

Streaming services as a new way of watching films and series

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Goals and objectives of the survey

- ◉ Find out awareness of citizens of Russia and CIS about different streaming services;
- ◉ Understand why illegal watching of films and series is so popular in Russian and CIS?
- ◉ Find out people's attitude to these services;
- ◉ Figure out which factors will make these services more popular in Russia and CIS?

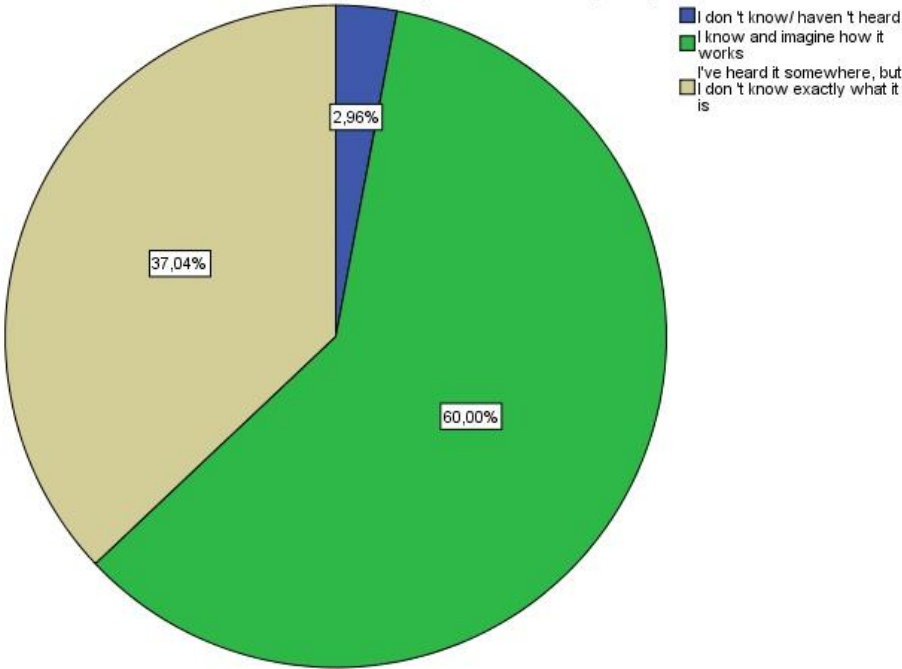
Hypotheses

- Citizens of Russia and CIS almost do not know about these services;
- The imposition of penalties for illegal watching of film and series will improve services popularity;
- Russian mentality plays important role in the success of illegal sites with movies and series;
- Closing of all illegal sites will affect attendance and usage of streaming services.

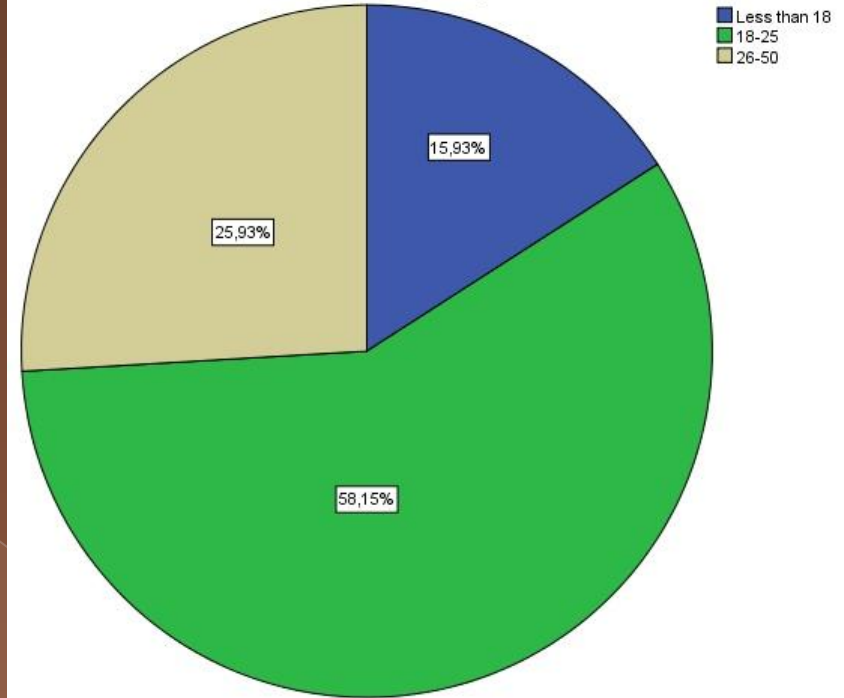
Study methodology

270 respondents of different sexes, ages, residences, income and educational level took part in the internet survey. Snowball sample was used.

Do You know about the existence of various foreign streaming services? (For example, Netflix, Amazon Prime, etc.)

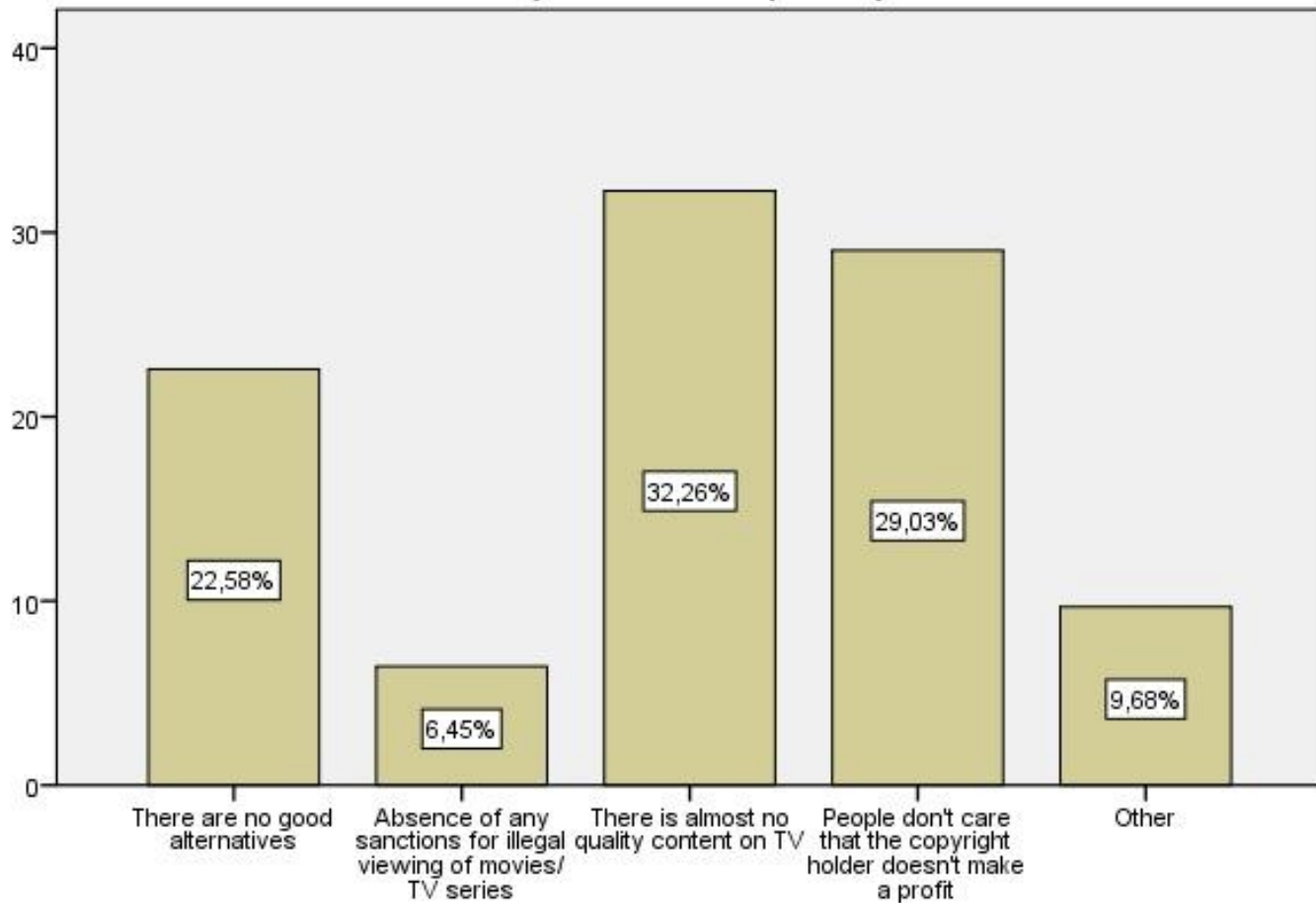


Age



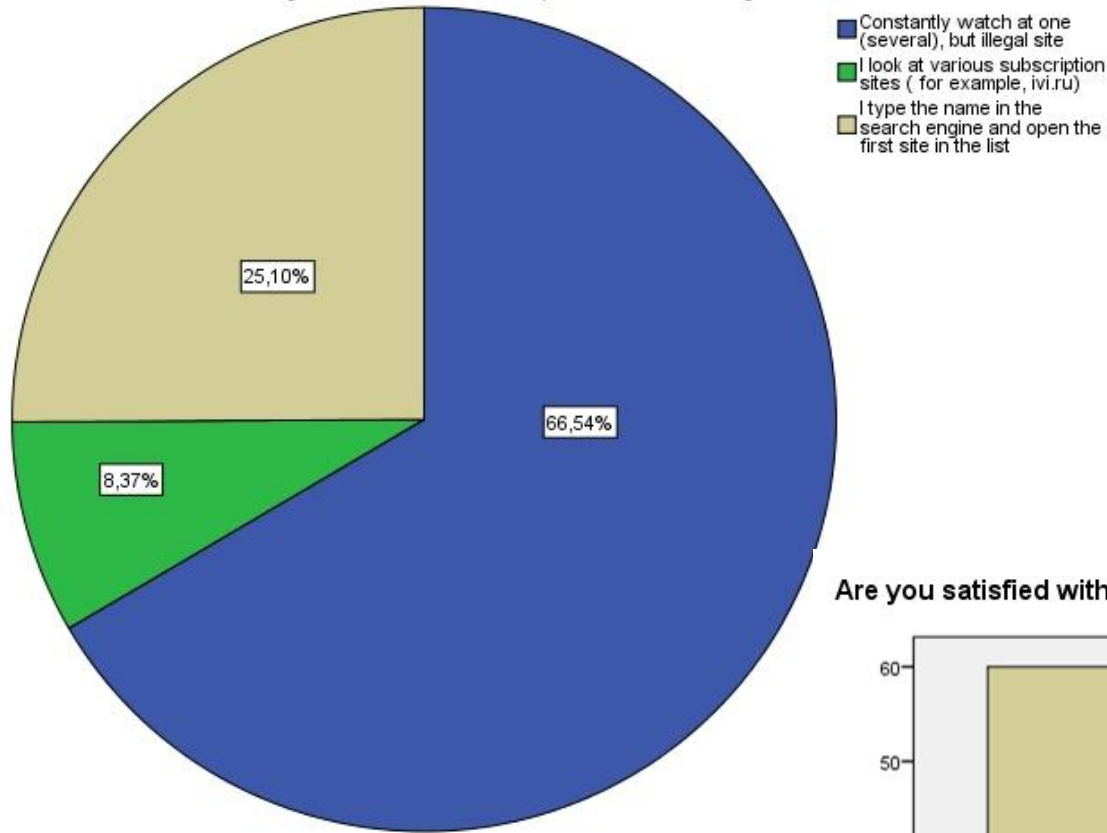
Survey revealed that about 97% of respondents know about streaming services.

In your opinion, why is illegal viewing of movies/ TV series so developed in Russia? (Choose 1-2 options)

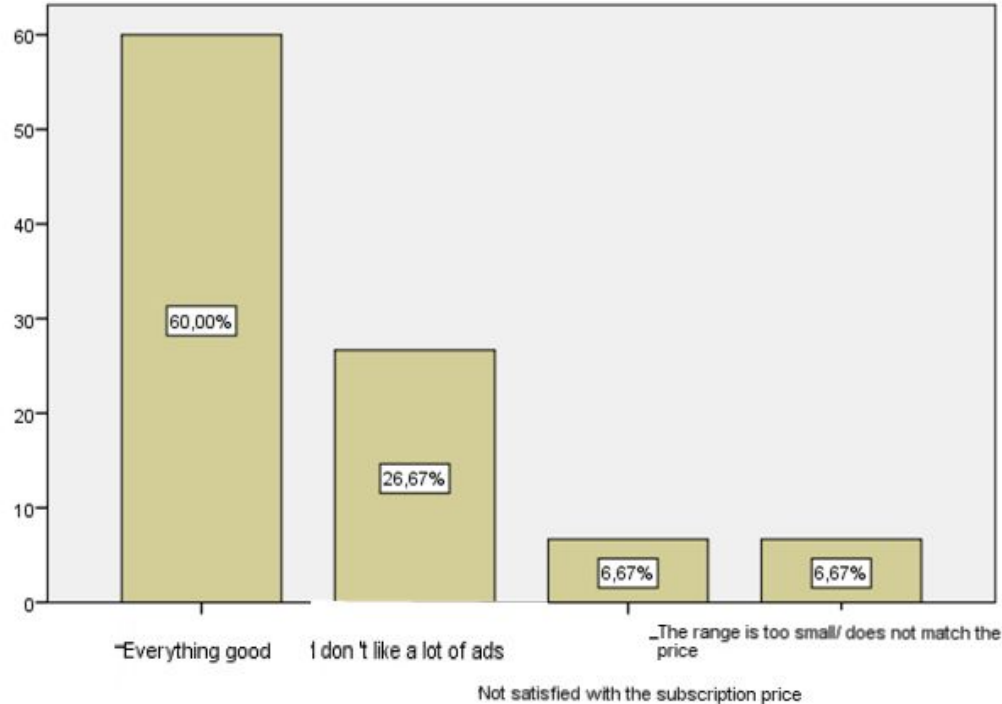


In respondents' opinion the important reason of the illegal watching is lack of money

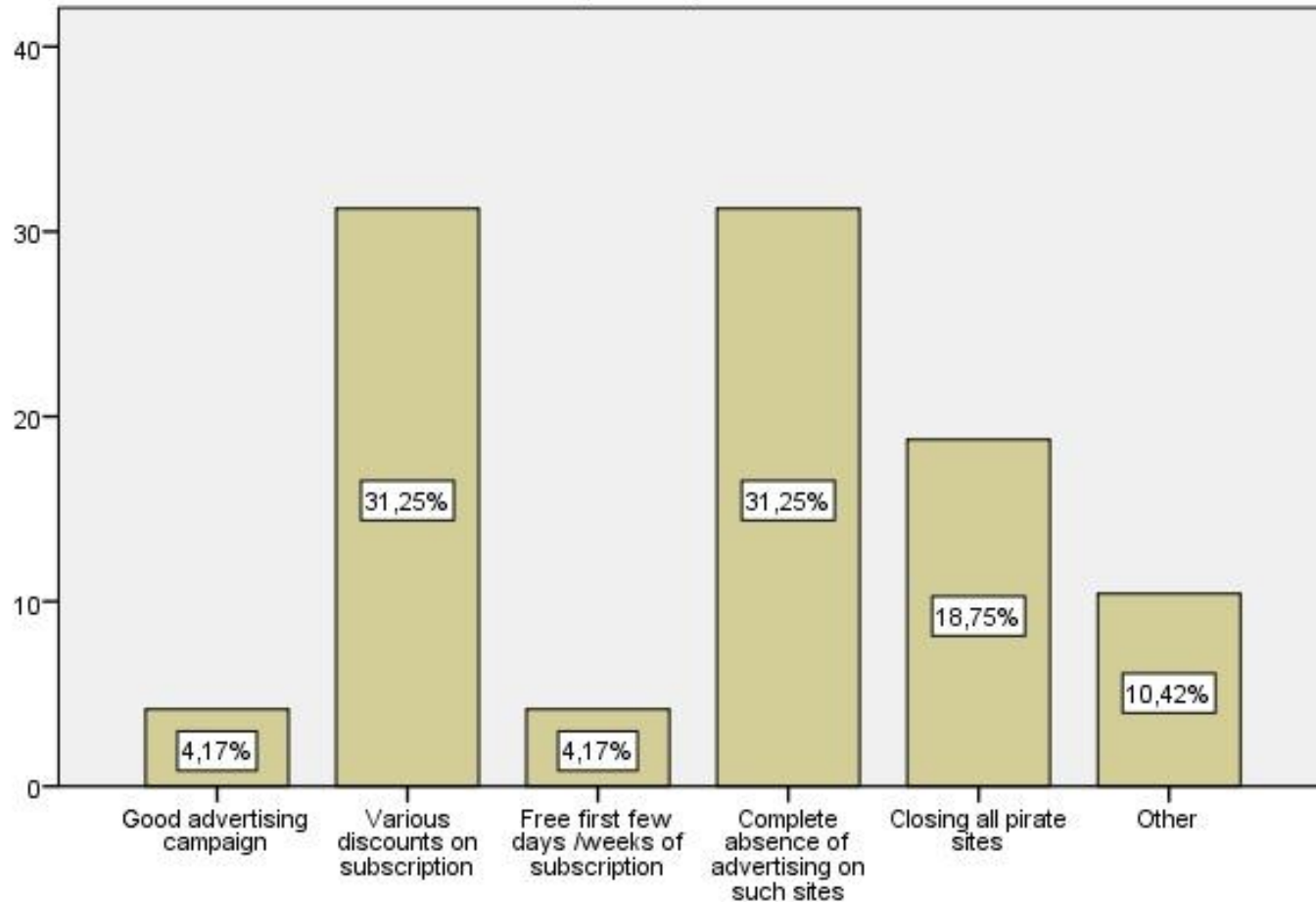
If you watch movies , what sites do you use



Are you satisfied with these sites , and if not, what is wrong with them? (Choose 1-2 options)



What factors would increase the influx of users to such services? (Choose 1-2 options)

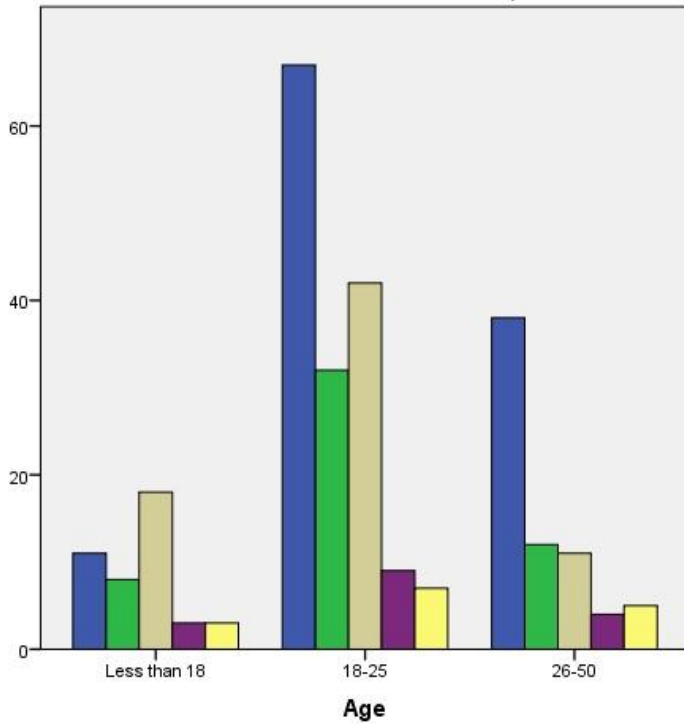


Reasonable price, variety and user-friendly interface are also important

Attitude to this problem depends on respondents' age

Most people know that many sites in Runet illegally upload movies/ TV series, do not bring any benefit to copyright holders. How important is this to You?

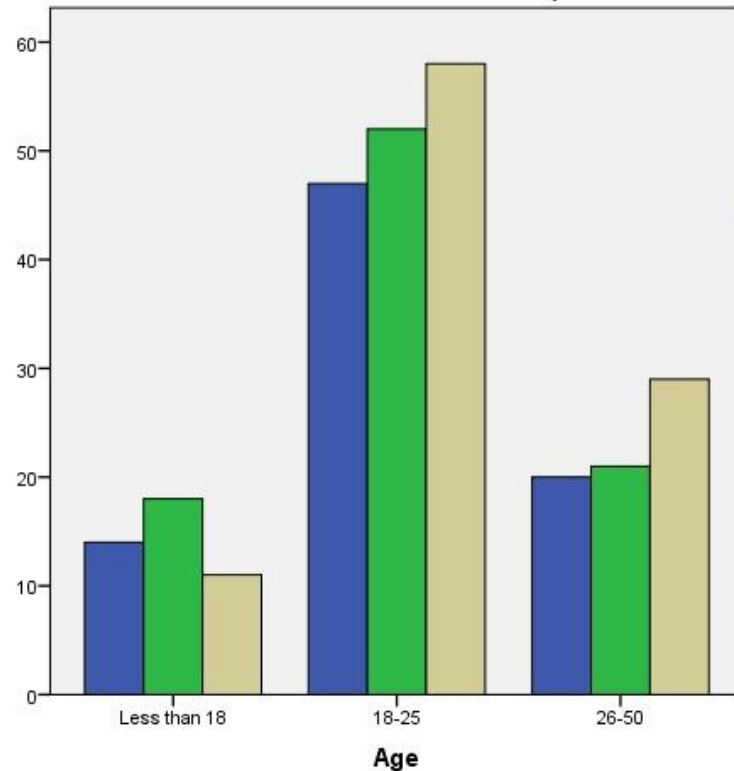
- 1
- 2
- 3
- 4
- 5

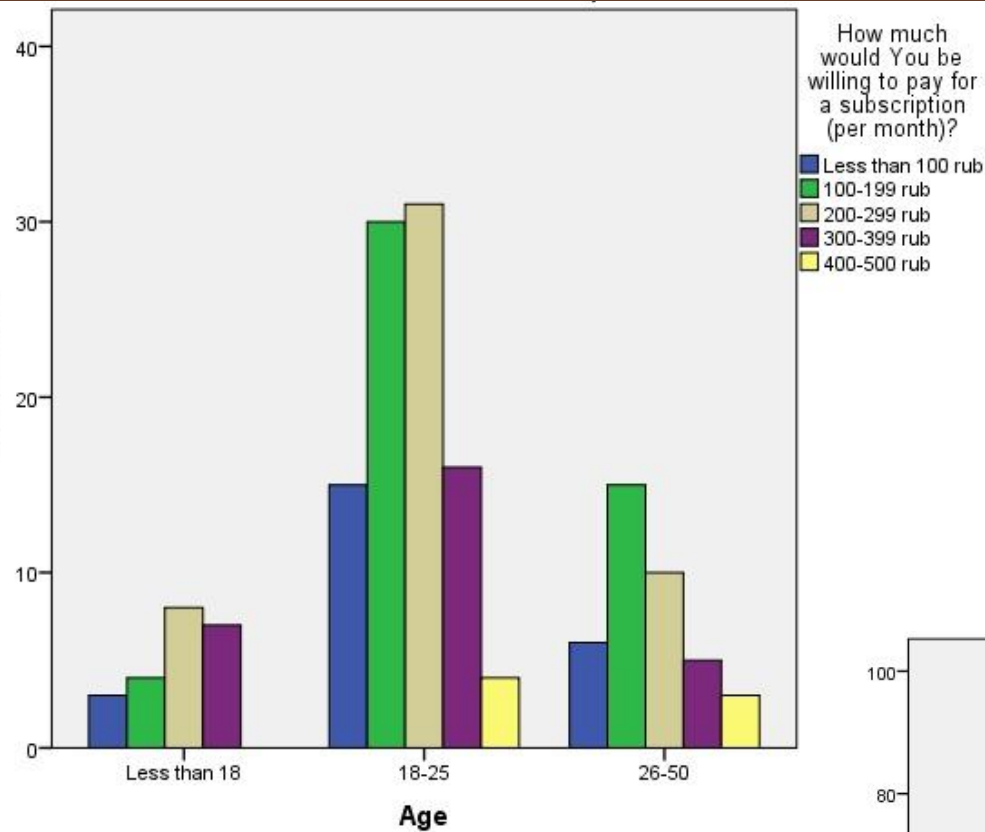


Regardless of age most of the people doubt the success of such services in Russia and CIS.

Do you think such services would be widespread in Russian Federation?

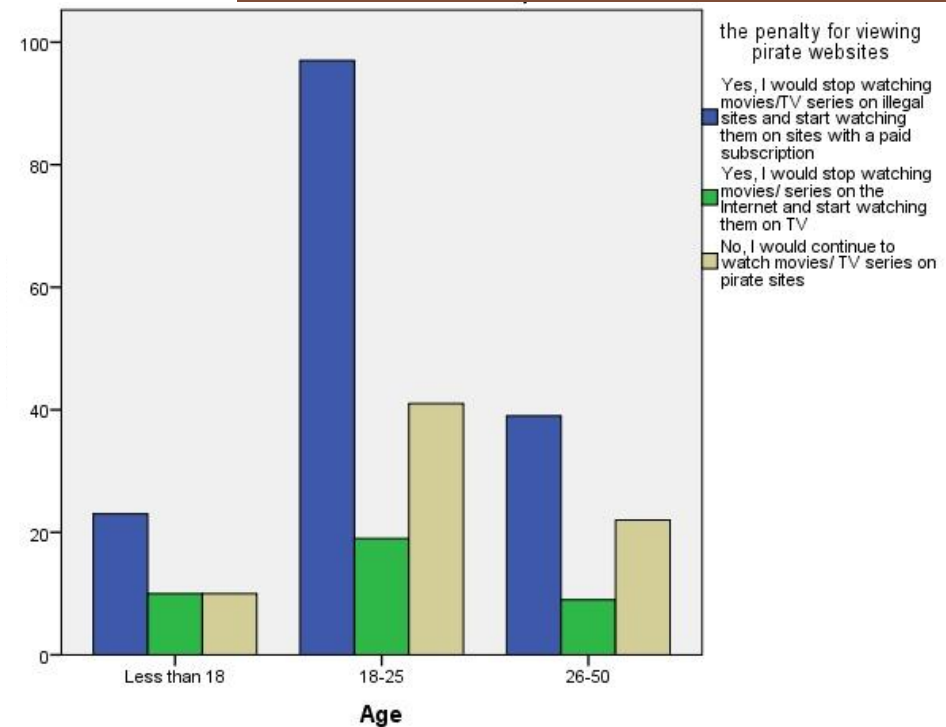
- Yes
- No
- Hard to say





Most respondents would pay about 100-300 rubles for the subscription

Regardless of age this factor would affect respondents



Results

- Citizens of Russia and CIS know about such a thing as streaming services;
- A consequences of illegal watching of films and series are not important for citizens of Russia and CIS;
- After the imposition of sanctions for illegal watching only some of users will pay for streaming services' subscription while a lot of people will still watch films\series on using illegal sites;
- Closing all illegal sites is not the main reason for people to switch to a streaming services.