



Family SVOD Adoption Triggers

New pathways for subscriber growth and relevance
with the world's largest audience

Study Background

2021 Emotional Triggers of Family SVOD Adoption Study



Sample Detail

Cohort

Parents of Kids 2-12



Country

United States



Sample

Field Date: July 2021

N = 1,400 parents who have subscribed to an SVOD platform in the past 12 months

Study Goals

Identify the emotional drivers of family SVOD adoption, and how the leading SVOD brands are delivering them.

- ✓ **Target Definition:** What makes streaming enthusiasts tick emotionally, and how are their human priorities different from lower frequency parent streamers?
- ✓ **The Emotional Triggers Of SVOD Adoption:** What are the emotional triggers capable of motivating cash-strapped parent who already has one or two subscriptions willing to find the money to add another?
- ✓ **Brand Adoption Pathways:** Which of parents' dominant emotional triggers of adoption do the associate with ten leading SVOD brands, and who can these inform more successful recruitment strategies?



Emotional Triggers of SVOD Platform Adoption

Source: The Family Room's 2021 Emotional Triggers of Family SVOD Adoption Study

Most Important ↑ ↓ Less Important	Kid Confidence	A media experience that helps my child know themselves, love themselves, and be themselves.
	Busting Free	The hunger for excitement, surprise, and liberation at a time when our universe seems to be constantly shrinking.
	Kid Connection	Being present and in the moment with my child for laughter, true connection, and memory formation.
	A Foot in the Familiar	Finding comfort in the familiar and at time of such incessant and increasingly unwelcome change.
	Kid Success	Equipping my child with the emotional and educational assets they will need to thrive in school and survive in an increasingly difficult world.
	My Happiness	The desire to have my personal pleasures and interests satisfied without regard for anything or anyone else.



Generational Differences in SVOD Adoption

Source: The Family Room's 2021 Emotional Triggers of Family SVOD Adoption Study

What Gen Z Parents Value More

Keeping my child safe

Making sure my child feels loved

My child's school and education

Helping my child deal with stress

What Millennial Parents Value More

Finding time to relax

Finding comfort in the familiar

Feeling like I belong

Having the freedom to make my own choices

Most Important



Less Important



Emotional Profile of an SVOD Parent

Source: The Family Room's 2021 Emotional Triggers of Family SVOD Adoption Study

What Heavy Streamers Value More

Keeping our marriage or relationship strong

Enjoying spontaneous fun and surprises

Having a job or career I love

Letting my kids be kids

Doing something new and exciting

Fostering a sense of imagination in my child

Being creative

Being true to who I am

What Lighter Streamers Value More

A healthy lifestyle

Choosing foods I feel good about eating

My hobbies and personal passions

Finding time to relax

Saving for the future

Not giving up

Eating healthy foods

Avoiding sickness and disease

Most Important



Less Important



Emotional Drivers of Brand Selection

Source: The Family Room's 2021 Emotional Triggers of Family SVOD Adoption Study

Most Important



Less Important

NETFLIX

Having fun together
as a family

My child discovering their
strengths and passions

Fostering a sense
of imagination

amazon prime video

Making memories together

Finding time to relax

Passing on
family traditions

YouTube Premium

Keeping my child safe

Loving and caring
for myself

Finding comfort
in the familiar



Pre-K Parent SVOD Priorities

Source: The Family Room's 2021 Emotional Triggers of Family SVOD Adoption Study

What Pre-K Parents Value More

Making sure my child feels loved

Keeping my child safe

Encouraging my child to love themselves

Discovering their strengths and passions

Helping my child deal with stress and pressures

My child's school and education

Letting my kids be kids

My child discovering their world

What Parents of Older Kids Value More

Feeling like I belong

Having the freedom to do what I want

Passing on family traditions

Finding time to relax

Teaching my child to be resilient

My hobbies and personal passions

Being playful and young at heart

Feeling good about who I am

Most Important



Less Important