



## **‘Days of channel hopping are over’ as the average TV viewer only watches 12 of the 215 channels they sign up to**

- New study by netgem.tv reveals how people’s viewing habits are rapidly changing
- Streaming platforms now as common as Sky, Virgin Media and BT TV packages
- A third of all TV watched in the UK is now streamed – and 1 in 5 (21%) people who pay for a TV package even admit they stream content every day on top of their subscriptions
- Yet 4 out of 10 aged 55 and over say they still use a printed TV guide

**London, UK, 15th March for immediate release:**

The average Brit now only watches 12 TV channels from the hundreds they sign up to - as the appetite for streamed, on-demand content is surging, according to a new study.

Streaming services such as Netflix and Amazon are now as popular as traditional paid-for packages from Sky, Virgin Media and BT TV – with a third (29%) of all the TV we watch now being streamed.

Out of the 2,000 UK adults surveyed by online TV service netgem.tv, 59% pay for one or more of the big three providers, Sky, Virgin Media or BT TV, whereas 58% have a Netflix or Amazon Prime TV account.

Nearly six in 10 (56%) customers of Sky, Virgin or BT still stream additional content on at least a weekly basis - with this figure rising to 74% among those aged 18-34.

**Sylvain Thevenot, Managing Director of netgem.tv,** said: “The findings show the extent to which the dominance of the traditional

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pay-TV providers have been disrupted by cheaper 'pick and play' online services.

"The advent of free & affordable, streaming services poses the question – why would anyone pay for expensive TV bundles which cater for one taste?"

"Perhaps people used to make more of the TV channels they were buying, but now our evidence shows that most people only watch a fraction available to them – and therefore are paying for channels they are not using.

"People are paying too much for TV which doesn't cater to their taste – and I'm sure we will see a day in the future when we turn around and say 'can you remember when we paid £70 a month just to watch TV?'.

"With digital, on-demand offerings via services like netgem.tv it's now possible for every member of the family to enjoy TV personalised to their taste, at a time which suits them, on any device and not have to pay for channels you don't. The days of channel hopping are well and truly over."

The popularity of catch-up players & streaming services has been on the up in recent years, with UK Broadcasters & internet-based brands able to offer a more personalised service – giving access to a range of content from Kids TV to Action Movies, for one low cost monthly fee.

In comparison, traditional TV deals from the likes of Sky force customers to choose one 'package' such as 'Sports' (£20-28 more per month) or 'Cinema', often the expense of other channels. (£80+ in total for one extra category).

This model has led to a dissatisfaction with mainstream TV bundles, which struggle to cater for an entire household of people with varying tastes.

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In the netgem.tv survey, more than half the Sky, Virgin or BT customers polled (62%), said their package was 'only slightly' or 'not at all' customised.

Only 1 in 10 (11%) have a package that is highly customised for their household viewing habits.

And a third (32%) of those surveyed with an account with Sky, Virgin Media or BT TV, believe that their paid-for TV package is poor or terrible value for money.

In a further show of dissatisfaction with traditional packages, a fifth (21%) of people who pay for a traditional TV package admit that they stream extra content not on those channels every day.

And it appears the trend for more TV being streamed via online services will continue apace, with younger viewers more likely to pay for a streaming service than a satellite service.

According to the study, almost half (45%) of 18-34 year-olds have Netflix, compared to 20% of people aged 55 and over.

But the days of fighting over the TV Times are not over for all - 42% of those aged over 55 say they still consult a printed TV guide.

ENDS

## **Notes to editors:**

The nationwide survey of 2,000 adults was commissioned by netgem.tv and conducted by Opinium Research.

netgem.tv is the UK's first personalised streaming service to bring together the UK's most popular streaming services such as Amazon Prime TV, Rakuten, HayU and YouTube TV alongside Freeview Play.

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Its app controlled, personalised user interface allows users to plan their TV time in the palm of their hand, making the mobile phone a remote control and television guide all-in-one.

**Q: Which of the following TV subscription services does your household currently have access to?**

<b>Subscription service</b>	<b>Total</b>
Sky	35 %
Netflix	33 %
Amazon Prime	23 %
Virgin Media	16 %
BT TV	8 %
Freesat	8 %
Now TV	7 %
TalkTalk TV Plus	2 %

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EE TV Unlimited	1 %
Another TV subscription service	2 %
N/A. My household does not currently have access to any TV subscription services	20 %

All figures represent the results of research conducted by Opinium Research. The research comprised a national omnibus survey of 2,000 UK adults aged 18+, weighted to nationally representative of the UK. Field dates: 22nd-25th February 2019.

## **About netgem.tv**

netgem.tv is the result of 20 years of experience pioneering connected home entertainment, with viewers at the heart of innovation. It started with: the first connected TV box with ITV Digital in 2000, then BT iPlayer in 2002, the first connected PVR box with Fetch-TV in 2008, and more recently innovating with the advanced multiscreen EE TV since 2014. In 2018, netgem.tv expanded its Product portfolio with further innovations both in terms of Smart Devices (first all-in-one Soundbar & TV box with 'SoundBox') and Content: Freeview live TV, catch-up shows as well as the best from Premium On-Demand with first to market launching Freeview Play, Amazon Prime Video and Youtube combined on a TV box. netgem.tv is launching the personalised TV experience via a sophisticated mobile App - supporting recommendations, live and recording viewing, and cast the most popular On-Demand content. Netgem is listed on NYSE Euronext Paris Compartment C (ISIN: FR0004154060, Reuters: ETGM.PA, Bloomberg: NTG:FP). To discover our products, visit [www.netgem.tv](http://www.netgem.tv).