Interactive Video Streaming Survey

October 2021

DFC INTELLIGENCE

Overview

Survey Objective

- ❑Surveying global consumers to measure their interest in interacting with live streams.
- ❑Assessing receptivity to, and willingness to pay for, interacting with livestream content

Survey Overview

- ❑Conducted by DFC Intelligence during July and August 2021
- ❑DFC Intelligence panel of 15,000 consumers plus additional respondents
- ❑Available in English, French, German, Spanish, and Japanese
- ❑Nearly 5,000 valid responses

Summary: Interactive Video Streaming

Consumers are Receptive

1. The idea of watching other users playing video games seems strange to some, but it is firmly implanted in the mind of today's average consumer
2. Primary reasons for watching video of game play include socialization, education and the lack of necessary equipment to play
3. The prospect of being able to interact with videos and livestreams is intriguing to a diverse group of consumers
4. A majority of consumers expressed willingness to pay for the ability to interact with streaming content

Watching Streaming Video

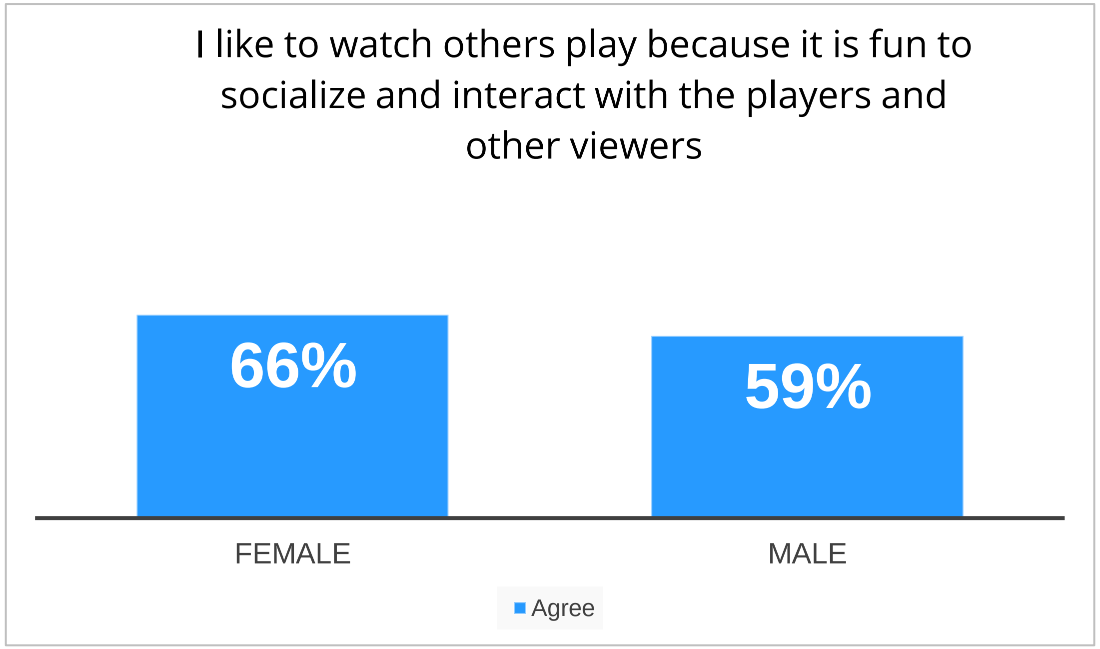
An established norm including watching others play games

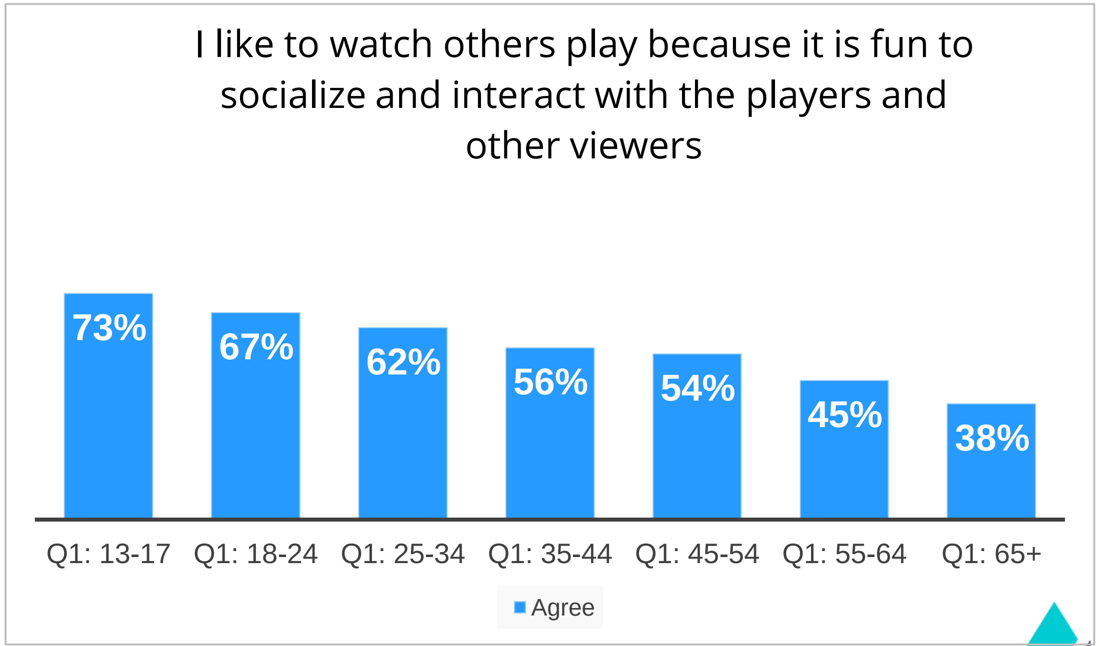
- ❑Twitch, YouTube and Facebook are 21st century products that now have universal appeal among consumers
  - ❑ 98% watch YouTube videos, 68% Twitch videos, 53% Facebook videos
  - ❑ 96% watch “user created” streaming video
- ❑Consumers watch others play video games
  - ❑ 93% watch others play video games
- ❑Answers were consistent across age and gender

Why Watch Others Play Games

Socialization

- ❑Q: I like to watch others play because it is fun to socialize and interact with the players and other viewers.
- ❑62% Agree/Strongly Agree
- ❑Females were more likely to agree
  - ❑ 66% of females
  - ❑ 59% of males agree/strongly agree





Interacting with Video Streams

Consumers are Overwhelmingly (85.4%) Interested in Interacting

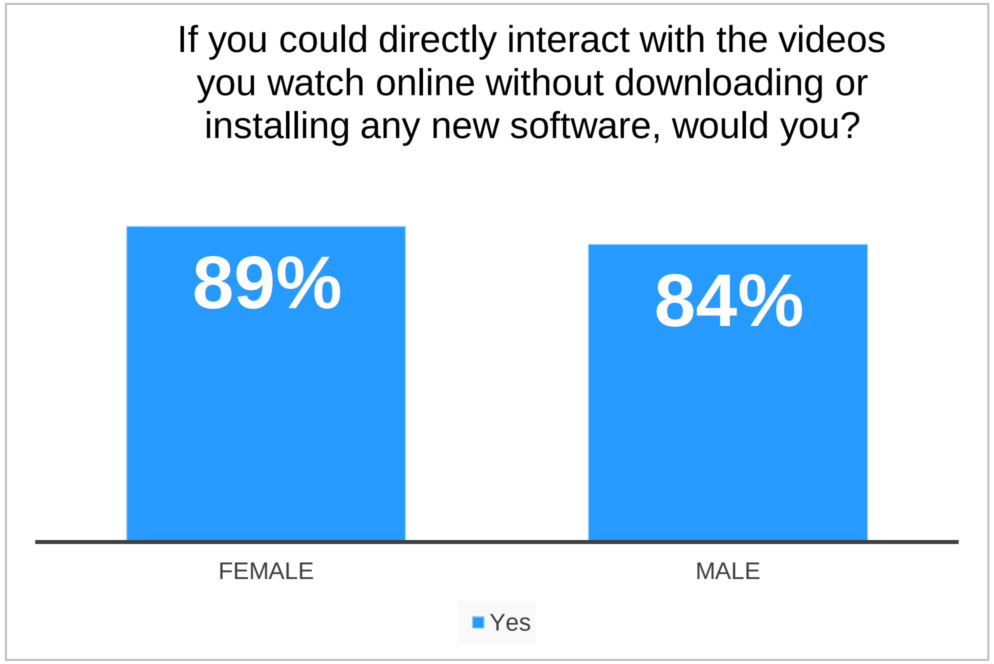
- Consumers were asked if they would directly interact with videos if given the opportunity: 85.4% said yes
  - Was consistent across all age groups
  - Was higher among females (88.8%)

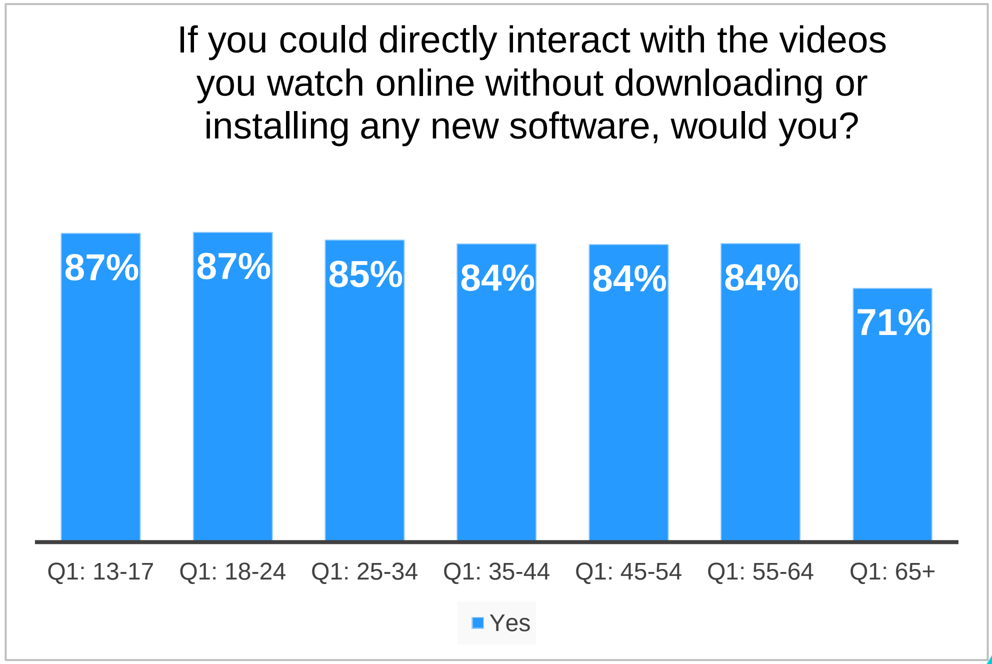
- Hypothetical examples were given including:
  - Clicking on an athlete in sports video for stats/more info
  - Clicking on travel location for more info
  - Clicking on a tool/part in repair video to order
  - Clicking on clothing to order

Interacting with Video Streams

Consumers are Intrigued

- Q: If you could directly interact with the videos you watch online without downloading or installing new software, would you?
  - Yes/No
  - Examples given
- 85.4% Yes
- Females were more inclined
- 88.8% of females were interested versus 83.8% of males





Paying to Interact with Video Streams

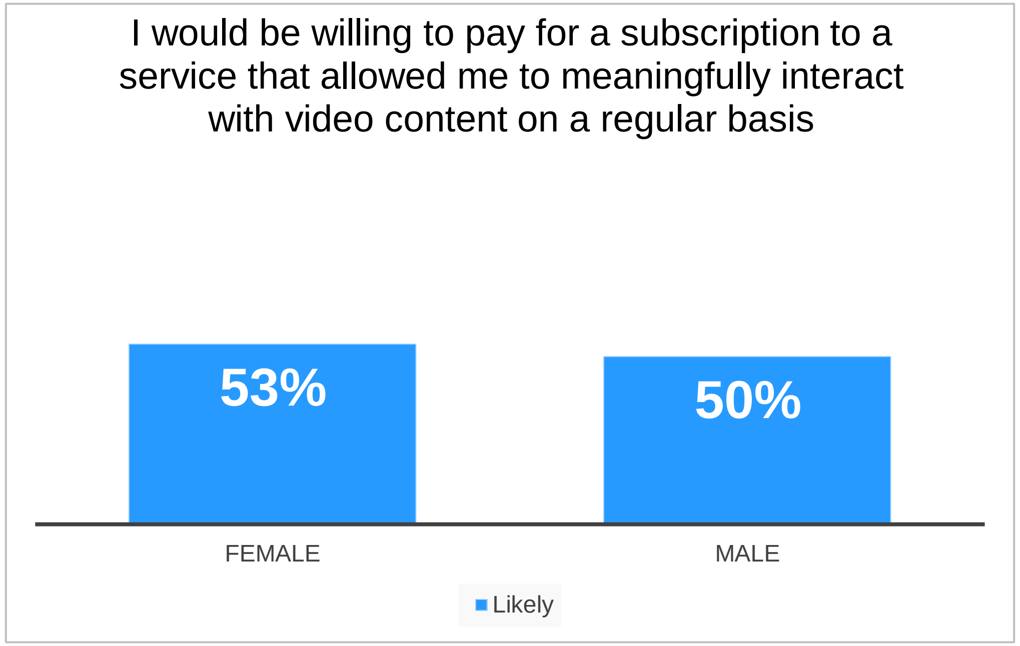
Consumers are Interested in Paying to Interact with Video Streams

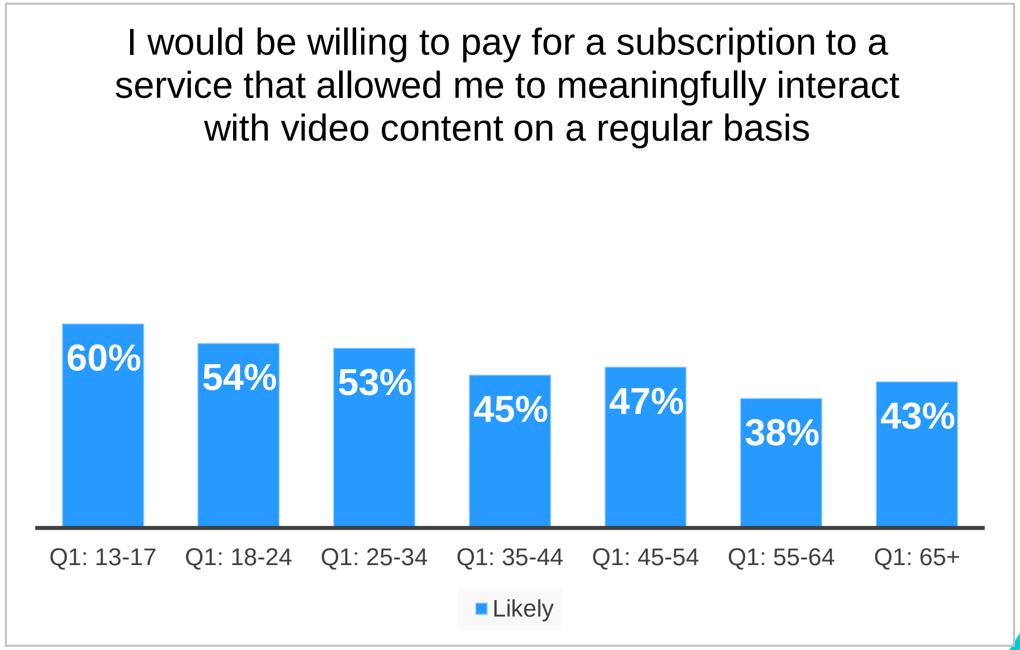
- ❑ Consumers were asked a series of questions on willingness to pay to meaningfully interact with video and live streams
- ❑ Multiple types of payments:
  - ❑ Subscriptions
  - ❑ Paying in small amounts
  - ❑ Paying to interact with favorite streamers or content creators
- ❑ In all cases over 50% of respondents were likely to pay
  - ❑ Similar across gender but younger audience more receptive

Paying to Interact

Subscriptions

- ❑Q: I would be willing to pay for a subscription to a service that allowed me to meaningfully interact with video content on a regular basis
- ❑51% Somewhat Likely to Very Likely
- ❑Did not vary significantly by gender but under 35 was more likely
- ❑58.3% of video viewers under age 35 were Somewhat Likely to Very Likely to pay for a subscription

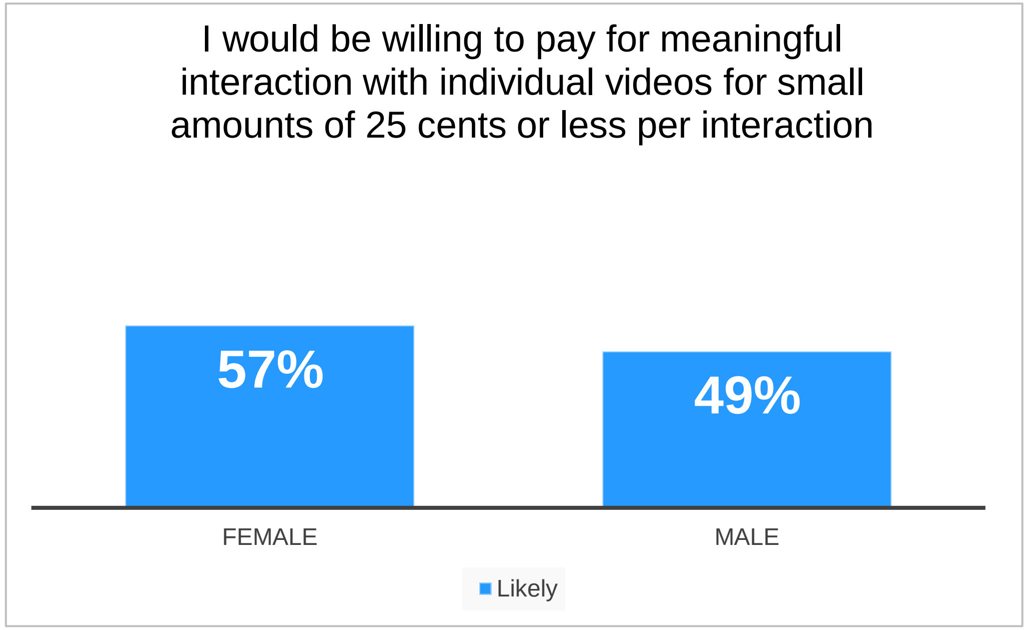


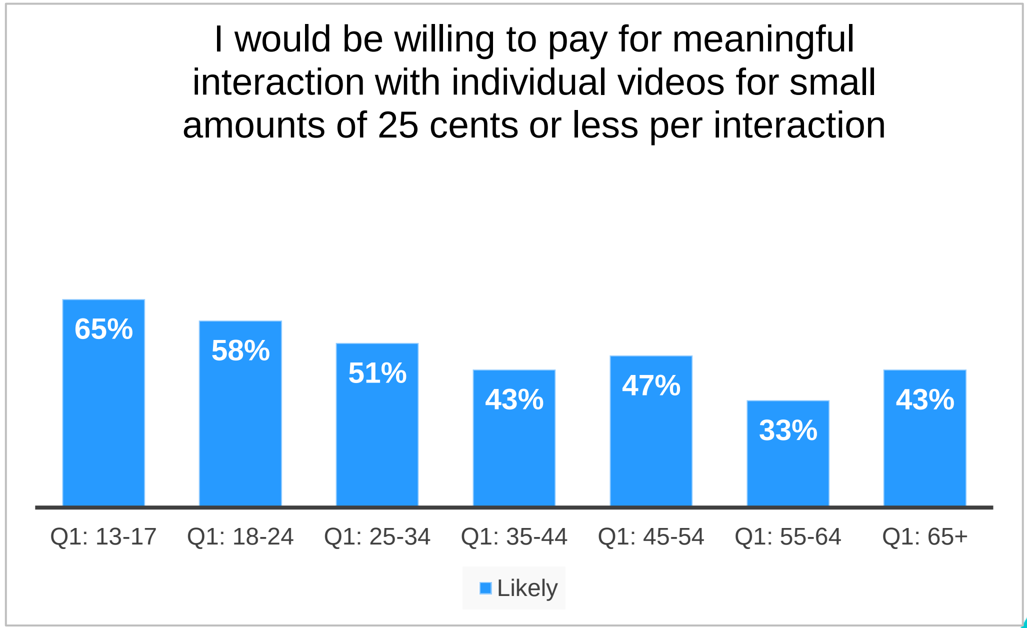


Paying to Interact

Microtransactions/Virtual Items

- ❑ Q: I would be willing to pay for meaningful interaction with individual videos for small amounts of 25 cents or less per interaction
- ❑ 52% Somewhat Likely to Very Likely
- ❑ Females and younger audience more likely
    - ❑ Females 56.7%
    - ❑ Males 48.7%
    - ❑ 60% of consumers under age 35 were Somewhat Likely to Very Likely to pay small amounts

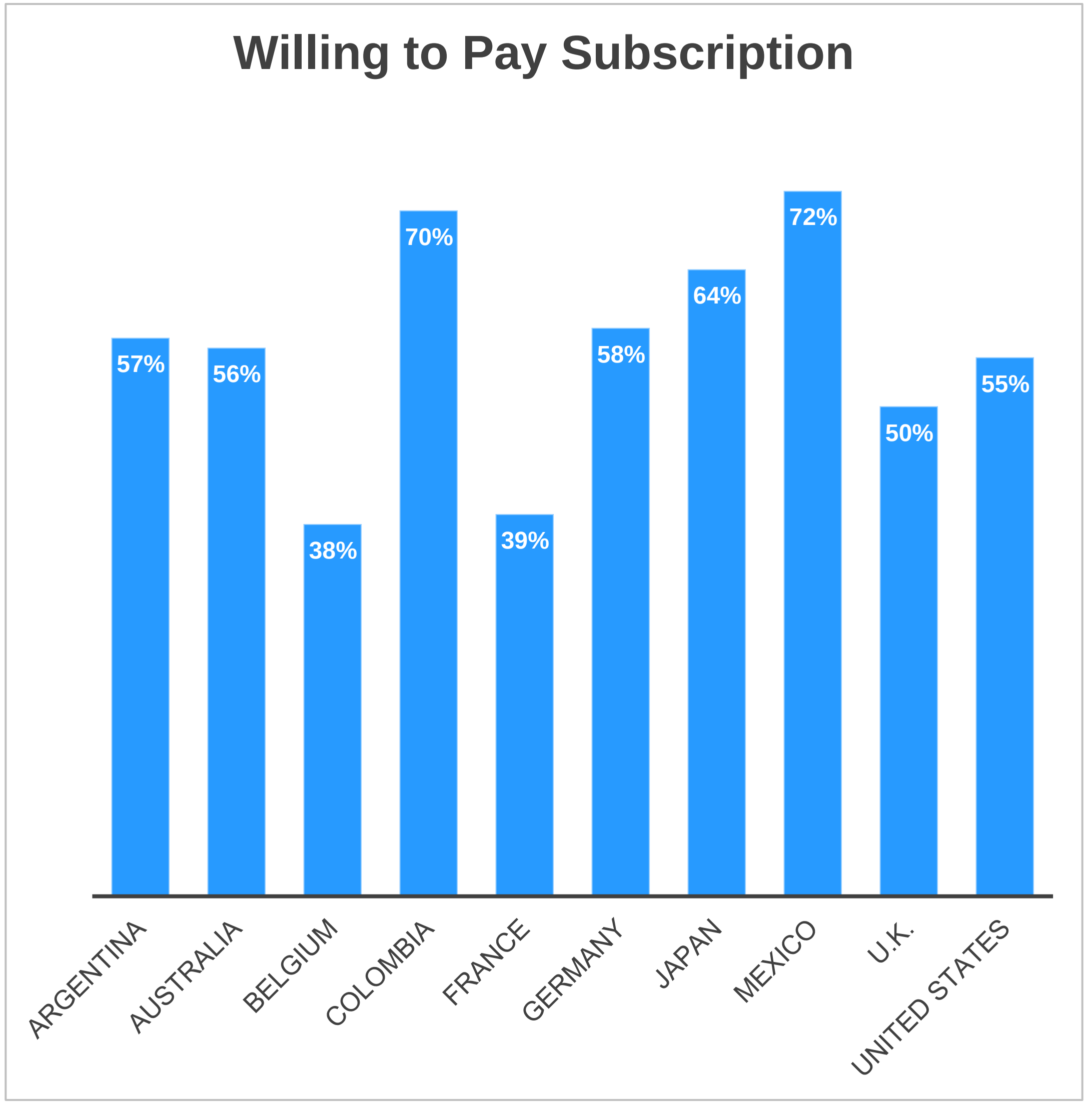




Geographic Difference

Paying to Interact

- ❑ Q: I would be willing to pay for a subscription to a service that allowed me to meaningfully interact with video content on a regular basis
- ❑ 51% Somewhat Likely to Very Likely
- ❑ Some significant difference by country
  - ❑ Very willing to pay in United States, Japan and Latin America
  - ❑ France and Belgium were only countries under 50%



Conclusions

Consumers Crave Interaction and Participation

- ❑ The prospect of being able to interact with videos and livestreams elicited overwhelmingly positive reception despite being a fairly new concept
- ❑ Watching online videos and livestreams is well established among all consumer age groups
- ❑ Willingness to pay for interacting with livestreams and interactive video was surprisingly high
- ❑ The opportunity to socialize and learn more about games and other products is a major attraction

Methodology

Survey Overview

- ❑Conducted by DFC Intelligence from July 5, 2021 - August 2, 2021
- ❑Respondents were drawn from email solicitation of DFC Intelligence panel of 15,000 consumers plus additional respondents gathered via online advertising
- ❑Respondents were offered the option to enter to win cash prizes
- ❑Available in English, French, German, Spanish, and Japanese
- ❑Among 6,286 consumers that started the survey a total 4,986 valid responses were collected
- ❑At a confidence interval of 95% the margin of error is 1%

Additional Details

Survey Data Available

Interested in deeper dive on the survey and internals?

DFC Intelligence can provide full data, deeper insights and other value-added offerings upon request. Please Get in Touch

About DFC Intelligence

Since 1995, DFC Intelligence has provided a full spectrum of coverage of gaming for discerning clients. Our analysis and forecasts are sought out by companies who want an honest and realistic perspective on markets vs hype, inflated numbers and marketing speak.

We support companies to identify the real market opportunities to maximize capital expenditures and pursue sound and profitable strategies via our **reports, services and customized engagements**

Games

Mobile, console and PC games broken out by market, user, genre and engine

Platforms

Shipment data and forecasts of gaming PCs, laptops, PC hardware and mobile devices. Components too

Accessories

Breakouts by headsets, keyboards, mice, controllers and other hot accessories

Why DFC Intelligence

Growing Comprehensive Contact List of Gamers

- We utilize our comprehensive panel of nearly 20,000 gamers across the globe to determine interest in products and services
- Leverage various social media platforms to expand upon our existing panel of gamers

Collaborative Team of Survey and Gaming Experts

- With over 10 years of experience conducting surveys in the gaming industry, we have established best practices and a comprehensive question database to build out your survey

Trusted by the Biggest Companies in the Industry

- We have worked with the largest companies in the industry, including but not limited to, Adobe, AMD, Apple, Corsair, GameStop, EA, Intel, Nvidia, Nintendo, Sega, Sony, AT&T, CAPCOM, Square Enix, NTT, and Verizon

DFC Intelligence Quoted in Some of Largest Media Outlets

- DFC Intelligence expertise has been acknowledged and quoted in articles in Forbes, CNN, Time, The Wall Street Journal, New York Times, and others

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