

A hand holding a black Apple TV remote control is positioned on the left side of the frame. The background is a blurred television screen displaying a grid of streaming service logos, including Netflix, Amazon Prime Video, Hulu, Disney+, and others. A white rectangular box with blue L-shaped corner accents is centered over the screen, containing the title text.

Luxury Audiences Streaming Overview:

How luxury audiences stream content

NBCUniversal

Key Take-Aways

- 1 Supporting commercial-free streaming is more generational than income driven as younger audiences favor no commercials
- 2 The highest income (\$500k+) audiences stream similarly to the general market (\$60k)
- 3 As younger audiences obtain wealth and higher income, expect to see greater adoption of higher-tiered, ad-free services

Luxury is not about the goods, but rather who buys

Aspirational



*Infrequent luxury shoppers, saving their money to **buy a single luxury good**. Due to the rarity of purchase, it is often to **celebrate major lifetime event or milestone**.*

\$100-149k

Playing the Part



*Playing the Part shoppers are **moderate** luxury shoppers. As purchases from the brand are infrequent, they are **selective in what they buy from particular luxury brand**.*

\$150-249k

Selective Wealth



***Frequent shoppers who are living a luxury lifestyle yet balancing their decisions with their income**. Purchases are **purposeful and selective** to categories they can afford, mostly fashion and alcohol.*

\$250-449k

True Luxe



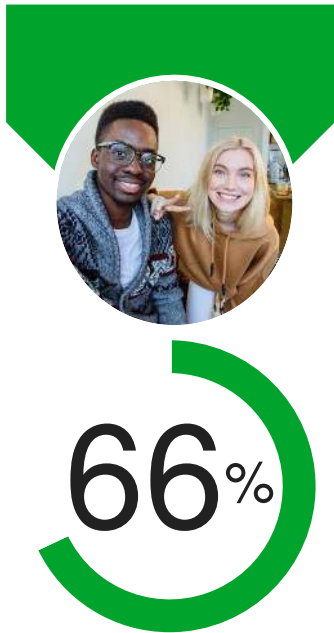
*The True Luxe are virtually **exclusive to the luxury category**. They have the **means to purchase luxury items at will** without concern for finances.*

\$250-449k

Higher income audiences subscribe to SVOD platforms at only slightly higher rates than general market

% of SVOD Subscribers Broken Out by Income Audiences

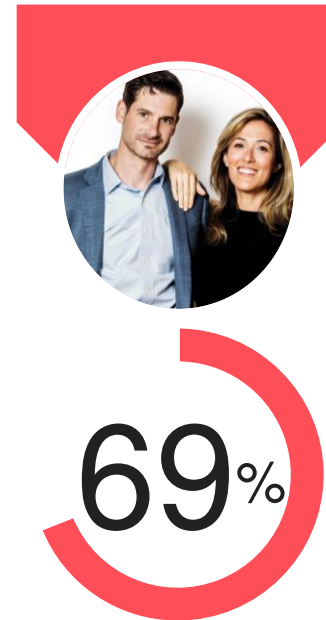
General Market



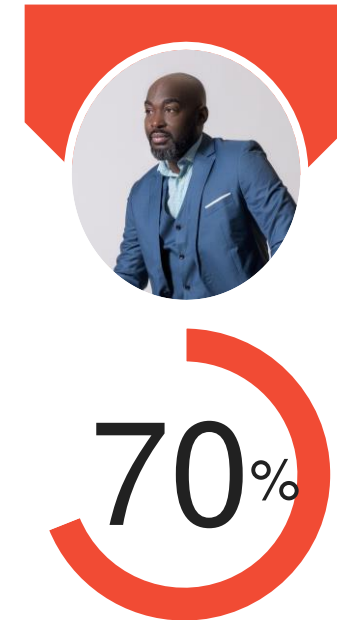
Aspirational



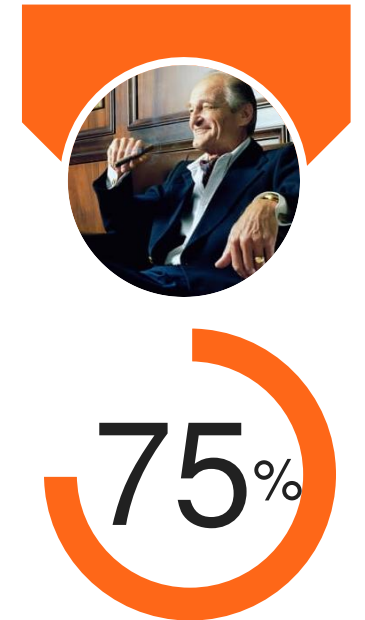
Playing the Part



Selective Wealth



True Luxe



**But are more
concerned
about the cost
of incremental
subscriptions**

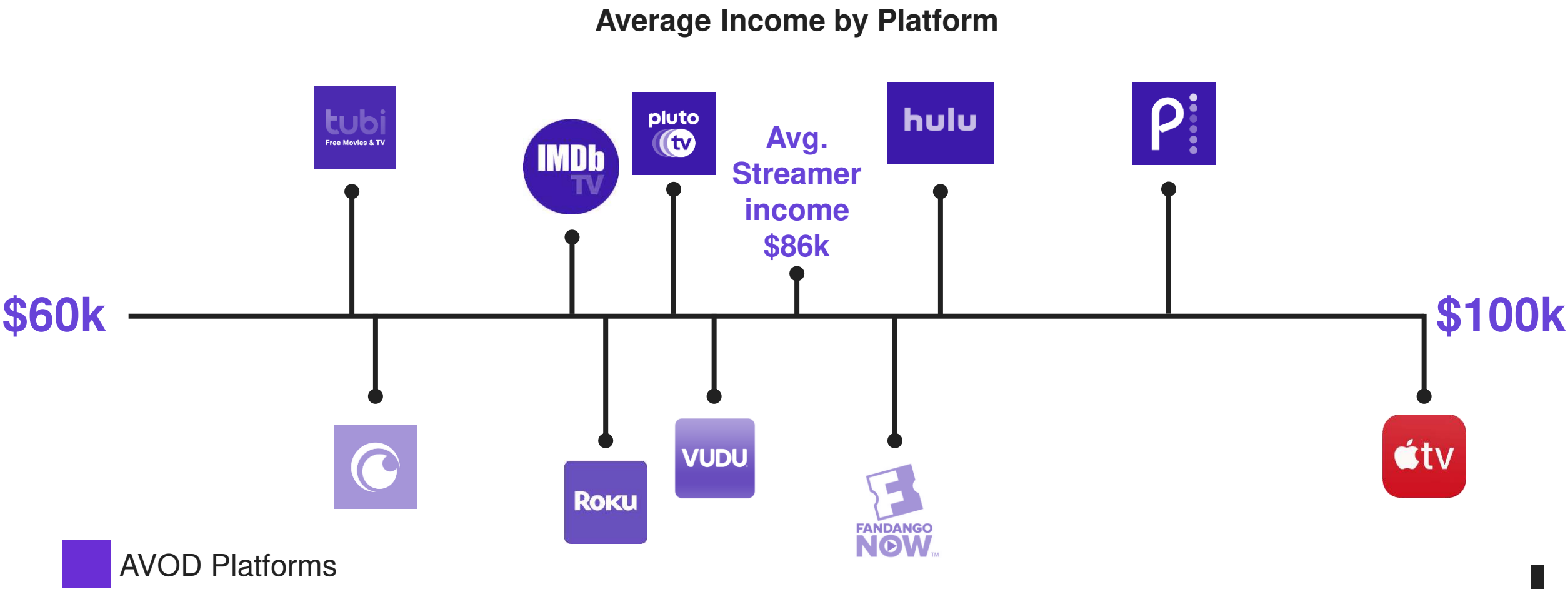
77%

Of luxury audiences consider the
cost of to another streaming
service before subscribing

Which is higher than the average
general market family

+5%

The average income of a streaming household tends to be higher than the US, regardless of subscription service



Luxury audiences are as likely to subscribe to Hulu with commercials as general market audiences

Hulu Breakout by Subscriber Type

	No Commercials	Commercials
General Market	41%	59%
Aspirational	43%	57%
Playing the Part	42%	58%
Selective Wealth	49%	51%
True Lux	37%	63%