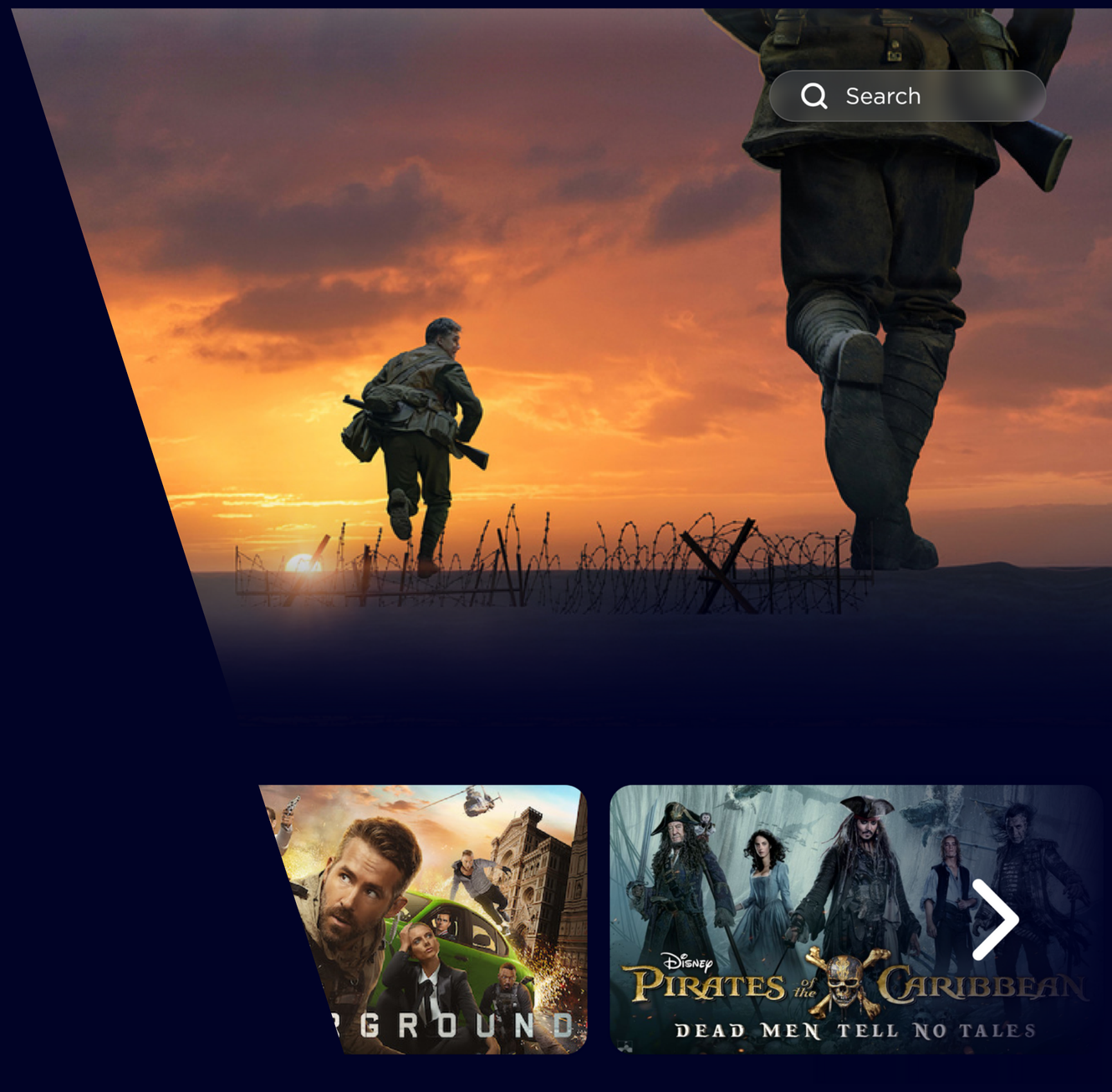
Video content consumption during the pandemic:

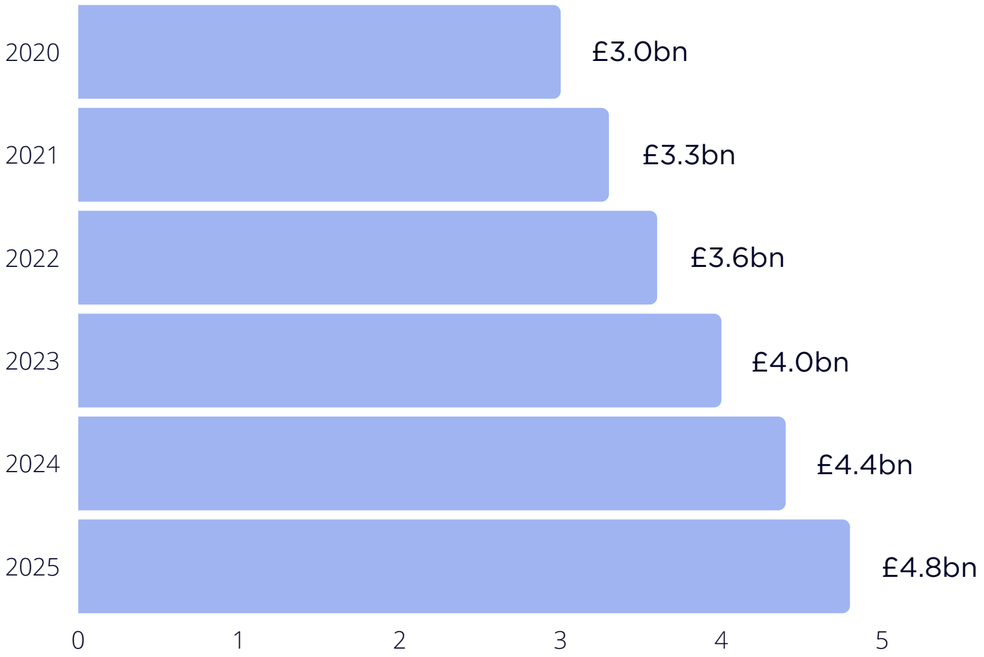
Developing an innovative SVOD aggregator and communal viewing experience for the UK market

Radu Paun, Dennis Olsen | May 2022



BACKGROUND & RELEVANCE

UK video streaming app revenue projection:



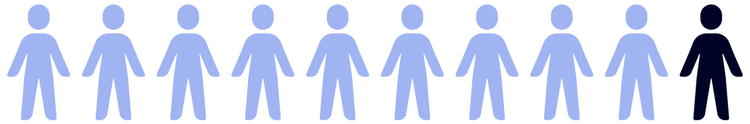
Sources: businessofapps.com; kantar.com; mintel.com

60% of UK SVOD households have a subscription to more than one service as of Q4 2021.

More than half of people planning to maintain their high levels of online video content consumption beyond the pandemic.

THE PROBLEM

The number of communal viewing services has been **GROWING** since the start of the pandemic.



87% of consumers that are subscribed to more than two streaming services would be interested in an aggregator.

As of early 2022, there is no one online platform on the UK market that aggregates content from SVOD services while also allowing its users to create and join watch parties.

RESEARCH METHOD

Two-Step Approach

Secondary Market Research

Analysing:
- the state of the art of aggregation available for UK consumers
- the communal viewing behaviour and services in the market
- expert and customer reviews (N=714)

Semi-structured interviews (N=61)

- young adults aged between 20 and 29 years
- based in the UK
- have shown an affinity for the idea of an aggregator and/or communal viewing in the past

Refining the market gap via consumer expectations.

FINDINGS: STATE OF THE ART

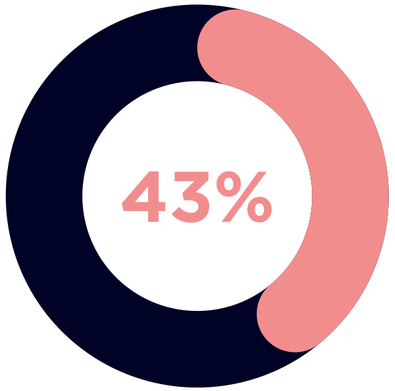
Google TV

PLEX

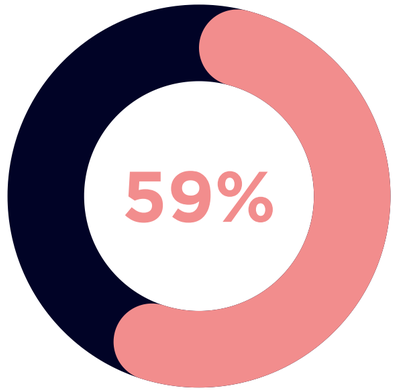
scener

FINDINGS: USER & EXPERT REVIEWS

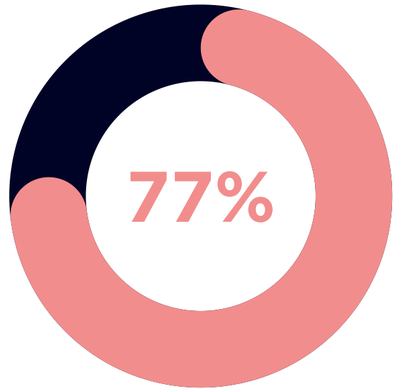
N=714 reviews posted between December 2020 and December 2021



easy to use



good shared experience



not convenient enough/
expected more

FINDINGS: CONSUMER INTERVIEWS

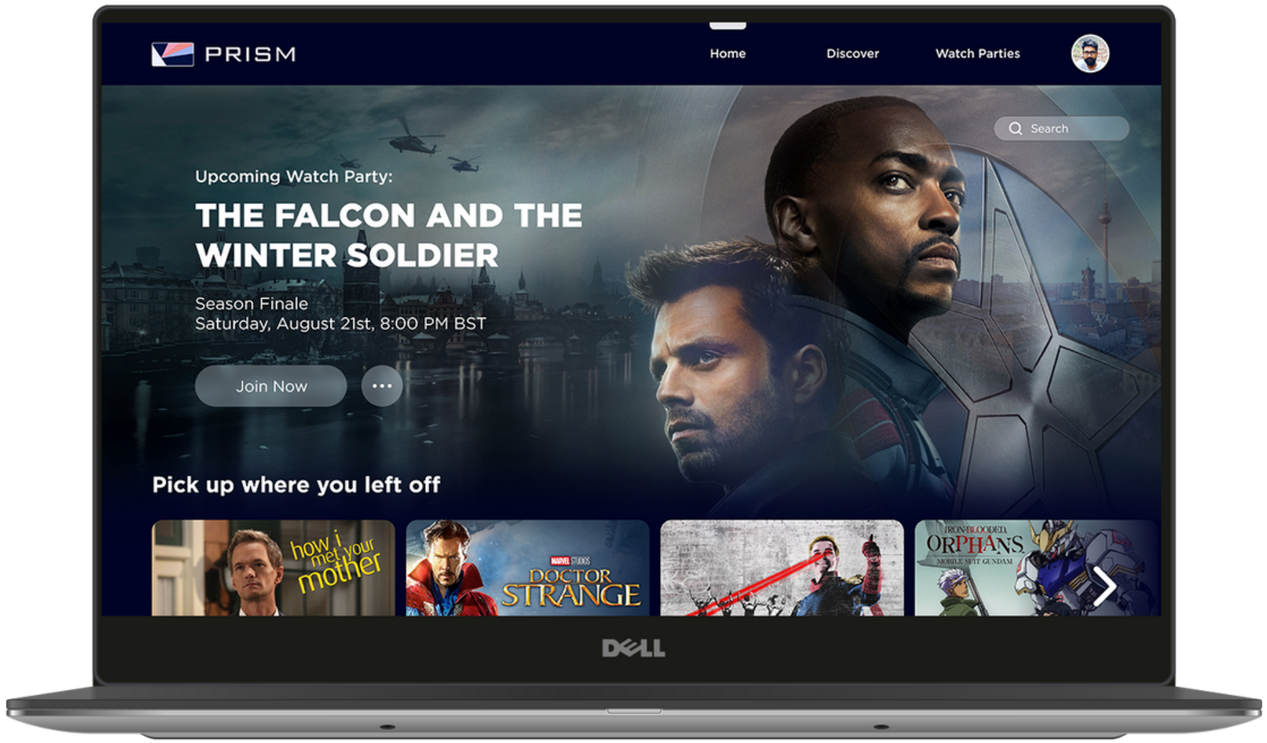
Consumer expectations:

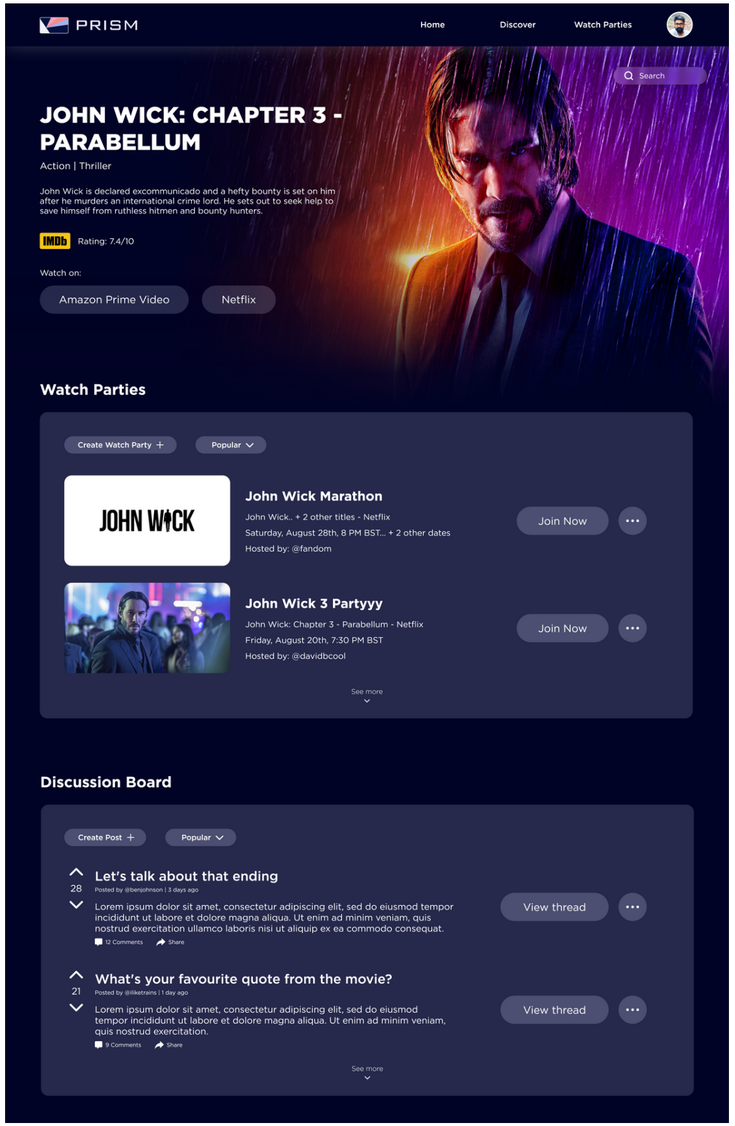
- Hyper-personalisation
- Video chats rather than chat boxes
- Spoiler-free, additional content

Growing number of watch party native features and third-party apps leads to lack of convenience for consumers

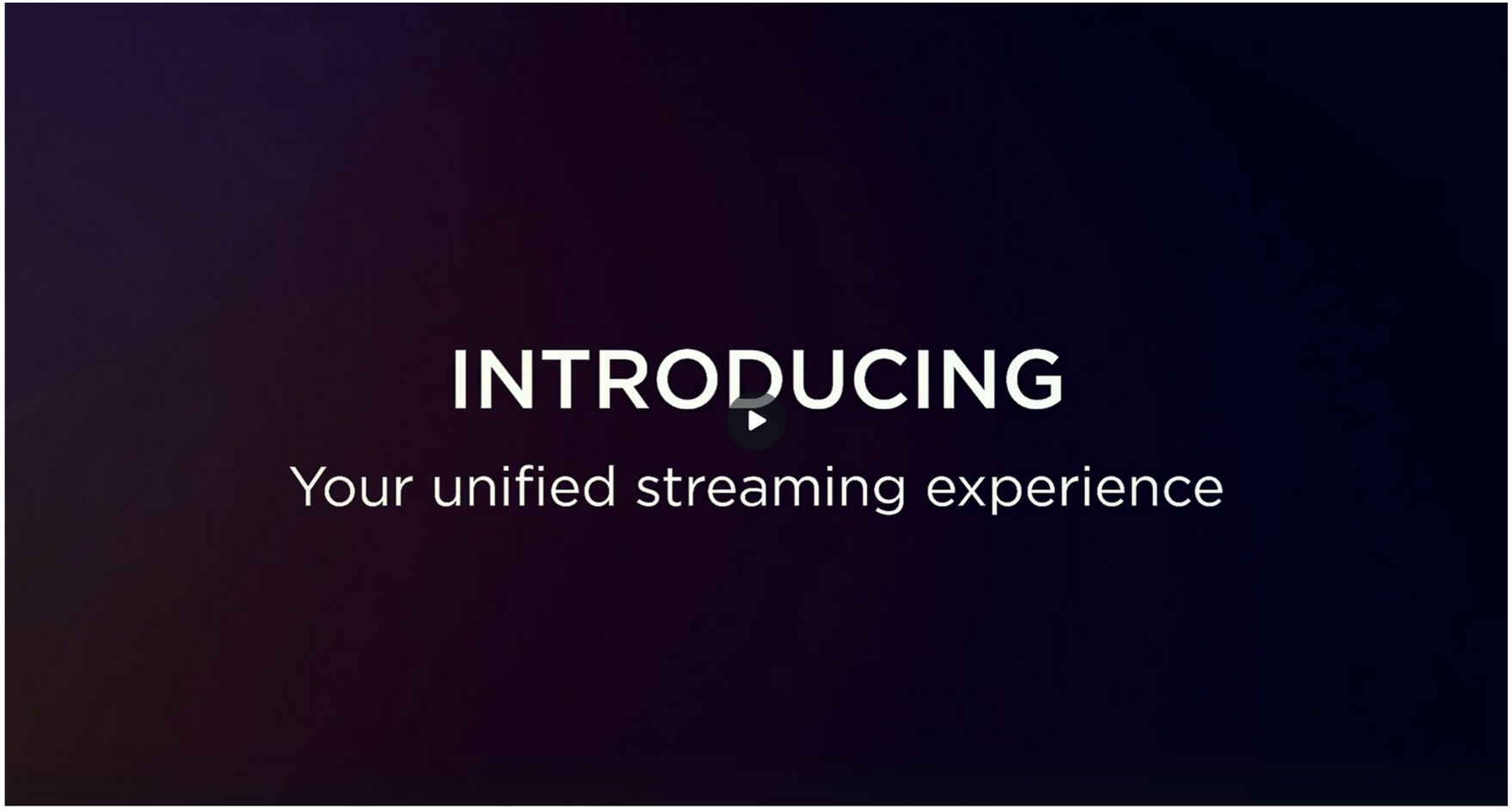
Opportunity to offer access to a watch party feature within an aggreegator

OUTPUT: PROTOTYPE





OUTPUT: VIDEO



https://youtu.be/dfsT8ulNYpc

Prototype Testing