



Emotional Triggers of Family SVOD Adoption

New pathways for subscriber growth relevance
with the world's largest audience: families.



Emotional Triggers of SVOD Platform Adoption

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

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| 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

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