

	<p>Do you subscribe to Netflix?</p>	<p><b>Yes 36.2%</b> What do you like most about Netflix?</p> <table border="1"> <tr> <td>choice of TV shows</td> <td>37.7%</td> <td>on demand access</td> <td>31.2%</td> </tr> <tr> <td>choice of films</td> <td>22.1%</td> <td>price</td> <td>7.8%</td> </tr> <tr> <td>other</td> <td>1.3%</td> <td></td> <td></td> </tr> </table> <p><b>No 67.4%</b> What would make you sign up to Netflix immediately?</p> <table border="1"> <tr> <td>nothing</td> <td>47.5%</td> <td>more content</td> <td>12%</td> </tr> <tr> <td>better price</td> <td>34.2%</td> <td>other</td> <td>6.3%</td> </tr> </table>	choice of TV shows	37.7%	on demand access	31.2%	choice of films	22.1%	price	7.8%	other	1.3%			nothing	47.5%	more content	12%	better price	34.2%	other	6.3%	<p>What do you like least about Netflix?</p> <table border="1"> <tr> <td>choice of films</td> <td>42.1%</td> <td>price</td> <td>19.7%</td> </tr> <tr> <td>choice of TV shows</td> <td>13.2%</td> <td>on demand access</td> <td>9.2%</td> </tr> <tr> <td>unscripted show choice</td> <td>7.9%</td> <td>other</td> <td>7.9%</td> </tr> </table> <p>Likely to sign up in the next 12 months <b>33%</b></p>	choice of films	42.1%	price	19.7%	choice of TV shows	13.2%	on demand access	9.2%	unscripted show choice	7.9%	other	7.9%
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	<p>Do you subscribe to Amazon Instant Video?</p>	<p><b>Yes 30.8%</b> What do you like most about Amazon Instant Video?</p> <table border="1"> <tr> <td>choice of TV shows</td> <td>36.1%</td> <td>on demand access</td> <td>25%</td> </tr> <tr> <td>choice of films</td> <td>16.7%</td> <td>price</td> <td>15.3%</td> </tr> <tr> <td>other</td> <td>5.6%</td> <td></td> <td></td> </tr> </table> <p><b>No 69.2%</b> What would make you sign up to Amazon Instant Video immediately?</p> <table border="1"> <tr> <td>nothing</td> <td>43.5%</td> <td>more content</td> <td>8.7%</td> </tr> <tr> <td>better price</td> <td>42.2%</td> <td>other</td> <td>5.6%</td> </tr> </table>	choice of TV shows	36.1%	on demand access	25%	choice of films	16.7%	price	15.3%	other	5.6%			nothing	43.5%	more content	8.7%	better price	42.2%	other	5.6%	<p>What do you like least about Amazon Instant Video?</p> <table border="1"> <tr> <td>choice of films</td> <td>38.9%</td> <td>price</td> <td>18.1%</td> </tr> <tr> <td>choice of TV shows</td> <td>15.3%</td> <td>unscripted show choice</td> <td>12.5%</td> </tr> <tr> <td>other</td> <td>11.1%</td> <td>on demand access</td> <td>4.2%</td> </tr> </table> <p>Likely to sign up in the next 12 months <b>31.8%</b></p>	choice of films	38.9%	price	18.1%	choice of TV shows	15.3%	unscripted show choice	12.5%	other	11.1%	on demand access	4.2%
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	<p>Do you subscribe to NOW TV?</p>	<p><b>Yes 19.3%</b> What do you like most about NOW TV?</p> <table border="1"> <tr> <td>choice of TV shows</td> <td>29.5%</td> <td>on demand access</td> <td>27.3%</td> </tr> <tr> <td>choice of films</td> <td>20.5%</td> <td>price</td> <td>13.6%</td> </tr> <tr> <td>other</td> <td>9.1%</td> <td></td> <td></td> </tr> </table> <p><b>No 80.7%</b> What would make you sign up to NOW TV immediately?</p> <table border="1"> <tr> <td>nothing</td> <td>68%</td> <td>more content</td> <td>10.5%</td> </tr> <tr> <td>better price</td> <td>16.6%</td> <td>other</td> <td>5%</td> </tr> </table>	choice of TV shows	29.5%	on demand access	27.3%	choice of films	20.5%	price	13.6%	other	9.1%			nothing	68%	more content	10.5%	better price	16.6%	other	5%	<p>What do you like least about NOW TV?</p> <table border="1"> <tr> <td>price</td> <td>38.6%</td> <td>unscripted show choice</td> <td>20.5%</td> </tr> <tr> <td>other</td> <td>13.6%</td> <td>choice of films</td> <td>11.4%</td> </tr> <tr> <td>choice of TV shows</td> <td>9.1%</td> <td>on demand access</td> <td>6.8%</td> </tr> </table> <p>Likely to sign up in the next 12 months <b>20.7%</b></p>	price	38.6%	unscripted show choice	20.5%	other	13.6%	choice of films	11.4%	choice of TV shows	9.1%	on demand access	6.8%
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	<p>Do you subscribe to MUBI?</p>	<p><b>Yes 1.3%</b> What do you like most about MUBI?</p> <table border="1"> <tr> <td>choice of films</td> <td>66.7%</td> <td>choice of TV shows</td> <td>33.3%</td> </tr> </table> <p><b>No 98.7%</b> What would make you sign up to MUBI immediately?</p> <table border="1"> <tr> <td>nothing</td> <td>76%</td> <td>better price</td> <td>7.4%</td> </tr> <tr> <td>not aware of service</td> <td>12.2%</td> <td>more content</td> <td>4.4%</td> </tr> </table>	choice of films	66.7%	choice of TV shows	33.3%	nothing	76%	better price	7.4%	not aware of service	12.2%	more content	4.4%	<p>What do you like least about MUBI?</p> <table border="1"> <tr> <td>choice of TV shows</td> <td>33.3%</td> <td>choice of film</td> <td>33.3%</td> </tr> <tr> <td>other</td> <td>33.3%</td> <td></td> <td></td> </tr> </table> <p>Likely to sign up in the next 12 months <b>6.9%</b></p>	choice of TV shows	33.3%	choice of film	33.3%	other	33.3%														
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	<p>Do you subscribe to DisneyLife?</p>	<p><b>Yes 1.3%</b> What do you like most about DisneyLife?</p> <table border="1"> <tr> <td>choice of films</td> <td>50%</td> <td>other</td> <td>50%</td> </tr> </table> <p><b>No 98.7%</b> What would make you sign up to DisneyLife immediately?</p> <table border="1"> <tr> <td>nothing</td> <td>78%</td> <td>other</td> <td>3.6%</td> </tr> <tr> <td>better price</td> <td>6.2%</td> <td>more content</td> <td>2.2%</td> </tr> </table>	choice of films	50%	other	50%	nothing	78%	other	3.6%	better price	6.2%	more content	2.2%	<p>What do you like least about DisneyLife?</p> <table border="1"> <tr> <td>choice of TV shows</td> <td>50%</td> <td>other</td> <td>50%</td> </tr> </table> <p>Likely to sign up in the next 12 months <b>4.9%</b></p>	choice of TV shows	50%	other	50%																
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