EE489: Seminar in Industrial Economics

Factor Affecting Subscription Decision for Netflix Premium of Thai People

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1. Introduction (partนี้ยังไม่ได้ปรับ-แก้ครับ)

Netflix Originals is the name of movies and series under the in-house production of Netflix which reflects their success in the streaming industries with over 160 million paid-subscribers across the world in 2019. In the streaming industry, there are some other players competing with Netflix which are YouTube Premium, Hulu, Disney+, etc. This seems to be a very intense competition, however in Thailand, Netflix is the only service provider despite the existence of YouTube Premium, since it doesn’t contain the same contents preferred by some group of audience as Netflix has.

There are 3 packages provided by Netflix which will come with different number of screens and resolution qualities which are Basic, Standard, and Premium. The differences between each package are the prices, number of screens, and quality of resolution. As the higher price subscribers paid the more number of screens and better resolution quality they would have. We observed that the highest quality of resolution (UHD) is only provided in Premium package with 4 screens to watch separately at the same time. Due to this bundling, there must be some subscribers who only use the account alone which means that the number of screens is irrelevant to their subscribing decisions. This research, we would like to know whether the number of screens or resolution qualities has more weight on affecting the decision of Netflix’s subscribers to pay for the Premium package specifically in Thailand. Moreover, we also want to know what other factors relating to this scenario.

For the analysis, we applied the theory of 2nd degree price discrimination in case of two-part tariff to see the pricing model of Netflix and how they capture the subscribers’ preferences with their package bundles. We also conducted the online-survey in order to gain the consumer insights from Thai citizens. This online survey would collect the data of preference of the subscribers about their behavior related to the use of Netflix. And for non-subscribers we would collect the information about their consumption of other types of media. Also we would ask those non-subscribers about their preference toward the Netflix package to see the difference between these two groups of respondents.

2. Literature Review

In this section, we would like to give a picture on some existing works related to the price discrimination in subscription markets including; telecommunication, academic journal, and newspaper, in order to receive the detail about the strategies they employed and also their purposes of conducting such price policies in other market since the study about pricing model in video streaming industry is quite insufficient.

As the Ultra HD resolution option and maximum number of screens of 4 are only available on Premium package, it makes people subscribe to this highest package even though they might need only either the maximum number of screens to share the account or the best resolution quality they can get from Netflix's streaming. From this fact, it reflects that Netflix restricted the quality of screen's resolution on each package. The quality-discriminating behavior, when "supplier offers a good or service in different quality levels, with the marginal price for each quality level being a constant." (Oren et al., 1982) can be found in other industries as well. In the telecommunication market, Oren et al. (1982) explained that it is favorable for both suppliers and consumers and leads to the market efficiency as they illustrated the comparison of consumption pattern, supplier's net revenue, and consumer surplus when there are multiple qualities options and when there is only a single quality option.

The price discrimination in the subscription market is largely found for the academic journal as “the price premium of a journal in the library market is disproportionately larger than that in the individual market” (Zheng & Kaiser, 2012) and another similar study of Joyce and Merz (1985) which examined the practice of price discrimination in academic journal between institutional and individual subscribers. For daily newspaper industry, the price discrimination is not only applied to the consumers but also the advertiser, according to Ray (1951), the newspaper had charged different group of advertiser different rates for advertising space as well. This reflects that price discrimination is being adopted in many aspects in many industries.

According to Cassady (1946), the conduct of price discrimination is classified into 3 different methods depends on techniques applied in practice we observed that “indirect method” has similarly explained the most to our Netflix’s case. The meaning of indirect method has been stated as when “the product is offered at different prices (the low and high-priced offerings ordinarily being available to all)” (Cassady, 1946). Which in our case, all the packages have a different price and being available for all subscribers depends on the variation in options. The key findings about the purpose of price discrimination had been examined by this referring study which stated that “to obtain the highest possible net profit”, “for the purpose of meeting the competition only”, and “long-run sales promotional purposes” (Cassady, 1946).

Likewise, in the newspaper industry, the price discrimination had been mentioned in term of its profitability for the suppliers due to the variation in the elasticity of demand among different group of buyers (Ray, 1951) and “it is always more advantageous for monopoly to breakdown sales using kiosk and subscription sales” (Gabszewicz & Sonnac, 1999). For this evidence, we might apply such context into our case study that there might be the possible profitability from discriminating the quality of the screen plus the number of the screen to capture the consumer surplus as much as possible.

However, we found that the study in the topic related to the pricing strategy of Netflix is still unexplored. The existing studies that included Netflix's online streaming service in their topic are neither about its pricing nor its quality of resolution. For example, Yan et al. (2017) has evaluated Netflix's personalized recommendation system whether it is satisfied to their consumers or not, and they found the difficulty to answer this question due to the lack of available data and studies. Despite the evidence of Yan et al. (2017) that emphasized the limitation of data that we could have reached and applied to our study, we would collect the data about consumer's preferences toward Netflix's service directly through our survey.

3. Industry Background

3.1) Industry Insights

Video streaming service has been catching people's attention, especially in the age of media. According to Grand View Research (2020), this market is expected to grow significantly at 20.4% rate of CAGR from 2020 to 2027. With the current size of USD 42.6 billion, the streaming market can draw many players to invest and participate in such emerging markets as we can see that many corporations in the media industry and content creators have started to launch their own streaming services such as; YouTube, HBO, Disney, NBC, or tech companies such as Apple and Amazon. This shows that a lot of big players are trying to capture the opportunity to be in this promising market and seizing the market shares. However, as many firms are trying to elevate their platform to provide the service globally, Roxborough (2019) mentioned that local players in every territory are receiving more interest in the local population, mostly in european countries.

3.2) Netflix's Business Overview

According to Netflix (2019), they are currently world-leaders of the streaming service provider with the huge number of over 167 million paid-subscribers from 190 countries around the globe. Members who subscribe to Netflix will be able to access to TV series, movies, documentaries in a variety of genres and languages. Subscriber can unlimitedly watch all of the content, anytime, anywhere on any internet-connected screen. In addition, members can watch without advertisement and they also can download a selection of titles for offline viewing.

Netflix also has an automatic system in content recommendation based on the consumer's viewing history. Moreover, Netflix have developed a quality of product and have added a number of contents in their selections that subscribers are able to enjoy entertainment on their internet-connected screens. Respectively, the number of subscribers of Netflix is increasing overtime. Those are the reasons why Netflix is the world's leading subscription streaming entertainment service and the most of members that subscribe to this service.

	Mobile	Basic	Standard	Premium
Monthly price	THB99	THB279	THB349	THB419
HD available	✗	✗	✓	✓
Ultra HD available	✗	✗	✗	✓
Watch on your laptop and TV	✗	✓	✓	✓
Watch on your mobile phone and tablet	✓	✓	✓	✓
Screens you can watch on at the same time	1	1	2	4

Source: https://www.netflix.com/th-en/

Netflix's revenue stream, there is only 1 significant channel which is acquired from monthly membership fees for services. Followers are billed in advance of the start of their monthly membership because Netflix has an automatic cancellation system of the service, when a customer fails the method of payment. The subscriber can choose among 4 packages which the price will be varied by the number of screens to watch on at the same time, quality of resolution from normal to Ultra HD, and the applicable device that is discriminated on Mobile package only.

3.3) Competition in Thailand

The trend of “video on demand” has been rising, according to NALISA (2019), due to the change in preference of the consumer that the “traditional television” may not answer to their needs as they spend most of the time on transportation and work. Despite the launch of “BUGABOO TV” by Channel 7 and “Mello.me” by Channel 3, who are the Thai broadcast television providers, that want to capture the audience in drama’s segment, “the foreign streaming providers including Netflix still be chosen by the consumers with the major reason of the selection, quality of the content, and the convenience provided within the platform” (Sirin, 2018). As we see the price comparison sourced by Marketeer Online, we observe that Netflix actually position themselves at the highest price in the market, starting at 280 THB, while other players are setting their prices around 100 THB per month for the subscription fee. This emphasizes the dominance of Netflix in the streaming market that they can earn the popularity among audiences while charging the highest premium at the same time.


แพลตฟอร์มสตรีมมิ่งสุดบูม
Marketeer

	เครือ	ประเทศ	เปิดตัวทางการ	ราคาสมาชิก (เริ่มต้น)
LINE TV	LINE	ญี่ปุ่น	กุมภาพันธ์ 2558	ฟรี
iflix	Catcha Group	มาเลเซีย	กันยายน 2558	ฟรี VIP 100 บาท/เดือน
NETFLIX	-	สหรัฐ	มกราคม 2559	ฟรี 30 วันแรก เริ่มต้น 280 บาท/เดือน
viu	PCCW Media Group	ฮ่องกง	พฤษภาคม 2560	ดูฟรี พรีเมียม 119 บาท/เดือน (ทดลองดูพรีเมียมฟรี 7 วัน)
WeTV	Tencent	จีน	มิถุนายน 2562	ดูฟรี VIP 149 บาท/เดือน

ที่มา-Marketeer รวบรวม

Source: https://marketeeronline.co/archives/111867

4. Netflix's Pricing Strategy

As we know that Netflix provides 4 subscription packages, we constructed the indifference curves for each package of consumers in two-part tariff models. In this case, expenditure would be the fixed subscription fees of each package. We focus on factors that affect the subscription of consumers which are price, resolution, and the number of screens. In analysis we label the price as expenditure, in vertical axis, for subscribers in order to acquire particular features. Therefore, we can construct the consumer's utility functions into 2 graphical frameworks which are the relationship between price and resolution quality, and between price and the number of screens as shown in Figure 1 and 2 respectively.

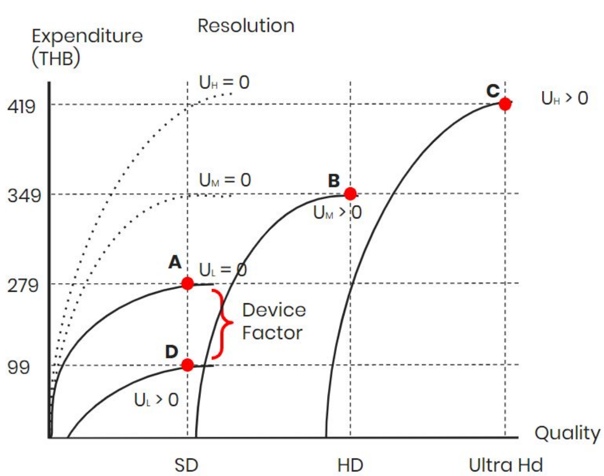


Figure 1

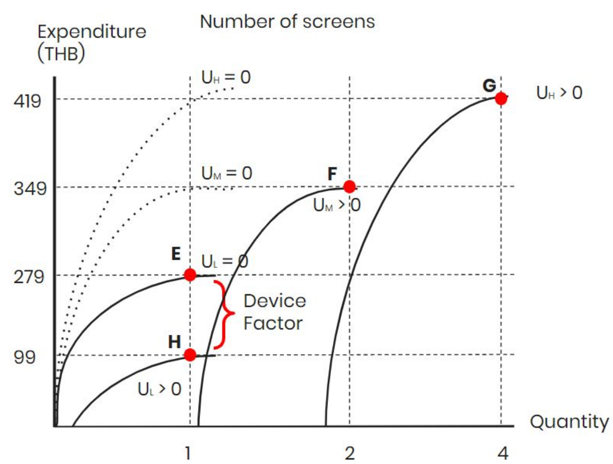


Figure 2

From Figure 1, we consider the relationship between price for each package and resolution quality they would have. Suppose there are 3 types of consumers which are low-type, middle-type, and high-type as respectively compared to willingness to pay for the better resolution quality. Netflix has applied a two-part tariff that extracts all surplus from the low-type, because if Netflix cannot extract all surplus from the low-type then the utility of low-type will be greater than zero. So, low-type consumers utility will be zero as utility curve starts from origin and selects Basic package which is Standard-Definition (SD) resolution and costs only 279 THB at point A. Nonetheless, Netflix have provided another lower package to customers in the way of limited device watching screens only on smartphone or tablet which provide the same resolution as Basic package, called Mobile package, at the price of 99 THB which is relatively cheaper for the same quality of resolution. As the result of launching this new package, it allows low-type customers who only want to watch on the mobile-phone to capture excess consumer surplus. This leads to the existence of the new utility curve of low-type which has utility greater than zero. The shift of this new low-type curve, from point A to D, arose from only a device factor because the resolution from Mobile package and Basic package are the same.

If Netflix only provides Basic packages, middle-type and high-type would still have surplus left. As Netflix desired to capture surplus from both middle and higher type consumers, Netflix provides higher packages with higher quality of resolution which give more utility to middle-type consumers than Basic package and charge higher price. Hence, middle-type consumers would select Standard packages which provide High-Definition(HD) resolution and cost them for 349 THB at point B. Utility of middle-types consumed Standard package is greater than consuming Basic package as we could observe from this figure. However, there is still some surplus left from the high-type consumers since Basic and Standard packages couldn’t provide enough quality of resolution to capture the remaining surplus of high-type consumers. Therefore, Netflix provides the highest package called Premium package which provides Ultra HD (UHD) at the price of 419 THB. Eventually, the high-type would subscribe to Premium package at point

C in order to be better-off responding to the intention of Netflix to capture the entire surplus from all types of customers toward the resolution qualities.

In Figure 2, we show the utility function under the relationship between the subscriber's expenditure and the number of screens they would have from each 4 packages. We applied the same basis as Figure 1 that there would be 4 types of consumers but the preference in this context would be the number of screens instead of resolution quality. With the same approach, low-type consumers, who prefered to watch in various devices, would suit with the Basic package provided one screen and utility equal to zero at point E and those who prefered to watch only mobile phone only would subscribe to Mobile package at point H. At these packages, there will still be the surpluses left from middle-type and high-type consumers. As a result, Netflix provides a Standard package to capture the surplus of middle-type and Premium for high-type subscribers with the increase in the number of sharable screens at point F and G, respectively, just like the previous analysis of the resolution quality.

5. Methodology

We conduct the online survey in order to collect the primary data. The data we collected could show the bigger picture about insights and preferences of consumers toward Netflix's streaming service including how they prioritize their preference among the factor of pricing, resolution, and number of screens, which factor they might concern the most. The results are varied by the package they subscribed to, the way they managed the payment of subscription fee and other demographic background. The information from the survey would help us answer what are the factors that affect subscribers to choose each package. Our population for the survey would be any Thai Netflix's subscribers whom we can reach via social media such as Facebook or Instagram since we would spread out our online-survey through these channels. The sample would be the 300 respondents who took our online survey.

In our survey, we separate questions into two parts: the first part is the question about the preference and the using behavior on Netflix's platform which consists of the package of subscription, how they manage the payments and the use of the account, number of time spent on Netflix, content being watched, and device being used. Also we would have the respondents to rate the importance of factors which directly affected their subscribing decisions. With these set of questions, we would be able to track the behavior of the subscribers pairing with the package that they subscribed to. The respondent can also add on the factor that wasn't provided in our survey. Lastly, we collect the personal information of respondents in order to differentiate the results based on different demographic backgrounds which consisted of gender, age, occupation, and income. This way we would be able to label the collected data with the group of people and conduct the analysis of their behavior according to their demographic information.

After we collected the primary data from our online survey, we use cross-tabulation analysis to manage our data and see how they are related to each other by the average of the quantitative data and percentage of overlapped data. We separate each type of the subscribers by the package they subscribed to, how they manage the share of payment, the genre they watch, and by the demographic information. Then, we ranked the most concerned factor of each type of subscribers among the 3 factors we provided in our survey and explained the rationale behind such preferences and the reason to support the existing relationships among different factors.

6. Result

6.1) Package

Most of subscribers in every package have price as the most influenced factor, however, the proportion of placing the factor of price as “very influencing” is descending. For the resolution quality, 90% of Standard users put the weight of moderate and high to resolution while compared to Basic users that 96% of them still vary among low, moderate, and high. This might result from the jump of resolution quality from SD to HD which is one of the different options available in these two packages. We also found that, preference toward the resolution and number of screens have negative correlation to the preference toward the price as the better option they need on the higher package, the less they care about the price.

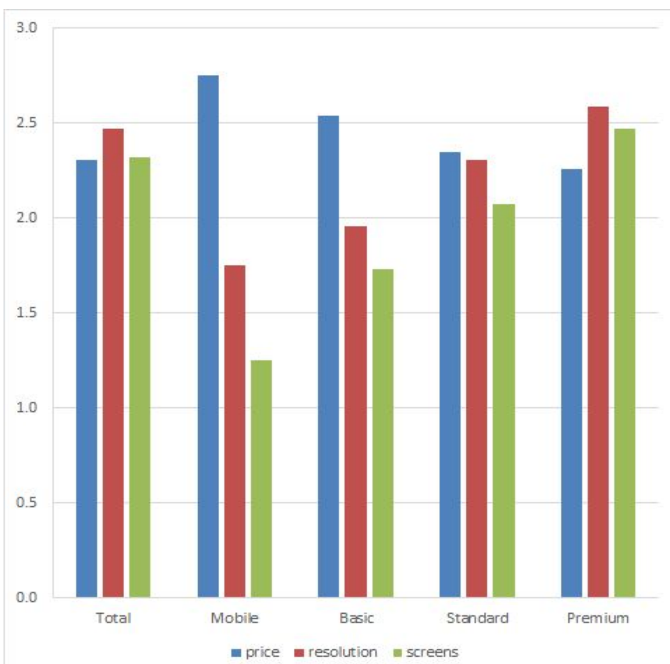


Figure 3

6.2) Sharing Behavior

This section, we managed our data to describe the sharing behavior among different types of subscribers then we matched each type to the preferences toward factors influencing the subscription decision which consisted of price, resolution quality, and number of screens to see the variation in preferences by the different sharing behavior.

6.2.1) No Sharing

This type of the user are those who subscribed to the Standard and Premium package and did not share the account to anyone despite the multiple screens provided by the package. This group takes in account 4% of the Standard and Premium subscribers. According to the average score they gave to each factor, We observed that this type of subscribers has low preference on the number of screens while they highly prefer resolution quality.

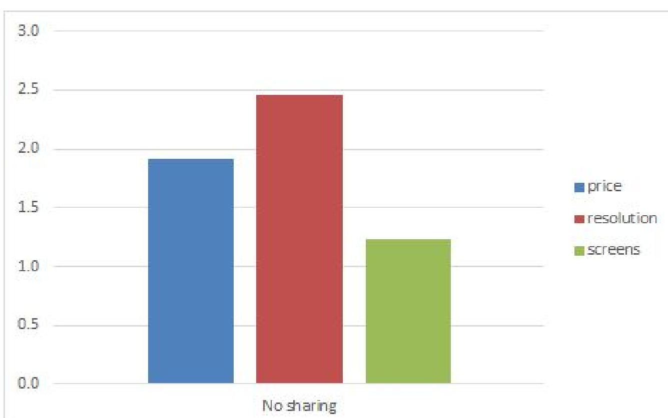


Figure 4

6.2.2) Pay for Others

There are 56% of subscribers who are the only one paying for the subscription fee and sharing the use of the account to others. This type of subscribers prefered mostly the resolution followed by the number of screens. And it is interesting that, factor of price has the least influence on the preference of this fee-payers group.

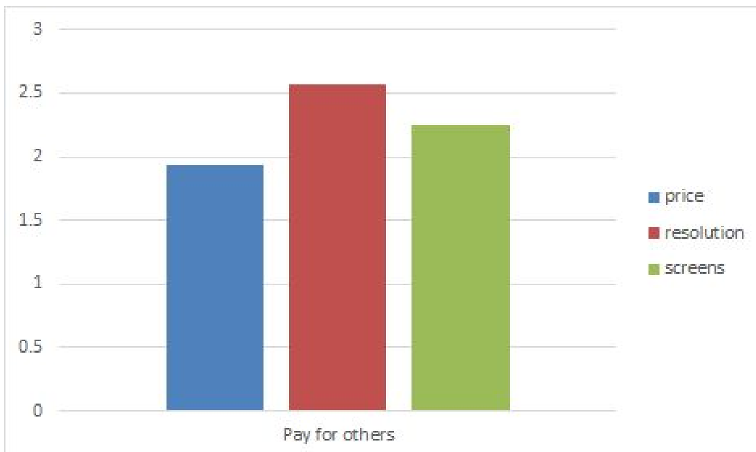


Figure 5

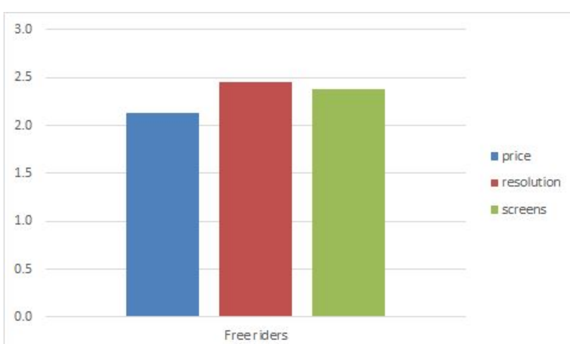
6.2.3) Sharing Group

This group is the subscribers who equally shared the subscription fee to everyone in the use of the account. Majority of this type, around 86%, subscribed to Premium package with the average of 4 audience per account. They perceived all 3 factors as “highly influencing” to their subscription decision compared to the group of “pay for others” who were relatively less influenced by the price.

Figure 6

6.2.4) Free Riders

The free riders in our case are those who subscribed to any Netflix's package and have someone pay for the fee. There are 36% of the respondents falling into this category. The majority of free riders are watching in Premium package and their preferences toward the use of Netflix are influenced by the resolution, number of screens, and price, respectively.



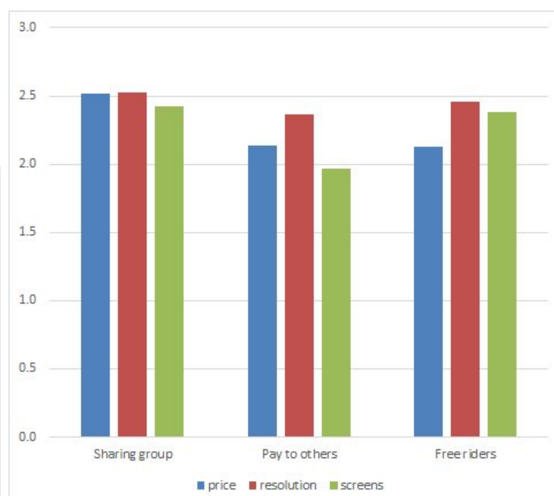


Figure 7 **Figure 8**

6.2.5) Solo-subscribers

This group of subscribers are those who have not shared the account to anyone regardless of the package they chose. We separate the result into 2 groups; the first group is the package that provides only one screen which are Mobile and Basic, and the second group is the package that provides more than one screen which are Standard and Premium. We found that the first group is highly influenced by the price while the second group is highly influenced by the resolution quality. We found these preferences follow what Netflix provided on each package that the first group which has only one screen with the lower fee cares more about the price compared to the second group, while the resolutions are more prefered by the second group who can watch on HD and Ultra-HD resolution.

	price	resolution	screens
Mobile, Basic, Number account 1	2.8571	1.8571	1.8571
Standard, Premium, Number of account 1	1.9231	2.4615	1.2308

Table 1

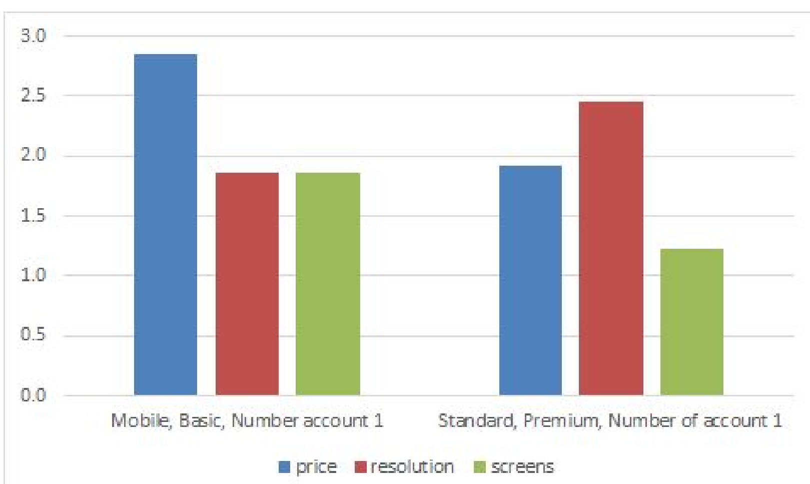


Figure 9

6.3) Genres

In this section, we want to extract the relationship between the genre watched by the audience and the preference on resolution quality. We separate the analysis into two ways, first we compare the genre varied by the package of subscription as the resolution qualities provided are different (see Table 2), and second, we compare genre directly with the preference score on factor of resolution in Table 3. For the package, the genres picked by subscribers of Premium package are close to the overall picks of genres from all the respondents. The same as preference-score on resolution. The genres picked by those who perceived resolution as "highly influenced" are close to the overall picks of genres from all the respondents. This can explain that the audience's selection of genre does not affect the preference toward the resolution quality.

Genre													
Total	0.717	0.417	0.213	0.363	0.603	0.177	0.547	0.32	0.057	0.057	0.527	0.517	0.357
Mobile, Basic	0.733	0.3	0.133	0.367	0.567	0.133	0.533	0.3	0.033	0	0.6	0.433	0.2
Standard	0.731	0.404	0.269	0.365	0.577	0.173	0.577	0.212	0.038	0.077	0.462	0.5	0.442
Premium	0.711	0.436	0.211	0.362	0.615	0.183	0.541	0.349	0.064	0.06	0.532	0.532	0.358

Table 2

Genre													
Total	0.717	0.417	0.213	0.363	0.603	0.177	0.547	0.320	0.057	0.057	0.527	0.517	0.357
Reso 0	0.400	0.600	0.000	0.000	0.400	0.200	0.600	0.400	0.000	0.200	0.400	0.400	0.600
Reso 1	0.762	0.190	0.095	0.381	0.524	0.238	0.429	0.286	0.048	0.048	0.429	0.429	0.238
Reso 2	0.723	0.455	0.257	0.416	0.663	0.198	0.535	0.287	0.099	0.079	0.545	0.515	0.386
Reso 3	0.717	0.416	0.208	0.341	0.584	0.156	0.566	0.341	0.035	0.040	0.532	0.532	0.347

Table 3

6.4) Gender

We observed that men subscribers are more influenced by the resolution and number of screens but they are relatively less concerned in both price and resolution compared to the women. For women, their subscriptions are influenced by resolution, price, and screen respectively. We can see that men care more about the screen relatively than women. For the other gender, they perceived the resolution as the most influence followed by the price and the number of screens. However, we can not compare the result of “other” gender to men and women since the observation from this group is significantly limited.

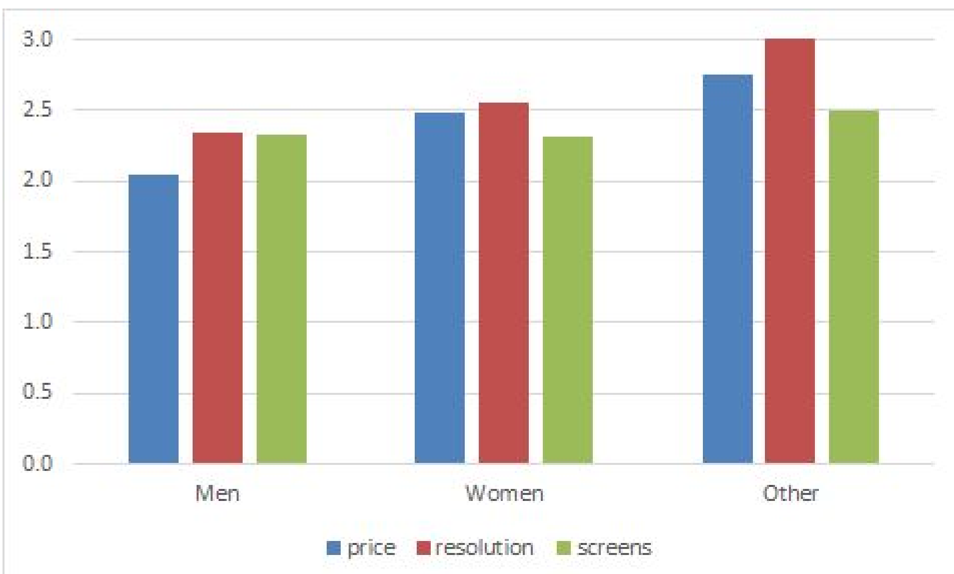


Figure 10

6.5) Age

We collected the data in the form of age cohorts. The result shows that those who are less than 20 years old have resolution as the most influenced factor which is similar to the group of 21 to 30 years. For those who are 31 to 40 years, their subscription decisions are influenced by price the most. And we observed the decreasing trend of influence of the resolution as the older group would care less about this factor while the price and number of screens have the increasing trend of their influences. For the age 41 to 50 and those who are more than 50, we collected too few responses from these groups, therefore we can not conduct the comparison with them.

Figure 11

6.6) Income

We can observe the downward trend of influence of the price to the subscription decision compared to the monthly income of the respondents. Those who receive less than 10,000 THB per month would concern price the most, and the other group who receive more than 10,000 THB perceived the resolution quality as their most important factor.

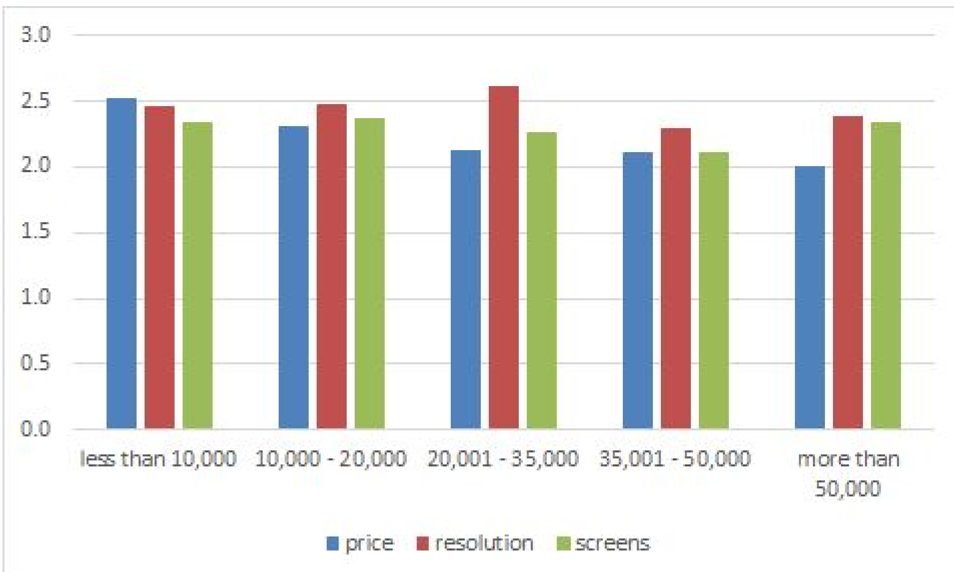


Figure 12

7. Conclusion

As we want to answer what are the factors that affect people to subscribe to each package of Netflix. Initially, we considered 3 factors that could affect people's decision in subscribing Netflix and we collected data of how they perceived those 3 factors which are price, resolution quality and number of screens.

After we conducted the analysis of subscribers' preferences based on different behaviors and backgrounds, we have found that most of the subscribers on each package have their decision influenced mostly by the price of the package. But if we group people based on their sharing behaviors, we would see that their preferences toward 3 factors are matched to the options and price provided by Netflix. For the demographic background, we found the trends related to the change in each group of people such as, resolution would have less influence for older groups of people, and income would have a negative impact on the influence of the price of package.

One of the purpose of price discriminating mentioned by Cassady (1946) that to achieve the highest possible profit and the advantage to conduct price discrimination in subscription market stated by Gabszewicz & Sonnac (1999) shows that Netflix is doing an impressive job in bundling and pricing their services. As they bundle the number of screens and resolution quality together, most of the people see the more importance in the options and less consider the price of the package. It is the choice of the consumer to choose the package that suits their preferences the most and receiving the options that they want at the mangable price.

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Appendix

Price score by Package

Price	Package 1	2	3	4	Total
0	0	0	2	15	17
	0.00	0.00	11.76	88.24	100.00
	0.00	0.00	3.85	6.88	5.67
1	0	0	5	13	18
	0.00	0.00	27.78	72.22	100.00
	0.00	0.00	9.62	5.96	6.00
2	1	12	18	90	121
	0.83	9.92	14.88	74.38	100.00
	25.00	46.15	34.62	41.28	40.33
3	3	14	27	100	144
	2.08	9.72	18.75	69.44	100.00
	75.00	53.85	51.92	45.87	48.00
Total	4	26	52	218	300
	1.33	8.67	17.33	72.67	100.00
	100.00	100.00	100.00	100.00	100.00

Number of screens score by Package

Screen	Package 1	2	3	4	Total
0	2	2	4	8	16
	12.50	12.50	25.00	50.00	100.00
	50.00	7.69	7.69	3.67	5.33
1	0	9	10	18	37
	0.00	24.32	27.03	48.65	100.00
	0.00	34.62	19.23	8.26	12.33
2	1	9	16	55	81
	1.23	11.11	19.75	67.90	100.00
	25.00	34.62	30.77	25.23	27.00
3	1	6	22	137	166
	0.60	3.61	13.25	82.53	100.00
	25.00	23.08	42.31	62.84	55.33
Total	4	26	52	218	300
	1.33	8.67	17.33	72.67	100.00
	100.00	100.00	100.00	100.00	100.00

Resolution score by Package

Resolution	Package 1	2	3	4	Total
0	0	1	0	4	5
	0.00	20.00	0.00	80.00	100.00
	0.00	3.85	0.00	1.83	1.67
1	1	6	5	9	21
	4.76	28.57	23.81	42.86	100.00
	25.00	23.08	9.62	4.13	7.00
2	3	12	26	60	101
	2.97	11.88	25.74	59.41	100.00
	75.00	46.15	50.00	27.52	33.67
3	0	7	21	145	173
	0.00	4.05	12.14	83.82	100.00
	0.00	26.92	40.38	66.51	57.67
Total	4	26	52	218	300
	1.33	8.67	17.33	72.67	100.00
	100.00	100.00	100.00	100.00	100.00

Number of account sharing by Package

NumAcc	Package 1	2	3	4	Total
1	2 0.67	12 4.00	6 2.00	7 2.33	27 9.00
2	1 0.33	5 1.67	13 4.33	7 2.33	26 8.67
3	1 0.33	2 0.67	6 2.00	18 6.00	27 9.00
4	0 0.00	4 1.33	21 7.00	135 45.00	160 53.33
5	0 0.00	3 1.00	6 2.00	51 17.00	60 20.00
Total	4 1.33	26 8.67	52 17.33	218 72.67	300 100.00

Number of account sharing by payment sharing

NumAcc	Payment 0	1	4	Total
1	2 1.87	25 43.86	0 0.00	27 9.00
2	10 9.35	7 12.28	9 6.62	26 8.67
3	12 11.21	7 12.28	8 5.88	27 9.00
4	58 54.21	13 22.81	89 65.44	160 53.33
5	25 23.36	5 8.77	30 22.06	60 20.00
Total	107 100.00	57 100.00	136 100.00	300 100.00

Resolution score by payment sharing

Resolution	Payment 0	Payment 1	Payment 4	Total
0	1 0.33	3 1.00	1 0.33	5 1.67
1	6 2.00	7 2.33	8 2.67	21 7.00
2	43 14.33	13 4.33	45 15.00	101 33.67
3	57 19.00	34 11.33	82 27.33	173 57.67
Total	107 35.67	57 19.00	136 45.33	300 100.00

Price score by different payment sharing

Price	Payment 0	Payment 1	Payment 4	Total
0	9 3.00	5 1.67	3 1.00	17 5.67
1	7 2.33	6 2.00	5 1.67	18 6.00
2	52 17.33	22 7.33	47 15.67	121 40.33
3	39 13.00	24 8.00	81 27.00	144 48.00
Total	107 35.67	57 19.00	136 45.33	300 100.00

Number of screens score by payment sharing

Screen	Payment 0	Payment 1	Payment 4	Total
0	3 1.00	9 3.00	4 1.33	16 5.33
1	15 5.00	7 2.33	15 5.00	37 12.33
2	27 9.00	18 6.00	36 12.00	81 27.00
3	62 20.67	23 7.67	81 27.00	166 55.33
Total	107 35.67	57 19.00	136 45.33	300 100.00

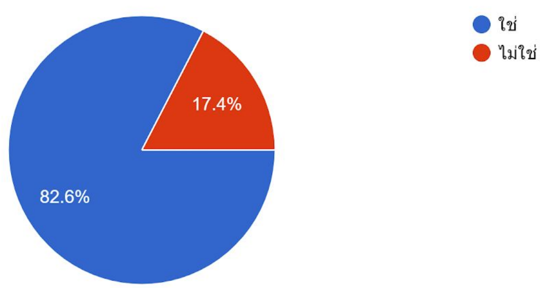
Payment sharing by Package

Payment	Package 1	2	3	4	Total
0	1	4	26	76	107
	0.93	3.74	24.30	71.03	100.00
1	2	16	14	25	57
	3.51	28.07	24.56	43.86	100.00
4	1	6	12	117	136
	0.74	4.41	8.82	86.03	100.00
Total	4	26	52	218	300
	1.33	8.67	17.33	72.67	100.00

Data Collected from Online Survey

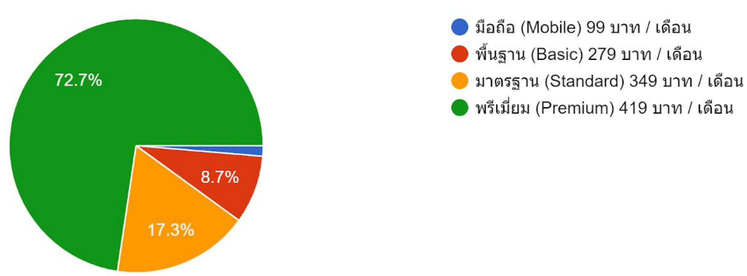
คุณ subscribe Netflix อยู่หรือไม่

363 responses



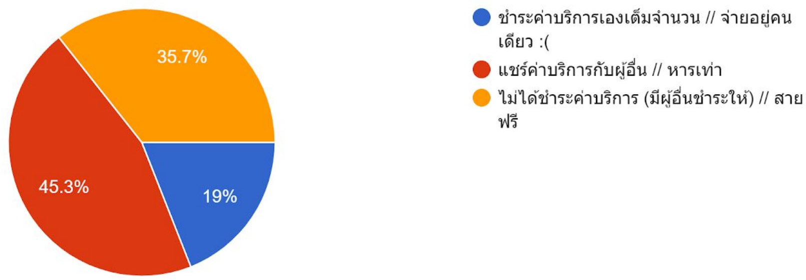
คุณกำลังใช้ package ใด

300 responses



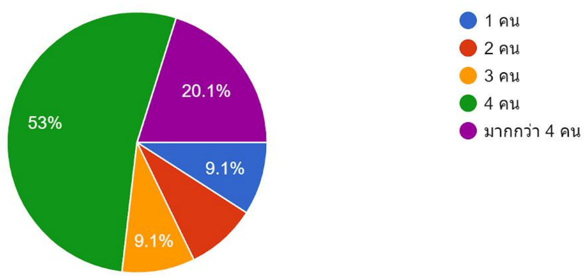
คุณชำระค่าบริการตามรูปแบบใด

300 responses



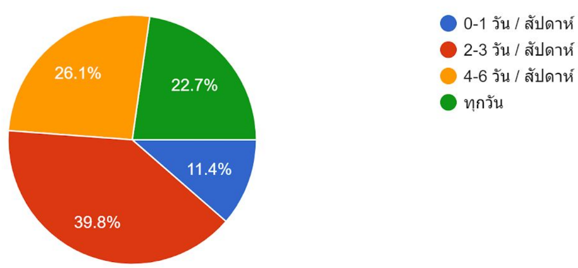
จำนวนคนที่แชร์ account ร่วมกับคุณ (รวมตัวคุณด้วย)

298 responses



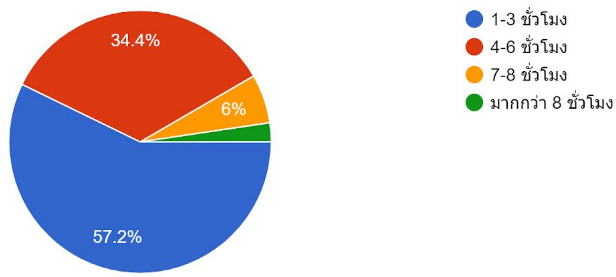
คุณใช้เวลาในการรับชม Netflix กี่วัน ต่อสัปดาห์ (ก่อนช่วงกักตัวอยู่บ้าน Covid-19)

299 responses



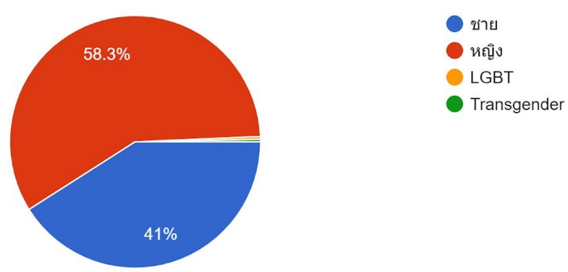
ในวันที่คุณรับชม Netflix คุณใช้เวลาเฉลี่ยวันละกี่ชั่วโมง

299 responses



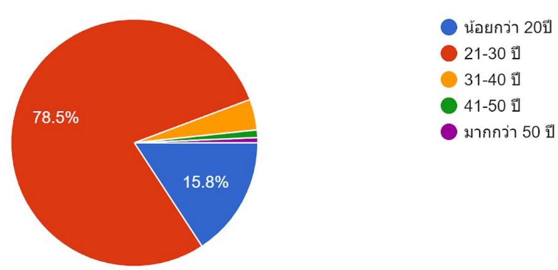
เพศ

295 responses



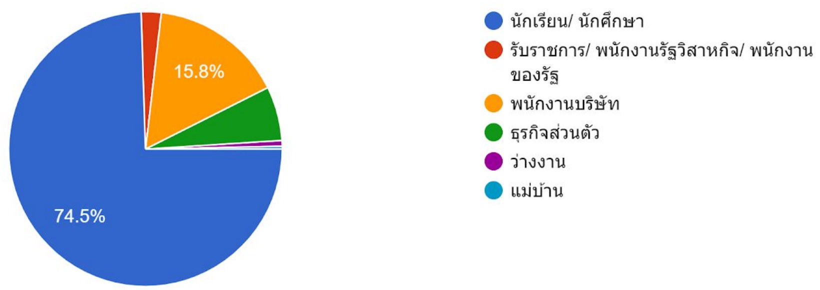
อายุ

298 responses



อาชีพ

298 responses



รายได้ต่อเดือน

296 responses