

References: 01522851 and 01522263

Temiloluwa Dawodu
Information Rights Advisor
information.requests@ofcom.org.uk

2 November 2022

Freedom of Information: Right to know request

Thank you for your requests for information in relation to data we hold on subscription video-on-demand (SVOD) services. We received these requests on 24 October 2022. We have considered them under the Freedom of Information Act 2000 (the “FOI Act”).

Your request

You said:

I'm doing my Masters in economics, and was wondering if there is data regarding the number of households NOT renewing Subscription based Video on Demand (SVOD) accounts in the UK for 2022?

You also said:

I am trying to get an overview of how the economy is impacting Subscription based Video on Demand (SVoD) services in the UK such as Netflix, Amazon Prime etc.. Is there any data available for 2022?

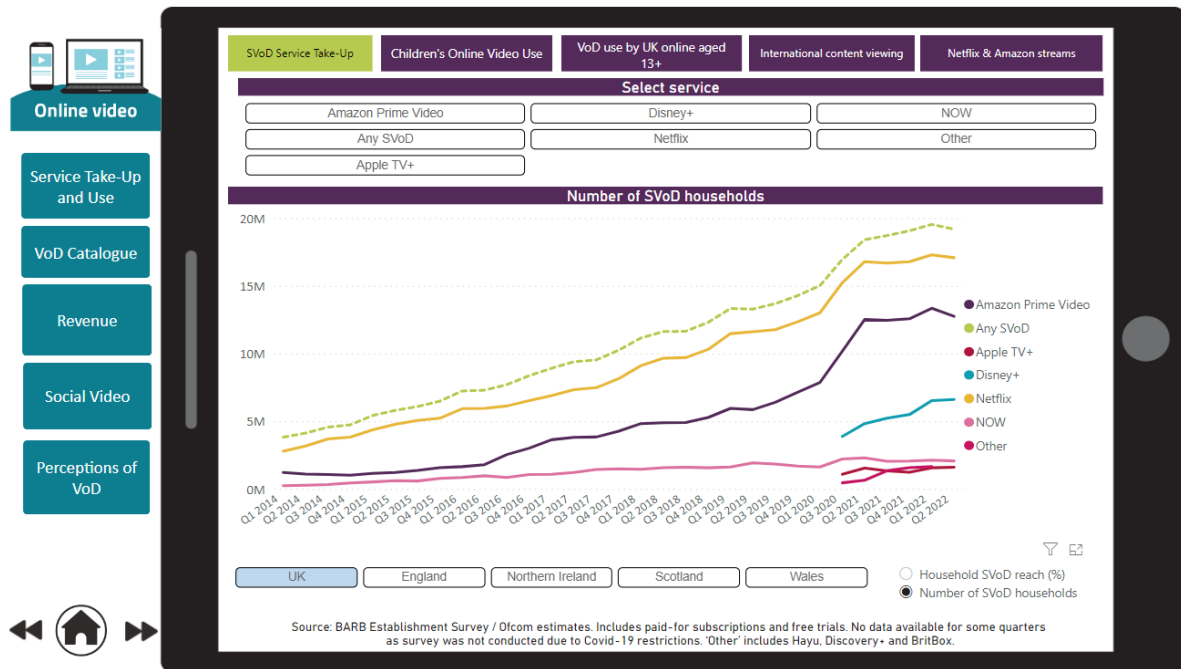
Our response

I can confirm that we do hold information falling within the scope of your requests.

We reported on recent trends in take-up of SVoD services in the UK in our [Media Nations 2022](#) report, published in August. In the [UK report](#), please refer to p.14-17, in particular, for our latest research and analysis. This includes take-up data sourced from the BARB Establishment Survey, which is also available, in full, in our [interactive report](#) – navigate to the ‘Service Take-Up and Use’ page in the ‘Online video’ section to view it.

Media Nations 2022: Interactive report

For the best experience, expand to full screen (click on the button in the bottom right corner). To quickly navigate to different pages, click on the page numbers at the bottom of the tool to bring up the list of pages.



The BARB Establishment Survey data is complemented by findings from Ofcom's own VoD Survey, which provides some insights on SVoD cancellation rates: Among those using SVoD services in the three months leading up to our VoD Survey (February 2022), 2% of Netflix users had cancelled their subscription in the past three months, while 4% of Amazon Prime Video users had cancelled, as had 4% of Disney+ user; other SVoD services saw cancellation rates ranging between 2% and 16%, although data for these smaller services is based on smaller sample sizes and is therefore less precise as an indicator of broader subscriber trends within these customer bases.

I hope this information is helpful. If you have any queries, then please contact information.requests@ofcom.org.uk. Please remember to quote the reference numbers above in any future communications.

Yours sincerely,

Temiloluwa Dawodu

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law, you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review, **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all

such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact information.requests@ofcom.org.uk.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF