

Paid Subscriptions by Country

Pay TV
is the #1 paid
subscription
in each
country

In the U.S.,
Pay TV
subscriptions have
decreased -18%
over the last 3
years



Pay TV 42%	Pay TV 59%	Pay TV 29%	Pay TV 58%	Pay TV 61%
Movie / TV Streaming 34%	Movie / TV Streaming 31%	Movie / TV Streaming 15%	Movie / TV Streaming 30%	Movie / TV Streaming 36%
Music Streaming 27%	Music Streaming 26%	Music Streaming 14%	Music Streaming 28%	Music Streaming 27%
Gaming 9%	Gaming 10%	e-Books 10%	e-Books 11%	Gaming 12%
e-Books 8%	e-Books 8%	Gaming 5%	Gaming 10%	e-Books 9%
Software Packages 7%	Software Packages 5%	News Services 4%	Software Packages 5%	Web Services 5%
Web Services 5%	Web Services 5%	Online Magazine 3%	Web Services 5%	Software Packages 5%
News Services 4%	News Services 3%	Web Services 3%	Online Magazine 4%	News Services 4%
Online Magazine 3%	Dating Services 3%	Software Packages 2%	News Services 3%	Online Magazine 4%
Dating Services 3%	Online Magazine 3%	Dating Services 2%	Dating Services 3%	Dating Services 3%

Globally, 46% of
the population say
they would rather
sign up for a
membership to a
product / service
than pay extra to
own it