Streaming has become mainstream

The streaming industry is expected to be worth $330B by 2030, which should be no surprise given that over 200 streaming services exist globally. Netflix and Amazon Prime are the biggest, both claiming to have over 200M global subscribers and many of the other big names aren’t far behind.

Time spent consuming content via streaming continues to grow. Big screens remain the streaming device of choice and account for nearly 77% of all streaming viewing hours worldwide. However, with people resuming their pre-pandemic on-the-go lifestyles, mobile devices also account for a large percentage of streaming hours. In 2021, users spent 550B hours watching live-streaming content on mobile apps.

Equativ helps you connect with entertainment heavy consumers

Providing advanced consumer insights

Who they are

- 53% are males, with an average age of 33 y.o. They majorly use Mobile/Tablet to watch streaming TV (62%).
- Averagely spend 3:59 hours daily on streaming TV
- Great affinity to movie genres such as Musicals (i112), Anime (i108), and Horror (i107).

Get more insights on how entertainment lovers think, shop and where to find them online!

Book a meeting

Sources: 10to8, GWI study data
Our team is already helping 35K+ brands across the globe, ensuring they deliver memorable ad experiences. With both managed service and programmatic activation, we help brands exceed their goals.

Get Started