

**\$86**  
a month

The average US consumer pays for **two subscription TV, movie and video content services**, spending **\$86 per month** on average.

**over two thirds** However, **over two thirds of US TV viewers** aren't satisfied with the **range of TV and video content** this gives them.

US consumers believe they would need to **increase what they're currently spending**, and ultimately **pay a monthly subscription rate of \$127** (\$1,524 per annum) to get all of the content they want.

**60%** of consumers – and up to **71% of 22-35 year-olds** – are willing to exchange their personal data if it benefits them (e.g. more access to premium content, lower cost bundles etc.).

**premium content**

**couldn't live without it!**

The perfect content bundle would need to include **Game of Thrones**, with **one in six US consumers** who have seen Game of Thrones admitting that they **couldn't live without the popular TV show**.

Personalization is king: **69% of US respondents would be prepared to pay for a single provider** to package all of their preferred content into a 'perfect bundle'; while **69% would ditch their current providers** if this content package was available.

**69%**