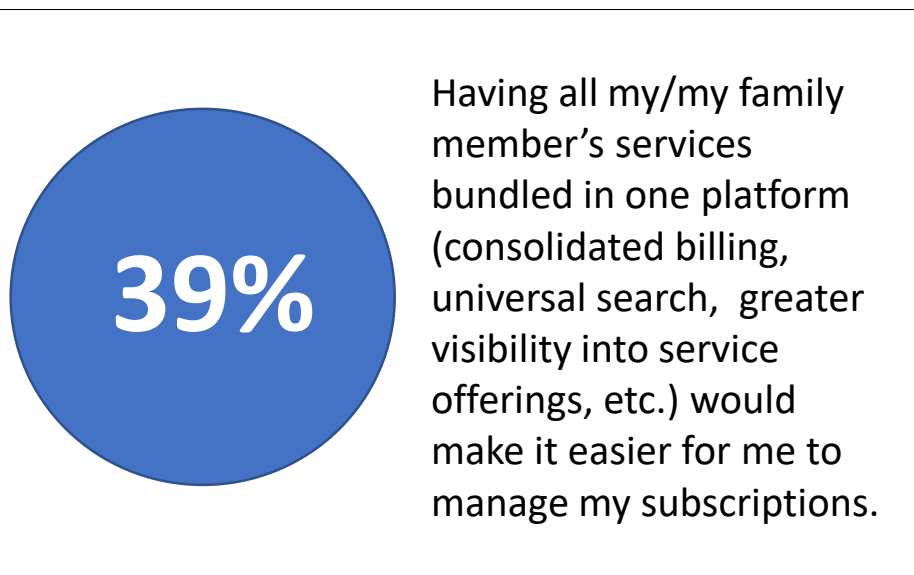


Amdocs Media, a division of Amdocs, announced the findings from its 2019 Subscription Management Report of 1,000 U.S. consumers*. The survey looked at consumer preferences around streaming services, revealing that media and communications companies must offer more than competitive pricing to retain and attract new subscribers.

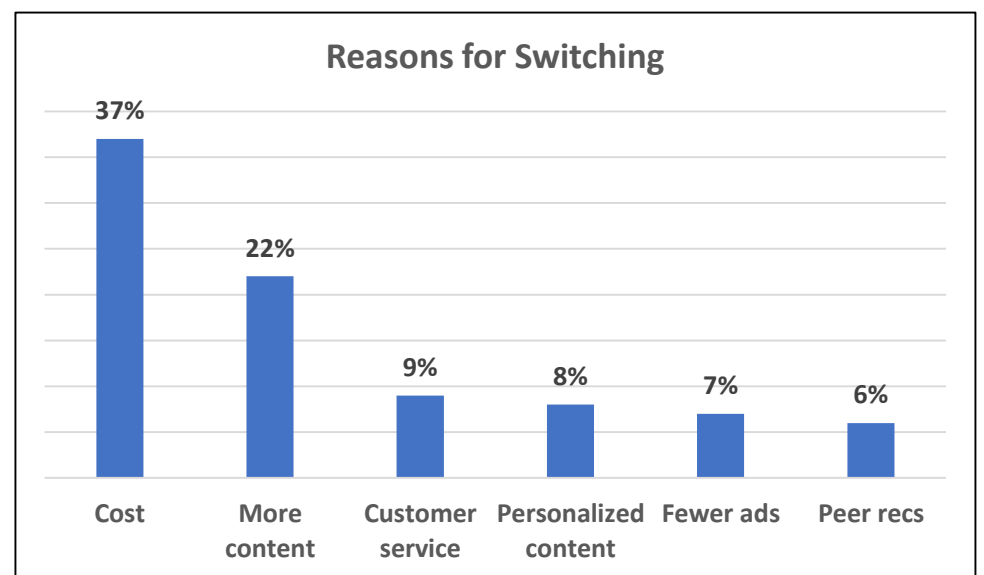
1 Consumers want ease-of-use, and are feeling the burden of multiple subscriptions

Many U.S. consumers are feeling overwhelmed by the amount of streaming subscriptions they manage. One-third of respondents stated that remembering passwords to each account was their biggest pain point. For the majority of consumers (39 percent), a bundled platform of all their services is the best way to solve this frustration.



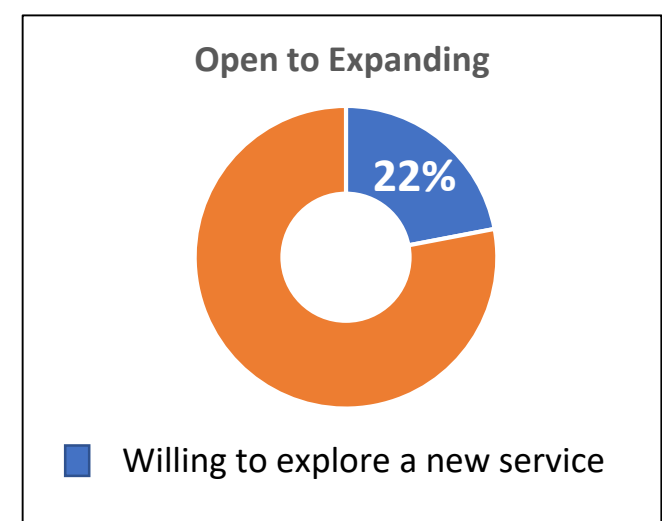
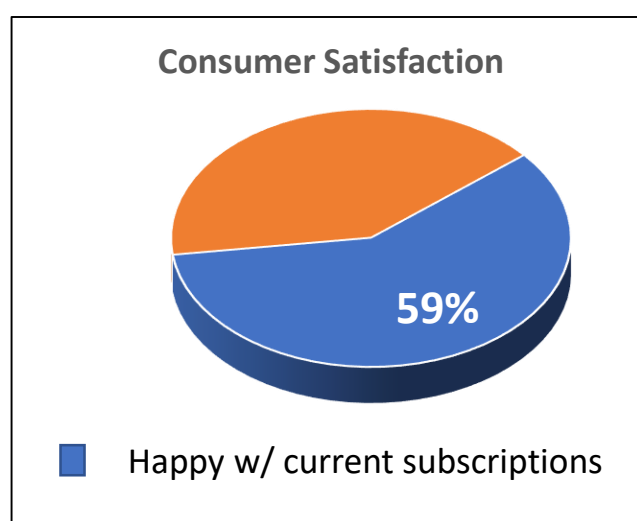
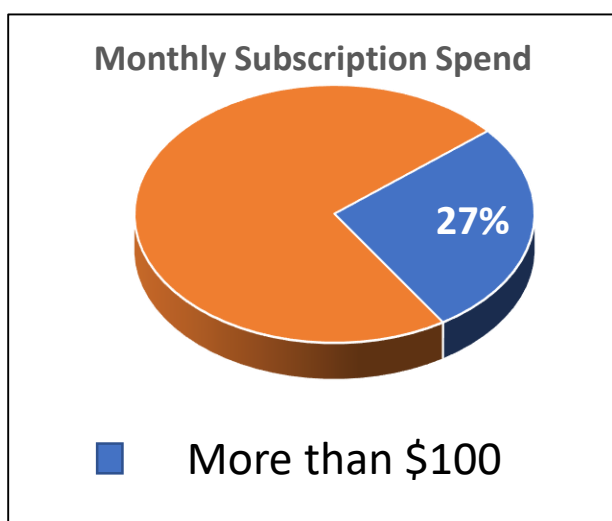
2 Most consumers don't plan to change providers, but price remains a top incentive for loyalty.

The majority of consumers (46 percent) reported no plans to switch their entertainment subscriptions or services over the next 12 months. However, more than a third of respondents (37 percent) listed price as the top reason they would consider changing platforms, revealing that cost is still top of mind.



3 Consumers are paying top dollar, but spending will plateau without enticing offerings

U.S. consumers are willing to pay top dollar for their subscriptions: 27 percent spent more than \$100 a month on subscription services. Enticing them to spend more on subscriptions will be the difficult part, particularly for established players. More than half of the U.S. consumers surveyed (59 percent) are happy with their current subscriptions and not looking to make changes. A fifth of U.S. consumers (22 percent) would consider adding another service, but only if something new came to market.



4 U.S. consumers are still wary of advertising, regardless of personalization

Advertisers targeting U.S. consumers will likely face an uphill battle. When looking at the international respondent pool, the majority would be willing to receive advertisements if they were tailored to their specific interests. In the United States, this is not the case, likely because U.S. consumers prefer channels that often have limited or no advertisements.

*Source: August 2019 Dynata survey of 1,000 U.S., 1,000 U.K. and 1,400 Latin America (Brazil, Argentina, Chile and Mexico) consumers.