CHILDREN, SOMEONE THAT IS CONNECTED TO THEIR CHILDHOOD, OR A “DISNEY ADULT”” ARE THE TYPES OF PEOPLE THAT SUBSCRIBE TO DISNEY+.”

Finding #1 - Youth and Childhood

“I IMMEDIATELY THINK OF MY CHILDHOOD SINCE I GREW UP ON DISNEY - WATCHING THE WALT DISNEY/PIXAR MOVIES, DISNEY CHANNEL ORIGINAL MOVIES, AND DISNEY CHANNEL SHOWS. SO I ASSOCIATE THAT CONTENT WITH THE STREAMING SERVICE.”

Finding #1 - Youth and Childhood

ANALYSIS

- This is a common theme that we have discovered throughout our interviewing process, that Disney+ is branded and marketed towards a younger audience due to the nature of its family friendly content. Most people interviewed expressed a tendency to favor streaming on demand services that provide more mature 'age appropriate' content that they felt Disney+ does not offer.
- A 'Disney adult' is a common term used by 18-24 year olds to describe a person over 18 who is a Disney super fan, usually going to the theme parks for vacations and a large knowledge base of Disney content.
- However, people interviewed also expressed that Disney content created a sense of nostalgia. One interviewee stated "I immediately think of my childhood since I grew up on Disney - watching the Walt Disney/Pixar movies, Disney Channel Original Movies, and Disney Channel shows. So I would associate that content with the streaming service as I am able to watch throwbacks from my early days." A finding across a number of the qualitative interviews was associating Disney with animated films with one interviewee going as far as to use "Pocahontas", her favorite Disney film, as the one word she identifies when first thinking about Disney Plus.

CREATING CONVERSATIONS

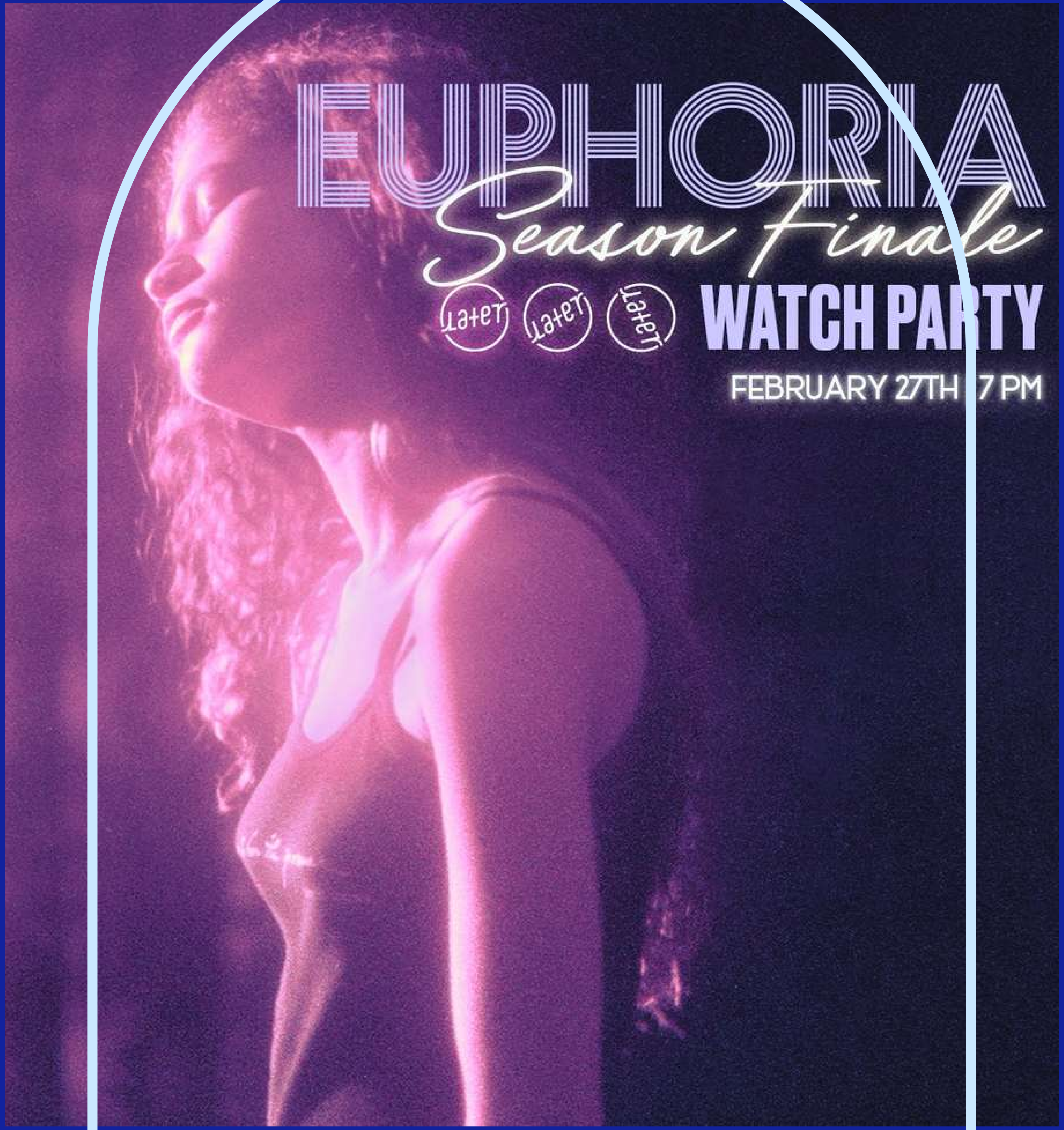
FOCUSES ON 18-24 YEAR OLDS' DESIRE TO TALK ABOUT THE CONTENT THEY WATCH. IF A CERTAIN SHOW IS PROMINENT ON SOCIAL MEDIA PLATFORMS, IT WILL GRAB THE ATTENTION OF THIS AGE GROUP.

"NOW MORE THAN EVER, CONNECTION IS VERY IMPORTANT FOR OUR SOCIETY TO GROW AND STREAMING SERVICES IS A BIG WAY WE CAN DO THAT NOW."

"IT'S ALSO FUN TO BE A PART OF THE CONVERSATION SURROUNDING ORIGINAL CONTENT ON SOCIAL MEDIA, SPECIFICALLY TIKTOK."

“I LOVE WATCHING THE BACHELOR AND OTHER REALITY TV SHOWS WITH NO ADS ON HULU WITH MY FRIENDS.”

Finding #2 - Creating Conversations



“WE WOULD HAVE EUPHORIA WATCH PARTIES IN MY SORORITY HOUSE.”

Finding #2 - Creating Conversations

ANALYSIS

- A common theme across the qualitative interviews was the value placed on the connection watching shows and movies can give the interviewee with family and friends. One participant stated that watching shows gives her “time to spend with my friends and to have something to talk about.” These quotes show that these interviewees enjoyed watching shows with other people, and that is an important aspect to their social lives.
- Participants observed that the HBOMax original series “Euphoria” drew them to the streaming platform as user-generated content was created across different social media platforms, and “Euphoria watch parties” started to take form in 2022. A participant stated “I really liked “Euphoria” and thought it was one of the better original shows to come out in a while. It’s also fun to be a part of the conversation surrounding original content on social media, specifically TikTok.”
- Conversation with friends and family and conversations on social media are important to be a part of when looking at the group of 18-24 year olds interviewed. A participant stated that “Hulu is good for me to keep up with current shows,” which shows that being in the know is important to this participant. It is important to note that Hulu, Netflix, and HBOMax were the three most commonly listed streaming services by the participants when discussing which streaming services they commonly use and why.

CREATURES OF HABIT

FOCUSES ON 18-24 YEAR OLDS THAT REWATCH CERTAIN SHOWS AND MOVIES BECAUSE IT BRINGS THEM A SENSE OF COMFORT AND NOSTALGIA.
ABOUT THE CONTENT THEY WATCH.

"I LIKE 'THE ORIGINAL STAR WARS TRILOGY' BECAUSE MY DAD IS A HUGE STAR WARS FANATIC AND IT REMINDS ME OF MY CHILDHOOD. I OFTEN WATCH THESE MOVIES AS A COMFORT SHOW."

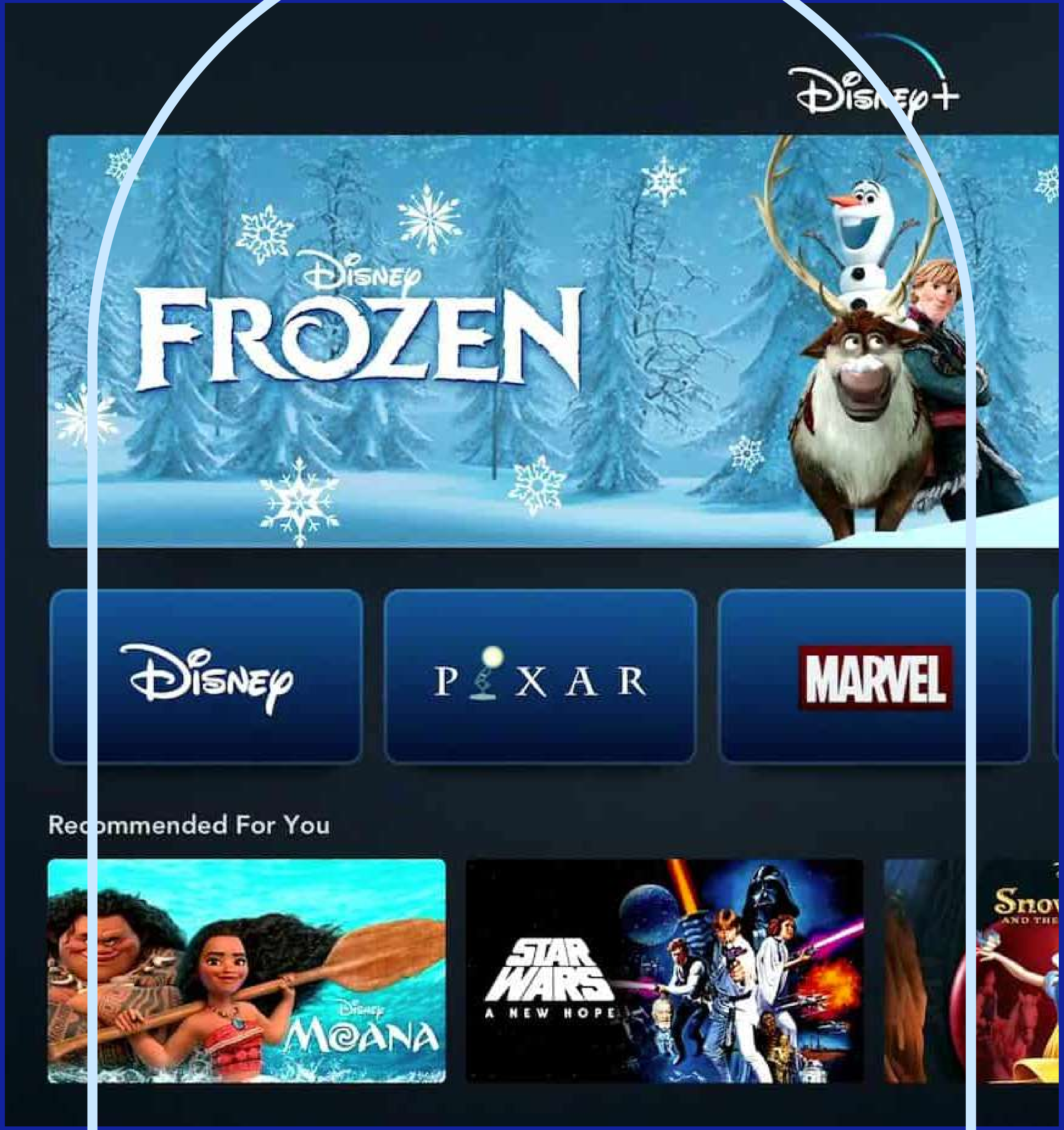
"I USUALLY WATCH BEFORE BED, THAT IS WHEN I HAVE MY FREE TIME TO RELAX AND SPEND IT HOW I WANT."

“I LIKE TO WATCH STREAMING SERVICES AFTER WORK (AT NIGHT) AND ON THE WEEKENDS. I CHOOSE TO WATCH AFTER WORK BECAUSE WATCHING TV SHOWS IS ONE OF MY IDEAL WAYS TO UNWIND AFTER A LONG DAY.”

Finding #3 - Creatures of Habit

“I LIKE WATCHING STREAMING CONTENT A LOT BECAUSE IT BRINGS BACK A LOT OF GOOD MEMORIES FROM WHEN I WAS YOUNGER ... SINCE I WATCH THROWBACKS ALL THE TIME.”

Finding #3 - Creatures of Habit



"WHEN I STREAM IT'S USUALLY TO WATCH ONE OF MY COMFORT SHOWS/MOVIES OR IF THERE'S SOMETHING THAT'S BEEN RECOMMENDED TO ME."

Finding #3 - Creatures of Habit

ANALYSIS

This theme was chosen because it was found across many of the qualitative interviews that the participants were drawn to Disney Plus because of its connection to their childhood. For instance, one interviewee stated "I like Disney Plus' content a lot because it brings back a lot of good memories from when I was younger." Another participant stated "I like 'The Original Star Wars Trilogy' because my dad is a huge Star Wars fanatic and it reminds me of my childhood. I often watch these movies as a comfort show." Both participants used similar language, such as 'childhood' and 'when I was younger' when referring to Disney Plus, which shows that nostalgia plays a large factor for the platform in terms of these interviews.

Participants also stated that watching shows and movies on streaming services is something they use to relax. One interviewee stated "I usually watch before bed, that is when I have my freetime to relax and spend it how I want." Similarly another participant stated "I like to watch streaming services after work (at night) and on the weekends. I choose to watch after work because watching tv shows is one of my ideal ways to unwind after a long day." Through the interview process, a common theme arose that watching shows is used as a way for 18-24 year olds to decompress from a long day of school or work.

The recommended feature and trending now feature found on a variety of streaming platforms was also brought up by some participants. For instance, one participant stated "When it's for personal use it's usually to watch one of my comfort shows/movies or if there's something that's been recommended to me." Another participant stated "If I do not have a certain show or movie in mind, I will tend to watch whatever is trending. I will browse the 'trending now' page. But I typically watch shows that fall within a certain category or genre - crime, mystery, k-dramas, romance, etc. - so if nothing looks enticing on the trending page, I will find something to watch within those genres." These quotes show that the interviewees enjoyed having the streaming platform help them pick out a show and will often pick something like the shows and movies that they already watch, whether that be by genre, the recommended feature, or the trending now page.

FINDING FOUR

SHARING THROUGH STREAMING

FOCUSES ON HOW 18-24 YEAR OLDS OFTEN EITHER SPLIT THE COST OF STREAMING SERVICES WITH FRIENDS OR USE THEIR FAMILY’S ACCOUNT INSTEAD OF PURCHASING THEIR OWN SUBSCRIPTION.

"I USE THE STREAMING SERVICES THAT MY PARENTS PAY FOR AND SO DOES MY SISTER. HER BOYFRIEND ALSO USES MY PARENTS’ SUBSCRIPTIONS."

"I’M UNDER MY FAMILY’S SUBSCRIPTIONS FOR NETFLIX AND HBO MAX."

"I WANT TO SUBSCRIBE TO PARAMOUNT PLUS FOR ALL THEIR MOVIE SELECTIONS THAT I CAN'T FIND ANYWHERE ELSE. SINCE I DON'T HAVE A JOB, I CAN'T PAY FOR IT YET AND IT'S NOT SOMETHING THAT MY PARENTS ARE INTERESTED IN PAYING FOR."

Finding #4 - Sharing Through Streaming

"THE COMPETITION THAT SERVICES HAVE WITH EACH OTHER FOR OWNERSHIP OF SHOWS MAKES IT REALLY HARD BECAUSE CONSUMERS NEED TO BUY MULTIPLE SUBSCRIPTIONS IN ORDER TO SEE EVERYTHING THEY WANT ... SO CONSUMERS LIKE ME END UP SHARING ACCOUNTS."

Finding #4 - Sharing Through Streaming

ANALYSIS

Through the interview process, many participants explained that they share subscriptions to streaming services with family, friends, roommates, and partners a majority of the time. One interviewee said “I use the streaming services that my parents pay for and so does my sister. My boyfriend also uses my parents’ subscriptions.” When asked if there were any streaming services that they wanted to subscribe to and had not yet, one participant stated “I want to subscribe to Paramount Plus for all their movie selections that I can’t find anywhere else. Since I don’t have a job, I can’t pay for it yet and it’s not something that my parents are interested in paying for.” Many participants also shared the desire to have multiple streaming services to have access to more content, but shared hesitation to subscribe to multiple due to the price. One interviewee stated “The competition that services have with each other for ownership of shows makes it really hard because consumers need to buy multiple subscriptions in order to see everything they want.” Another participant shared that she uses Hulu’s student plan payment option, while sharing other platforms, “I’m under my family’s subscriptions for Netflix and HBO Max. The one I pay for is Hulu and I use it because it has one of those college student payment plans that connects to Spotify so I get them for cheap.” Price played a large role in the interviewees decision to share streaming services with others, as well as the desire for many choices in terms of content.

COVID-19 SIDE EFFECTS

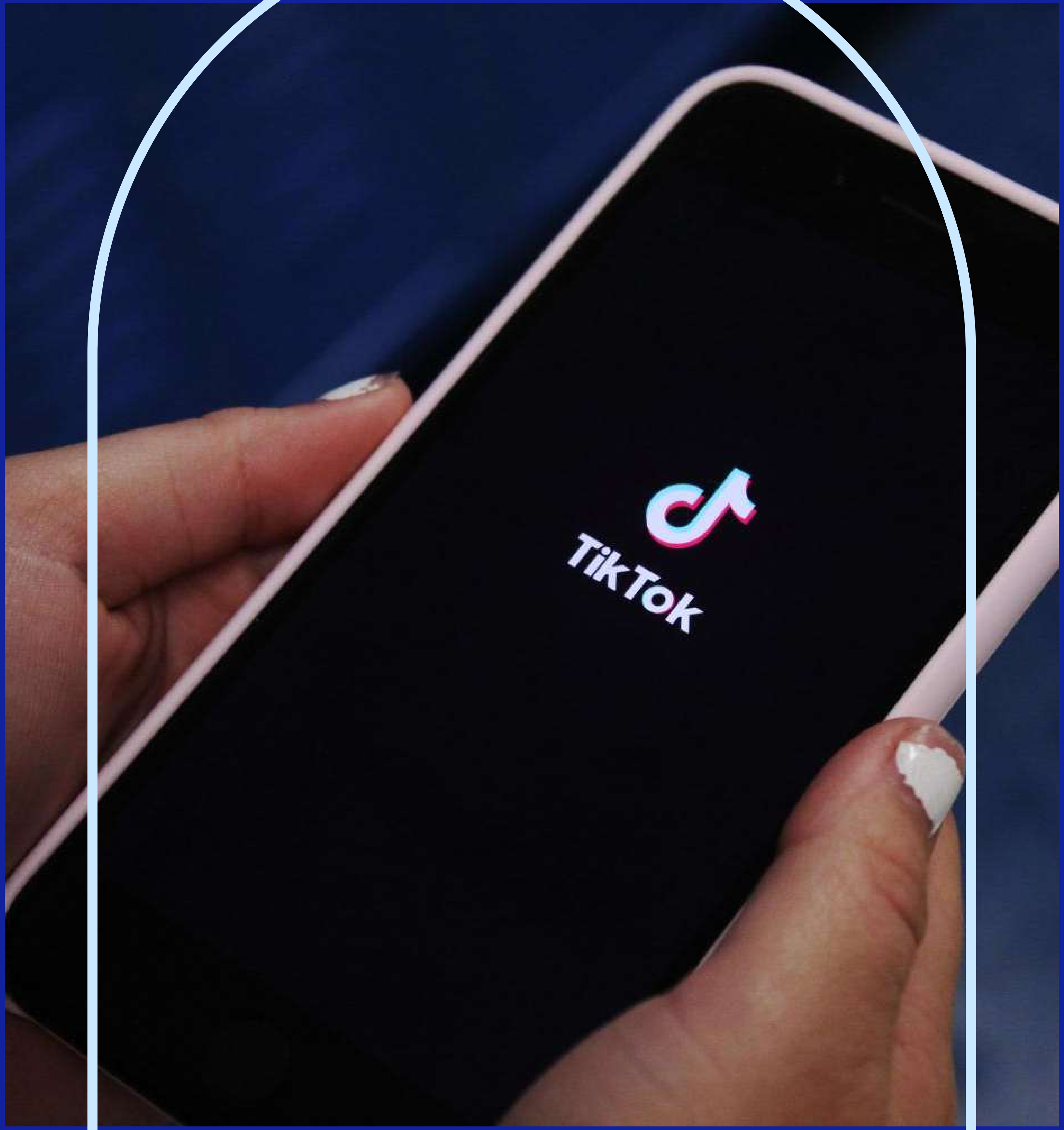
FOCUSES ON HOW THE PANDEMIC AND QUARANTINE AFFECTED 18-24 YEAR OLDS' WAY OF SOCIALIZING AND HOW STREAMING SERVICES CONTINUE TO FIT INTO THEIR LIVES NOW THAT THE WORLD IS REOPENING.

"I HAVE WATCHED MORE [STREAMING SERVICES SINCE COVID-19] BECAUSE WHEN SPENDING MORE TIME ALONE I HAVE FOUND IT A WAY TO STAY ENTERTAINED AND ENGAGED."

"I FEEL LIKE I SPENT WAY TOO MUCH TIME ON STREAMING SERVICES WHEN I WAS QUARANTINED."

“IN THE BEGINNING OF THE PANDEMIC, I WANTED TO BE SAFE AND AVOID PEOPLE. NOW, HOWEVER, STAYING HOME HAS BECOME A HABIT AND I REALIZED THAT I ENJOY BEING ALONE MORE.”

Finding #5 - Covid-19 Side Effects



“I HAVE CONSIDERED TRYING OUT NEW ACTIVITIES BECAUSE OF COVID BECAUSE I SPENT A LOT OF TIME ON MY PHONE AND FOUND A LOT OF NEW THINGS. I THINK TIKTOK, AND CONSUMING SO MUCH STREAMING CONTENT FROM THE INTERNET, HAD A BIG ROLE IN THIS.”

Finding #5 - Covid-19 Side Effects

“I DO NOT KNOW HOW TO SOCIALIZE AS WELL ANYMORE, I'VE BECOME A HERMIT OF SORTS, AND I DO NOT LIKE TO SOCIALIZE AS MUCH AS I USED TO.”

Finding #5 - Covid-19 Side Effects

ANALYSIS

Covid-19 affected the participants in different ways, but the interviews showed that the participants largely used streaming services more during the peak of the pandemic in 2020. However, some participants reported that they continue to watch streaming services because of a fear of socializing after the pandemic, while others reported turning to other ways to entertain themselves now that the world is returning to some normalcy. For example, one participant stated “In the beginning of the pandemic, I wanted to be safe and avoid people. Now, however, staying home has become a habit and I realized that I enjoy being alone more.”

The participants had varying answers from focusing more on their health through exercise to watching more television and being on social media more than usual. A participant stated “I have gotten into lifting, yoga, and painting since Covid-19.” However, the participant continued and shared “I have considered trying out new activities because of COVID because I spent a lot of time on my phone and found a lot of new things. I think TikTok, and consuming so much content from the internet, had a big role in this.” The interviews showed the Covid-19 affected the participants and their streaming habits in different ways, but every participant still currently uses at least one streaming service to date.

FINDINGS & APPLICATIONS

#1

WHY IS THIS IMPORTANT TO DISNEY+?

- Disney can reposition themselves in the streaming industry to reach a broader, more diverse audience.

#2

WHY IS THIS IMPORTANT TO DISNEY+?

- Disney can illustrate and advertise how watching the latest tv series can cause someone to be able to join in on conversations about popular shows and films.

#3

WHY IS THIS IMPORTANT TO DISNEY+?

- Disney can create a throwback selection section which highlights Disney Channel Original shows and movies from the 2000's and early 2010's.

#4

WHY IS THIS IMPORTANT TO DISNEY+?

- Disney can integrate the option for 'virtual watch parties' into their platform for users to watch content with other users in real time.

#5

WHY IS THIS IMPORTANT TO DISNEY+?

- Disney can dedicate aspects of the platform towards connecting with other subscribers to generate buzz around content as well as formulate a community on the service.

QUANTITATIVE ANALYSIS

QUANTITATIVE RESEARCH METHOD

Regarding the quantitative survey, there were various steps that took place before any survey creation or development occurred. First, all questions within the survey were based on at least one of the research objectives in the project proposal. Prior to the start of our research and the quantitative progress report, we were given five research objectives along with the case file. As a team, we prepared an additional two research objectives to round out potential areas of interest of the team that fell within the realm of streaming video on demand. In the process of creating the objectives, we followed the SMART technique.

SMART objectives stand for specific, measurable, achievable, relevant, and timely objectives. Typically, these objectives are set for an advertising campaign. Since our team is solely working within the research component of the advertising process, we adapted the SMART technique and broadened it to help us brainstorm additional objectives for the project. That procedure combined with what we did not address within the original objectives, as well as inadequacies found within our secondary research resulted in the later establishment of two additional objectives.

QUANTITATIVE RESEARCH METHOD

During the aforementioned attempt to create objectives, predominantly, we noted how we were not informed regarding the decision-making process for 18-24-year-olds who subscribe to at least one streaming service. Regarding our knowledge, we lacked specificity concerning the potential barriers and motivations as well as various behaviors that may result from engaging with a streaming service platform. The last component that we lacked knowledge on consisted of how various demographic elements would come into play and ultimately affect streaming behavior. Eventually, those ideas narrowed into the two objectives that we are utilizing currently within our project. These objectives covered the distinction between content types (original versus outside productions) as well as how one's identity and demographic features can affect one's streaming habits.

QUANTITATIVE RESEARCH METHOD

One additional step was taken prior to the survey creation, which includes analyzing the data collected from the quantitative interviews and the overall quantitative progress report. From those interviews, our team collected a lot of valuable information that explained the reasoning behind the course of actions to subscribe or not to subscribe. However, we are unable to draw conclusions from that data that can ultimately be generalized for a whole population due to the minimal amount of responses, lack of data, and overall diversity in the participants.

Fortunately, with the quantitative data (collected in the form of surveys), we have been able to draw conclusions based on the data collected and later postulated potential hypotheses about the 18-24-year-old population as a whole. This is due to the fact that our team is able to collect more quantitative data (in the form of surveys) than qualitative data which diminishes the error margin for generalizations regarding the greater population. Having the ability to make wide sweeping generalizations (resulting from quantitative data) combined with background reasoning (resulting from qualitative data) allows us to formulate well-informed critiques and suggestions for Disney Plus's advertising.

QUANTITATIVE RESEARCH METHOD

The next step in the process consisted of the creation of the survey questions. The goal for the survey was to ameliorate our comprehension of 18-24-year-olds as a market segment, as well as analyze the discrepancies that exist concerning the streaming habits and usage between men and women. From those intentions, our team brainstormed potential questions. Additionally, with the information collected from the qualitative interviews in mind, we were able to develop supplementary survey questions that stemmed directly from participants' responses. Once the survey was designed and written up, each member of the team identified one person that fit the target audience and asked them to complete a premature version of the survey.

Upon sending out the survey (in the form of a pretest), we made various revisions on the survey from feedback obtained. By having a pretest, we were able to avoid potential interviewer error as well respondent error by having participants give us direct feedback (on a smaller scale) before releasing our survey out to the general public. Thus, we wrote our questions as clearly as possible and within a concise manner to minimize confusion by respondents (which avoided respondent error as well as interviewer error). Other biases were avoided by ensuring that the questions were posed as neutrally as possible to avoid the possibility of leading, loaded, ambiguous, and double-barrelled questions.

QUANTITATIVE RESEARCH METHOD

During the process of question creation and in preparation for publishing our survey, we took several precautions to lessen, if not avoid completely, the potential for biases and error in our survey. For example, we minimized the potential for social desirability bias since the survey was completely anonymous. Each participant had the ability to take the survey individually and within a remote location. Also, on the homepage of the survey, it was clearly stated that no additional data (outside of the survey questions) would be collected and we outlined our desire for honest answers. Meaning all participants were able to say or respond to the survey without any repercussions.

Also, we took note of the order of our questions and made sure to ask broad questions regarding streaming services in general in the beginning of the survey, while specific questions regarding Disney Plus (as a streaming service and company) were placed towards the end of the survey. This was done intentionally in order to avoid auspices bias. This was made to have the participants feel they were in a natural setting, and to avoid the participants desire to favor Disney Plus if they knew it was our client. The goal of our survey was to collect their non-biased opinions and thoughts on Disney Plus. Another precaution we took to avoid this bias was when the client name (Disney Plus) was brought up in a question, other streaming services platforms (such as Netflix) were also mentioned to avoid pointing directly to our client.

QUANTITATIVE RESEARCH METHOD

In order to obtain data, we shared the survey with many people that fell within the target audience in the hopes of getting a response. The survey was created in Qualtrics and was in an online format. This survey format is suitable for the audience since 18-24-year-olds tend to be technologically savvy, as well as the internet is their preferred method of communication (as shown in our secondary research). There were also additional benefits towards an online survey such as receiving instant results and being able to ask anyone within that audience, disregarding potential geographic barriers. Primarily, the request for participating in the survey was made via text or in person (word-of-mouth).

It is important to note that upon the initial request for survey completion, it was drafted to those within the audience that we know (including but not limited to friends, roommates, and significant others). As a result, this method of gathering participants could have resulted in sample selection error with the potential of our data not representing the entire population. When we shared the survey with others, we attempted to collect a diverse group of opinions and ideologies from a wide range of participants. This potential survey error was limited by utilizing the snowball sampling method in addition to our primary manner of finding survey participants.

QUANTITATIVE RESEARCH METHOD

This method is achieved by asking the survey participants directly or having them pass our survey along to other members of the population. Preliminary participants passed our survey along through group text message chains (referred to as “group chats”) primarily. This sampling method disconnected our team (the researchers) directly from choosing who partakes in the survey, which lessened the potential for this error to affect the survey data. Another notable component is that we published our survey on Friday, April 29th and began asking for requests that day.

Friday and the general weekend could be a potential drawback (depending on the hour) since people generally take a break from school and work. Although, this likely did not have a big impact upon the participants’ responses to the survey as it was open until the morning of Thursday, May 5th. Meaning that respondents could have participated in the survey at a later date should they have been unable to do so during the weekend. If someone happened to start our survey, but did not finish it (due to various potential reasons), then none of their responses to any question were not taken into account in an attempt to avoid non-response errors.

QUANTITATIVE RESEARCH METHOD

In total, the AlADdin Advertising Agency was able to obtain 132 completed responses to the survey. Of that total number, only 85 responses fell within the target audience, meaning they answered 'yes' to the two screening questions (which consisted of age [18-24] and if they own a SVoD). Please note that we did not take into account any non-finished surveys (meaning all questions had to be filled out). All those surveys that qualified were analyzed and their responses were taken into account within this report. The breakdown (by demographic element) is shown below for the survey respondents.

QUANTITATIVE METHOD STEPS

The quantitative research method is outlined in the following steps:

- Developed questions for survey.
- Shared survey with general public.
- Obtained responses from survey - a total of 85 valid responses.
- Analyzed data and evaluated patterns.
- Constructed analyses for trends.
- Identified key themes.
- Wrote up suggestions & recommendations for Disney+.

DEMOGRAPHICS OF THE SAMPLE BY % OF QUALIFIED RESPONSES

TOTAL

85
participants

COLLEGE?

Attending - 94%
Not Attending - 6%

GENDER

Male - 36%
Female - 64%

EMPLOYMENT STATUS

Unemployed - 42%
Part-time - 51%
Full-time - 7%

QUANTITATIVE ANALYSIS

FINDINGS

THEMES

UNSUBSCRIBING

If one does not find any content of interest to them - they tend to unsubscribe.

SUBSCRIPTIONS

Netflix was the most favored platform. The other services had very little separation between each other.

GENRES

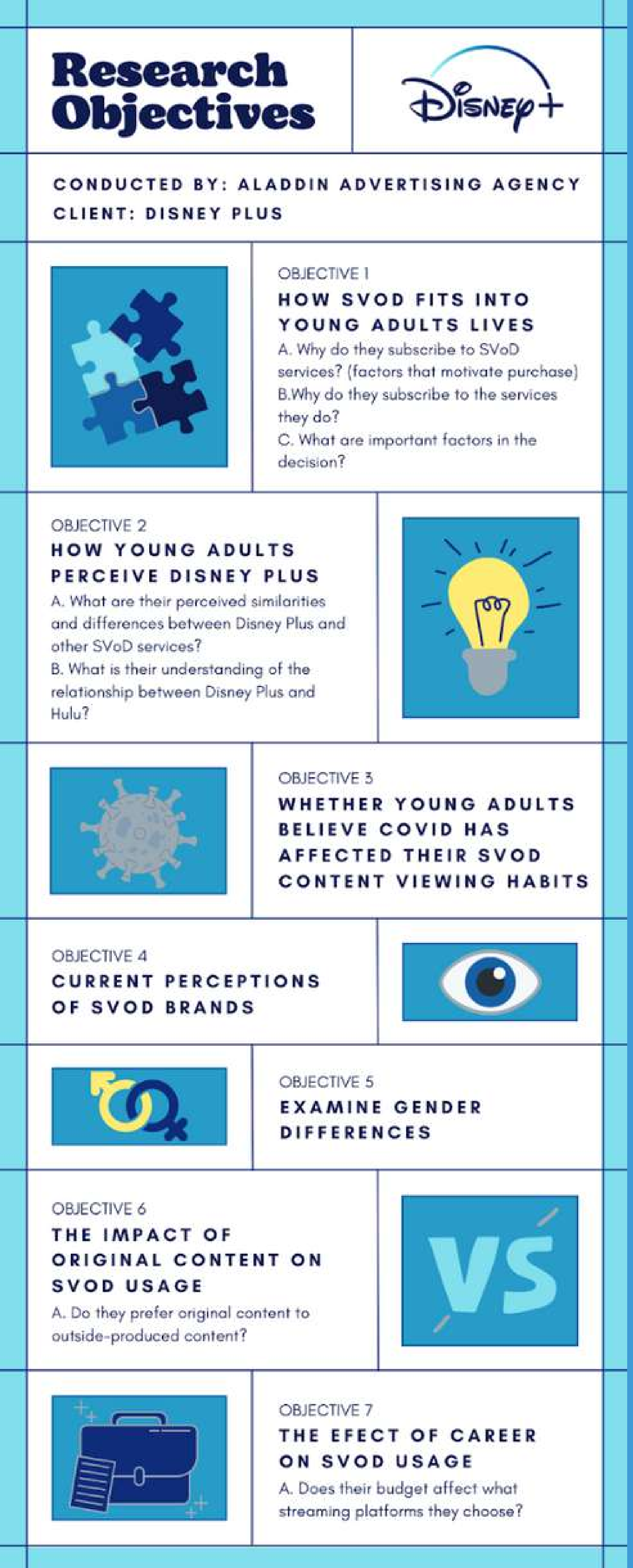
Comedy is the most popular genre for both genders.

COST

$15 is the maximum price that one is willing to spend on a singular streaming platform.

HABITS

Previously watching a show is the main reason to watch the show (like new seasons).



BREAK DOWN

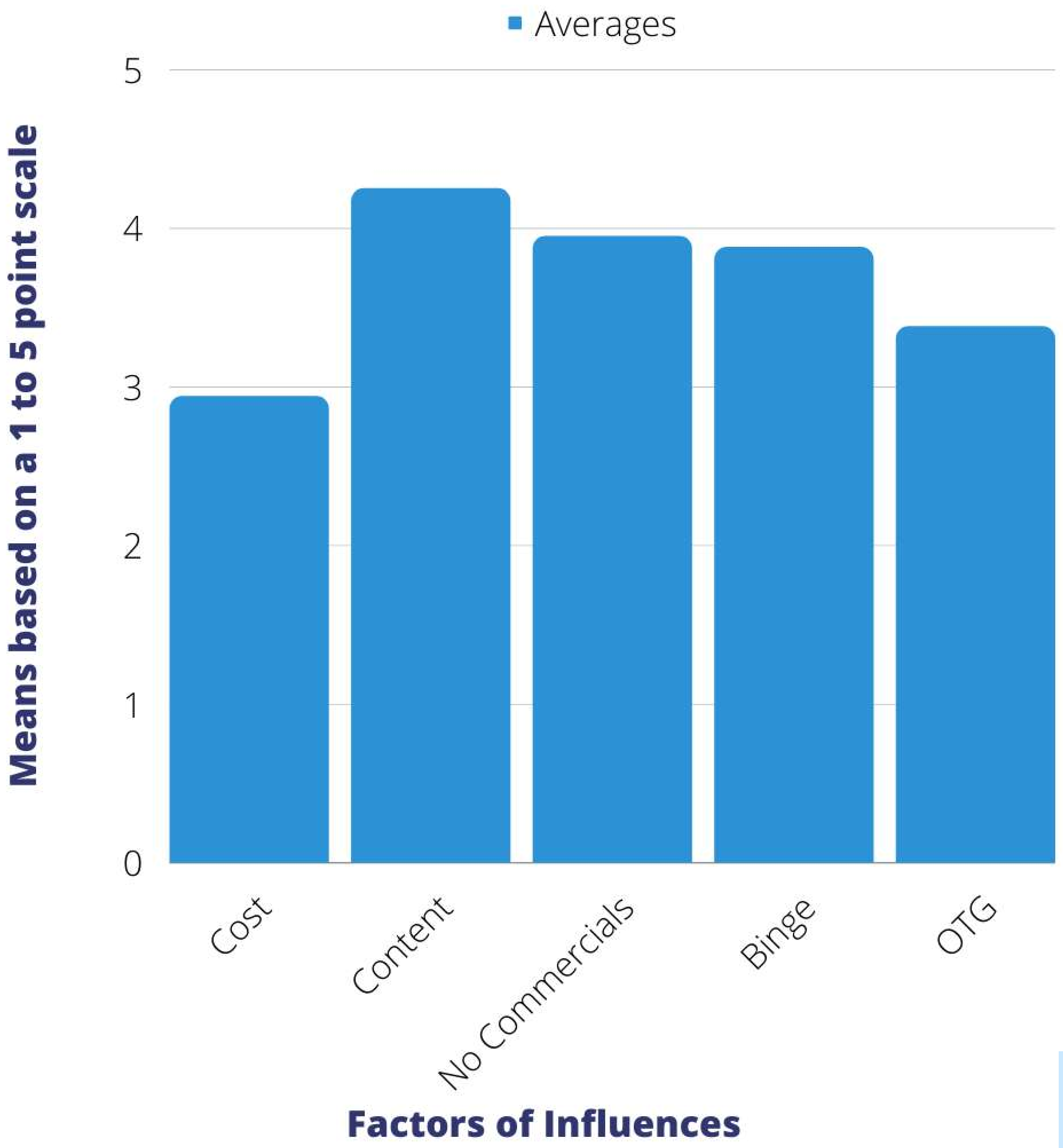
OF THE OBJECTIVES

OBJECTIVE #1

HOW SVOD FITS INTO YOUNG ADULTS' LIVES

1.1

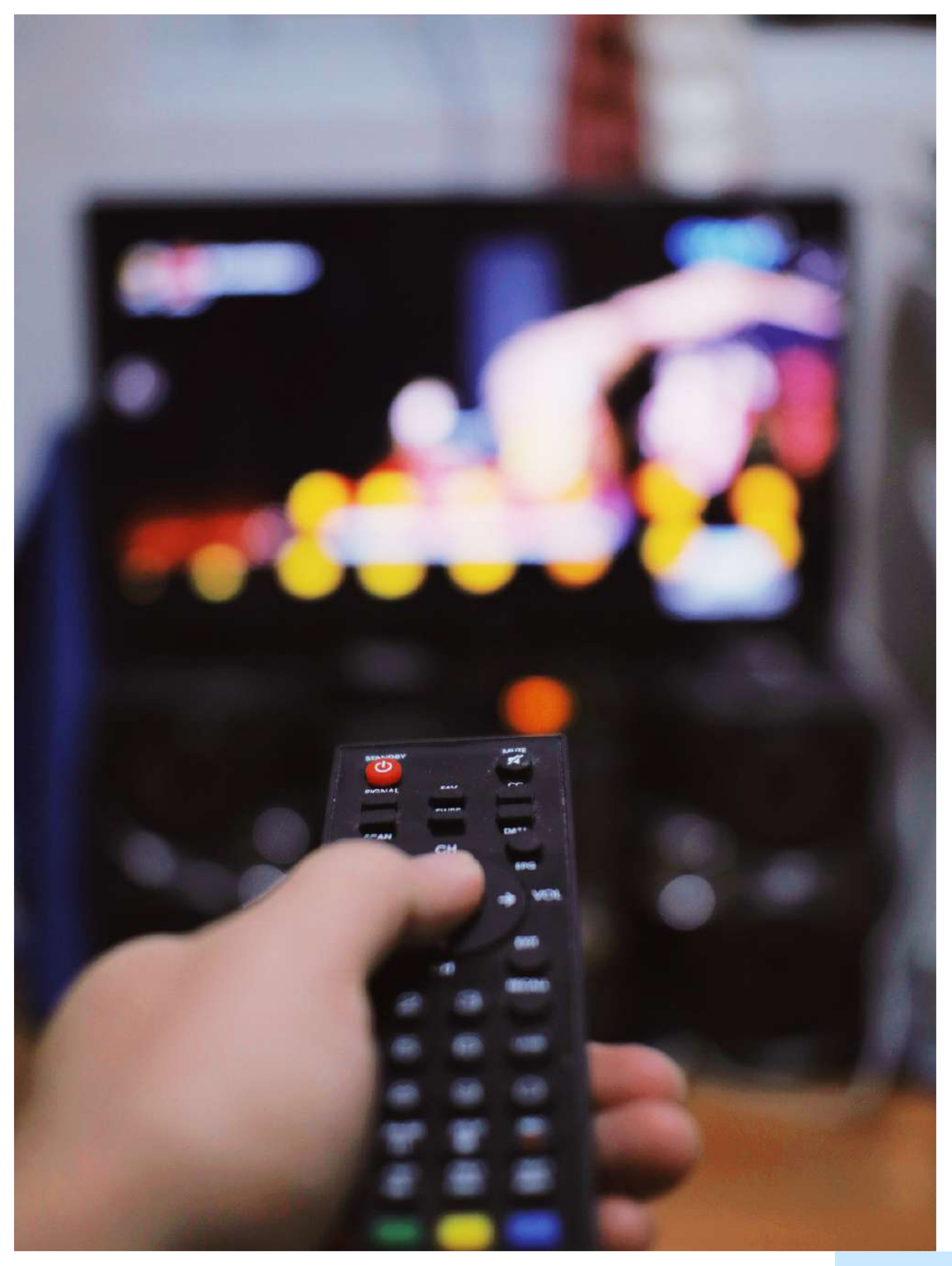
WHY DOES THE TARGET AUDIENCE SUBSCRIBE TO SVOD SERVICES?



OBJECTIVE 1.1

✦KEY FINDINGS✦

In sub-objective 1.1, our team asked questions via survey to discover how streaming services on demand fit into young adults' lives. The 1.1 chart above shows that content is the largest factor, with a mean of 4.24 out of a 5 point scale, that 18-24 year olds take into consideration when subscribing to a streaming service. The ability to watch without commercials (mean of 3.95) and to binge watch series (mean of 3.88) followed closely behind. Surprisingly, price was the lowest factor that 18-24 year olds took into consideration with a mean of 2.94 out of a 5 point scale. The watching "on the go" factor came to an average of 3.38, which shows that the audience enjoys the feature to watch on the go, but it is not the most important factor that they take into account.



OBJECTIVE 1.1

✦BIG PICTURE✦

Based on the findings in both our quantitative survey and qualitative interviews, it is clear that content is the most important factor that our participants valued. As for our quantitative participants, as previously mentioned, we see that 4.24 of every 5 participants cared heavily about content. Our qualitative participants agreed. They almost unanimously agreed that they subscribe based on shows and movies that they already know are on the platforms. This information was displayed in the qualitative progress report as "Creatures of Habit."

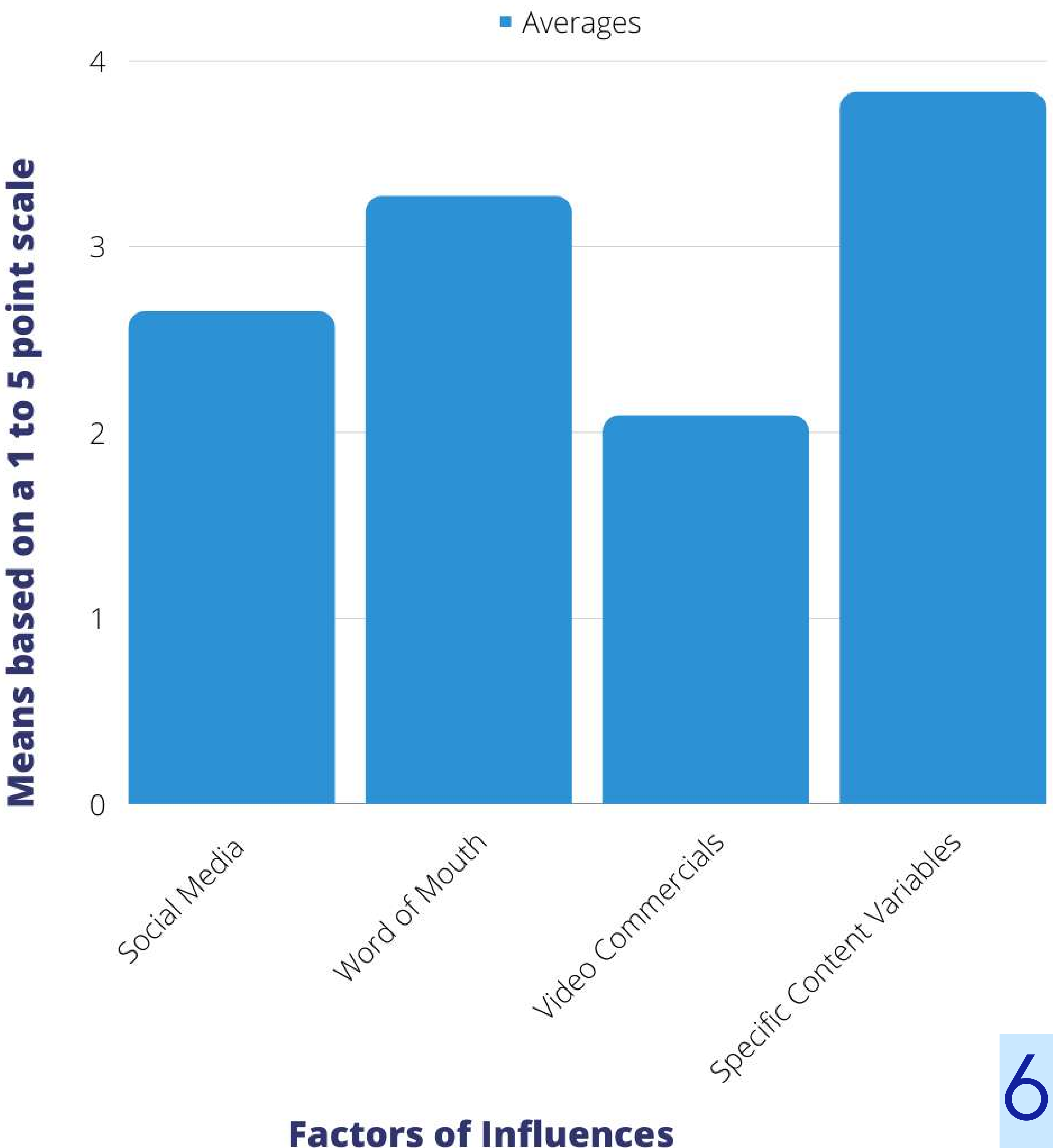
OBJECTIVE 1.1

✦ VALUE TO DISNEY+ ✦

Upon our analysis, Disney Plus ought to use this knowledge to continue to promote their content as usual on social media. They have a consistent strategy and post the same content on Facebook, Instagram, and Twitter. However, they diversify their strategy on TikTok and YouTube. With TikTok, they post funny videos that keep up with current trends, while also promoting their content and characters. Something different they could try on here would be to post more videos of actors/actresses showing behind-the-scenes content, such as fan questions or their favorite part about the show/movie that they're in. This would allow followers to connect more to the stars and feel like they have a 'backstage pass', which would solidify TikTok's place as a solid source of content news for Disney+. As for YouTube, they have different sections, including "what's new", "coming soon", Disney+ Rabbit Hole", "What's Up, Disney+", and more. This is the platform with the most diverse offering of promotional content, such as red carpet premieres, cast interviews, teaser trailers, and more. However, something that Disney+ does not do on here is YouTube Shorts, which are basically the equivalent of stories. Here, they can post the same content, but shortened; since it is on YouTube's homepage, this will expose users to their channel sooner.

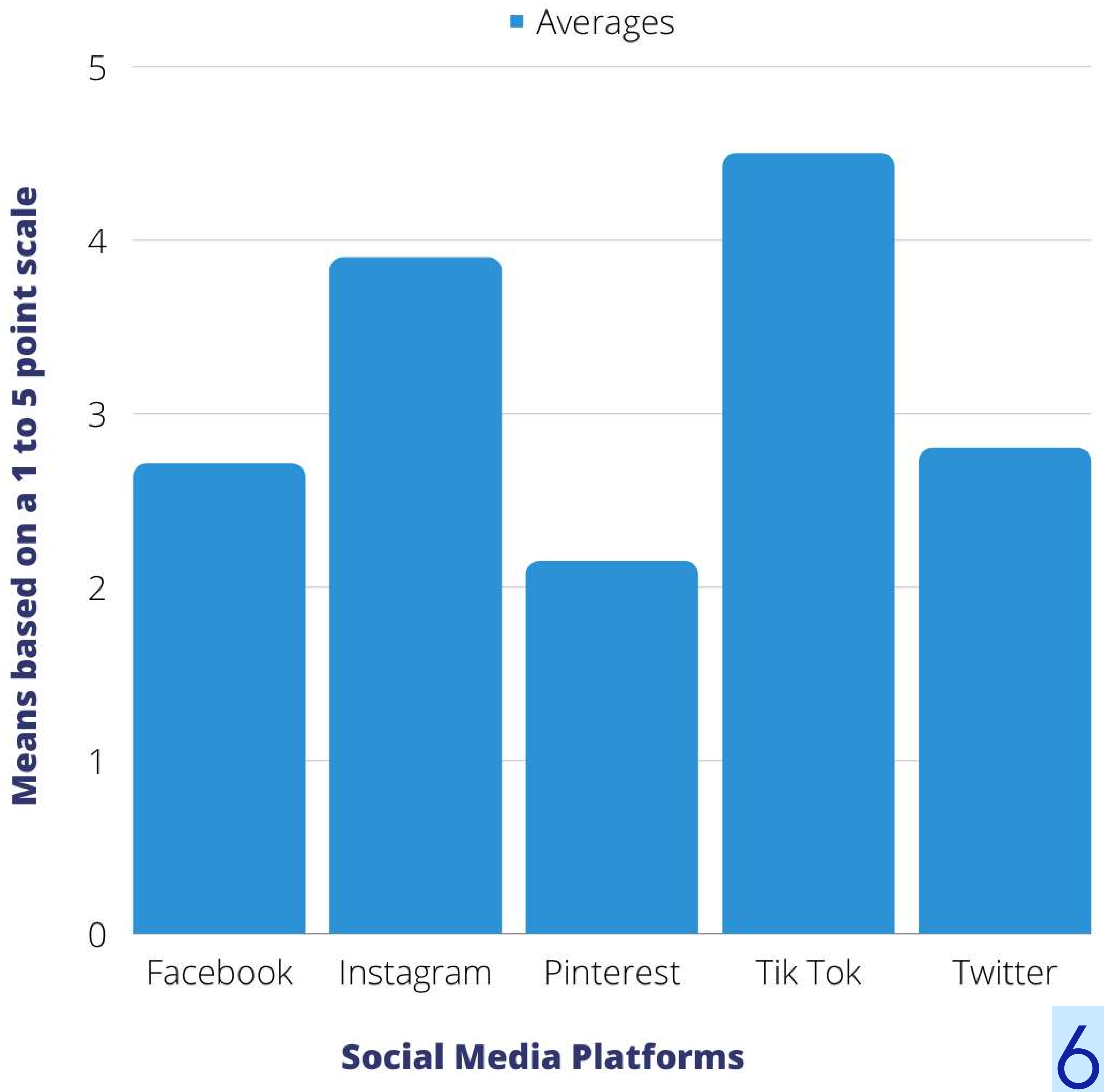
1.2

FACTORS THAT INFLUENCE SUBSCRIPTION TO STREAMING PLATFORMS



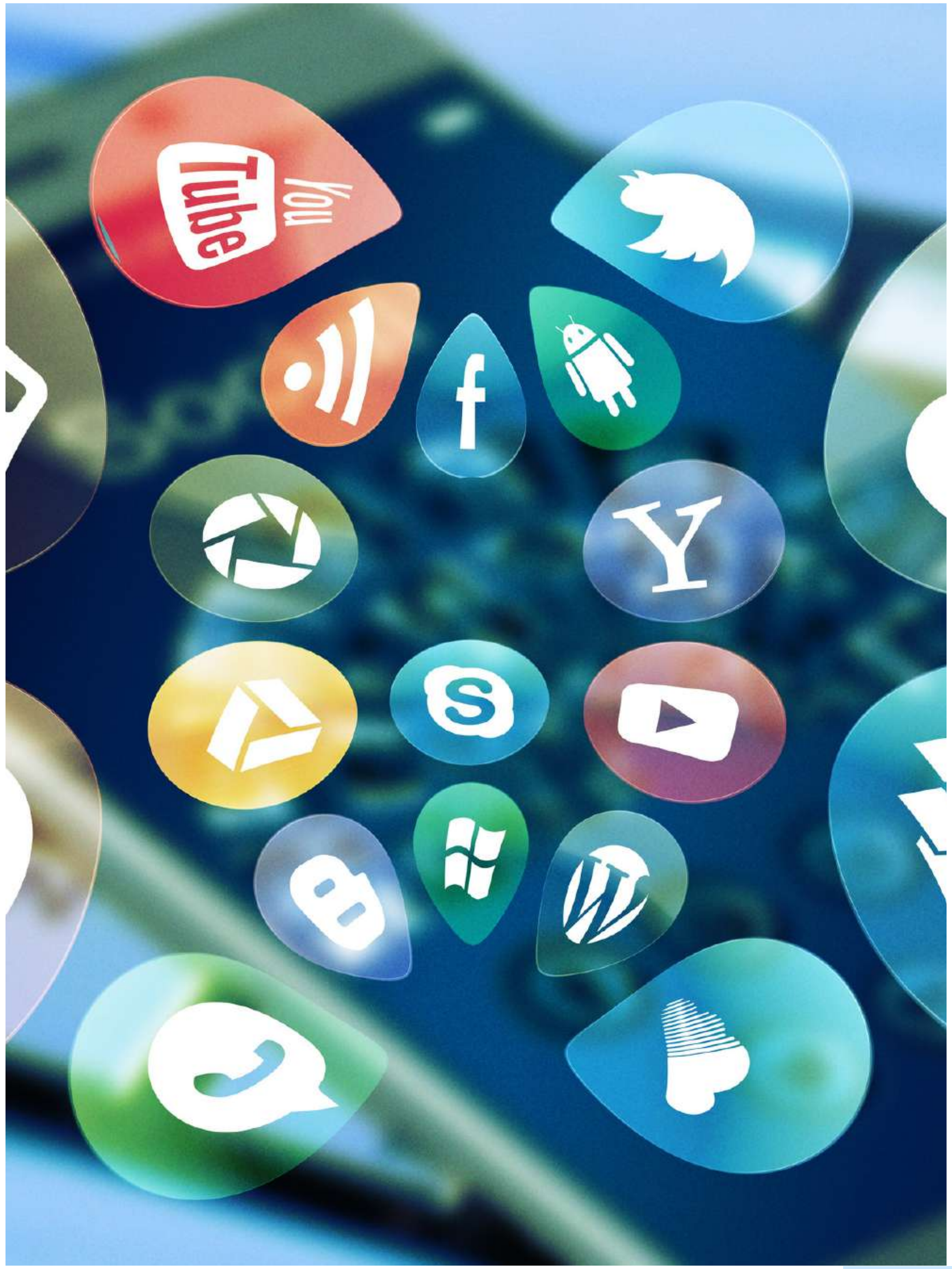
1.2

THE INFLUENCE OF SOCIAL MEDIA PLATFORMS ON STREAMING



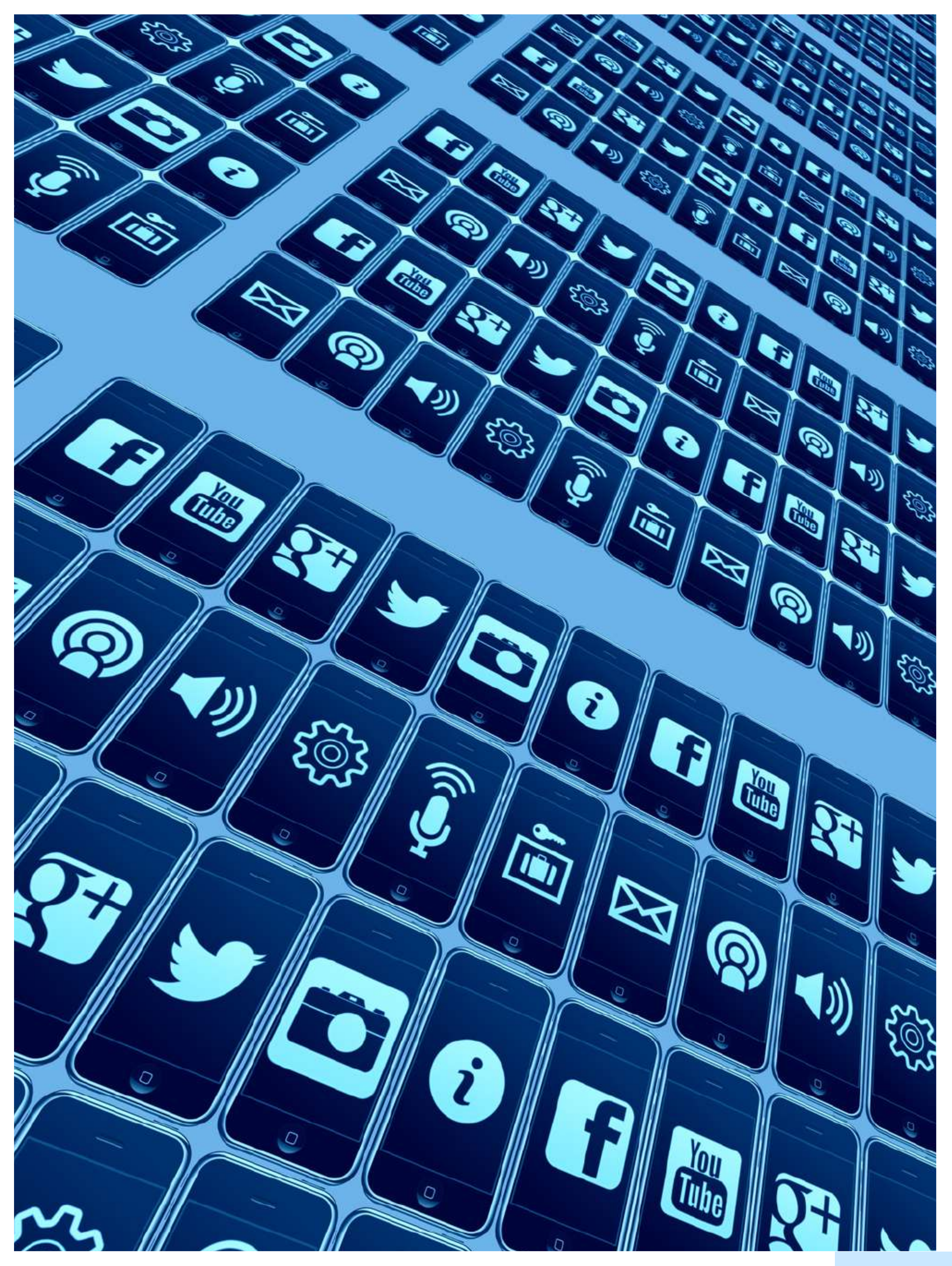
OBJECTIVE 1.2 ✦KEY FINDINGS✦

We wanted to figure out what social media tools have influenced our participants the most when it comes to choosing what streaming platforms to subscribe to. In order to do so, we had a question on the survey asking our participants to rate Facebook, Instagram, Pinterest, TikTok, and Twitter on a 5 point scale based off of how much they've been influenced by them to subscribe. The highest rated social media platform was TikTok, which was rated on an average of 4.5. Instagram was the second highest rated platform, with an average rating of 3.9. The last three social media platforms were rated much lower than the first two. Twitter was rated as a 2.8, Facebook was a 2.71, and Pinterest was a 2.15.



OBJECTIVE 1.2 ✦BIG PICTURE✦

Disney+ should use this information to continue to have a strong offering of promotional and engaging content on TikTok. One thing they could do is to post more on this platform. As of now, they tend to post sporadically with no strategy as to when they post. They could make it a habit to post at regular increments every 3-4 days to keep followers regularly engaged. Another thing they could do is to cross promote their TikTok platform on their other platforms. This could be through posts/reels/stories that direct users to a ‘link in bio’ that will take them straight to TikTok. Lastly, they could analyze viewership data to find the most viewed content on their platform; they could then create more TikTok promotions depending on whatever is currently trending. We mentioned other strategies in the above objective as well.



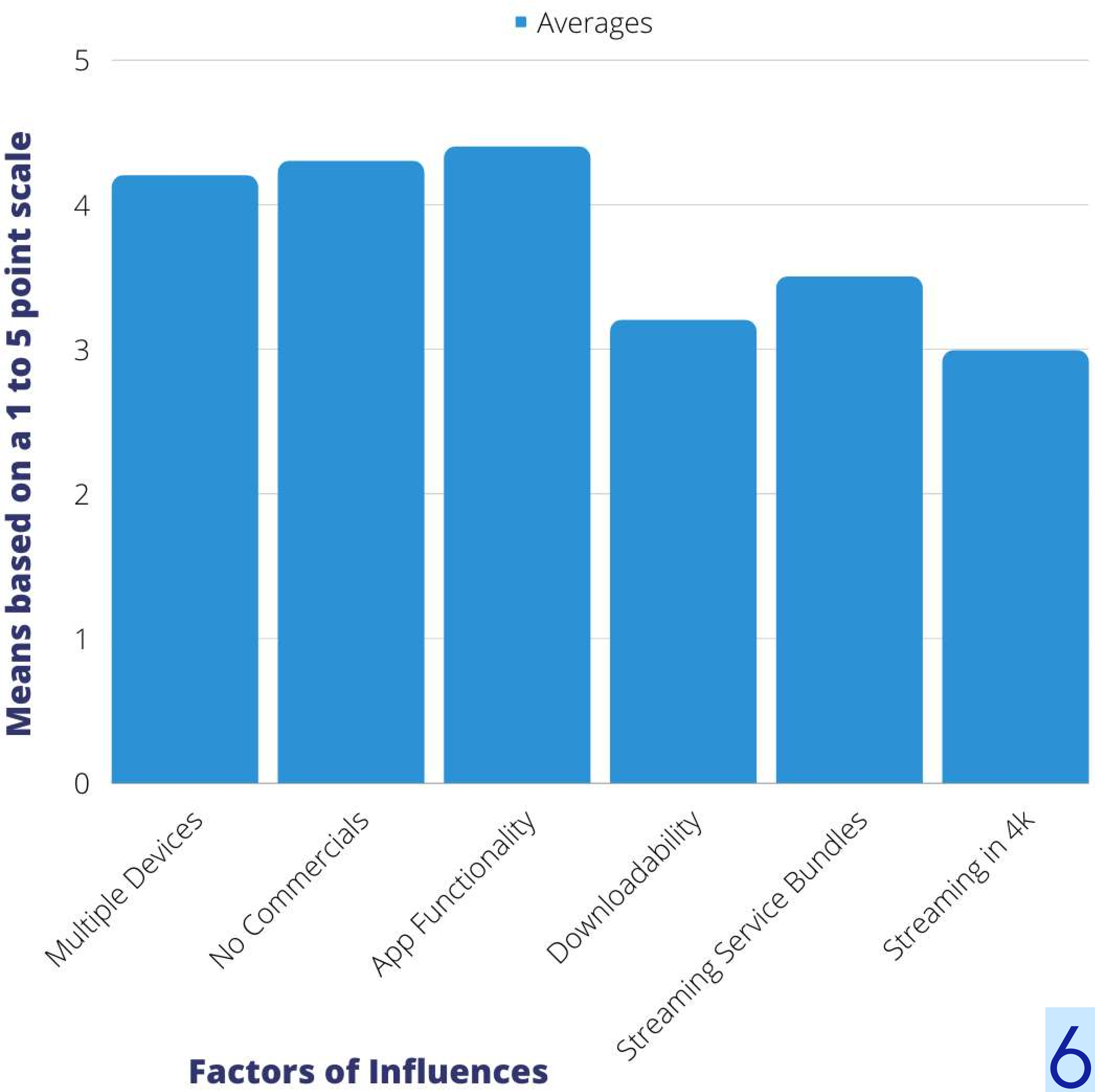
OBJECTIVE 1.2

✦VALUE TO DISNEY+✦

Disney+ should use this information to continue to have a strong offering of promotional and engaging content on TikTok. One thing they could do is to post more on this platform. As of now, they tend to post sporadically with no strategy as to when they post. They could make it a habit to post at regular increments every 3-4 days to keep followers regularly engaged. Another thing they could do is to cross promote their TikTok platform on their other platforms. This could be through posts/reels/stories that direct users to a 'link in bio' that will take them straight to TikTok. Lastly, they could analyze viewership data to find the most viewed content on their platform; they could then create more TikTok promotions depending on whatever is currently trending. We mentioned other strategies in the above objective as well.

1.3

WHAT ARE IMPORTANT FACTORS IN THE DECISION TO SUBSCRIBE?



OBJECTIVE 1.3

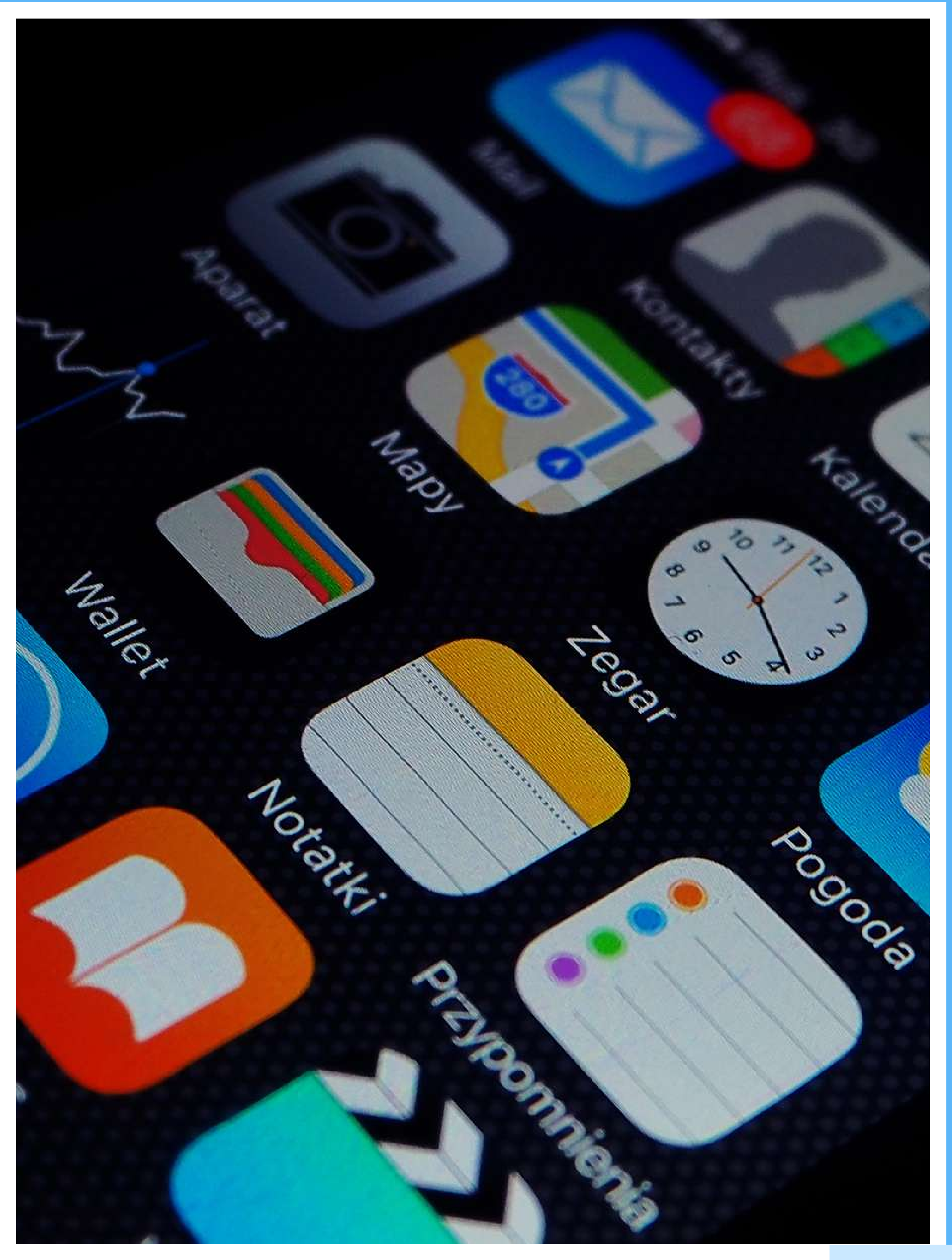
✦KEY FINDINGS✦

In the quantitative research survey, we asked our participants the following question, “what features would the streaming service need for you to consider paying your maximum price”, in a scale format. The optional answers ranged from 1 being the lowest to 5 being the highest. The functionality of the app was the factor that most people cared about in this decision. If the app glitches while trying to watch something, it is less enjoyable to use. On average, 4.4 out of 5 participants felt this way about app functionality. The factor that was next on the priority list was that a service has no commercials. 4.3 out of 5 participants would be more likely to subscribe to a service if they do not have to sit through multiple commercials per program. Another really important factor when making the decision of which streaming service to subscribe to is if one can access on multiple devices. 4.2 out of every 5 participants valued this factor in their decision, so that one account can stretch across a few devices.

OBJECTIVE 1.3

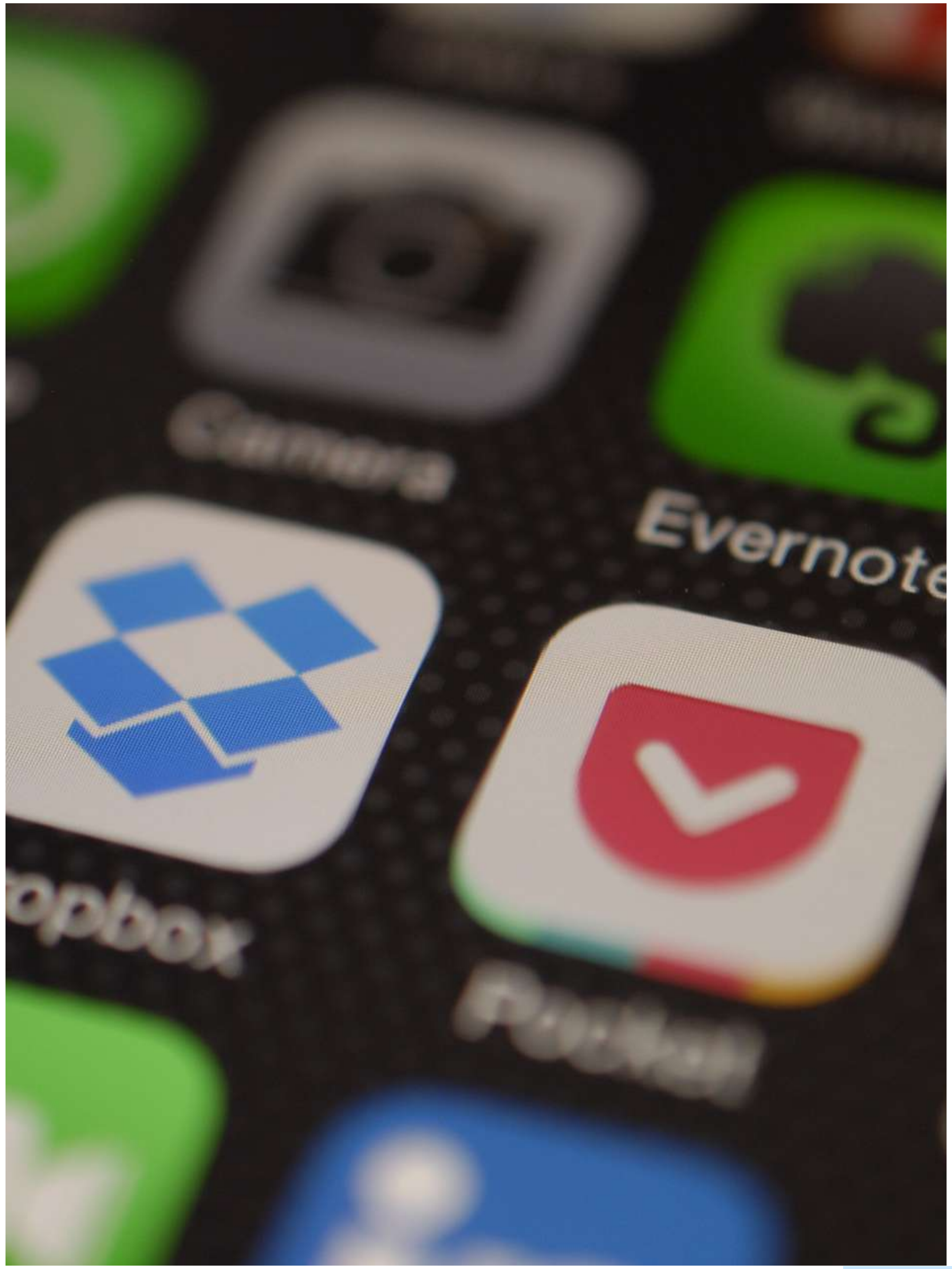
✦KEY FINDINGS✦

Bundling of streaming services was also a factor that mattered to 3.5 of every 5 participants. For example, Disney+, Hulu, ESPN+ have a bundle for one monthly cost of $13.99. This adds a sense of convenience for the subscriber so that they only have to keep up with one streaming payment each month. Another factor that we asked our participants about is downloadability. 3.1 of every 5 of our survey participants feel that the ability to download shows and movies from a service affects their decision to subscribe or not. This is a factor that depends a lot on lifestyle. If a participant is traveling a lot, and does not have a flexible data plan, they are more likely to care about the ability to download.



OBJECTIVE 1.3 ✦BIG PICTURE✦

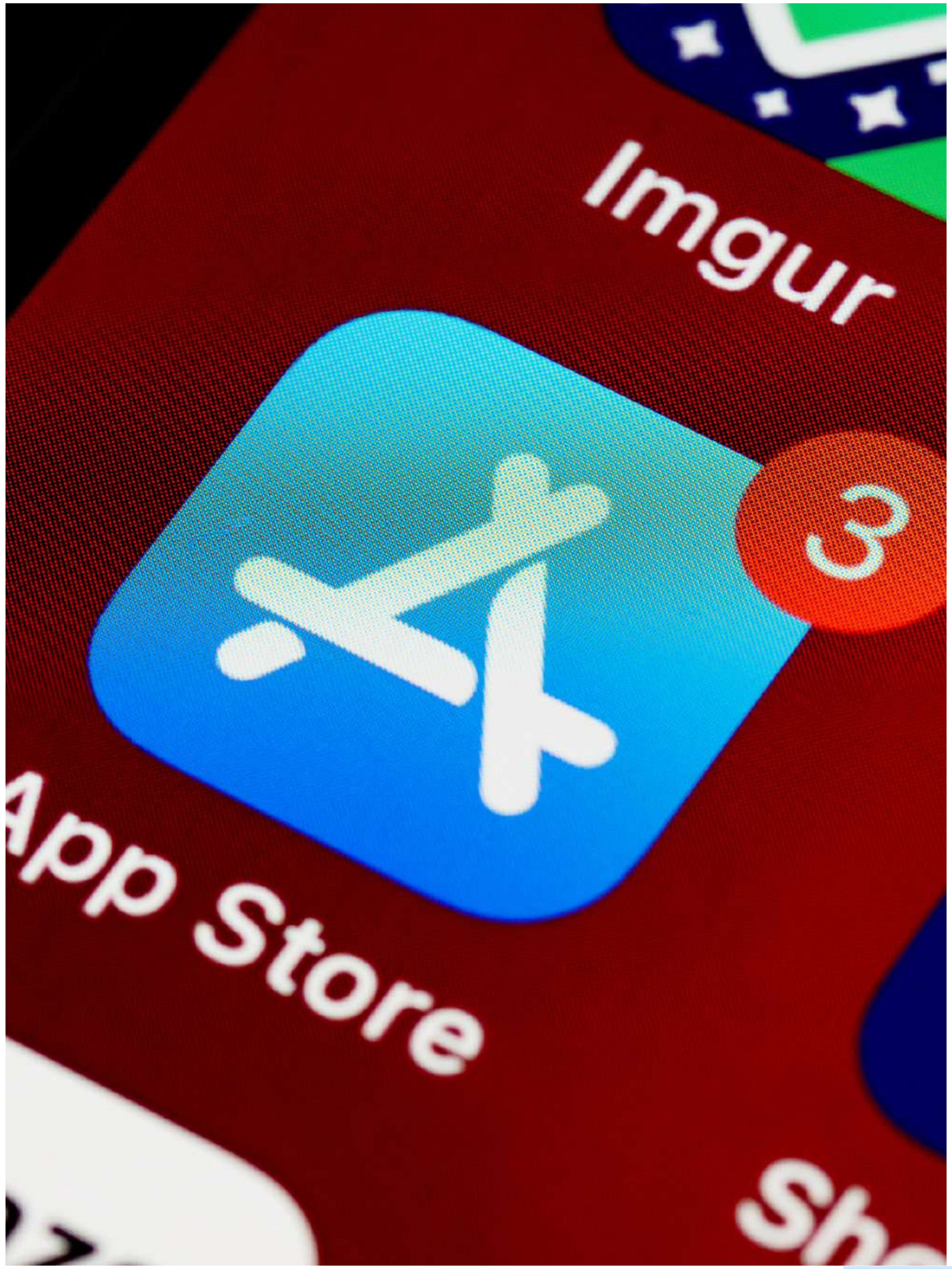
Based on the qualitative interview results, app functionality is the highest rated factor that would make the participants be willing to consider paying their maximum amount. They want everything on the platform to have a purpose for them and for there to be no extra 'fluff' that distracts them from what they want on the platform. Functionality can also apply to certain added features that make it easier for users to navigate the platform. This can include certain menu buttons that can bring users right to the genre they want to go to. Some participants in the qualitative interview also seemed to bring up how they enjoyed streaming bundles. One person said "The one I pay for is Hulu and I use it because it has one of those college student payment plans that connects to Spotify so I get them for cheap." On the quantitative survey, the bundling was placed in the middle but was not as high compared to functionality, commercials, or multiple devices.



OBJECTIVE 1.3

✦BIG PICTURE✦

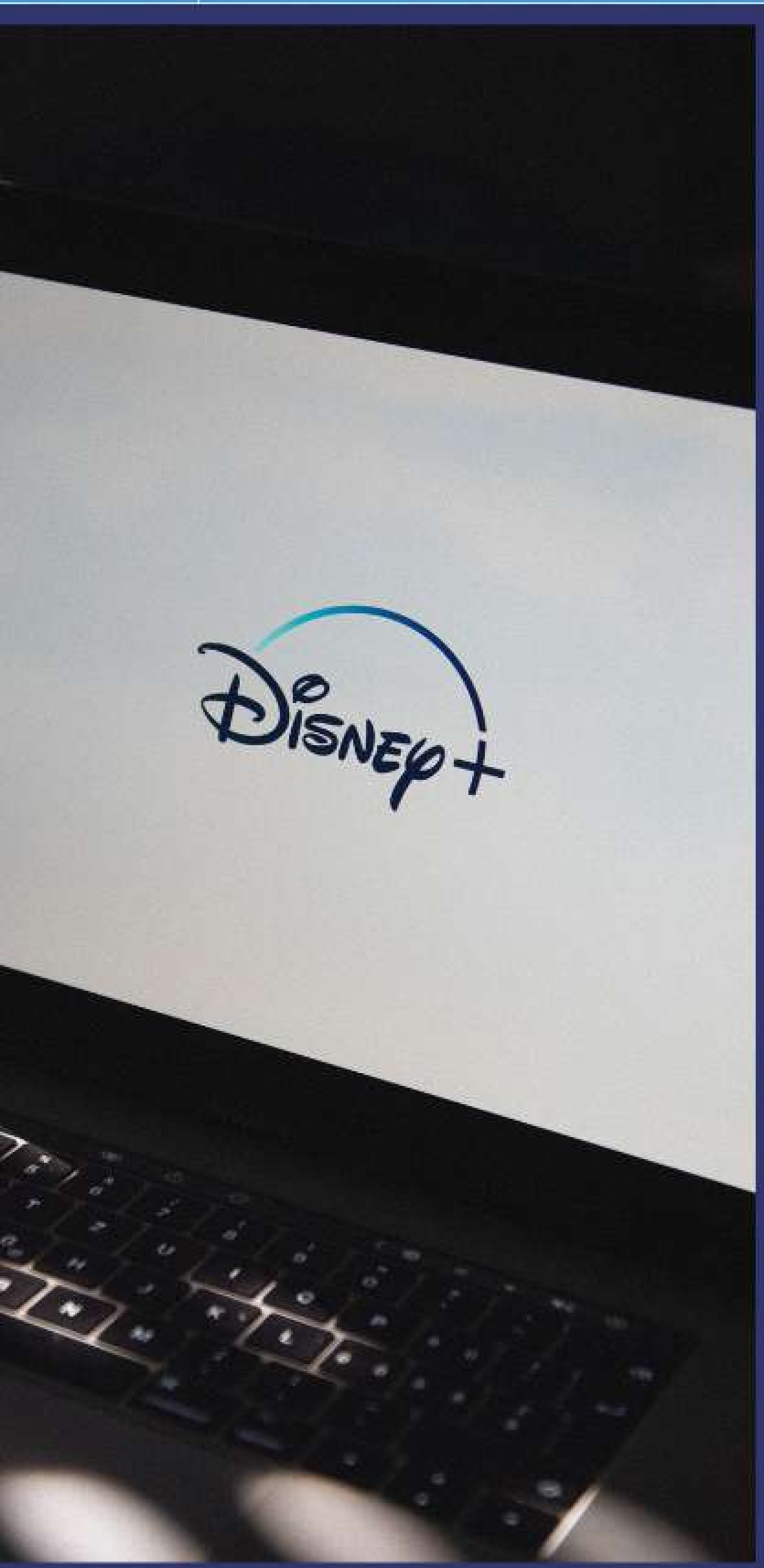
The quantitative survey participants gave a high rating to app functionality, no commercials, and the ability to stream on multiple devices. A big feature of streaming services is the ability to binge watch, and a service having a lot of ads can make users want to stop their binge-watching due to annoyance. Additionally, certain platforms like Hulu have ads, but they have a more expensive premium account that gives people the ability to watch without ads. People who are already on the fence of purchasing an account due to lack of money are most likely not going to buy a more expensive account to get no ads, so subscribing to a service that has no ads in the first place would be much more appealing.



OBJECTIVE 1.3

✦VALUE TO DISNEY+✦

Upon our analysis, Disney+ ought to use this knowledge to fix the occasional glitches that occur on the app. They should also create features that make it easy for users to find new shows and movies that are individualized to the user. A "recommended for you" bar that is updated frequently could be helpful for users to spend less time searching for a show that interests them and more time streaming, as well as a "most popular" bar where users can select their age range and see content that other people their age enjoy. As for commercials, it was recently announced that Disney+ will be offering an ad-supported plan; a plan without ads will cost more. This is good for users who don't mind ads and prefer to save a few dollars each month. However, those who dislike ads will have to shell out a few extra dollars each month. This might cause Disney+ to lose money in the long run if more users end up choosing the cheaper, ad-supported plan. Lastly, Disney+ should continue to allow users to stream on up to 4 devices at once. If they increased this number, they would run into the problem of password sharing from those too cheap to purchase their own subscription. Therefore, Disney+ should keep this number at 5 and not go any higher if they want to maximize subscription revenue.

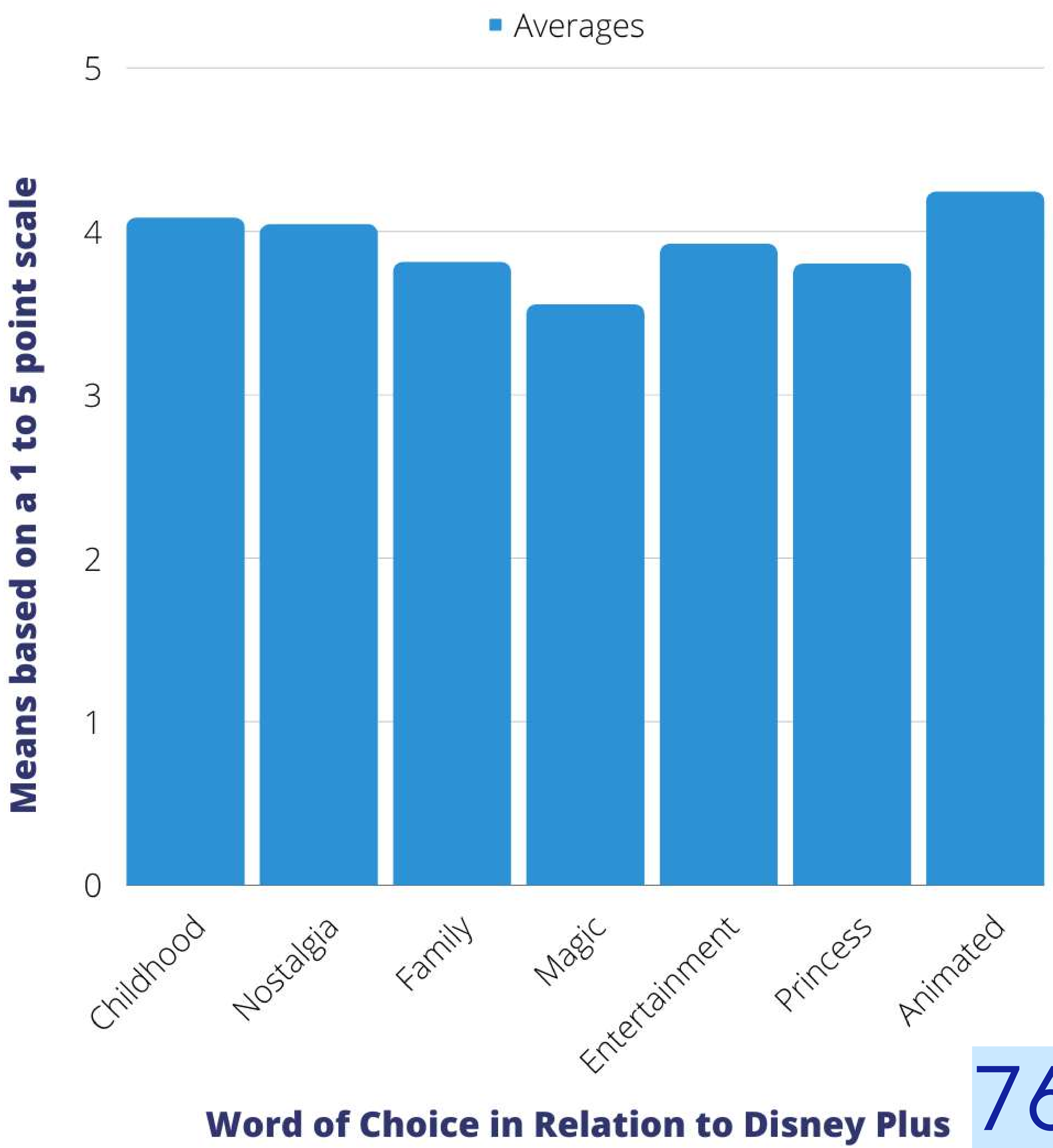


OBJECTIVE #2

HOW YOUNG ADULTS PERCEIVE DISNEY PLUS

2.0

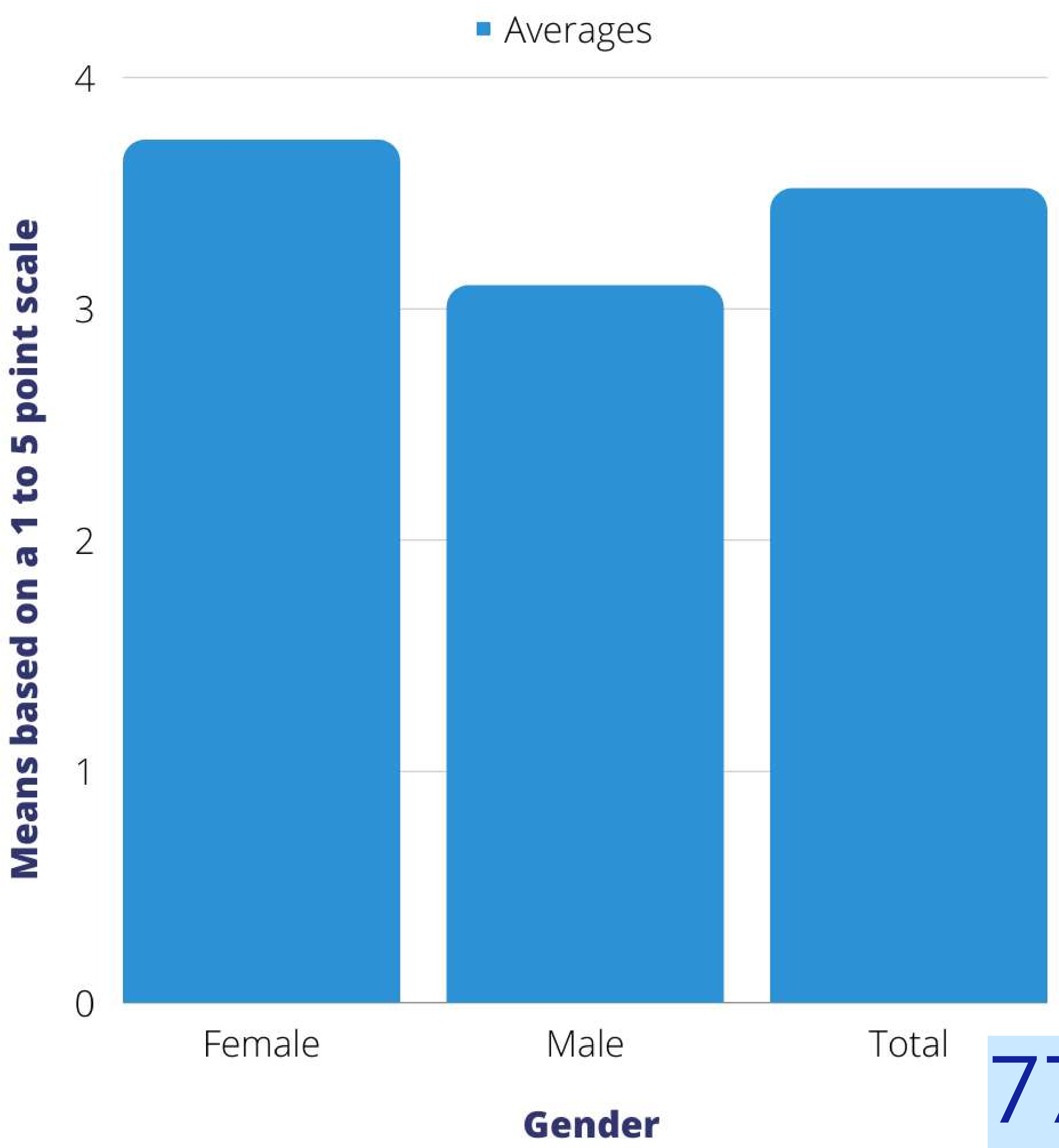
WHAT WORDS DOES THE TARGET AUDIENCE ASSOCIATE WITH DISNEY PLUS?



2.0

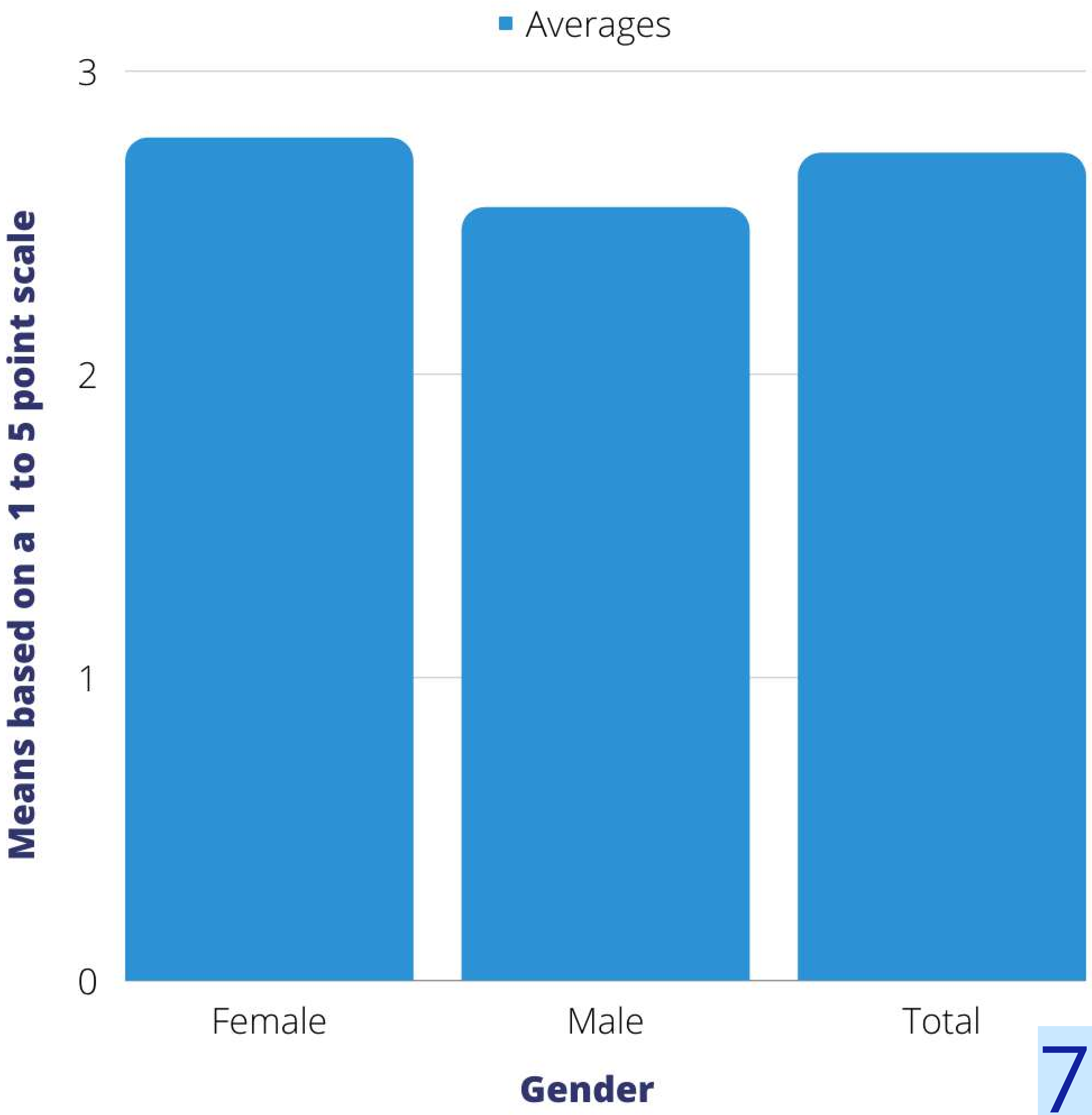
DO YOU THINK DISNEY PLUS APPEALS TO THE 18-24 AGE RANGE?

ON AVERAGE, BOTH GENDERS WERE NEUTRAL ABOUT WHETHER DISNEY PLUS APPEALS TO THEIR AGE RANGE, BUT WOMEN AGREED MORE WITH THAT QUESTION



2.0

DO YOU THINK DISNEY PLUS' ADVERTISING APPEALS TO THE 18-24 AGE RANGE?



OBJECTIVE 2.0

✦KEY FINDINGS✦

We asked the participants in our quantitative research survey what words that they thought applied to Disney+. We gave them seven words which included: childhood, nostalgia, family, magic, entertainment, princess and animated. With a scale of 1-5 with one being the least associated and 5 being the most associated, animation had the highest average with a 4.24/5. Out of the seven offered choices, magic was related the lowest at a 3.55/5 which is still considered a positive ranking since it is above a 3.

Another question that we asked our survey participants was if they thought Disney+ appealed to the target audience of 18-24 year olds. The women that we surveyed gave an average rating of 3.73/5 while the men gave an average rating of 3.00/5. While we can not generalize to the population about this data, we can deduce from our sample that women feel more positively about the appeal that Disney+ has towards our target audience.

For our last question, we gave the participants a five point scale from 1 to 5. 1 meant that they do not think Disney+ advertising appeals to 18-24 year olds at all. 5 meant that they think Disney+ advertising does a great job appealing to 18-24 year olds. With the total average being a 2.73/5, we can see that the participants do not agree that Disney+ advertises well to 18-24 year olds. The average that women gave to Disney+'s advertising was 2.78/5 while men gave an average of 2.55/5.

OBJECTIVE 2.0

✦BIG PICTURE✦

Overall, the quantitative data showed that both men and women had a low rating of Disney+'s advertising appealing to their age range in our second chart 2.0. This is backed up by the qualitative data as one participant stated "When you think of Disney, you tend to think of children and families. Those two groups are typically the audience for Disney." The quantitative data also shows that both men and women were neutral on a scale of 1 to 5 on whether Disney+ appealed to their age range as a whole. This is backed up by our first chart 2.0. Additionally, it is seen in the qualitative data, since many participants reported feeling some connection to Disney and Disney+ content due to a sense of nostalgia, but did not feel as if it appealed to them outside of this factor. One interviewee said, "I immediately think of my childhood since I grew up on Disney - watching the Walt Disney/Pixar movies, Disney Channel Original Movies, and Disney Channel shows. So I would associate that content with the streaming service as I am able to watch throwbacks from my early days".

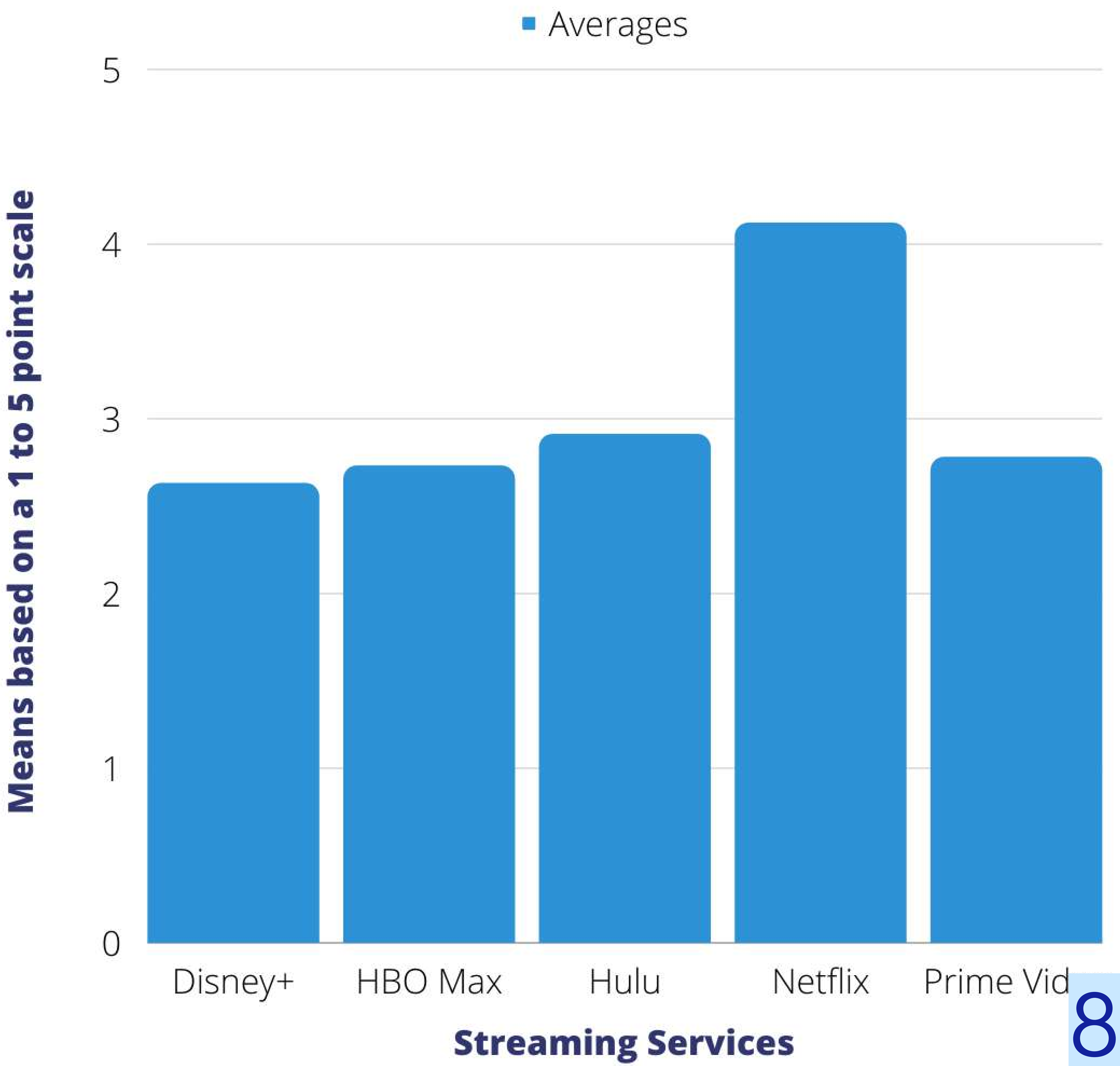
OBJECTIVE 2.0

✦VALUE TO DISNEY+✦

Upon our analysis, Disney+ ought to use this knowledge to diversify their content offerings that lean toward more mature content that appeals to 18 to 24 year olds. Our survey results show that most 18 to 24 year olds associate Disney+ with the words animated, childhood, and nostalgia. Disney+ will benefit by moving away from using advertising campaigns that purely appeal to nostalgia. By creating new content and advertising this content on TikTok and Instagram, 18 to 24 year olds will begin to recognize that Disney+ is not only a streaming service to watch old favorites, but also a place to create new memories and find their new favorite shows and movies. More mature content does not necessarily have to be explicit to appeal to 18 to 24 year olds. Disney+ could create content that deals with prominent issues in today's society, such as climate change and race relations, to appeal to 18 to 24 year olds that want to learn more while streaming.

2.1

WHICH STREAMING SERVICE IS YOUR FAVORITE?



OBJECTIVE 2.1

✦KEY FINDINGS✦

In the quantitative survey, we asked our participants which streaming service was their favorite. The participant response rating for Disney+ was a 2.73 out of 5. HBO Max came in around 2.73 out of 5. As for Hulu, it received an average rating of 2.91 out of 5 by our participants. Netflix surpassed the other platforms and was rated 4.12 out of 5 by our participants. Finally, Prime Video received a ranking of 2.78 out of 5.

This question was structured in a way that asked participants to rank each of these services on a scale of 1 to 5 - 1 being dislike a great deal and 5 being like a great deal. Based on this structure and the responses we received, we can conclude that Netflix is the most favorite among our participants. Hulu, HBO Max and Prime Video followed with similar ratings. Finally, Disney+ came in last, but not too far behind.

OBJECTIVE 2.1

✦BIG PICTURE✦

The quantitative survey showed Netflix as the participants' favorite streaming platform. The numbers from our qualitative interviews also showed this to be true, but only by a narrow margin. Our qualitative interview respondents had a much more varied taste and preferred a number of different platforms such as Amazon Prime Video and HBO Max. Granted, there was not a specific question in our qualitative interviews that asked respondents to rank each platform from "dislike a great deal'' to "like a great deal". Still, even without a specific ranking, it was clear that Netflix was the most commonly mentioned platform in terms of consistency and favorability due to its wide variety of content. Word of mouth may also be a major contributing factor to Netflix being the most popular, seeing that Netflix is a major player and has had time to build brand awareness.

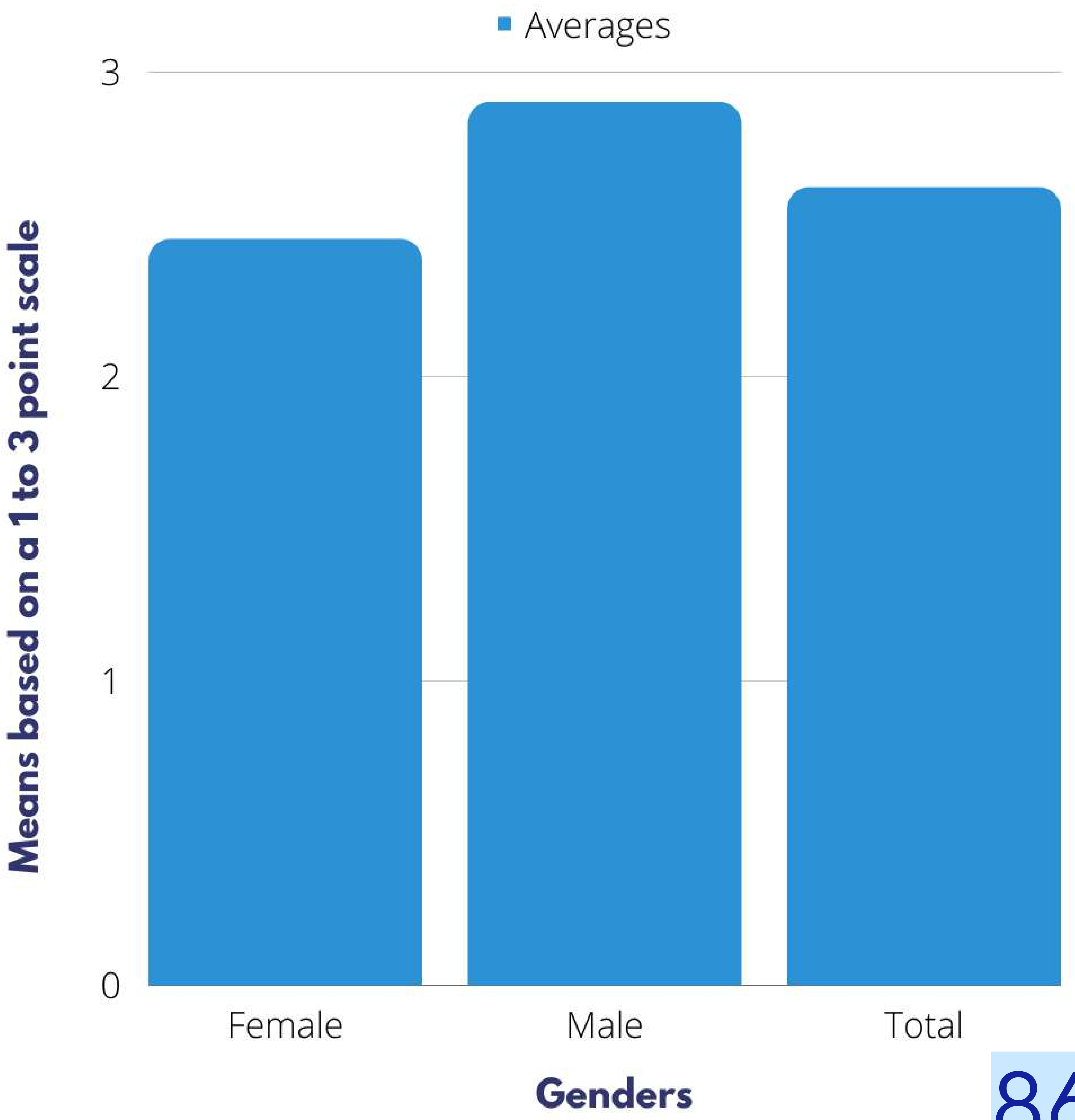
OBJECTIVE 2.1

✦VALUE TO DISNEY+✦

Upon our analysis, Disney Plus ought to focus on continuing to diversify their content offering. They could also study what Netflix is doing in terms of content and advertising strategy. Since Netflix basically pioneered the streaming industry and has been around the longest, they have been able to utilize word of mouth and continued brand success over the years, something that Disney+ may be able to achieve over time.

2.2

THOUGHTS ABOUT COMBINING HULU AND DISNEY+



OBJECTIVE 2.2

KEY FINDINGS

In sub-objective 2.2, our team asked questions via survey to discover 18-24 year olds' thoughts about combining Hulu and Disney+ into one platform. The 2.2 chart above shows that the male participants were largely in favor of the platforms combining with a mean of 2.90 on a 3 point scale. The female participants were slightly less in favor of Hulu and Disney+ combining with an average of 2.45 on a 3 point scale. The total mean was at 2.62, which shows that the 18-24 year old participants are in favor of Disney+ and Hulu becoming one combined platform.

OBJECTIVE 2.2

THE BIG PICTURE

The quantitative research showed that participants overall agreed with the statement that Hulu and Disney+ should combine into one platform. The two services are both owned by the Disney corporation and are included in a bundle that people can purchase to get access to Disney+, Hulu, and ESPN+ at a lower rate than subscribing to all three services separately. From the quantitative data, it can be inferred that the participants feel that the content of Hulu and Disney+ does not necessarily need to be separated into two completely different services. However, the qualitative interviews provide a bit more insight into why some participants believed the platforms are better separated. One participant shared, "Yes [Disney+ and Hulu should stay separate], it gives them a better image because Disney has such a squeaky clean image that some of the Hulu content would not align with." Another participant shared, "Disney+ would kind of lose its sparkle if it added all these mature shows/movies because that's not what it's known for. In other words, it would lose its uniqueness." However, this participant saw the value in the two services combining into one platform, saying, "It would be more effective and efficient if you logged into the app, and you went straight to your chosen platform." However, the participant continued by stating, "Keeping them separate would benefit their brand solidarity. It is important to distinguish between what is Disney and what isn't Disney." Overall, most qualitative interview participants agreed that the platforms should stay separate due to the mature nature of Hulu's content and the amount of families with children that use Disney+, which does not align with the quantitative data findings. This needs to be further explored and researched on a larger scale to determine the right path for the Disney+ and Hulu partnership in the future.

OBJECTIVE 2.2

✦VALUE TO DISNEY+✦

Upon our analysis, Disney Plus ought to use this knowledge to conduct further research on how different age groups, especially parents, feel about adding more mature content to Disney+, and possibly combining Hulu and Disney+ into one platform. Although this report is focused on appealing to 18 to 24 year olds, it is important to have a deep understanding of how adding mature content will go over with Disney+'s largest subscriber base - families. Many participants in the qualitative interviews expressed concern over Disney+ and Hulu combining due to Hulu's mature content and the fact that Disney+'s main audience is children, as of now. Although they expressed concern, the qualitative interview participants also expressed that they see Disney+ as a place to reconnect with a sense of childhood and nostalgia. Still, they crave more mature content. Disney+ can experiment with more in depth parental controls and marketing mature content to 18 to 24 year olds that is specifically found on Disney+ to hopefully create conversation around the new content, convincing 18 to 24 year olds to subscribe.

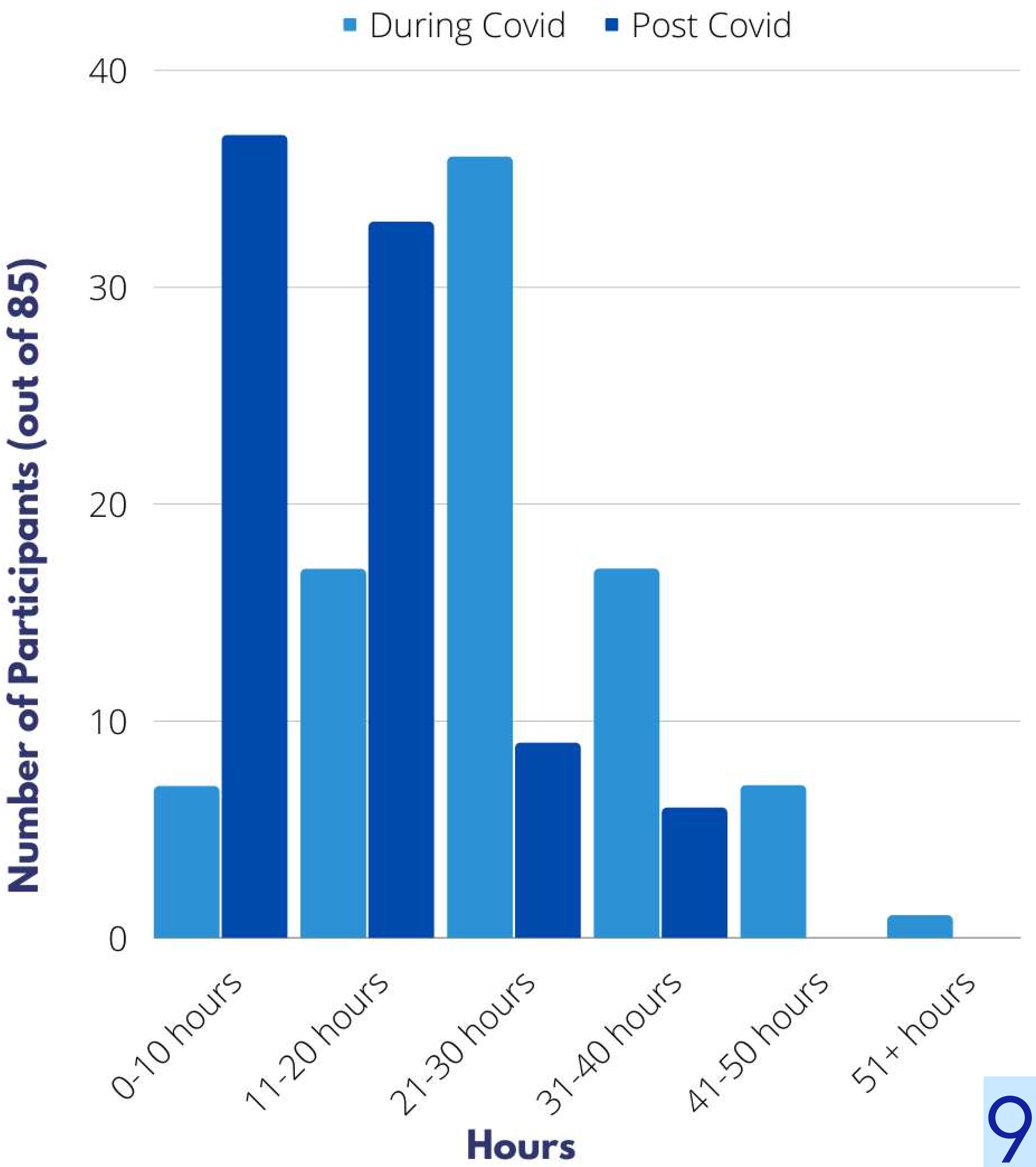
OBJECTIVE #3

WHETHER YOUNG ADULTS BELIEVE COVID HAS AFFECTED THEIR SVOD VIEWING HABITS

3.0

HOW MUCH TIME DO YOU WATCH STREAMING CONTENT?

Based on 85 participants



OBJECTIVE 3

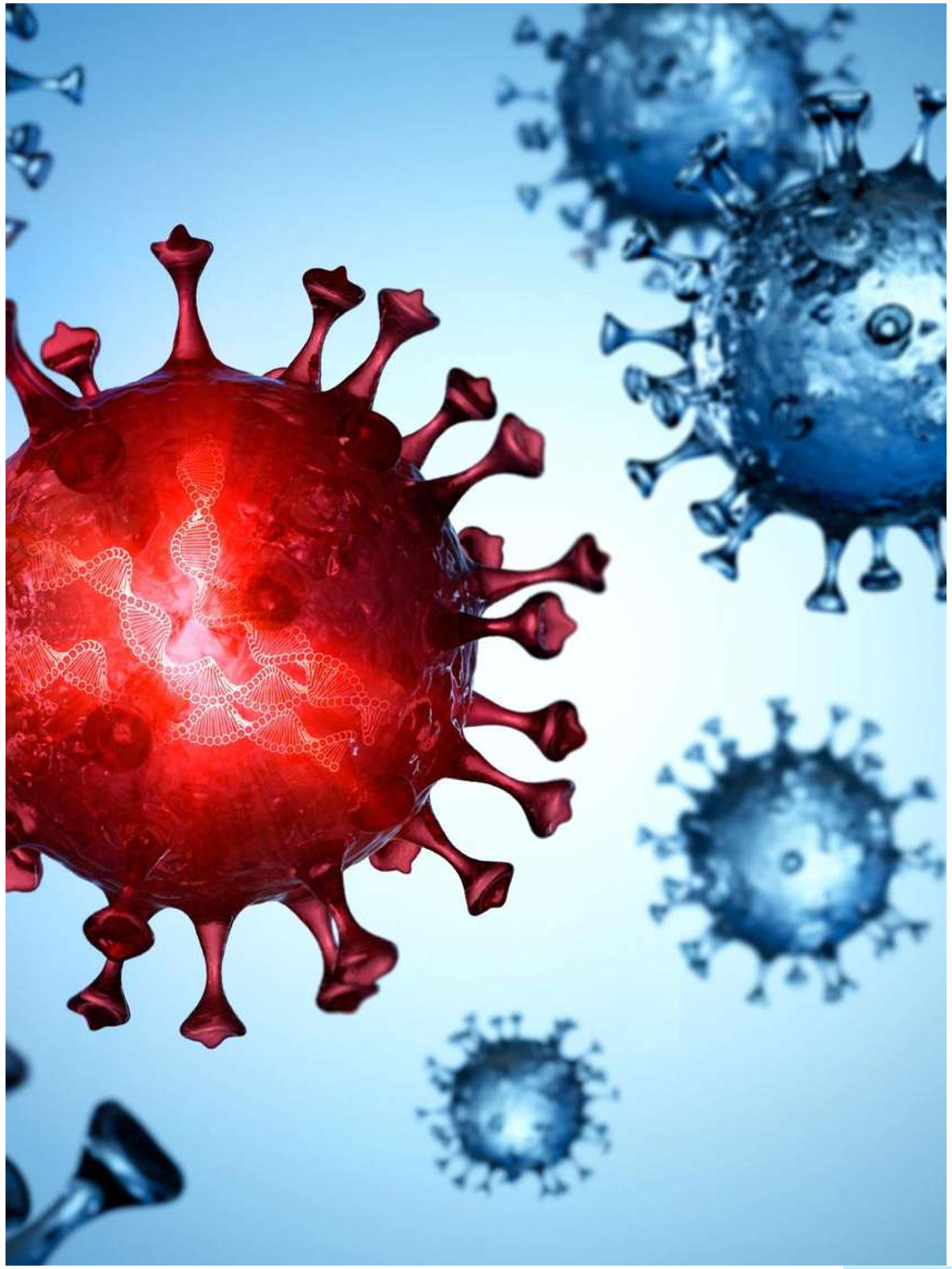
KEY FINDINGS

In order to figure out whether or not COVID influenced their SVoD viewing habits, we asked them to compare the amount of time they spent watching streaming during COVID as compared to now. When it came to the amount of people who only spend 0-10 hours watching streaming services, there was a major difference between during COVID and post COVID. During COVID, there were only 7 participants who answered yes to spending 0-10 hours watching. This number spikes generously to 37 participants when asked about watching habits post COVID. When it comes to watching habits during COVID, the most popular range of hours was 21-31, with 36 participants answering yes to watching that many hours during that time. Only 9 participants answered yes to watching 21-31 hours of video streaming services post COVID.

OBJECTIVE 3

✦ THE BIG PICTURE ✦

In the qualitative interviews, participants shared how their streaming habits changed and general social lives changed during and since the Covid-19 lockdown. One participant shared, “I have watched more [streaming services since Covid-19] because when spending more time alone I have found it a way to stay entertained and engaged. It also kept me feeling connected to people sharing the same favorite shows and movies and being able to discuss it.” However, some participants felt that they spent too much time on streaming services during the Covid-19 lockdown and were trying to move back towards having an in-person social life. One participant shared, “I feel like I spent way too much time on streaming services when I was quarantined. Now I’ve made my life busy in other ways. I’ve also been more focused on YouTube than streaming services now because it’s less time consuming.” This relates to the quantitative data as people reported watching more hours of streaming services during the Covid-19 lockdown than they watch today. With 37 participants reporting to watch 0-10 hours a week of streaming services today, it is clear that 18-24 year olds do not have as much time on their hands to watch streaming services as they did during Covid-19.



OBJECTIVE 3

✦VALUE TO DISNEY+✦

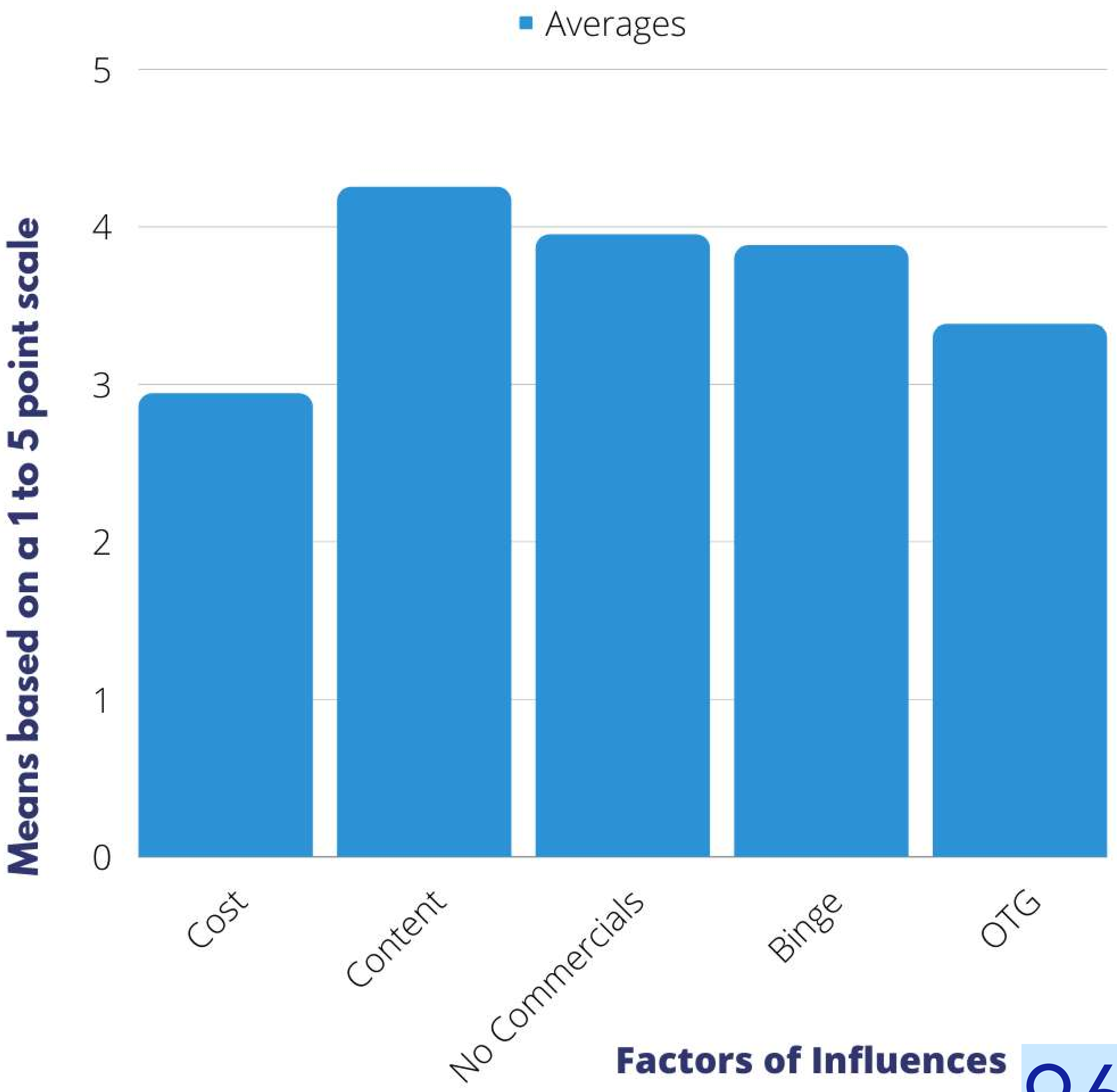
Upon our analysis, Disney Plus ought to use this knowledge to create shorter television series for users to enjoy. Since our target audience reported spending less time watching streaming services today than during Covid-19, it is important for Disney+ to create engaging content that will not take up too much of a subscriber’s time. An example of this would be to create a new marvel series that is around 20 minutes per episode. WIth many television shows reaching upwards of 40 minutes to an hour, a faster pace show may capture 18-24 year olds attention. TikTok is reported as the most popular social media of influence in chart 1.2, which is backed up by our qualitative interview results. This information combined with the data that people are now spending less time on streaming services leads our team to conclude that it would be in Disney+’s best interest to create shorter content.

OBJECTIVE #4

CURRENT PERCEPTIONS OF SVOD BRANDS

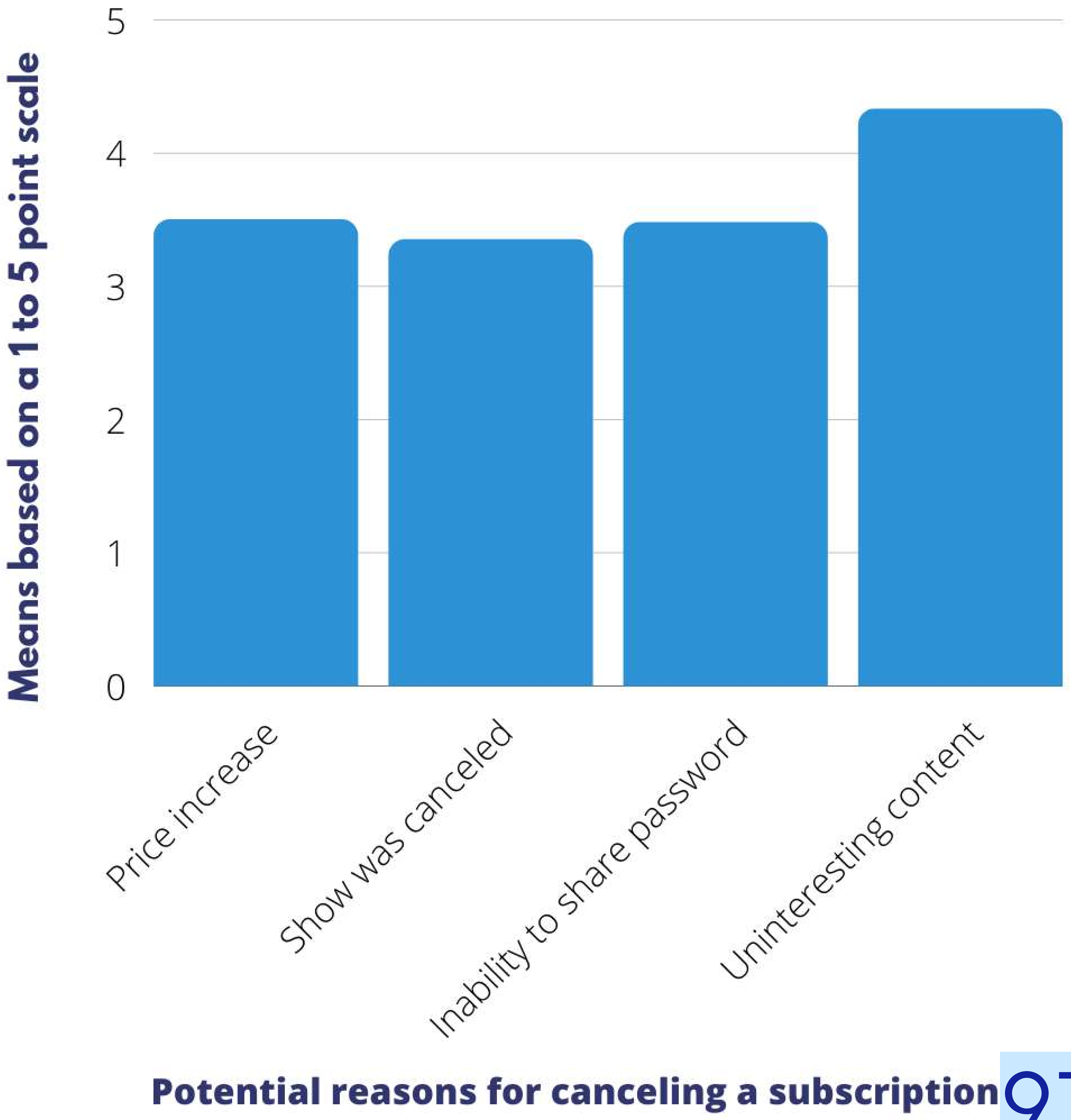
4.0

PERCEPTIONS OF THE STREAMING INDUSTRY - WHY SUBSCRIBE?



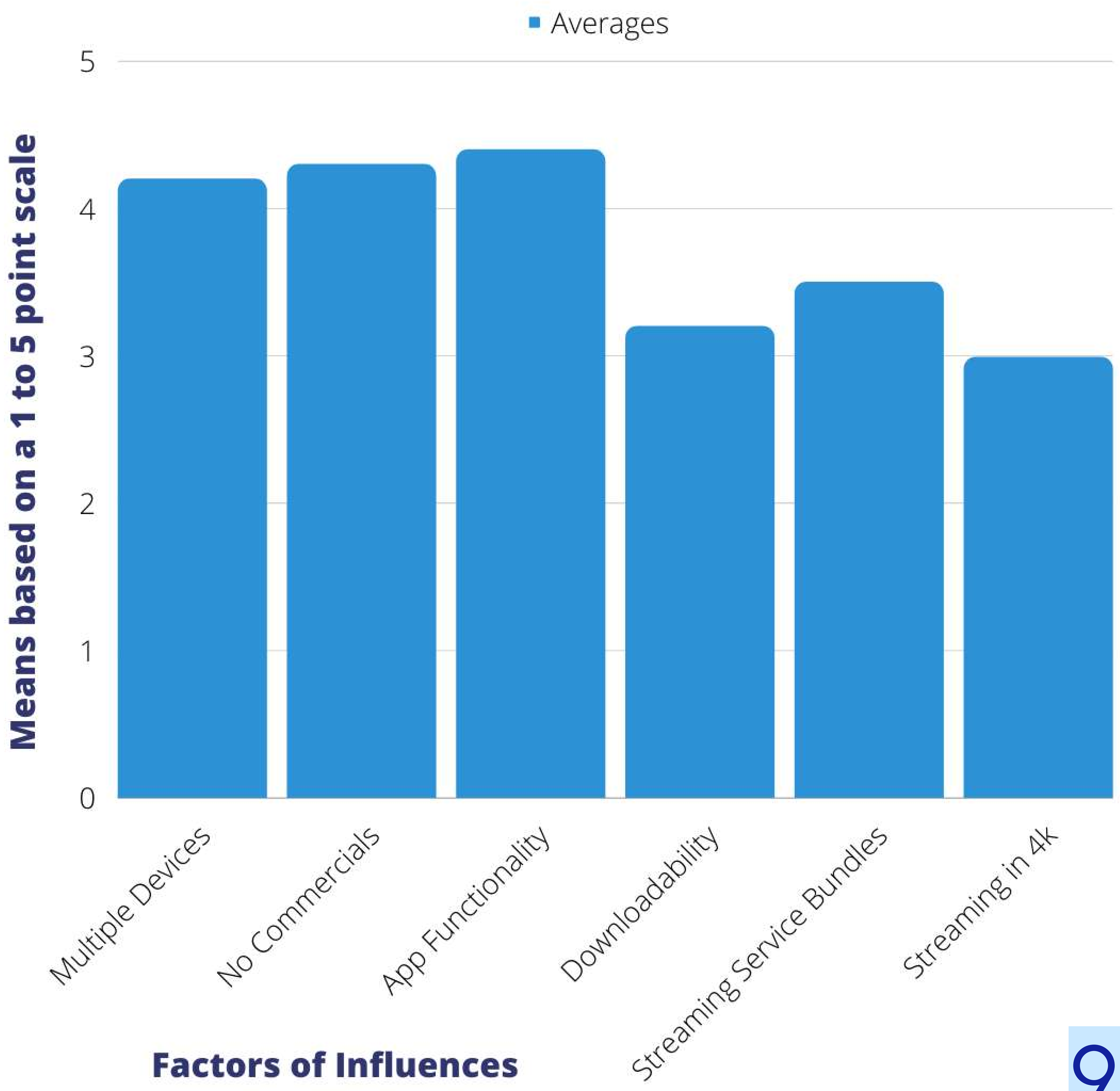
4.0

PERCEPTIONS OF THE STREAMING INDUSTRY - WHY CANCEL A SUBSCRIPTION?



4.0

IDEAL FACTORS FOR STREAMING PLATFORMS TO INCLUDE IN THEIR SERVICE

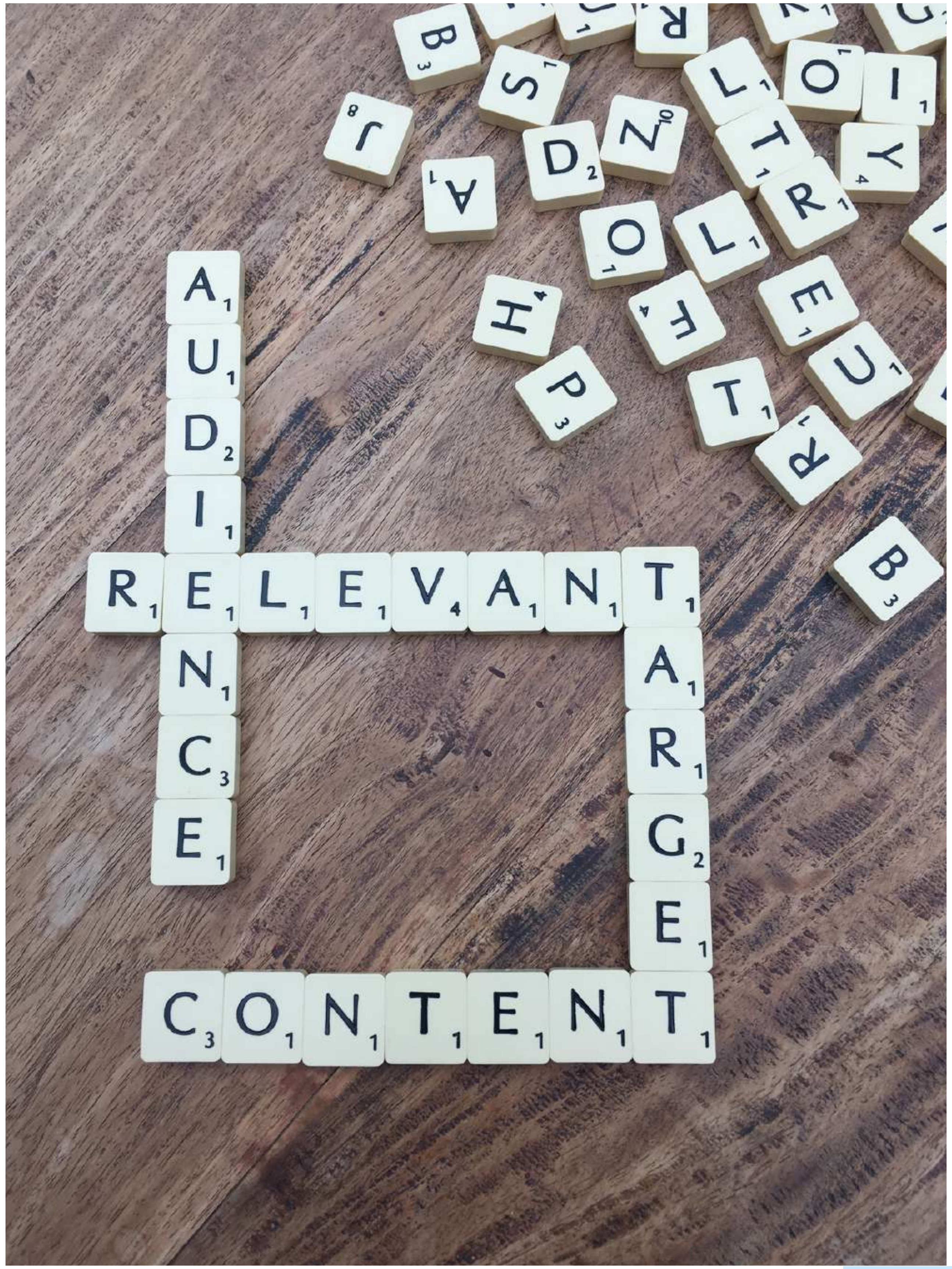


OBJECTIVE 4

KEY FINDINGS

Chart 4.0, graph 1, is based on question three of our survey, which asked "what about video streaming services appeals to you?". The factors considered were cost, content, watching without commercials, the ability to binge watch shows, and the ability to watch on the go. Overall, content was rated the highest with a mean of 4.25 on a 5 point scale, where 5 was the highest rating a participant could choose. The ability to watch without commercials came at a mean of 3.95 and binge series with a mean of 3.88. The ability to watch on the go came at a mean of 3.38. Cost was rated the lowest rated factor with a mean of 2.94, and the only factor to come below 3 on the 5 point scale.

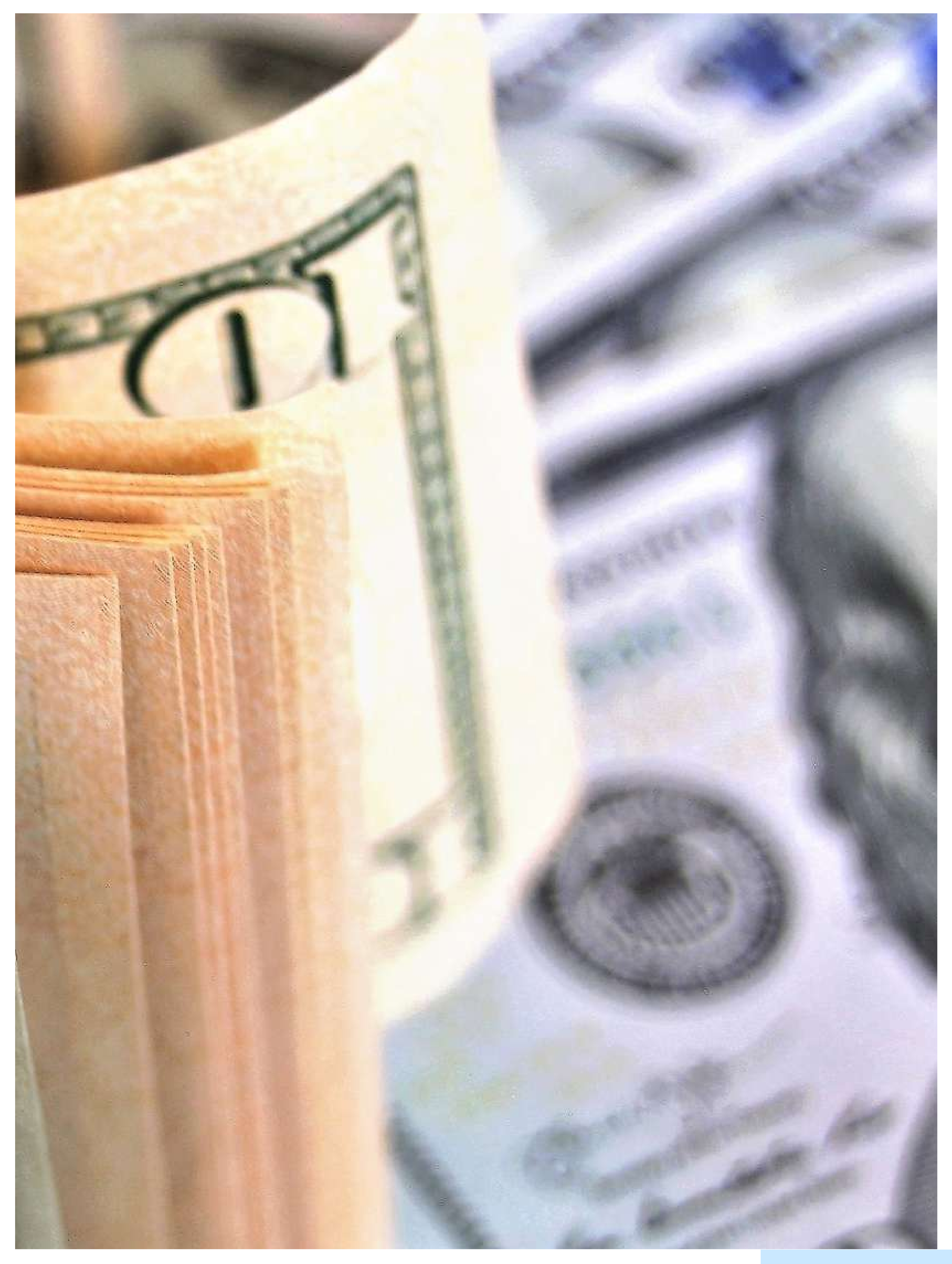
Chart 4.0, graph 2, is based on question six of our survey, which asked respondents to rate "how much [certain factors] would influence their decision to cancel their subscription to a streaming service". There were potential outcomes such as a price increase (per month) for a subscription, their favorite tv show was taken off the platform, stricter mandates surrounding password and overall account sharing, and finally the overall content library appearing uninteresting. An uninteresting content library was rated the most likely factor to cause a person to cancel with a mean of 4.33 on a 5 point scale with 5 being the highest rating a participant could give. The other three factors were rated closely with price increasing at a mean of 3.5, a show being canceled at a mean of 3.35, and the inability to share a password at a mean of 3.48.



OBJECTIVE 4

KEY FINDINGS

Chart 4.0, graph 3, is based on question eight of our survey, which asked "What features would the streaming service need for you to consider paying your maximum price?". Potential features that were listed as answer choices included being able to stream from multiple devices at once, streaming without any commercial interruptions, the ability to stream on the app with various device types (mobile, tablet, computer), subscription bundles with other platforms, the ability to download content from the platform, and finally high streaming quality (watching in 4k). This question was also written within a matrix format, proposed in a one to five scale (with five as the most important answer choice). Looking at the data, we concluded that app functionality (mean of 4.40), the ability to watch without commercials (mean of 4.30), and the ability to watch on multiple devices (mean of 4.20) are the three most important factors for a streaming service to have for 18 to 24 year olds to pay their topline price. Streaming in 4K was the only factor to fall below 3 on the 5 point scale (with 5 being the highest rating a participant could give) with a mean of 2.99. Streaming services being able to purchase in bundles came to a mean of 3.50 and downloability came to a mean of 3.20.



OBJECTIVE 4

THE BIG PICTURE

In the qualitative interviews, many participants shared that content was the most important factor to them when streaming, which aligns with the data found in chart 4.0 part one. One participant stated, "My family unsubscribed from Netflix because they thought the equality of content was getting worse and worse all while it was getting more expensive. It just wasn't worth it anymore." This quote also aligns with chart 4.0 part two as the participant's family unsubscribed from Netflix due to uninteresting content and an increase in price. Both uninteresting content and a price increase were rated above a 3 on a 5 point scale in chart 4.0 part two. This was similarly seen in another participant who stated, "I unsubscribed from Hulu for a while because there wasn't anything that interested me. Then Hulu added new shows, so I resubscribed. I love watching the Bachelor and other reality TV shows with no ads on Hulu with my friends, so this is one of the main reasons I am subscribed to Hulu now." This participant also mentioned how watching reality TV shows with no ads on Hulu is a positive factor, which aligns with chart 4.0 part 3. Overall, the data found in the survey results aligned with the data found in the interview portion.

OBJECTIVE 4

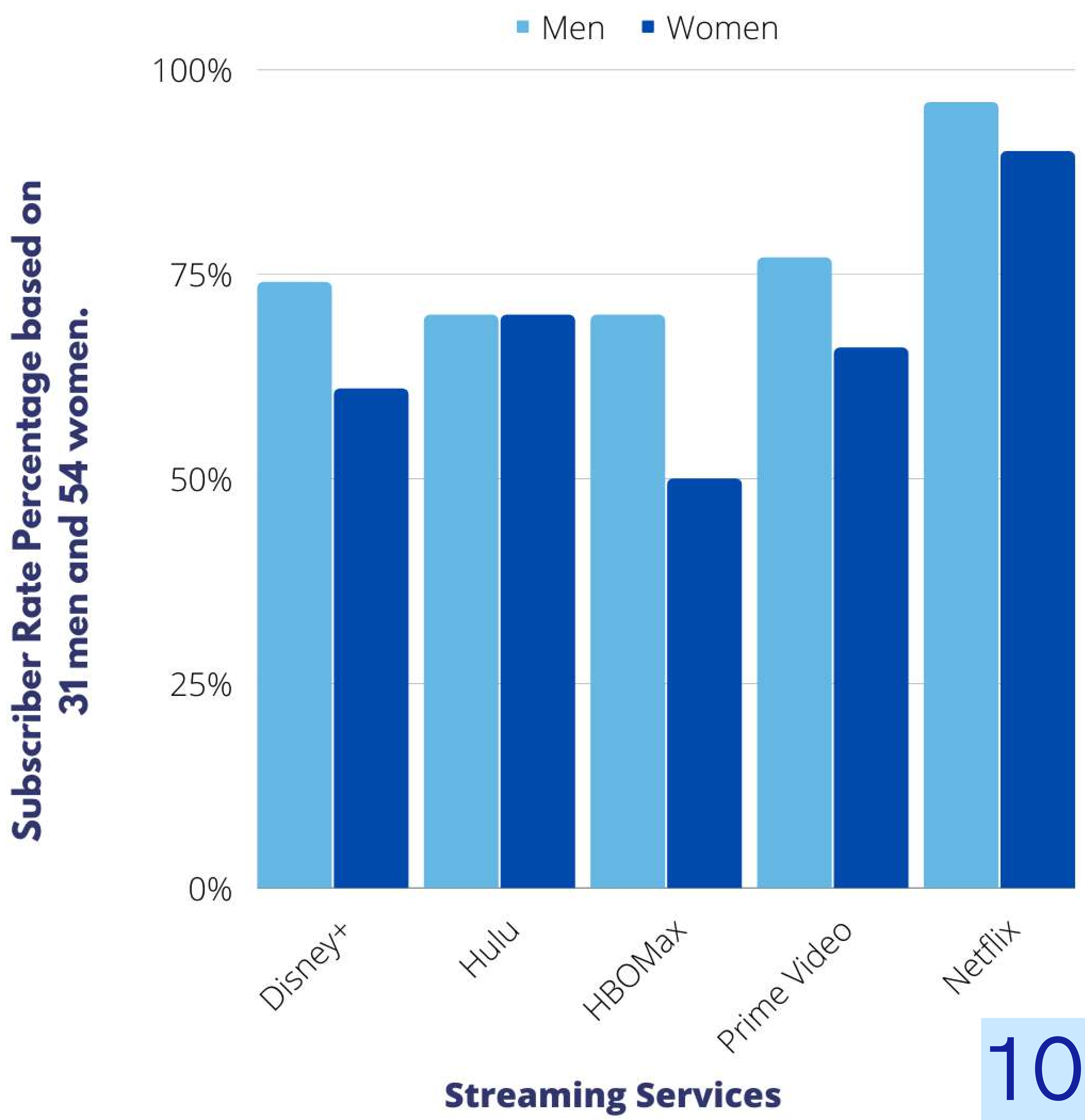
✦VALUE TO DISNEY+✦

Upon our analysis, Disney Plus ought to use this knowledge to keep their content library fresh, with new content being uploaded frequently. The data from both the quantitative and qualitative analysis shows that content is extremely important to 18 to 24 year olds. With an uninteresting content library being one of the main reasons that 18 to 24 year olds reported as a reason to unsubscribe from a streaming service, it is important that Disney+ is creating new content that appeals to 18 to 24 year olds. With comedy being a genre that largely appeals to both men and women, as found in chart 5.0 part 8, Disney+ could create a new comedy series based off of 2000s classics. This could bring in new 18 to 24 year old subscribers who are interested in watching this series.

OBJECTIVE #5

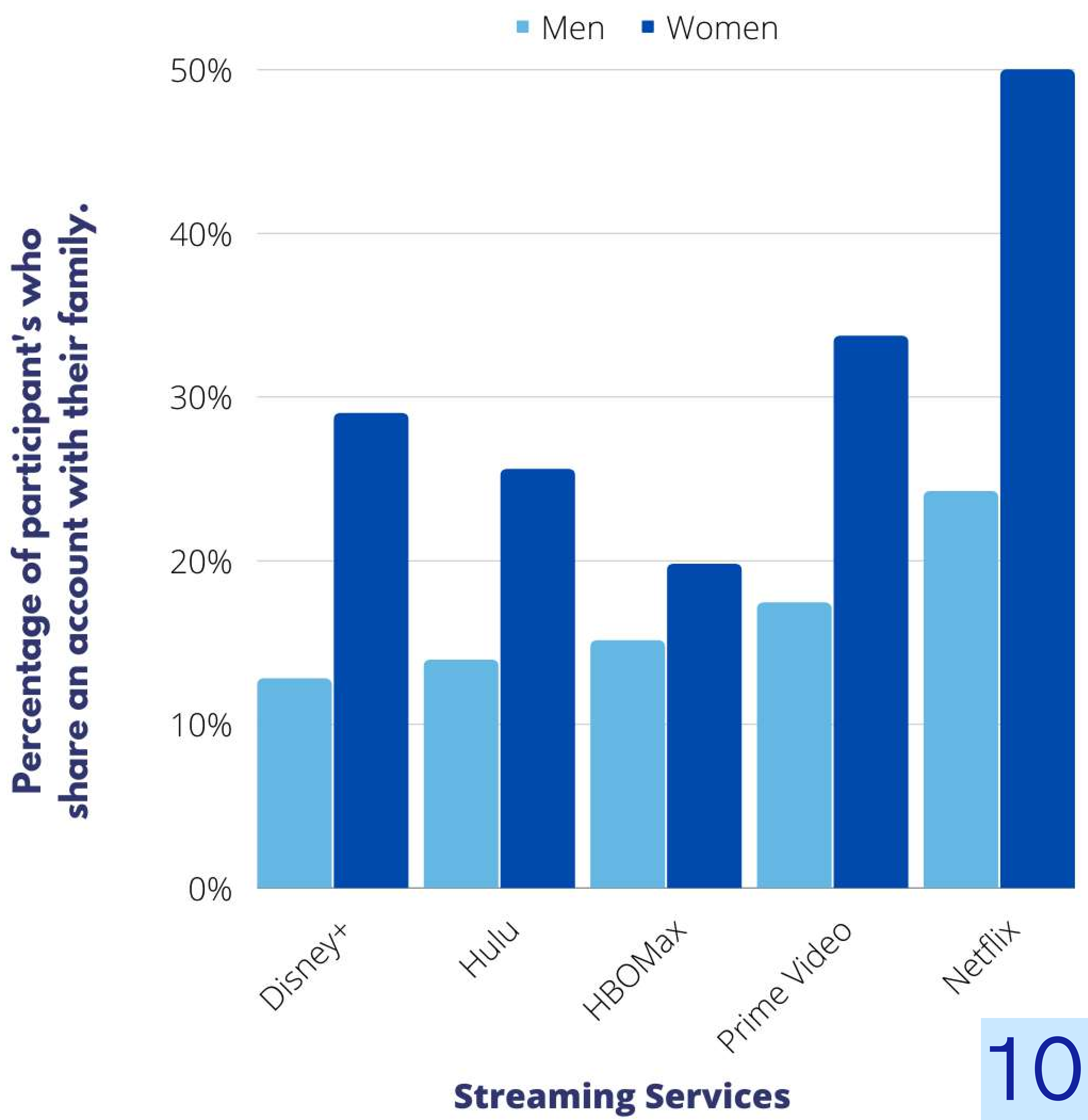
EXAMINE GENDER DIFFERENCES

5.0 EXAMINING GENDER DIFFERENCES IN RELATION TO SUBSCRIBERS PER PLATFORM



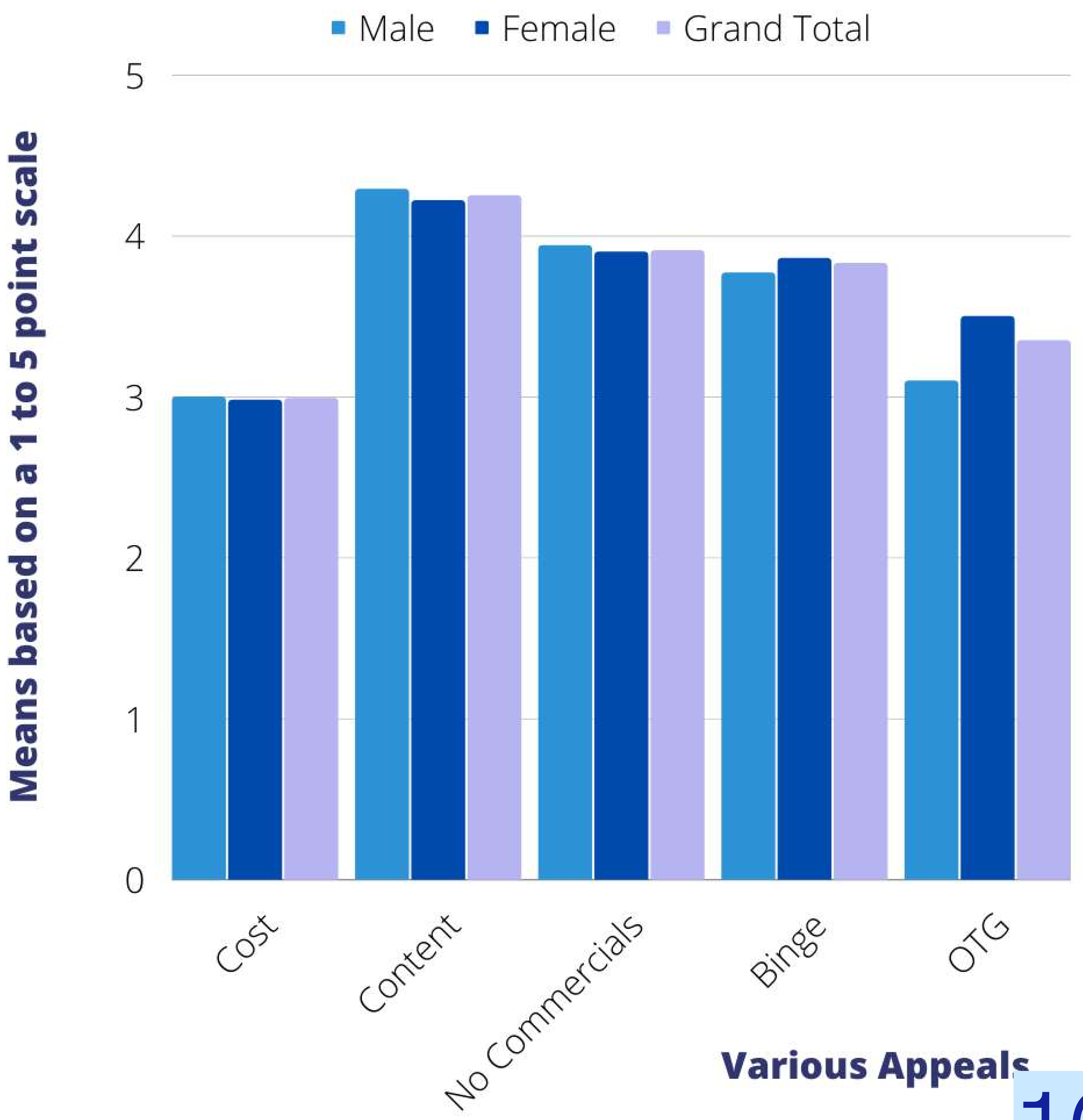
5.0

EXAMINING GENDER DIFFERENCES IN RELATION TO PAYING FOR A STREAMING SERVICE



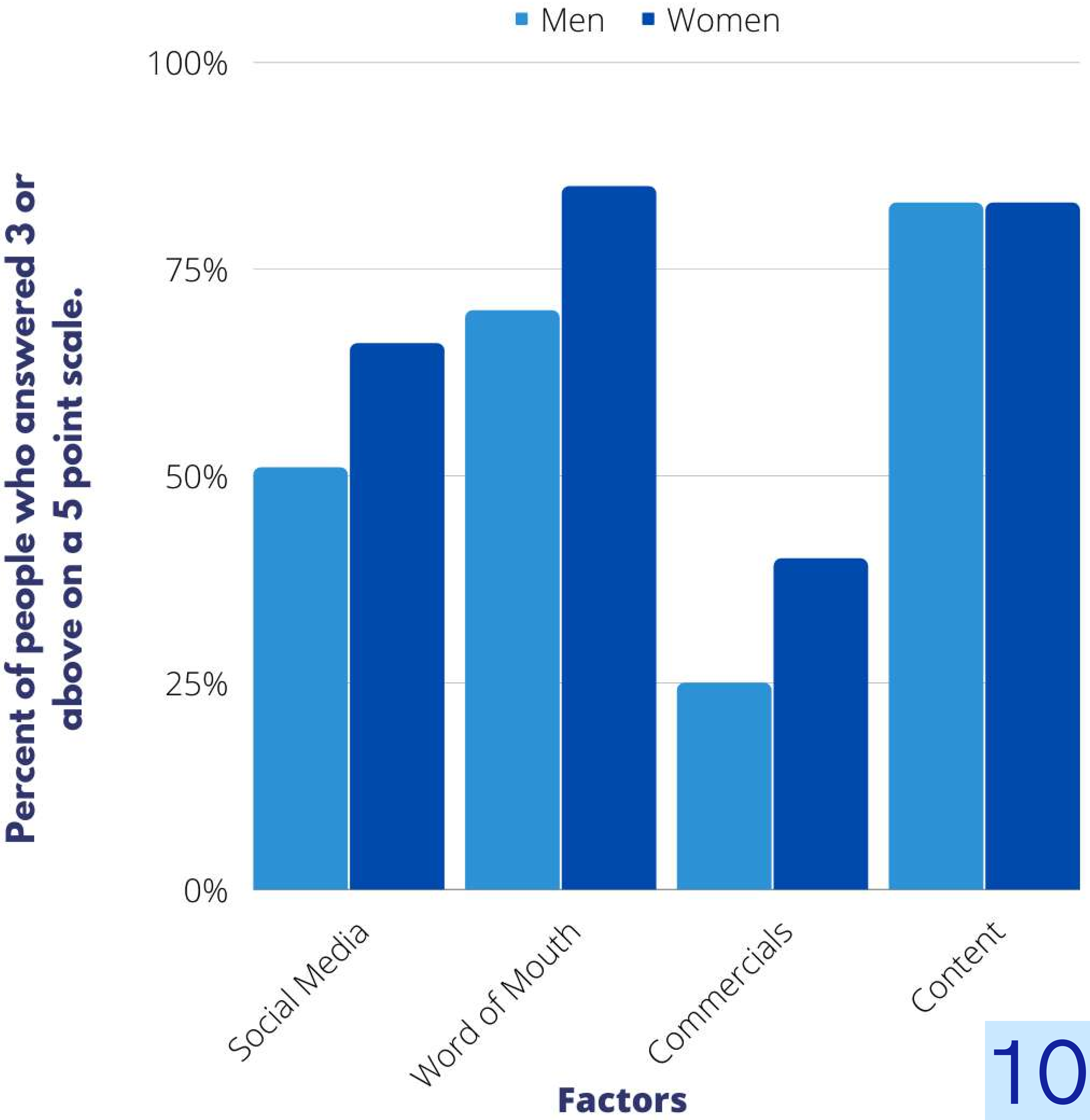
5.0

EXAMINING THE APPEALS OF VIDEO STREAMING SERVICES



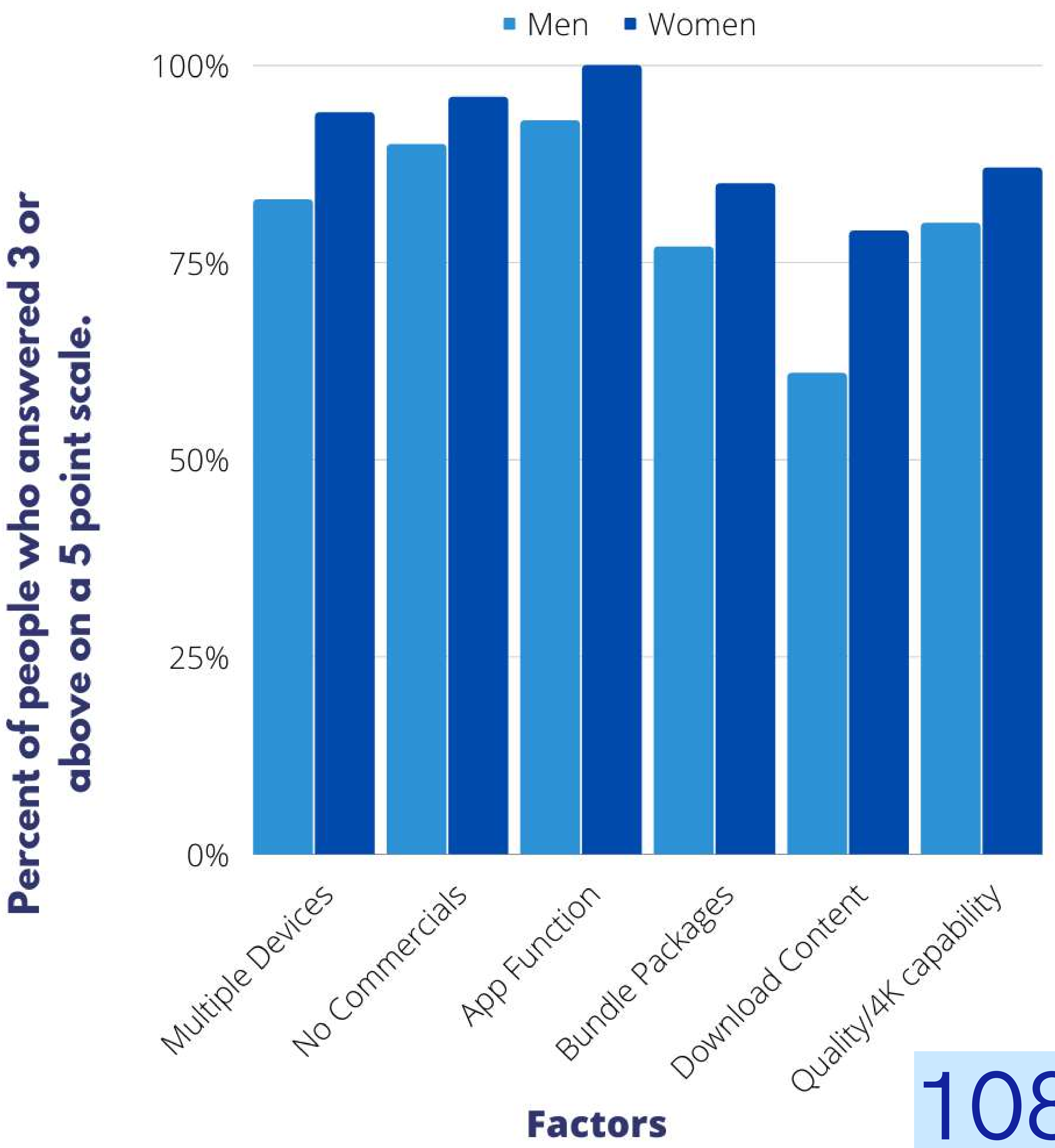
5.0

WHICH FACTOR IS MOST INFLUENTIAL WHEN CHOOSING TO SUBSCRIBING TO A STREAMING SERVICE?



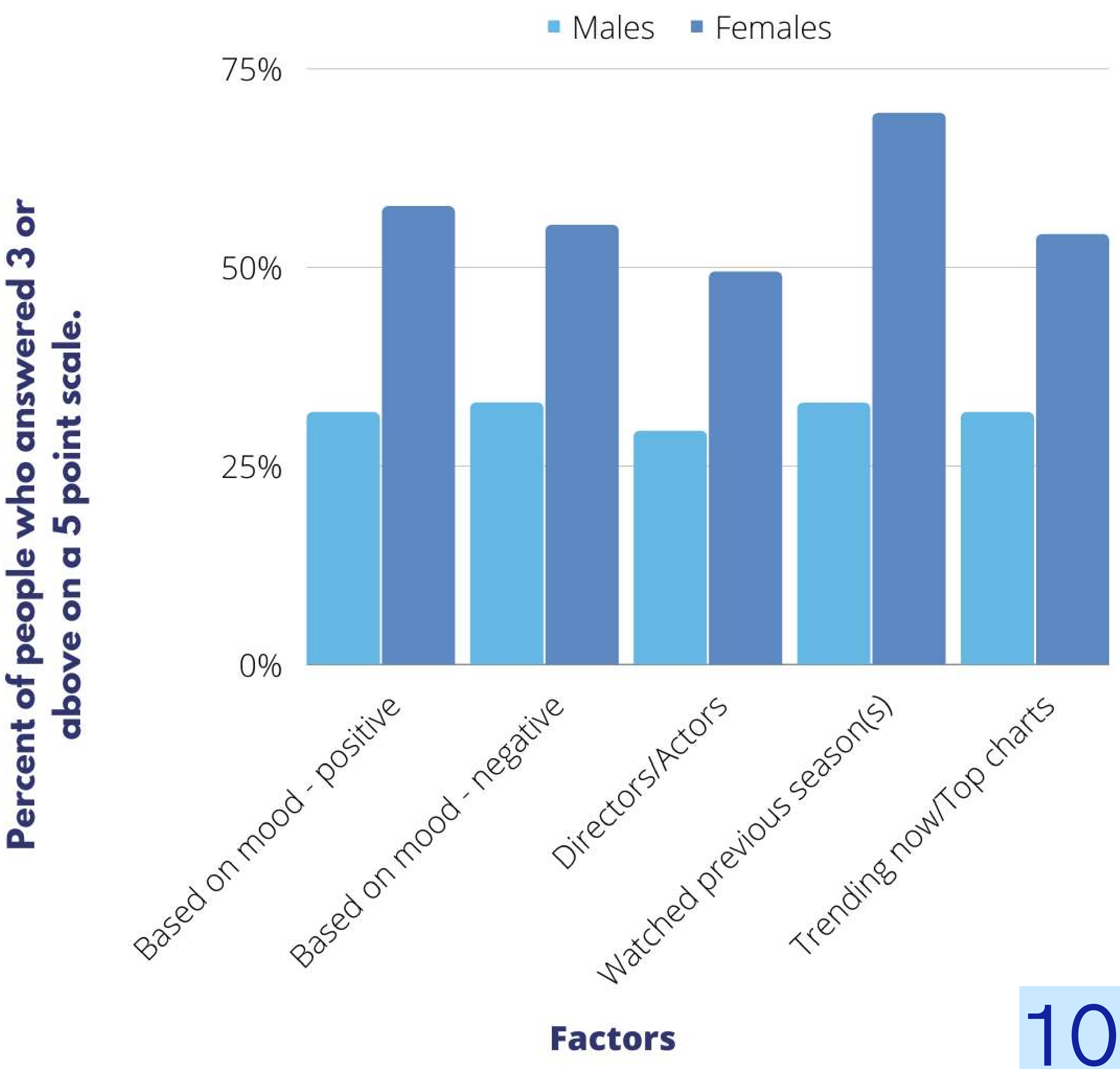
5.0

WHAT FEATURES WOULD A STREAMING SERVICE NEED FOR YOU TO CONSIDER PAYING YOUR MAXIMUM PRICE?



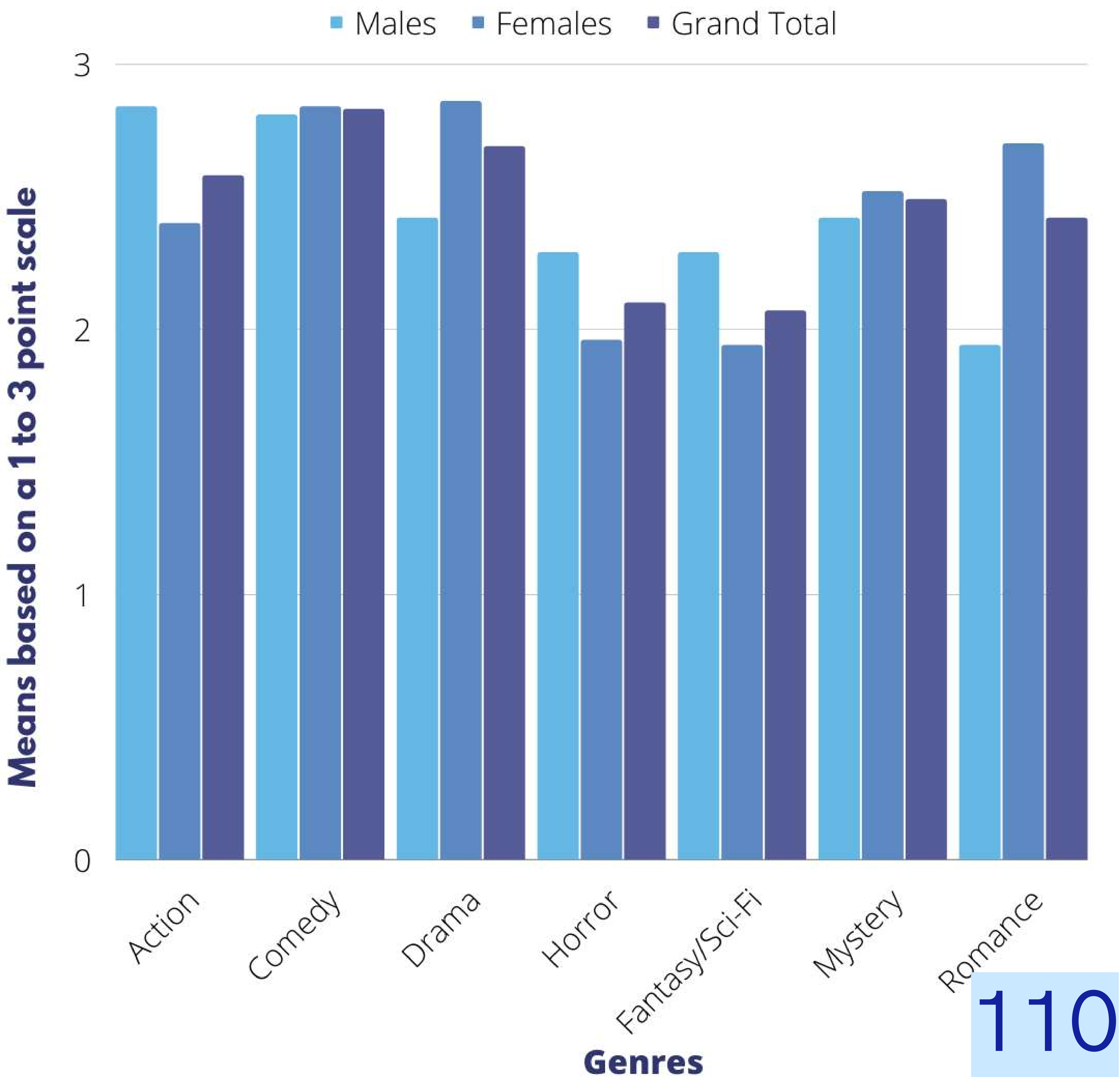
5.0

FACTORS THAT DETERMINE WHAT CONTENT TO WATCH WHILE STREAMING



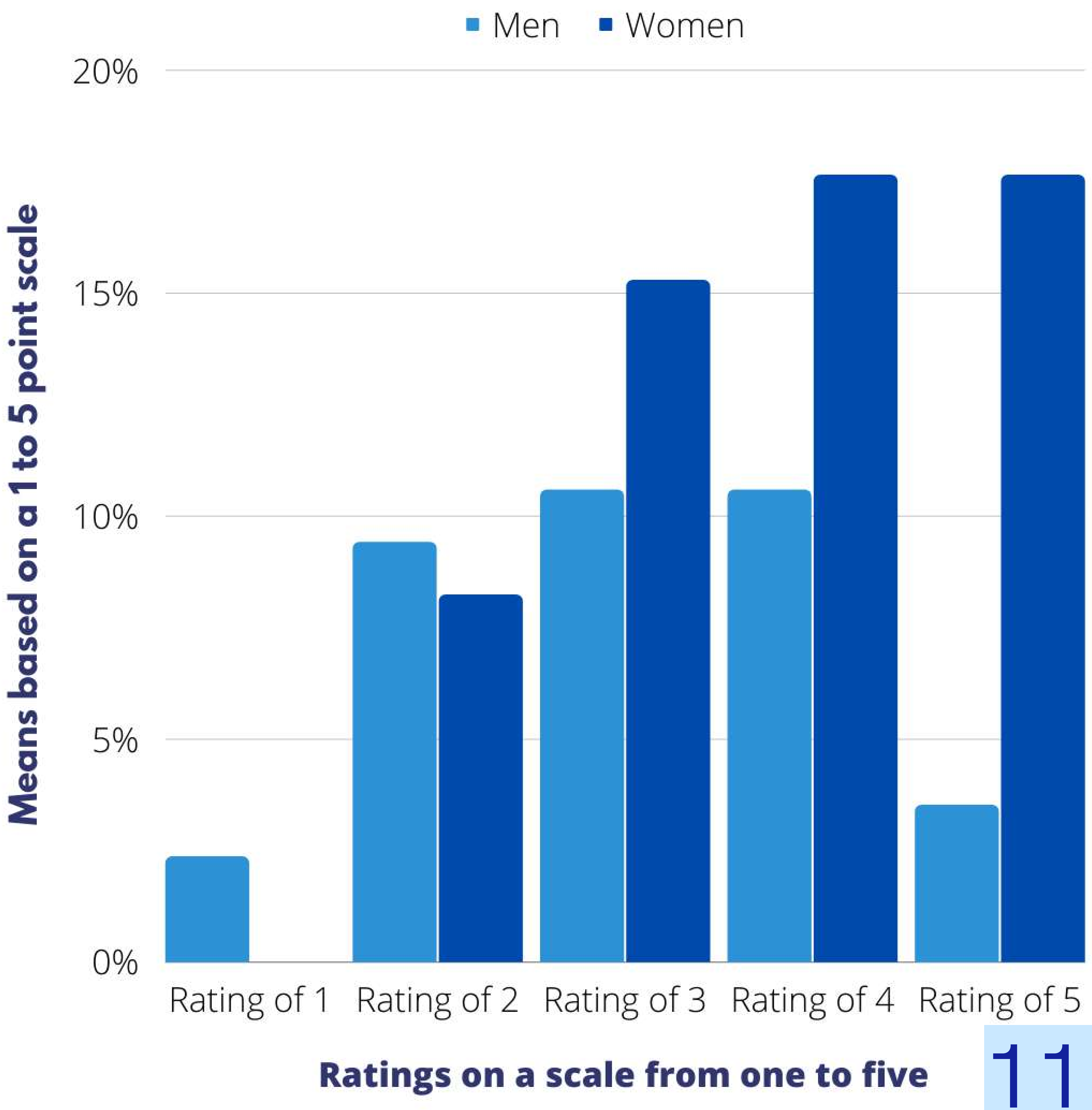
5.0

PREFERRED GENRES FOR STREAMING CONTENT, SEPARATED BY GENDER



5.0

DO PARTICIPANTS BELIEVE THAT DISNEY PLUS APPEALS TO YOUR AGE RANGE?



OBJECTIVE 5

KEY FINDINGS

Chart 5.0, graph 1, is based on question one of our survey, which asked which streaming services the participants are subscribed to. Overall, a higher percentage of men were subscribed to all of the streaming platforms surveyed compared to women except for Hulu, which was at a 70% subscriber rate for both men and women.

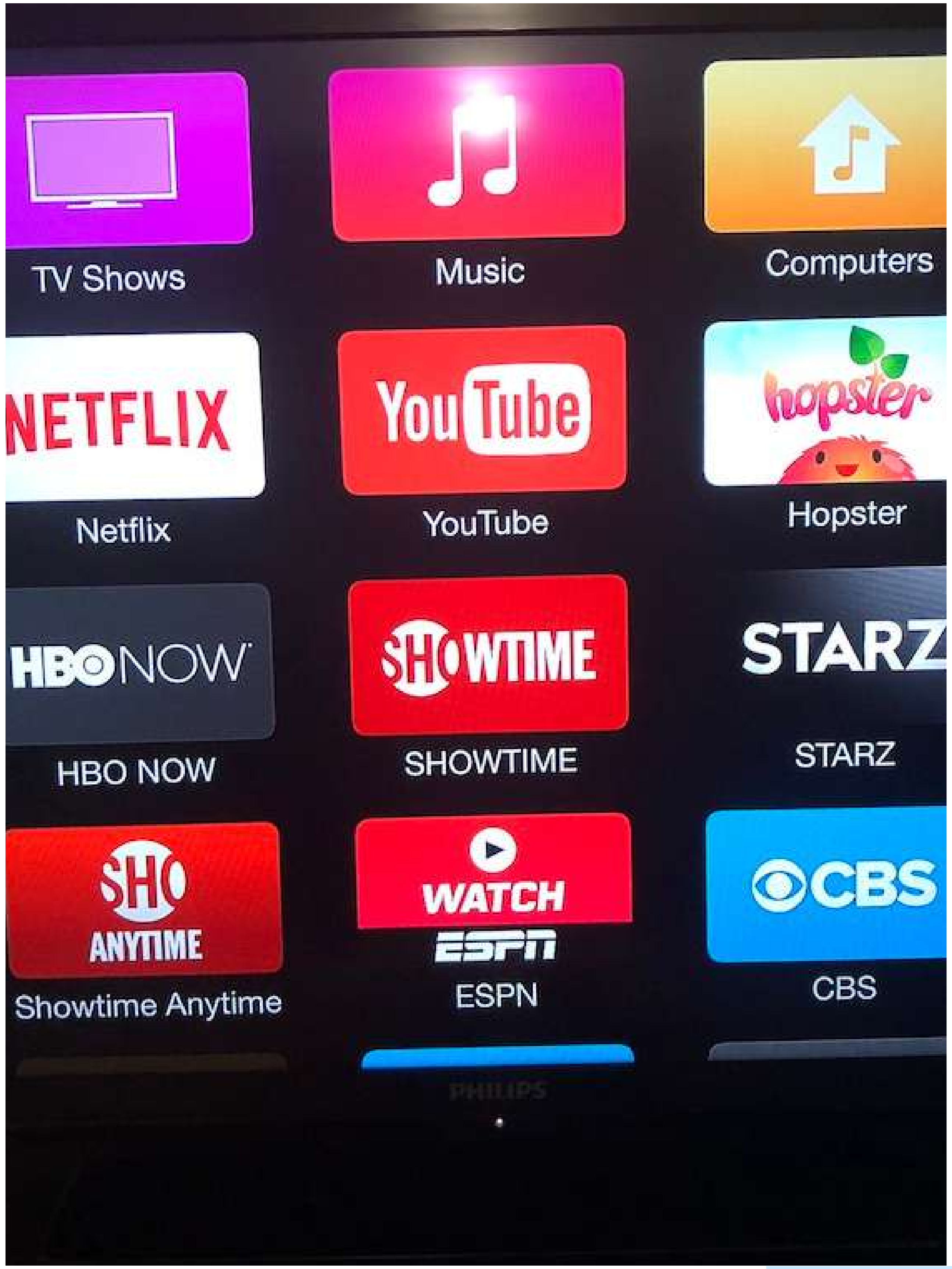
Chart 5.0, graph 2, is based on question two of our survey, which asked who pays for the streaming services the participants use. Overall, a higher percentage of women were more likely to share an account with their family than men for every streaming service surveyed. 50% of women share their Netflix account with family members, while 24.24% of men share their Netflix account with family members. 29% of women share their Disney+ account with family members, while 12.80% of men share their Disney+ account with family members. Therefore, men were more likely to be paying for their own account, while women were more likely to have a shared family account.

OBJECTIVE 5

KEY FINDINGS

Chart 5.0, graph 3, is based on question three of our survey, which asked "what about video streaming services appeals to you?". When analyzing the responses, we found that both men and women found app content and the ability to watch without commercials to be the most important factors with 100% of women voting a 3 or higher in relation to app functionality. While the ability to download content is still important to both genders, it was more important to women with 79% of women voting a 3 or higher and 61% of men voting a 3 or higher. While downloadable content is important, it was the least important out of the six surveyed factors.

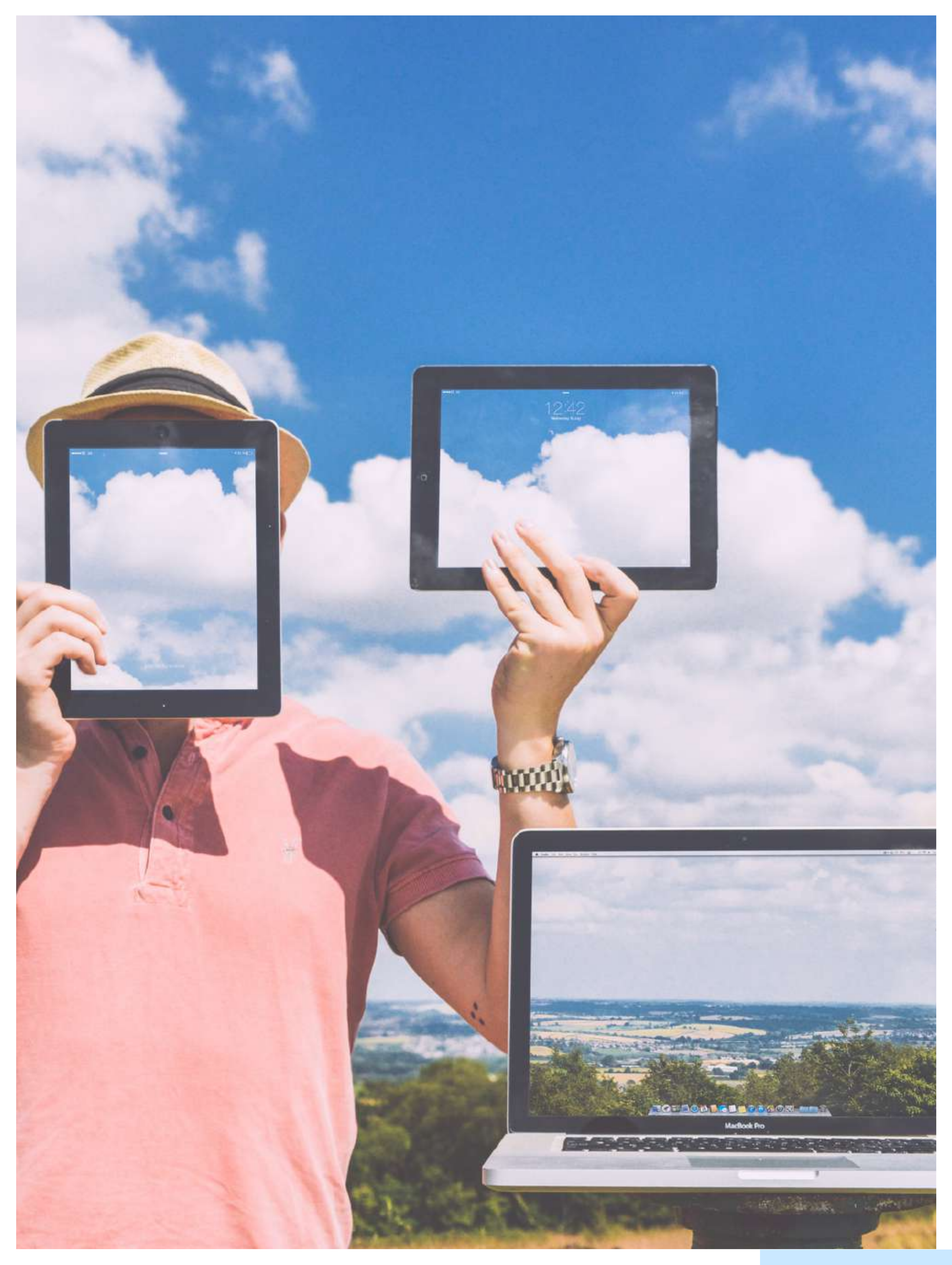
Chart 5.0, graph 4, is based on question four of our survey, which asked respondents to "rate each of the following (factors of social media, word of mouth, video commercials, specific content, or other) by how much they influenced your decision to subscribe to a streaming service". This question was proposed within a scale format, ranging from one to five (which five being the highest - most important). From there, it was discovered that women are the most heavily influenced by word of mouth to subscribe to a streaming service with 85% of women voting a 3 or higher on the survey. Men are the most heavily influenced by content on streaming services with 70% of men voting a 3 or higher on the survey. Both men and women were the least influenced by commercials to purchase a streaming service at 25% of men voting a 3 or higher and 40% of women voting a 3 or higher.



OBJECTIVE 5

✦ KEY FINDINGS ✦

Chart 5.0, graph 5, is based on question eight of our survey, which asked specifically "what features would the streaming service need for you to consider paying your maximum price (that they decided in a previous survey question)?" The responses ranged from being able to stream from multiple devices at once, streaming without any commercial interruptions, the ability to stream on the app with various device types (mobile, tablet, computer), subscription bundles with other platforms, the ability to download content from the platform, and finally high streaming quality (watching in 4k). This question was also written within a matrix format, proposed in a one to five scale (with five as the most important answer choice). Based on our responses, both men and women care more about being able to stream on multiple devices, having no commercials, and having good app functionality. However, women ranked each category higher than men, which means that they place a higher value on each of these factors. It was also found that the margin of difference for each set of responses was the same between men and women, except for the ability to download content, which was significantly higher among men than women. Therefore, men must have more of a desire to have their content ready to view whenever and wherever they are. Still, the main takeaway from this graph is that women place a higher value on these factors.



OBJECTIVE 5

✦KEY FINDINGS✦

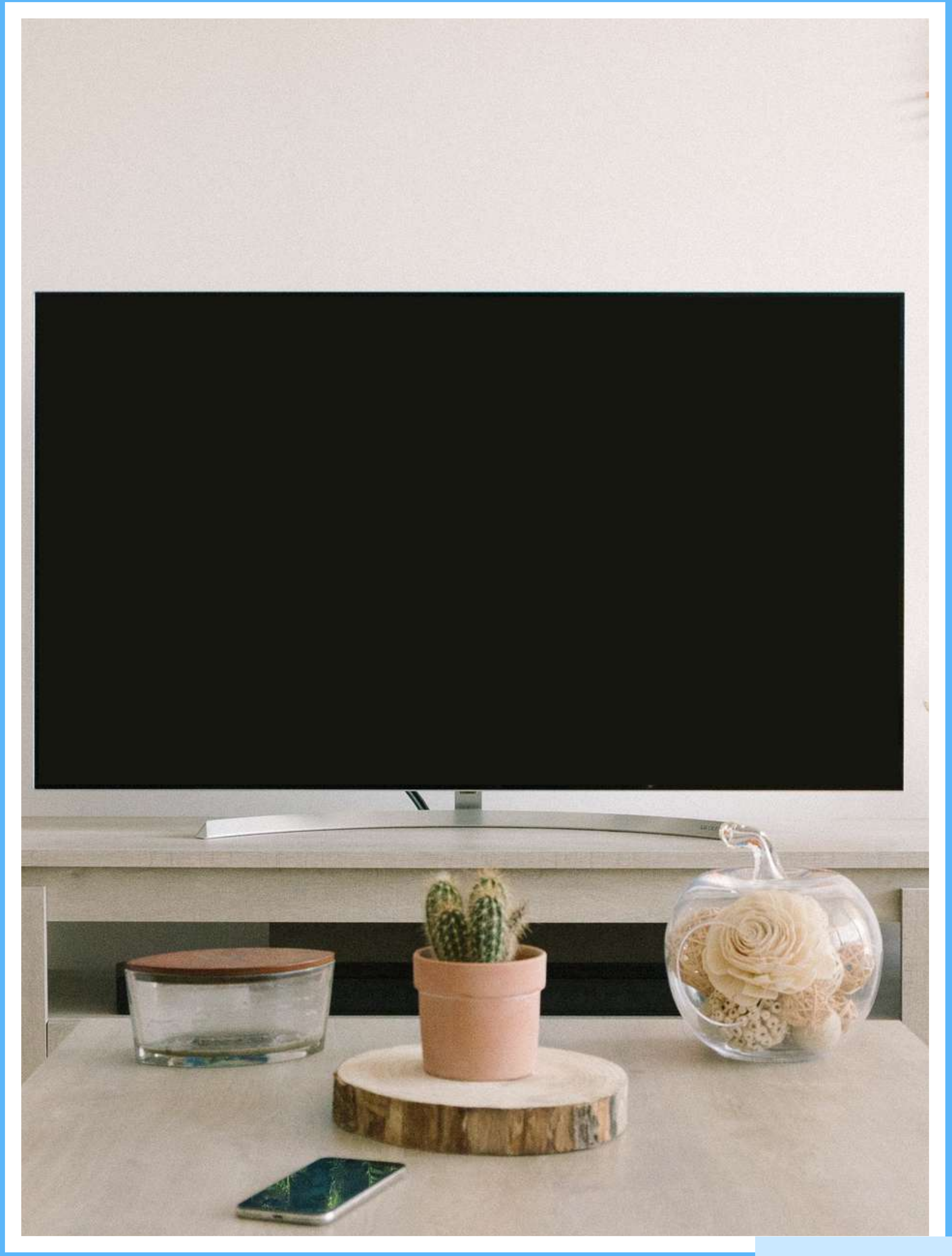
Chart 5.0, graph 6, is based on question nine of our survey, which asked participants about how they "decide what content to watch while streaming?". This question was asked within a scale format as participants had to rate their agreement about how the various factors (mood - both positive and negative, directors/actors, if the respondent watched previous seasons of the tv show, listed on their 'recommended for you' page, or if the content is found within the 'trending now/top charts' list) outlined in the question affect their content watchlist, from one to five (with five being the highest - deemed most important). From the data collected, it is obvious that females are most likely to watch something if they have already watched it before. The second highest influence for women is if they are in a good mood. Moreover, women seem to feel more strongly about each category, given that their scale rankings were in the 50-75 percent range, while the mens' were evenly in the 25-30 percent range.

OBJECTIVE 5

✦ KEY FINDINGS ✦

Chart 5.0, graph 7, is based on question twenty of our survey, which asked participants if they "believe that Disney+ appeals to your age range"? Based on their responses, our participants have slightly differing opinions based on gender. The men mostly gave ratings of 2, 3, and 4, which were evenly distributed at around a 10% average per rating. Women, however, felt more strongly that Disney+ appeals to their age range. They mostly gave ratings of 4 and 5, which were both around 17%; 15% of women rated 3. Based on this information, we can conclude that 18-24 year old women feel more favorably about Disney+ and its appeal to their age range, while men feel more neutral.

Chart 5.0, graph 8, is based on question seventeen of our survey, which asked what genres the participants like to watch. From the data, there was an overwhelming response showing that men and women alike agree that comedy is their favorite genre. On a 3 point scale (with three being likes to watch), 74 out of 85 participants rated comedy a 3. The other genres included: action, drama, horror/thriller, fantasy/sci fi, mystery, and romance. Aside from comedy, there were discernible differences that existed between mens' and womens' preference of genre. For example, men voted more in favor of action, horror, and fantasy/sci-fi. Women voted more in favor of drama, mystery, and romance. Based on this information, it is clear that comedy is an all-around favored genre.



OBJECTIVE 5

✦ THE BIG PICTURE ✦

In the quantitative survey, the male participants were more likely to own their accounts, even if that meant they had more streaming services to subscribe to themselves. On the other hand, the female participants were less likely to own as many streaming services, but were more likely to use other services by sharing accounts with family or friends. This shows that many of our male participants valued having accounts to themselves without having to worry about extra people being linked to what they own. They had more of a 'territorial' outlook on their streaming. Females, however, didn't care as much about the notion of sharing accounts and saw it as a convenient way to save money.

Female participants in the quantitative survey were much more likely to be influenced by word of mouth compared to men. This shows that the women in our survey value the opinions of their peers when it comes to watching habits. Not only do they value the social aspect of being able to watch and enjoy the same shows and movies as friends and family, but they trust other people's opinions and use it as guidance. In other words, if someone were to start subscribing to a service that their friend recommended, they would then be able to watch the same content, and from this data, that seems to be a common outlook for many of the women. Men rating word of mouth lower and content higher shows that they view subscriptions in a more 'black and white' way. They simply look at the content and figure out how compatible it is with their watching preferences; they focus less on outside factors such as personal recommendations.

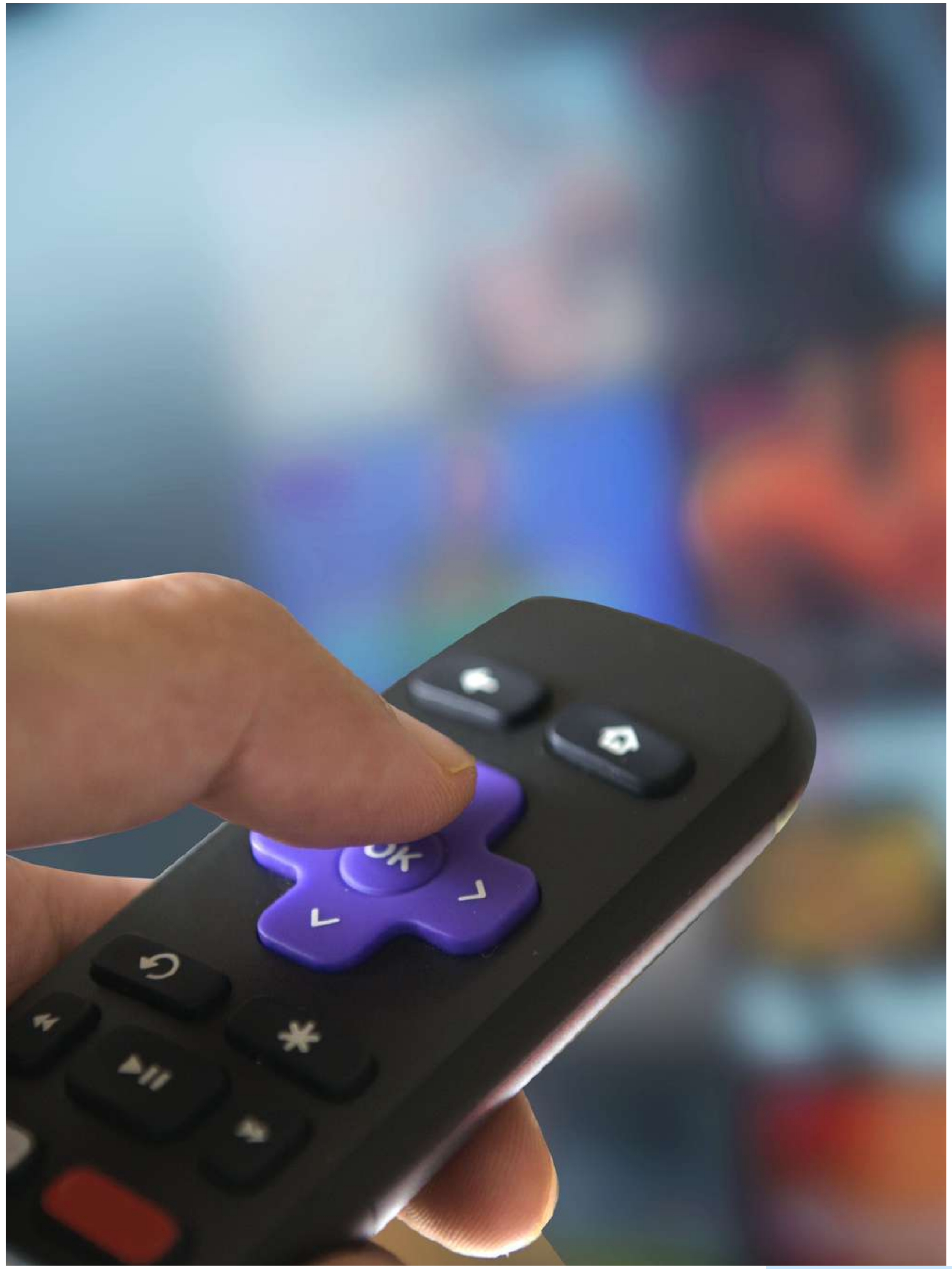
OBJECTIVE 5

THE BIG PICTURE

Women in the quantitative survey felt more strongly that Disney+ appeals to their age range, which can mean that many of them are able to enjoy more 'childlike' content and that they don't necessarily feel the need to always watch adult content. This could also mean that they have a more broad taste when it comes to what they watch, whereas men are more likely to stick with a specific genre and not branch out.

When it came to the qualitative survey, we only had one male participant, so the majority of the insight we got came from females. An insight that came from our male participant that compared differently to the quantitative data was his reliance on other people's streaming accounts. "I use my girlfriend's Hulu account, and I had a friend's Disney+ account, but I do not use it often." As stated previously, the males in the quantitative survey were less likely to share accounts and were more likely to own their own accounts.

Women in the qualitative interviews seemed to feel similarly to the women that took the quantitative survey in that Disney+ appeals to their age range. A few participants explained that although Disney+ may have a reputation to be just for kids and families, they do in fact have content that anyone could enjoy. One participant said, "From the content list for Disney+, I would say anyone could subscribe to this streaming service. There seems to be at least one show that would pique someone's interest." This point of view gives a more specific insight as to why some people voted high for this portion of the quantitative survey.



OBJECTIVE 5

✦VALUE TO DISNEY+✦

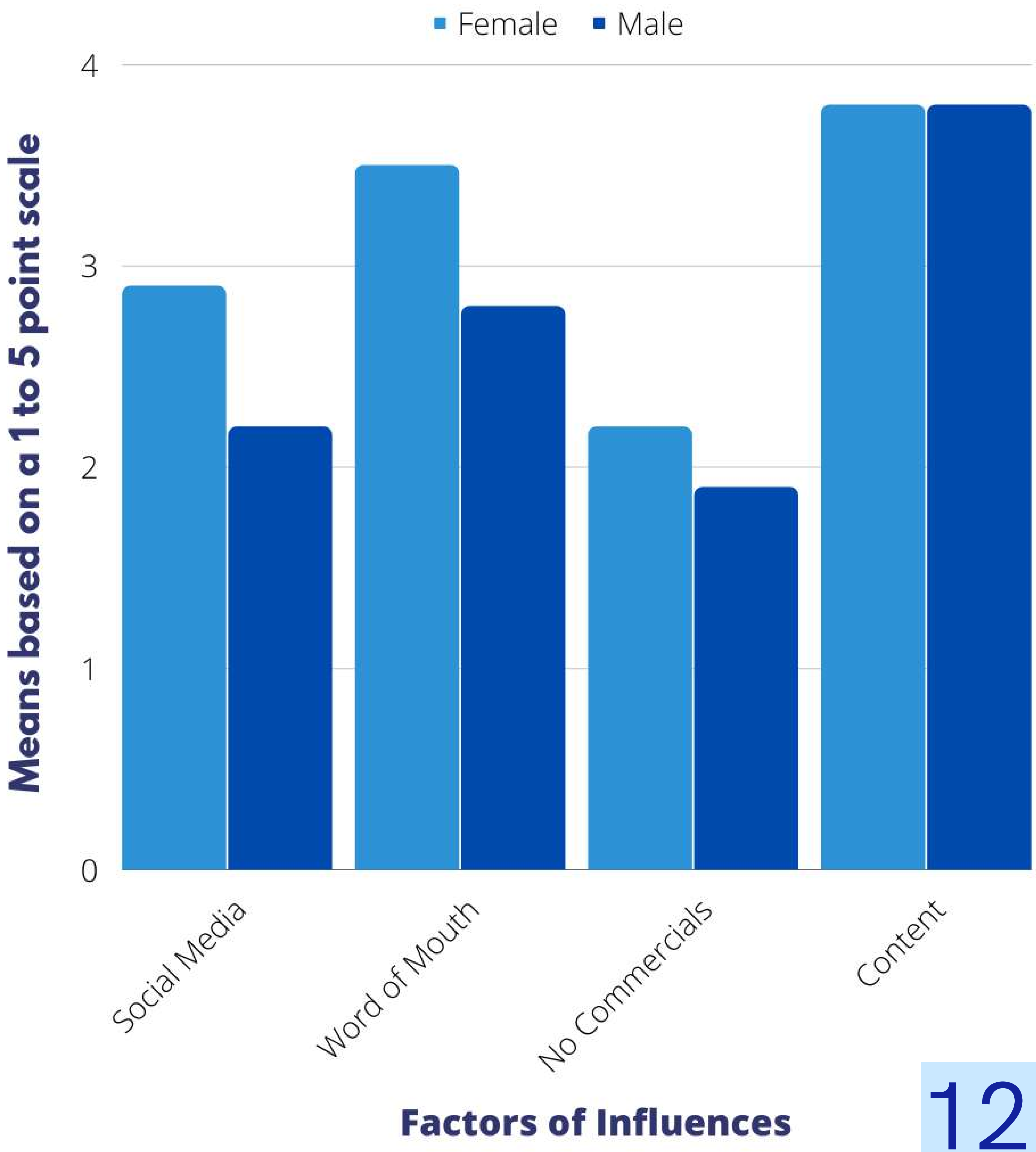
Upon our analysis, Disney+ ought to use this knowledge to consider the creation of a family plan. Women prefer to share accounts with their families. Additionally, 18-24 year olds are mostly in college and work part-time or are unemployed (see chart 7.0 1, 7.0 2, and 7.1). For these reasons, it makes sense to provide a discounted plan for families that will appeal to our target audience and their siblings/parents. Second, Disney+ should consider creating a plan without commercials at a slightly increased price. Third, they should limit their use of commercials, given that they are the least effective influence on our target audiences' willingness to subscribe. Instead, Disney+ should focus their energy on continuing to promote their strong content offering on social media, which will increase word of mouth among 18-24 year olds. Fourth, they should consider making a section of content on the homepage that is separated by different moods, given that our target audience, particularly women, choose content based on the mood they are in. This could start off with a happy/energized/fun category and a sad/moody/relaxed category. They could use other words other than happy or sad so as to not make the distinction so black and white, as this might turn people away. Fifth, Disney+ should focus on increasing its offering of comedic content, since comedy is the most liked genre among both male and female 18-24 year olds. They could even create a category on the homepage that contains just comedy, specifically tailored to our target audience. In other words, it would not be content that children would typically pick.

OBJECTIVE #6

FIND THE SOURCE OF INFORMATION ABOUT SVOD SERVICES

6.0

THE EFFECTS OF INFLUENCES IN RELATION TO SUBSCRIBING TO A SERVICE



OBJECTIVE 6

✦ KEY FINDINGS ✦

In objective 6.0, our team asked questions via survey to discover which influence had the most effect on 18 to 24 year olds' decisions to subscribe to a streaming service. The 6.0 chart above shows that content is the largest factor of influence for both males and females, with a mean of 3.80 on a 5 point scale. The chart remains similar in the ranking of the rest of the influences with word of mouth being the second most important influence, social media being the third most important influence, and the ability to watch without commercials as the fourth most influential factor for both genders. However, the women surveyed reported higher means than the men surveyed for every other influence except content. Word of mouth's mean for women was 3.50, while the mean for men was 2.80. Social media's mean for women was 2.90, while the mean for men was 2.20. No commercial's mean was 2.20 for women, while the mean for men was 1.90. This data shows that women are more influenced by factors outside of content than men, but content still remains the driving force for both genders.

OBJECTIVE 6

✦ THE BIG PICTURE ✦

As stated previously, content is the most important factor that influences people to subscribe to a service. When comparing this to our qualitative data, we found the same to mostly be true. All of our interviewees at some point mentioned the importance of content in their decision to subscribe. Specifically, they care about the variety and exclusivity of content per platform, as well as the comfort that certain content brings. They also mentioned social media being a factor that influenced their subscriptions. Staying in the loop on conversations and feeling the connection that comes along with it is important to them. Therefore, whatever show is soliciting the most conversation is what people will want to watch. The platform most commonly used to stay up-to-date on trending topics is TikTok, according to our qualitative research. This was also true for our quantitative research; however, Instagram also appeared to drive conversation as well. As for "no commercials" and "word of mouth", neither of these came up in our interviews as factors that influenced subscriptions.

OBJECTIVE 6

✦VALUE TO DISNEY+✦

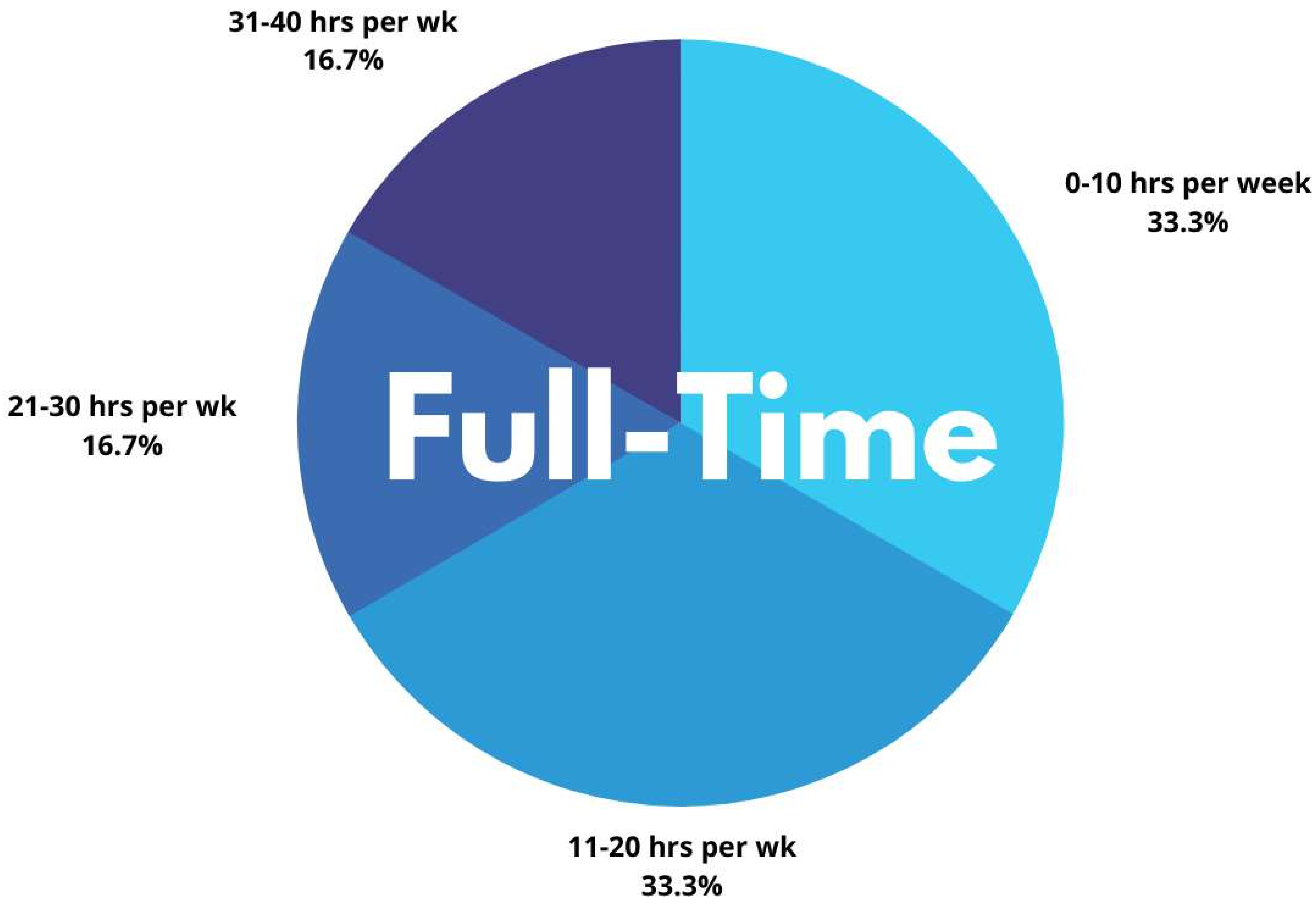
Upon our analysis, Disney+ ought to use this knowledge to continue to use social media to promote their content. They should specifically do this on TikTok by using either cast members or behind-the-scenes footage to provide engaging content. These are things that Disney+ currently does not do. There is an important distinction here; they do use characters, but they do not use actors/actresses. This provides an open opportunity for Disney+ to provide insight from cast members, such as favorite scenes they worked on or favorite aspects of their character. Disney+ could also create an event worthy of being placed on the TikTok discovery page. This could be a TikTok Live covering a show/movie premier on the Disney+ account. This will also go hand-in-hand with the promotion of their content.

OBJECTIVE #7

THE EFFECT OF CAREER ON STREAMING SERVICE USAGE

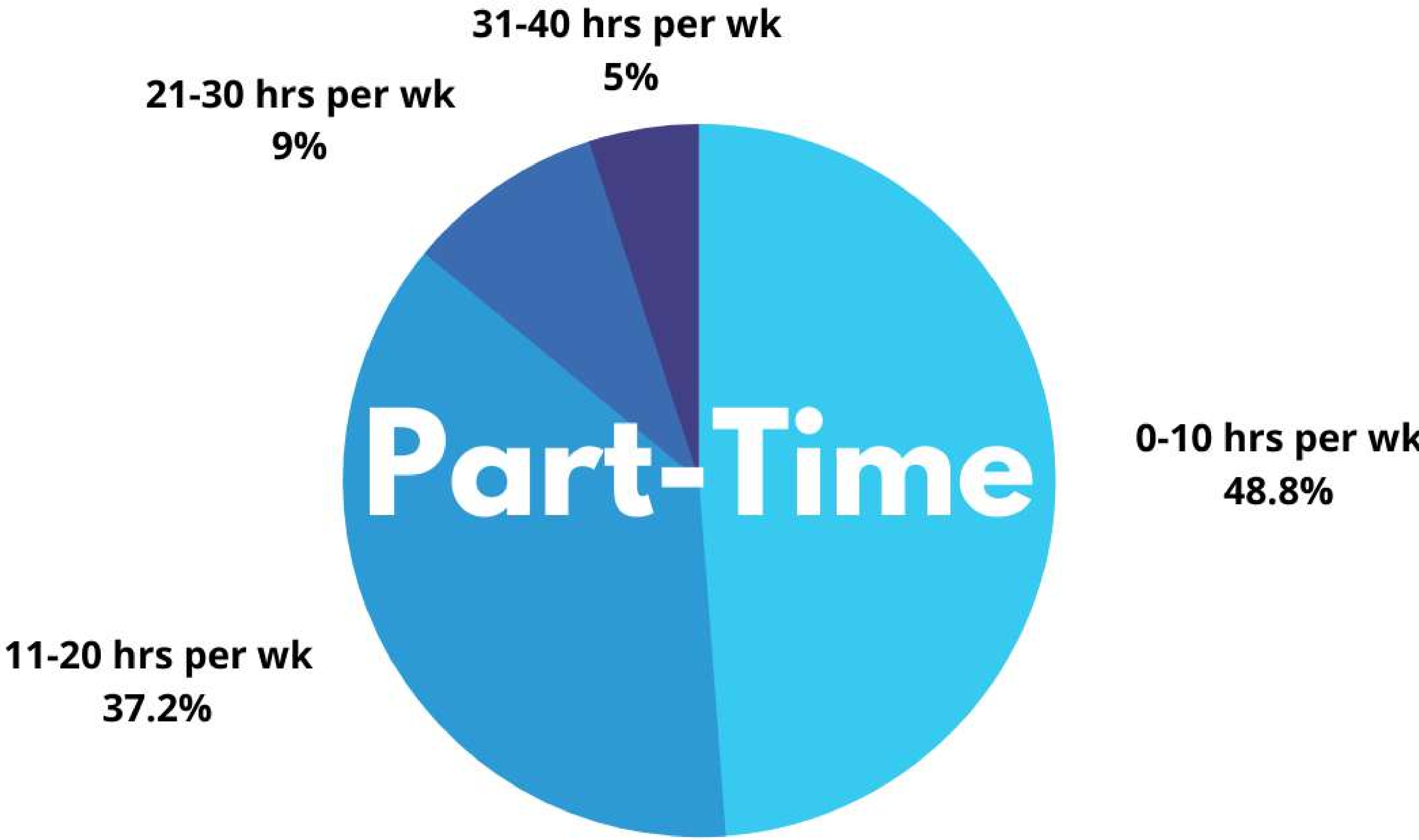
7.0

THE EFFECT OF WORKING FULL-TIME ON THE AMOUNT OF TIME SPENT STREAMING PER WEEK



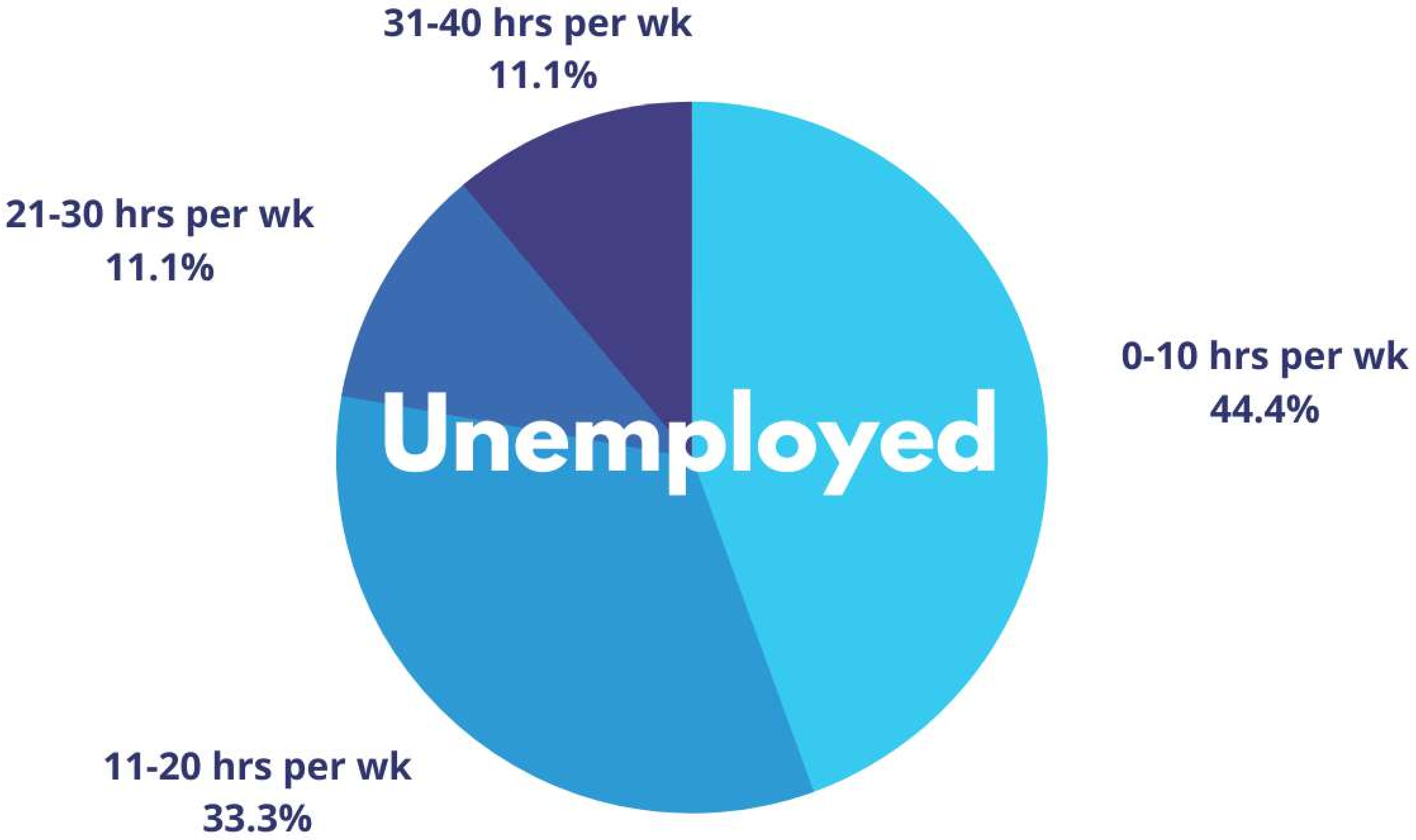
7.0

THE EFFECT OF WORKING PART-TIME ON THE AMOUNT OF TIME SPENT STREAMING PER WEEK



7.0

THE EFFECT OF BEING UNEMPLOYED ON THE AMOUNT OF TIME SPENT STREAMING PER WEEK



OBJECTIVE 7

KEY FINDINGS

In objective 7.0, our team asked questions via survey to discover the effect of employment status of 18 to 24 year olds on the amount of hours per-week spent streaming. Our team's screening questions looked into three employment statuses: full-time workers, part-time workers, and unemployed participants. Out of the 85 valid responses to our survey, 36 participants are unemployed, 43 participants are part-time workers, and 6 participants are full-time workers. 80 out of the 85 participants are currently enrolled in a college or university. Chart 7.0 titled full-time workers shows that an equal amount of full-time workers spend 0-10 hours a week watching streaming services and 11-20 hours a week watching streaming services at 33.3% each. 21-30 hours and 31-40 hours watching streaming services were also reported to be equal at 16.7% each. Chart 7.0 titled part-time workers shows that 48.8% of part-time workers spend 0-10 hours a week watching streaming services and 37.2% watch 11-20 hours of streaming services a week. 9% of part-time workers watched 21-30 hours a week and 5% of part-time workers watched 31-40 hours a week. Chart 7.0 titled unemployed shows that 44.4% of unemployed participants watched 0-10 hours of streaming services a week, 33.3% watched 11-20 hours a week, 11.11% watched 21-30 hours a week, and 11.11% watched 31-40 hours a week. With this data, it is important to take into consideration that far fewer participants were full-time workers than unemployed and part-time workers, so this data cannot be generalized to a population. There was a fairly equal split between unemployed and part-time workers, as most participants reported being students. Overall, the most participants in both part-time and unemployed status reported watching streaming services 0-10 hours a week.

OBJECTIVE 7

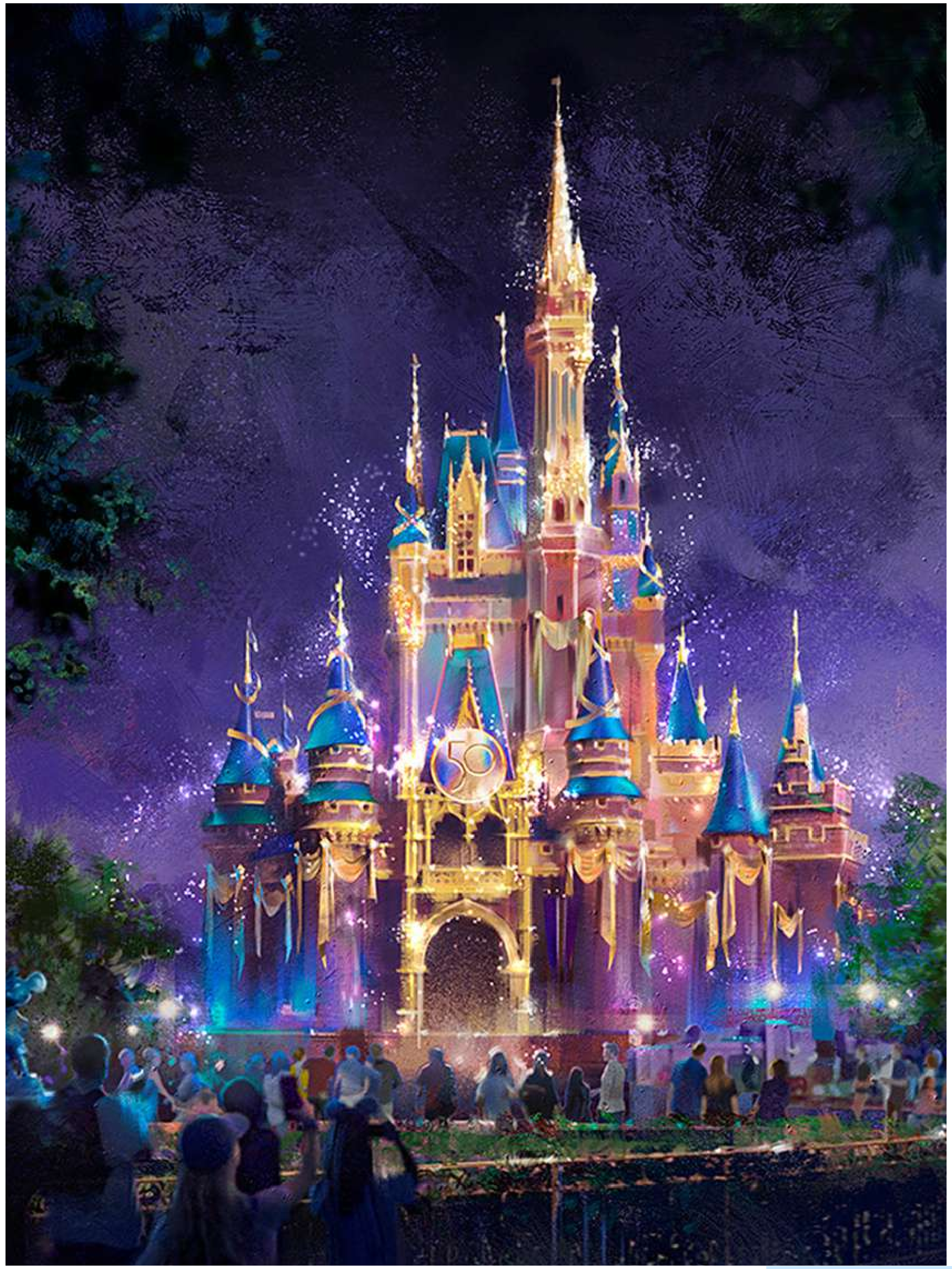
✦ THE BIG PICTURE ✦

Many participants in the qualitative interviews stated that they use watching shows and movies as a way to relax and unwind after school or work. One participant shared, "I like to watch streaming services after work (at night) and on the weekends. I choose to watch after work because watching tv shows is one of my ideal ways to unwind after a long day." In combination with this information and the data results that a majority of 18 to 24 year olds of all employment statuses watch 0-10 hours of streaming services a week, it is clear that Disney+ has a limited amount of time per week to get 18 to 24 year olds to watch their service instead of another platform. It was also shown in the qualitative interviews that streaming services are used as a way to 'cure' boredom. One participant shared, "I watch either when I'm bored and have nothing to do or if I'm babysitting. They are really helpful if I'm babysitting and it's raining outside or there's nothing else to do."

OBJECTIVE 7

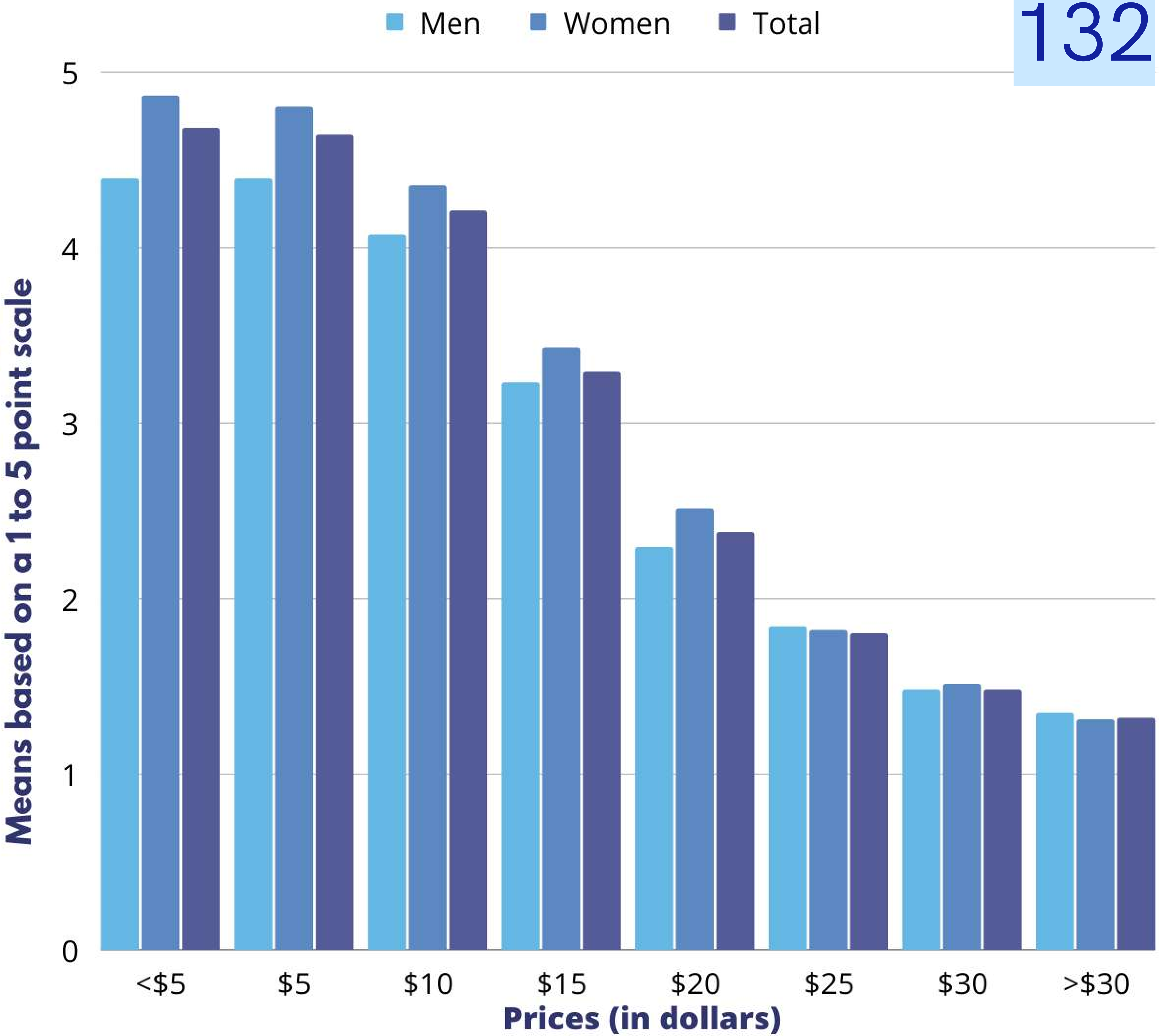
✦VALUE TO DISNEY+✦

Upon our analysis, Disney+ ought to use this knowledge to advertise to 18 to 24 year olds through social media, specifically TikTok and Instagram. They should do so more heavily at night, during winter months, and during rainy months or in rainy areas. With streaming services heavily seen as a way to relax and as a way to pass the time for 18 to 24 year olds, it is important for Disney+ to keep their platform in the target audiences' minds during the times they are most likely to watch.



7.1

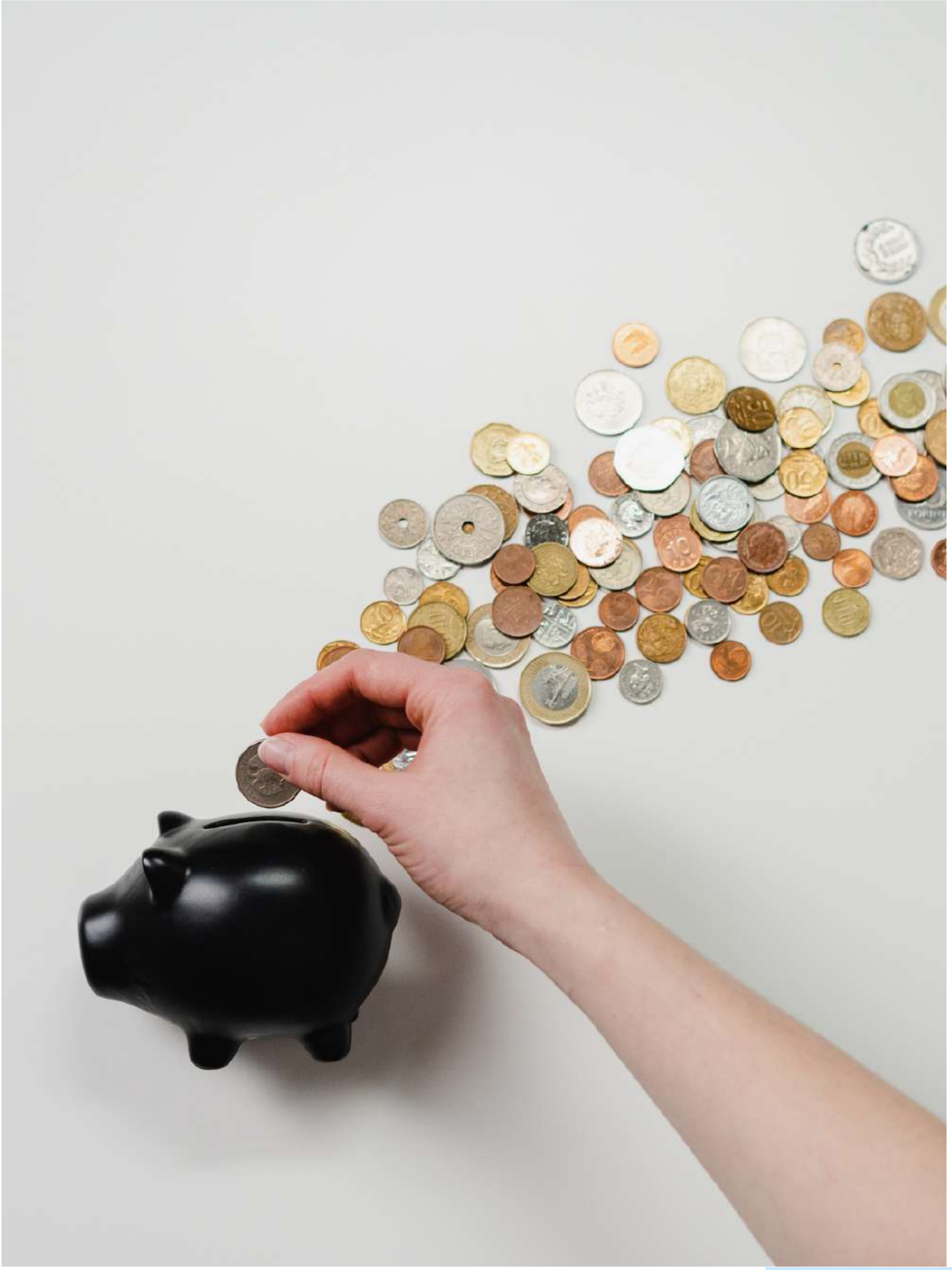
HOW MUCH ARE MEMBERS OF THE TARGET AUDIENCE WILLING TO PAY FOR A STREAMING SERVICE?



OBJECTIVE 7.1

KEY FINDINGS

Since our age group is 18-24 year-olds, many of our participants are currently college students, so they don't work full time. This could most definitely affect how much they're willing to spend on entertainment services. In order to evaluate this, we asked our participants what the maximum price is that they're willing to spend on a single streaming service per month. The two most popular answers were under $5 and $5, which were the two cheapest options. As the prices went up, the answers continuously decreased. The biggest drop was the answers from $10 to $15. The amount of people who answered either $30 or over $30 were pretty similar which was interesting, but once again those significantly had the lowest means.



OBJECTIVE 7.1

✦ THE BIG PICTURE ✦

The quantitative data showed that the amount of people willing to spend $15 was low, with a mean of 3.29 for men and women. The amount of men and women willing to spend $10 on a service came out to an average of 4.21, which was a drastic increase from $15. A Disney+ subscription is seen as reasonable to the target audience of 18-24 year olds, with a Disney+ subscription costing $7.99 per month. In the qualitative interviews, most participants stated that they share multiple streaming services with their family, friends, and/or significant other. "I share my subscriptions with my family because I am unemployed and my dad kindly pays for them. I am subscribed to Netflix, Hulu, Amazon Prime, YouTube Premium, and HBOMax. I share some of my accounts with friends because it is cheaper and to share the love," one participant said. With over half of our survey participants reporting that they are currently unemployed, there is less disposable income to spend on streaming services and a reliance on family members and friends for access to streaming services.

✦VALUE TO DISNEY+✦

Upon our analysis, Disney+ ought to use this knowledge to create a student plan for Disney+ specifically. It is important to keep in mind that although Disney+'s subscription falls within the $10 max price range reported in chart 7.1, Disney+ was also ranked as one of the participants' least favorite streaming services in chart 2.1. So, while 18-24 year olds might be willing to pay $9.99 a month for Netflix, the same does not necessarily apply to Disney+. To capitalize on the market of 18-24 year olds, Disney+ must market their content well on social media platforms, create new and engaging content for 18-24 year olds, and finally create a deal for student's that is hard to pass up. An example of this would be to have an "end of finals deal" during November and May where students can subscribe to Disney+ for $5 a month for 5 months after putting in their emails, which Disney+ can send promotional materials to.

OUR RECOMMENDATIONS AND SUGGESTIONS TO DISNEY+

OUR RECOMMENDATIONS TO DISNEY+

We suggest that Disney+ should ...

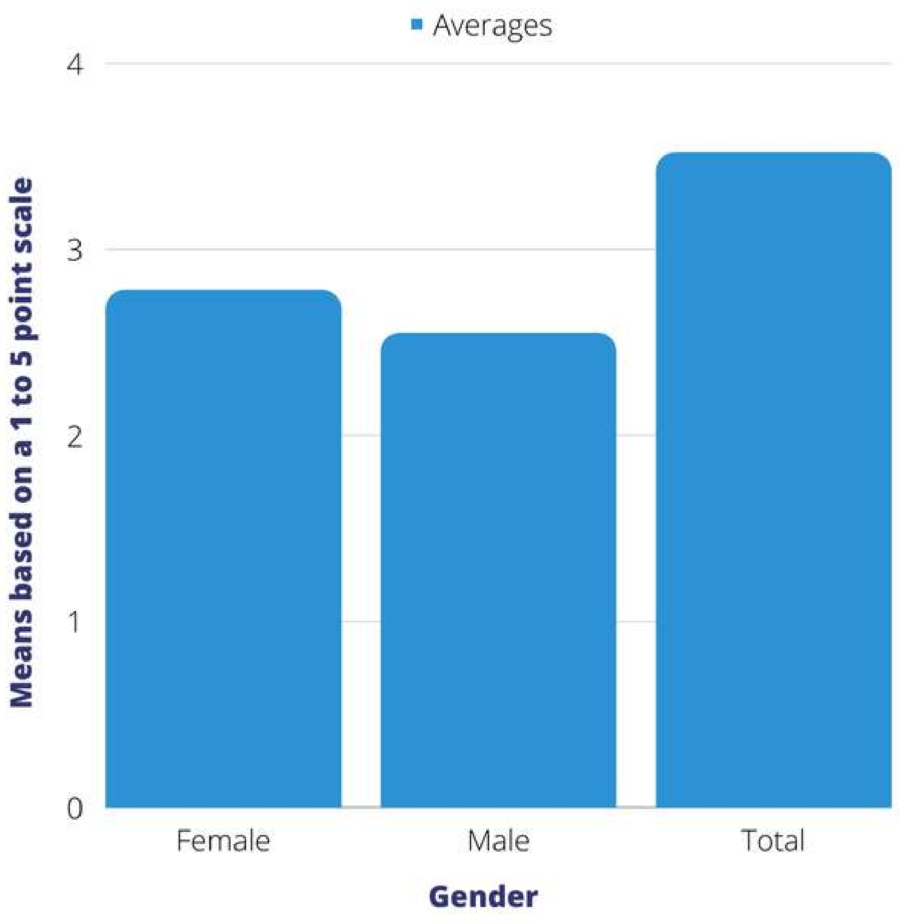
- Advertise their variety of content (in terms of maturity ratings) available in their catalog.

If Disney+ follows this recommendation ...

- Disney+ will become more relevant in our society (as a whole), as well as in social conversations among our target audience (18-24-year-olds).

2.0

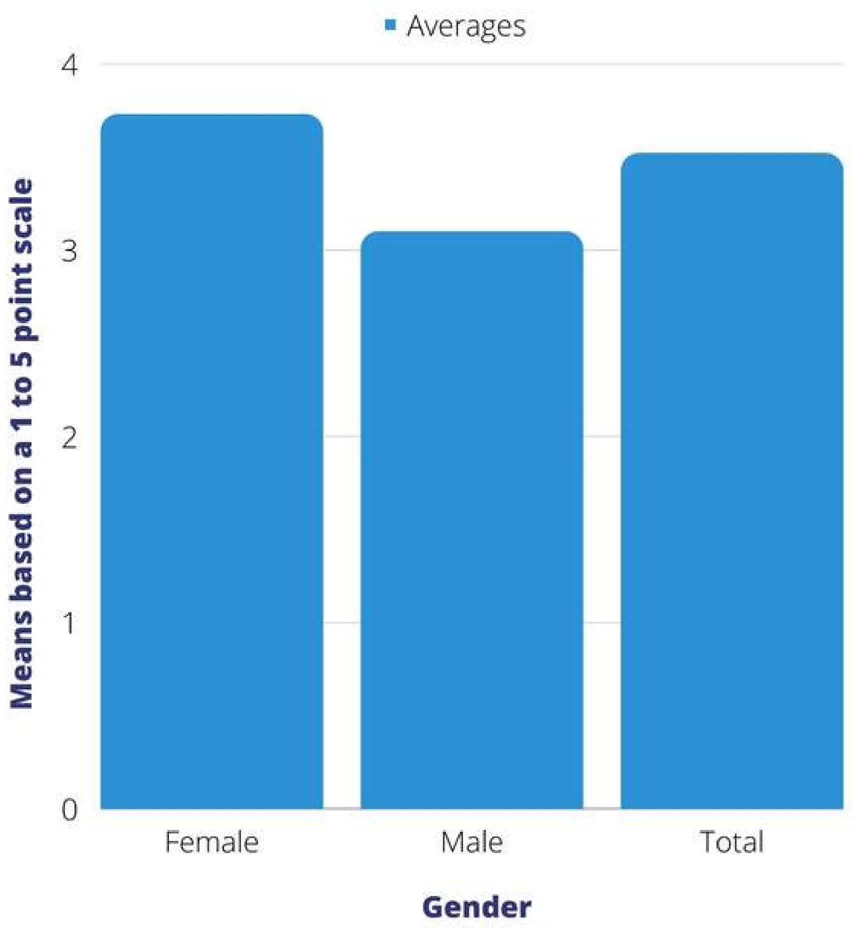
DO YOU THINK DISNEY PLUS’ ADVERTISING APPEALS TO THE 18-24 AGE RANGE?



2.0

DO YOU THINK DISNEY PLUS APPEALS TO THE 18-24 AGE RANGE?

ON AVERAGE, BOTH GENDERS WERE NEUTRAL ABOUT WHETHER DISNEY PLUS APPEALS TO THEIR AGE RANGE, BUT WOMEN AGREED MORE WITH THAT QUESTION



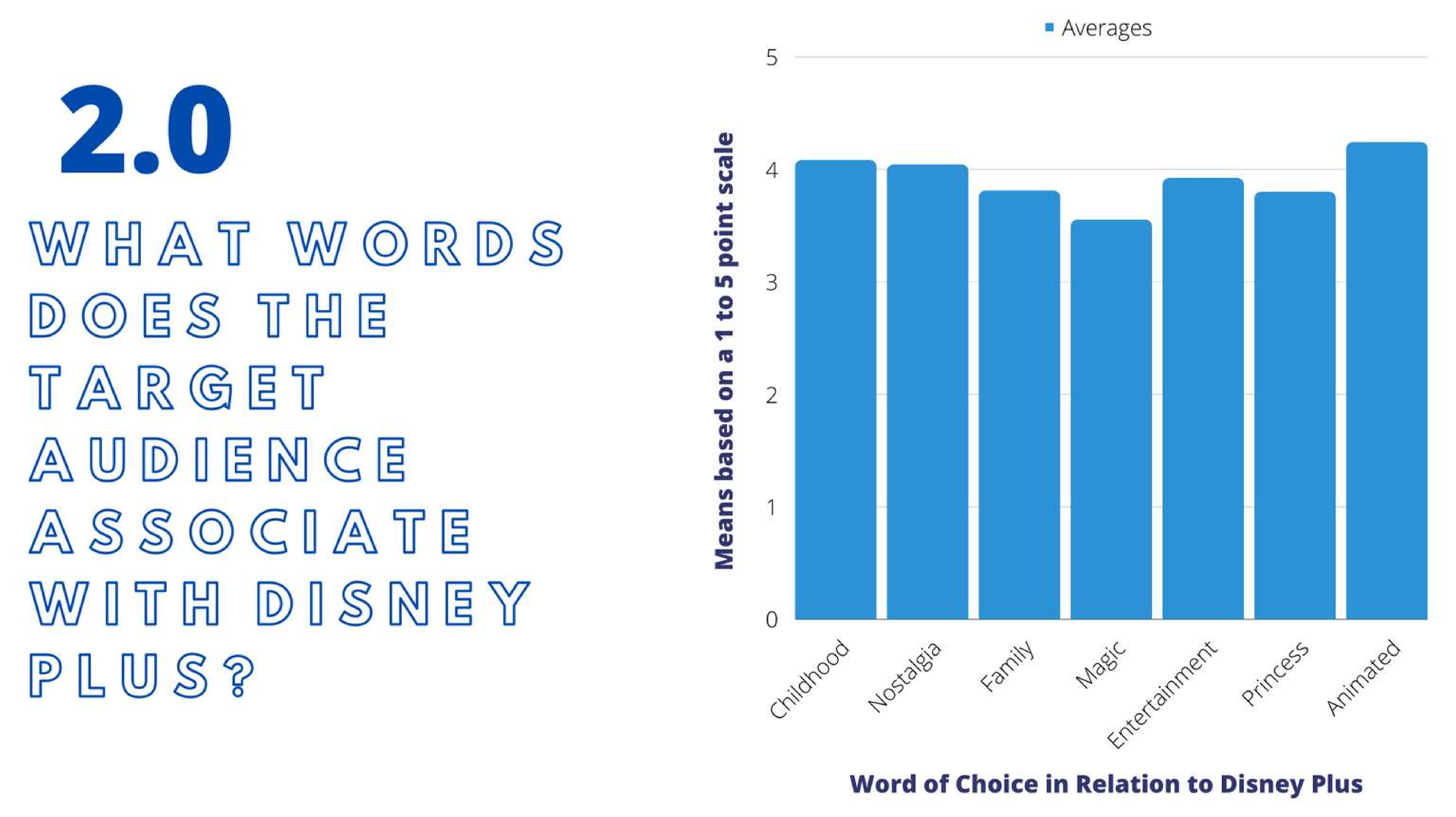
OUR RECOMMENDATIONS TO DISNEY+

We suggest that Disney+ should ...

- Advertise the large quantity of throwback content available in their catalog.

If Disney+ follows this recommendation ...

- Disney+ will become known as a method of choice for de-stressing and a fix for a dose of nostalgia.
- 18-24 year olds will utilize Disney+ for comfort.



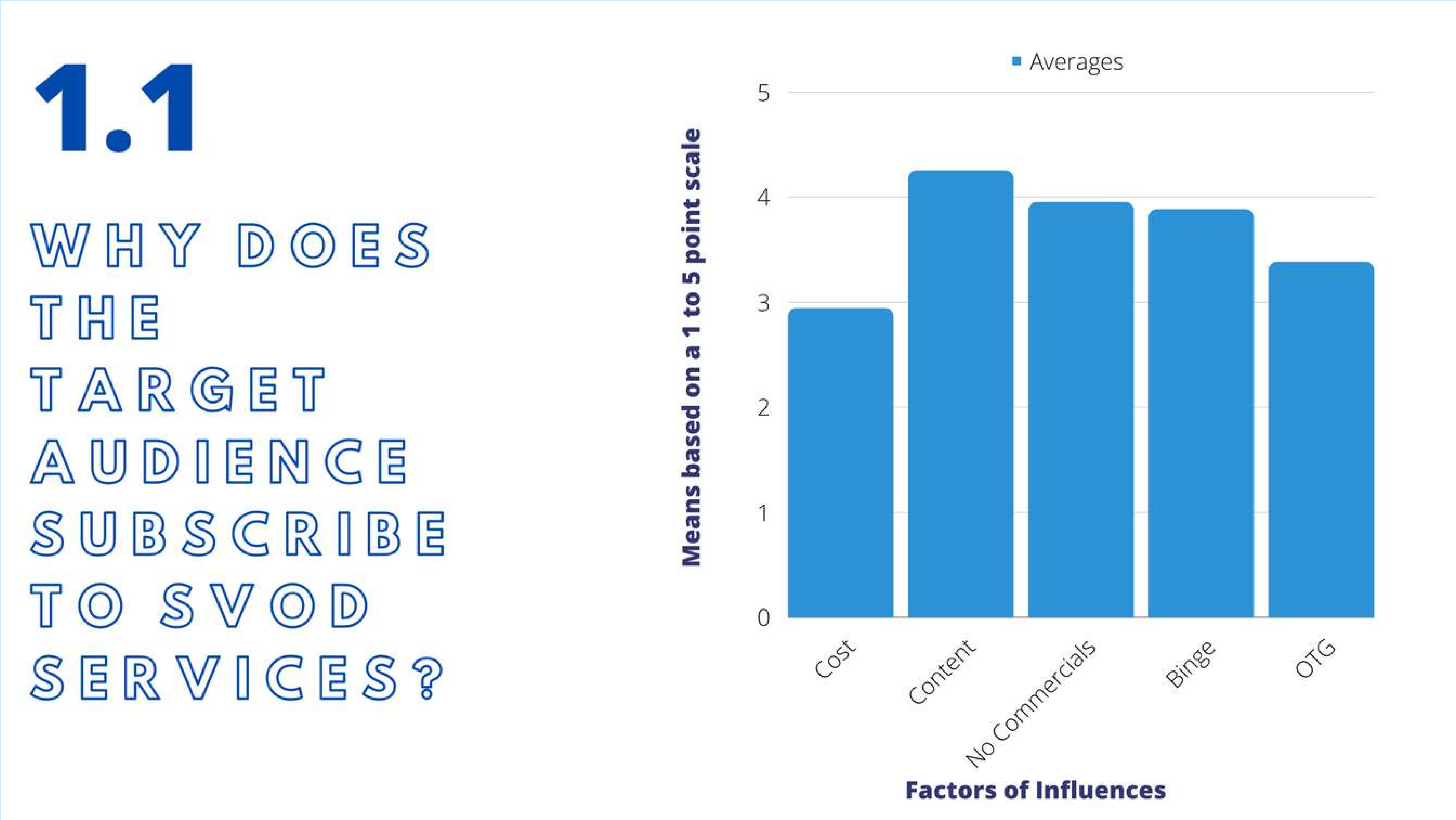
OUR RECOMMENDATIONS TO DISNEY+

We suggest that Disney+ should ...

- Capitalize on all the exclusive and premium content they offer in their catalog.
- Advertise the countless genres and titles of tv shows and films that cannot be found elsewhere.

If Disney+ follows this recommendation ...

- Their service will be sought out by 18-24 year olds who favor original content over outside-produced content.
- Disney+ will be regularly watched by consumers who desire variety.



OUR RECOMMENDATIONS TO DISNEY+

We suggest that Disney+ should ...

- Create an interactive tv series or other connected content within their platform.

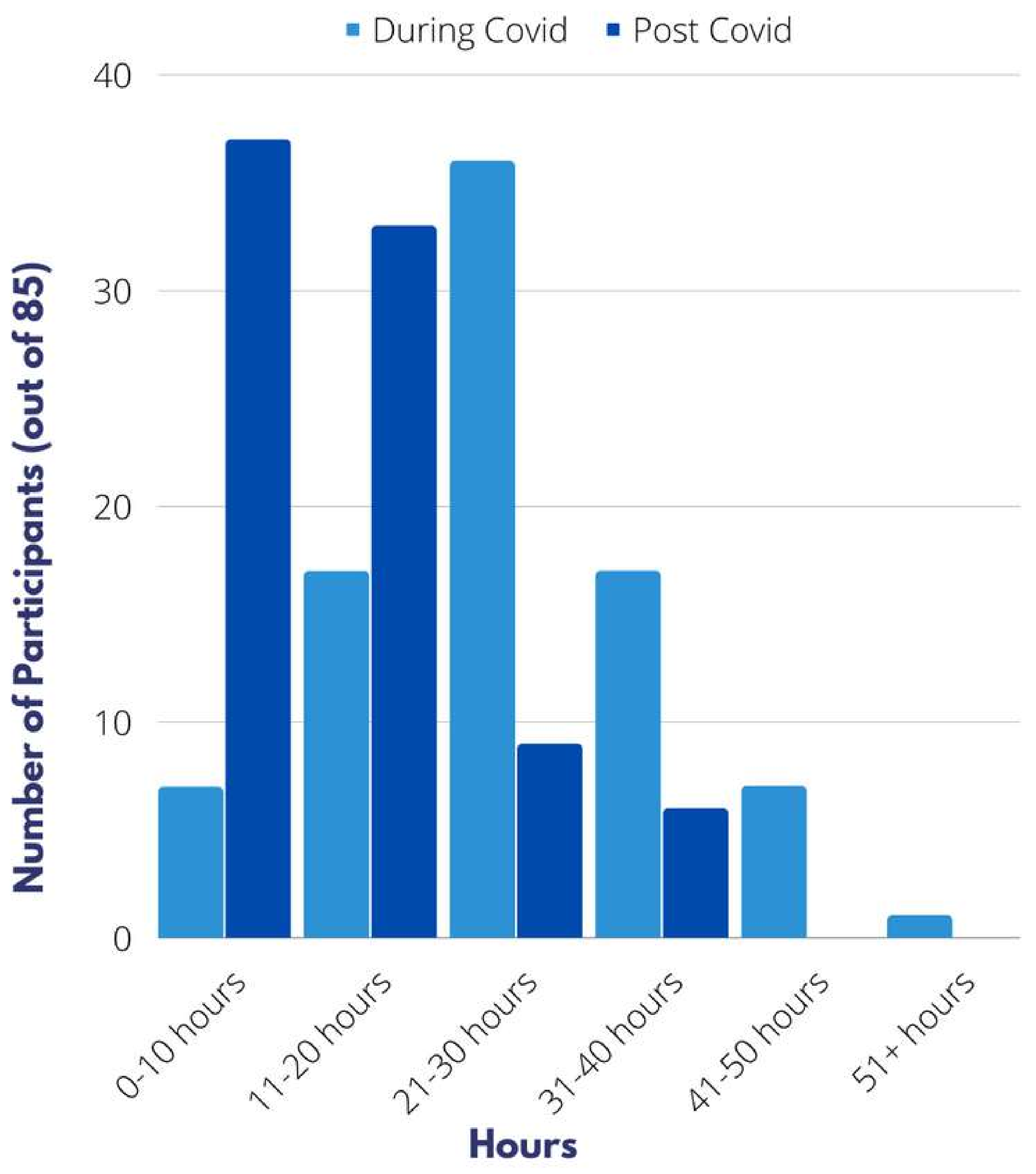
If Disney+ follows this recommendation ...

- 18-24 year olds will utilize Disney+ to aid in re-connecting and re-socializing with others.
- Disney+ will ensure streaming stays relevant in our society as we transition post-Covid.

3.0

HOW MUCH TIME DO YOU WATCH STREAMING CONTENT?

Based on 85 participants



OUR RECOMMENDATIONS TO DISNEY+

We suggest that Disney+ should ...

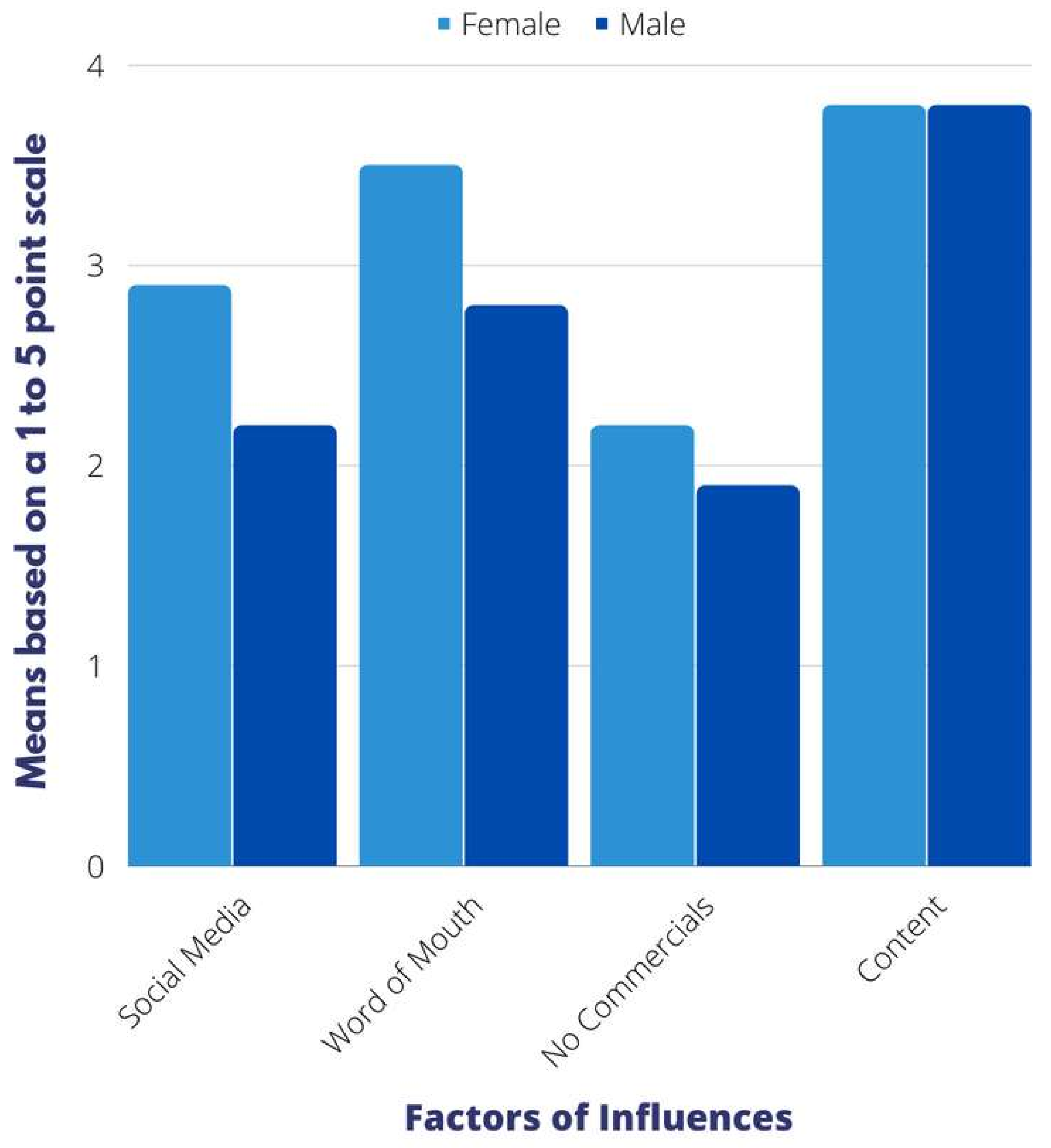
- Integrate social capabilites into their platform to allow for sharing and communication between subscribers.

If Disney+ follows this recommendation ...

- Users of Disney+, especially those who share accounts, will use this feature often - hence increasing overall usage of platform.
- In lieu of traditional communication methods, 18-24 year olds will use the Disney+ app to connect with friends and family members, while catching up on entertainment.

6.0

THE EFFECTS OF INFLUENCES IN RELATION TO SUBSCRIBING TO A SERVICE



THE APPENDICES

APPENDIX 1 – INTERVIEW GUIDE

SVoD Subscriptions

SVoD Subscriptions

You are having a night in and are going to watch something on your television, can you walk me through how you decide what to watch and how video streaming services fit into it?

Prompts:

What kind of subscriptions do you have? Why are you subscribed to them?

--Do you share these subscriptions with people outside your household? Why?

--Do you use subscriptions paid for by people outside of your household? Why?

Do you consistently use the same streaming services, or do they vary? Tell me about that.

When do you like to watch SVoD? Why? Tell me about it.

What content do you like to watch?

--Different genres? Tell me about it. Are genres important in what services you are subscribed to?

--Have you unsubscribed from any services? Tell me about it – what services? Did content play a role?

--Are there any services you have wanted to subscribe to but have not yet? Tell me about it. Which ones? Why?

Original Content vs. Non-Original Content vs Premium Content

Now we're going to talk about original content on streaming services.

When I say "Original Content" what words/shows/movies come to mind? Why?

Prompt: Any more words/shows/movies? Why?

Does the selection of original content matter to you when it comes to SVoD services?

Are there any SVoD platforms you think have better original content than others?

If yes, what platforms?

Now I want you to think of some shows or movies that are not "original content" on SVoD services what words/shows/movies come to mind? Why?

Prompt: Any more words/shows/movies? Why?

Does the selection of original content matter to you when it comes to SVoD services?

Are there any SVoD platforms you think have better original content than others?

If yes, what platforms?

When I say "Premium SVoD Content" what words/shows/movies come to mind? Why?

Prompt: Any more words/shows/movies? Why?

If they are confused, explain that Premium SVoD content is content that has an extra charge on top of your subscription fee, usually for movies that are simultaneously in theaters.

Does the selection of premium content matter to you when it comes to SVoD services?

Are there any SVoD platforms you think handle premium content better than others?

If yes, what platforms?

APPENDIX 1 – INTERVIEW GUIDE

COVID

Has COVID impacted your life in regards to the activities you engage in?

--- If yes:

In what ways?

Have you tried new activities as a result to the change in lifestyle brought on by COVID?

---If Yes:

Do you think you will keep engaging in those activities after COVID is cleared up?

Have you watched more or less SVoD than usual since COVID? Why?

--- If No:

Why?

Have you considered trying out new activities because of COVID? Why?

When you think of SVoD and its role in your life in a post-COVID world what words come to mind? Why?

Prompt: Any more words? Why?

Has COVID affected your willingness to go to subscribe to SVoD services? Why?

SVoD Brands – see attached pages for logos. Remember they are to see the logo ONE AT A TIME.

I'm going to read you a list of SVoD brands in alphabetical order and show you, their logos. After I say each brand, I'd like you to tell me the first word that comes to mind.

Prompt: After they give their answer, ask **WHY**.

Disney+

HBO Max

Hulu

Netflix

Paramount Plus

Peacock

Prime Video

APPENDIX 1 – INTERVIEW GUIDE

Evaluation of Disney+ Content – On a separate sheet, create a list of 10 shows on Disney+, make sure that at least 5 of them are part of the ten most watched shows on Disney+ in 2021, and include 5 movies as well including 3 movies that have come out in either 2021 or 2022. Finally, include the main content categories of Disney+ (Star Wars, Marvel, Pixar, Disney, and National Geographic Have all of these, their posters/logos, and written names on a paper/page to hand them/share with them.

Now I'd like you to show you a list of content on Disney+. (Let them browse as much as they want.)

- Did you learn anything that you didn't know before?
  - If yes – what?
- What do you like? Why?
- What do you dislike? Why?
- What do you think about their content offerings? Why?
- Based on what you've seen, what kind of person do you think subscribes to Disney+? Why?
- Thinking of the content, do you think Disney+ is for someone like you?
  - Why or why not?

PORTFOLIO

- What content/shows would you like to see Disney+ add to their platform?
- Were you aware that Disney as a company owns the majority of Hulu?
  - What do you think of that?
- Did you know that Disney has traditionally kept MA-rated content on Hulu separate from Disney+, even if it fit their portfolio categories?
  - What do you think of that?
- Did you know that Disney has altered versions of shows/movies on Disney+ for individuals who do not wish to see more mature content, this includes editing "bad words" and blood?
  - What do you think of that?
- Disney+ is currently experimenting with including more mature content such as the Netflix-produced Marvel TV shows on their platform, for individuals who have non-child profiles. What do you think of this move?
- Do you think it makes more sense for Disney to keep content split across Hulu and Disney+?
  - Why?
- Outside of Star Wars, Marvel, National Geographic, and Pixar, are there any entertainment companies you think Disney+ should include in their portfolio? Why?

Are there any other insights you would like to share?

APPENDIX 2 - SURVEY OUTLINE

Screening Questions →

1. Are you 18-24?
   a. Yes
   b. No
2. What is your Gender
   a. Male
   b. Female
   c. Other: __________
3. Are you currently subscribed to a streaming service?
   a. Yes
   b. No

Survey Questions →

1. What streaming service are you subscribed to? (Check all that apply)
   a. Netflix
   b. Disney Plus
   c. Hulu
   d. HBOMax
   e. Prime Video
   f. Other: _______
   g. None of the above
2. Who pays for the subscription you use for each streaming service? (Can select more than one)
   a. Disney Plus:
      i. Family
      ii. Friend/roommate
      iii. Significant other
      iv. Other: ________
      v. Not used/Do not have access to.
   b. HBO Max:
      i. Family
      ii. Friend/roommate
      iii. Significant other
      iv. Other: ________
      v. Not used/Do not have access to.
   c. Hulu:
      i. Family
      ii. Friend/roommate
      iii. Significant other
      iv. Other: ________
      v. Not used/Do not have access to.
   d. Netflix:
      i. Family
      ii. Friend/roommate
      iii. Significant other
      iv. Other: ________
      v. Not used/Do not have access to.
   e. Prime Video:
      i. Family
      ii. Friend/roommate
      iii. Significant other
      iv. Other: ________
      v. Not used/Do not have access to.
   f. Other streaming service: _________
      i. Family
      ii. Friend/roommate
      iii. Significant other
      iv. Other: ________
      v. Not used/Do not have access to.
3. What about video streaming services appeals to you? (scale question)
   a. Cost compared to cable television
   b. Content provided
   c. Being able to watch shows without commercials
   d. Watching shows consecutively (binge watching)
   e. Being able to watch shows on the go
   f. Other

{Many different factors, such as outside influences, can exist and explain why one decides to subscribe to a streaming service.}

4. Rate each of the following by how much they influenced your decision to subscribe to a streaming service: (1-5 scale)
   a. Social media

APPENDIX 2 – SURVEY OUTLINE

b. Word of mouth

c. Video commercials

d. Specific content

e. Other

5. Which platform were you influenced by? (If they selected social media as a 4 or 5 on the scale in the previous question, they will fill out this question.) (1-3 scale)
    a. Facebook
    b. Instagram
    c. Pinterest
    d. Snapchat
    e. Tik Tok
    f. Twitter
6. Rate each of the following by how much they would influence your decision to cancel your subscription to a streaming service: (1-5 scale)
    a. Price increased for subscription
    b. Show was taken off the service/canceled
    c. Inability to share password for platform with others (account sharing)
    d. Content was not interesting
7. What is the maximum price that you are willing to spend on a single streaming service per month? (scale question)
    a. Less than $5
    b. $5
    c. $10
    d. $15
    e. $20
    f. $25
    g. $30
    h. More than $30
8. What features would the streaming service need for you to consider paying your maximum price (as stated above)? (scale question)
    a. Multiple devices at once
    b. No commercials
    c. App works on all devices
    d. Bundling with other streaming services
    e. Ability to download content
    f. Streaming quality/ability to watch in 4K
9. How do you decide what content to watch while streaming? (scale question)
    a. Based on your mood- happy & positive
    b. Based on your mood- sad & negative
    c. Directors/actors
    d. Watched previous season(s)
    e. Recommended for you
    f. Trending Now/Top Charts
10. Who do you watch streaming content with? (rating question)
    a. By myself
    b. Friends - remote
    c. Friends - in person
    d. Family - remote
    e. Family - in person
11. What is your favorite streaming service that you currently own? (rating question)
    a. Disney Plus
    b. HBO Max
    c. Hulu
    d. Netflix
    e. Prime Video
    f. Other: ________
12. On average, how many hours a week do you watch streaming services **currently**?
    a. 0-10
    b. 11-20
    c. 21-30
    d. 31-40
    e. 41-50
    f. 51 + hours a week
13. On average, how many hours a week did you watch streaming services during the **peak of Covid-19**?
    a. 0-10
    b. 11-20
    c. 21-30
    d. 31-40
    e. 41-50
    f. 51 + hours a week
14. Socially, how has streaming affected you within your daily life? (scale question 1-5)
    a. Topic of conversation
    b. Watch parties
    c. Increased alone time
    d. None of these
    e. Other: ________
15. Has Covid impacted your streaming habits?
    a. Yes
    b. No
        i. If yes: (check box)
            1. More free time to watch
            2. More inclined to binge watch
            3. More willing to watch new content and genres
            4. Other: ________

APPENDIX 2 – SURVEY OUTLINE

16. Given these streaming services, rank them based on how appealing they are to you. (Please only put one streaming service per number provided)

	#1	#2	#3	#4	#5
Disney Plus					
HBO Max					
Hulu					
Netflix					
Prime Video					

17. Which genres do you like to watch? (check box) (scale question 3 point scale)
    a. Action
    b. Comedy
    c. Drama
    d. Horror/Thriller
    e. Fantasy/Sci Fi
    f. Mystery
    g. Romance

[The next questions are to be answered if you watch content regularly on the platform].

18. Do you regularly watch content on these streaming platforms? (scale question)
    a. Disney Plus
    b. HBO Max
    c. Hulu
    d. Netflix
    e. Prime Video
    f. Other
19. What is the first word that comes to mind when you think of Disney Plus? (scale question 1-5)
    a. Childhood
    b. Nostalgia
    c. Family
    d. Magic
    e. Entertainment
    f. Princess
    g. Animated
20. Do you think Disney Plus appeals to your age range? (18-24 years old) (scale question 1-5)
    a. Yes
    b. No
21. Do you think Disney Plus' content selection appeals to your age range? (18-24 years old) (scale question 1-5)
    a. Yes
    b. No
22. Do you think Disney Plus' advertising appeals to your age range? (18-24 years old) (scale question 1-5)
    a. Yes
    b. No

[Disney owns the rights to Hulu but separates their content based on maturity of the content.]

23. What do you think about the separation of content between Disney Plus and Hulu despite having majority same ownership? (rating question on their agreement with statements)
    a. I believe there should be a clear distinction in content between Disney Plus and Hulu.
    b. I believe Disney Plus and Hulu should combine into one platform.

Concluding Questions →

24. Anything else you think we should know?
    a. Open-ended question.

APPENDIX 3 - WORKS CITED

- "DISNEY+ SITUATION ANALYSIS", MAKSS ADVERTISING AGENCY, 2022.

THANK YOU!