

Reinvent for growth

With audience attention atomizing and consumers signalling that the media landscape is in need of reimagination, business models are under siege. With the horizon offering metaverse dreams and recession woes, the path forward starts with deep consumer insights from Accenture's Second Annual Global Entertainment Study.

Learn more: www.accenture.com/reinventforgrowth.

55%



of consumers feel overwhelmed with the number of streaming services they can choose from.

26%



spend more than 10 minutes searching for something worth watching compared to 17% in 2021.*

44%



are frustrated by having to switch between different apps for different services.

86%



would be interested in a single app that can provide all the services they need on one platform. **41%** would be interested in paying for it.

Consumers would find these services most valuable on the same home page where they usually consume their streaming services:



70%
Music



63%
Web browsing



62%
ecommerce



60%
Connect with friends

Hey Dave

09:30

San Francisco

Mood: Overwhelmed

*For comparison, the samples for both 2021 and 2022 studies have been adjusted to have a similar structure.

