

Assessing the Consumption Pattern and Expenditure of Media Streaming Platforms in the Philippines

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ABSTRACT

The emergence of new technologies has influenced the way people entertain themselves. The internet formed part of life's daily necessity. The time spent on social media amplified. However, an inordinate shift in media consumption was witnessed during the COVID-19 pandemic. With mobility restrictions and home seclusion mandates, the pandemic paved the way for consumers to view media streaming platforms as a new form of entertainment aside from traditional televisions. This shift intensifies the need to examine the behavior of media streaming subscribers and non-subscribers in the Philippine landscape. This study aims to determine the consumption patterns and expenditure on media streaming platforms and identify the motivations behind the subscriptions in the Philippines. A survey questionnaire was disseminated to 855 respondents to understand their media streaming consumption behavior. Descriptive methods of analysis were utilized in analyzing the data. The findings of the study disclosed that the majority of the respondents have subscribed to media streaming platforms because of their benefits such as the (ability to watch shows on demand, convenience, and extensive list of content) among others.

Keywords: Media streaming platforms; media consumption; TAM; U&G.

1. INTRODUCTION

Due to the emergence of new technologies and innovations worldwide, consumers' needs and wants have gradually changed, including their source of entertainment. In the past, televisions served as the main source of household entertainment. However, the past decade has seen a shift in this consumption behavior. Streaming platforms have gained popularity among consumers and households, especially in 2013 when Netflix debuted their first original series (Curry, 2022).

Online streaming platforms allow consumers to access on-demand online content for television shows, movies, and various streaming media (Endavo Media, 2022). Due to the prevalence of technology and its convenience, consumers are increasingly shifting from television to online streaming platforms. According to a survey conducted by Gartner (2021) using 2,600 U.S. consumers, Americans aged 18 to 43 spend an average of 63% of their viewing time streaming compared to traditional media sources such as cable or satellite. This expanded streaming consumption can be attributed to the pandemic (J.P. Morgan, 2020).

With the pandemic driving the temporary closure of movie theaters and live entertainment, streaming service providers saw exceptional growth in demand for their services as consumers sought an alternative source of entertainment. The valuation of the

global video streaming market was estimated at USD 375.1 billion in 2021 and is projected to catapult to USD 1,721.4 billion in 2030 (Precedence Research, 2020). The competition between cable television and online streaming services also spiked as digital media developed. At present, attracting customers requires more than just advertising. It requires linking business objectives to customer needs and preferences (Lee et al., 2018). In linking these business objectives to changed consumption behavior emerges a need to understand the rationale behind the behavioral shift. This study then contributes to the existing literature as it aims to underscore and analyze the motivations, consumption patterns, and expenditure on media streaming platforms in the Philippines.

2. REVIEW OF RELATED LITERATURE

2.1 Rise of Media Streaming

Video streaming rose in popularity as it allows users to have continuous access to video files from a server and enables them to watch these contents without downloading them (Gillis, 2022). However, technology and media streaming platforms were only short-term successes. The concept of media streaming first started when a music band used a webcast to broadcast their live performance in 1994.

In the 2000s, technology rapidly evolved, resulting in increased bandwidth and more advanced compression technologies. With the popularity of streaming services like YouTube, Justin.tv (which would become Twitch), and Netflix, the idea of internet video also started to be incorporated into mainstream media (Ruether, 2022). By the 21st century, live streaming and video consumption in mobile devices have become in demand. Nevertheless, this broad acceptance and popularity was not the peak of the success of the media streaming industry.

Media streaming services grew in popularity when the COVID-19 epidemic unexpectedly struck the world. The temporary closure of entertainment establishments and implementation of social distancing measures have compelled individuals to find other sources of entertainment which they can access from the comfort of their homes. As a result, media streaming platforms, such as Disney+, have garnered more than 60 million subscribers worldwide and exceeded their 2024 goal of having 60 to 90 million subscribers (Wroan, 2021).

2.2. Media Streaming Platforms in the Philippines

With steady growth, penetration, and revenue since 2017, 6.4 million Filipinos are reported to consume video streaming services in 2021 (Statista, 2022). Listed below are the streaming platforms available in the Philippine market.

2.2.1 Netflix

Netflix is an American subscription streaming service and production company that offers various genres of films and series. Netflix exclusively produces, co-produces, or distributes a wide range of original content known as Netflix Originals (Lobato, 2019). The giant streaming platform partnered with several production companies such as Universal Pictures, Sony Pictures Entertainment, and Walt Disney Studios to provide their users with numerous entertainment choices and to gain exclusive streaming rights (Moore, 2022).

2.2.2 Iflix

Iflix is a Malaysian free and subscription video on-demand (VOD) service for digital hosting and distribution platforms for Western, Asian regional, and local television shows and movies, as well as original and licensed content, live sports, and ZSports. It is currently available in Malaysia, Indonesia, the Philippines, and Vietnam (Frater, 2020)

2.2.3 YouTube Premium

YouTube Premium is a subscription service that provides subscribers with ad-free YouTube access to exclusive and non-exclusive content across their platform and to the YouTube Music streaming service (Martinez-Lopez, Li, & Young, 2022).

2.2.4 Discovery+

Discovery+ caters to audiences that prefer documentaries and reality TV. The platform's library consists of various shows from different channels, such as the Food Network, TLC, HGTV, History, Animal Planet, and more (Cohen, 2023).

2.2.5 HBO GO

HBO GO is a streaming platform created by HBO, an American premium cable network, that allows subscribers to access their programs on-demand via their website, mobile applications, and digital media players (Szczepanik, 2020).

2.2.6 Amazon Prime Video

Amazon Prime Video hosts content from various sources, content add-ons, live sporting events, video rental, and purchasing services, movies and television shows created by Amazon Studios or licensed to Amazon under the name Amazon Originals. Amidst availability in almost all markets, a full Prime subscription is necessary to use their service, excluding countries such as the United States, United Kingdom, and Germany (Tiwari, 2020).

2.2.7 Vivamax

Vivamax is a one-stop streaming platform that provides users with all the top Filipino blockbuster movies and series from various genres. These contents include movies and series from producers such as Viva, Star Cinema, and Regal Entertainment (Requintina, 2021).

2.2.8 iWantTFC

iWantTFC is owned and operated by ABS-CBN Corporation, a Filipino media company, through the merger of defunct streaming services iWant and TFC Online. Like other streaming platforms, iWantTFC offers live video streaming, on-demand content and programs, original films and original series mostly produced by ABS-CBN Entertainment and ABS-CBN Films (ABS-CBN, 2020).

2.2.9 WeTV

WeTV is a free streaming service application mainly dedicated to Asian dramas and movies. Users may pay subscription fees to skip advertisements and watch shows as soon as they air. Since the target market of WeTV is Asian users, the streaming platform offers content that is predominantly Chinese and Korean (Rahmawati et al., 2022).

2.2.10 Viu Premium

Viu is a Hongkong-based video streaming provider that offers Asian content with local language subtitles and original content, which can only be accessed in Asia, Africa, and the Middle East (Mumpuni et al., 2021).

2.2.11 iQiYi

iQiYi is a Chinese online video platform with more than 106 million subscribers worldwide and is currently accessible in 191 countries (Soliman, 2021). It provides streaming drama series, movies, variety shows, and animé in local languages and with subtitles and ad-supported and VIP subscription services.

2.3 Advantages and Drawbacks of Media Streaming Platforms

Media streaming platforms have revolutionized the way people consume entertainment content. Although it is impossible to completely replace traditional televisions, media streaming platforms have enabled people to watch their preferred content wherever and whenever they want. Even though traditional cable television allows people to access various content, streaming media platforms provide users with a variety of content that can be watched on-demand, thereby addressing user pain points in abiding by cable schedule (Johnson, 2021).

Aside from offering a variety of content and on-demand service, streaming platforms also help subscribers save time. Media streaming platforms offer distraction-free content to subscribers as they no longer need to skip advertisements, resulting in an enhanced viewing experience (Krings, 2022).

Compared to traditional media, streaming providers continuously innovate their services to remain competitive and relevant in the market. For instance, Netflix has introduced the Netflix Party feature, allowing their users to watch the same content live with their family and friends (Wanga, Joseph, & Chuma, 2020). Media streaming platforms also utilize data analytics to create content suggestions for their users to enhance their viewing experience further.

Media streaming platforms, however, have their drawbacks. Users would require a steady and reliable internet connection to access content and prevent content buffering (Johnson, 2021). Amidst providing a range of shows and content, users may still experience geo-restricted issues based on their location due to the restrictions and copyright laws that streaming platforms must abide by (Ekokotu & Udofia, 2022).

In terms of payment methods, most streaming platforms have placed a range of security measures to guarantee that their users' personal and financial information are kept secure. Even though streaming platforms have taken steps to address data privacy concerns, there are still cases where cyber hackers are able to obtain sensitive information. Therefore, it is crucial for users always to be vigilant of the type of information that they disclose online to safeguard their privacy.

Lastly, several streaming platforms charge for their services even though others do so for free. While subscriptions to streaming services may be costly for others, other people may be able to afford them. For instance, depending on the number of devices registered on the account and the video quality, subscriptions to streaming services might range in price from Php 111 to Php 549 per month (Licci, 2022). Despite these costs, the perceived value of streaming services varies depending on the user's financial status.

2.4 Factors Influencing the Use of Online Streaming Platforms

Due to the constantly increasing and changing demands of consumers, media streaming platforms need to innovate and provide more options for consumers to choose from. Lee et al. (2018) examined several elements to determine specific factors consumers consider when deciding between cable television and online streaming platforms. Their results showed that social trends and content variety significantly influence online streaming. As for the demographics, age had little influence on viewers' decisions to choose internet streaming over cable television, while gender played no real significance.

Meanwhile, Juhlin and Weber-Pedersen (2021) identified 11 possible factors (e.g., range of content, convenience, trigger, bundling, habit, leeching, specific content, free trial period, technology, cost, and social components) that would affect consumer behavior regarding streaming and television services. Their findings showed that the range of content and specific content are the primary factors contributing to consumers' behavior. While cost was an important factor being considered by the consumers, it was not the top consideration. Factors such as habit and technology are vital factors that influence consumers to continue usage. Further, Cha (2013) revealed that the relative advantage, compatibility, and perceived ease of use of online video platforms significantly increase the intention of users to prefer online video platforms, thereby minimizing the likelihood of television usage.

Madanaguli et al. (2021) explored the moderating effect of two models of streaming services, standalone streaming services, and bundled streaming services, on the users' adoption using the Unified Theory of Acceptance and Use of Technology (UTAUT). Their findings showed that all the constructs of UTAUT as well as gender, age, and experience, are significant moderators for the adoption of streaming services.

Nagaraj, Singh, and Yasa (2021) investigated why Indian consumers subscribe to over-the-top (OTT) video streaming services. On the one hand, they pre-identified 14 reasons for subscription, pinpointing convenience, content, price, quality, and additional platform features as significant determinants for the subscription. On the other hand, they predetermined 11 reasons for non-subscription, drilling down to the existing cable connection, limited internet connection, and cost why Indian consumers prefer non-subscription to OTT services.

3. THEORETICAL FRAMEWORK

The uses and gratifications (U&G) theory was first investigated in the context of mass media consumption to understand the effectiveness of the radio medium in the 1940s. The theory propounds that media users often attempt to satisfy specific psycho-social needs, including but not limited to social connection, social presence, companionship, information seeking, information exchange, information viewing, escape, entertainment, and convenience, irritation (Luo, 2002). In more recent research, the U&G theory was adopted to understand the usage motivation of the internet and social media users (Al-Jabri, Sohail, & Ndubisi, 2015; Hossain, Kim, & Jahan, 2019). However, the U&G theory falls short of explaining how technology characteristics impact the usage motivation behind media platforms. In this regard, Technology Acceptance Model (TAM) complements U&G theory as it illuminates how users accept and use technology. TAM posits that perceived usefulness and ease of use primarily predict why consumers intend to use and accept technology (see Figure 1; Davis et al., 1989). Recent research has utilized TAM to understand technology's usefulness through cognitive and psychological perspectives (Cho & Lai, 2021; Lopez, 2023).

With the pandemic creating preferential shifts from traditional media to media streaming platforms, studies examining the usage motivations behind video streaming platforms become relevant. The researcher built on the U&G and TAM theories to explain the motivations behind the use of video streaming platforms in the Philippine setting. Figure 2 illustrates the conceptual framework fusing the assumptions of the U&T and TAM, such that consumer motivations reflect U&G theory tenets while technology characteristics portray the TAM theory. Both theories were deemed applicable to the research as they capture the psycho-social needs and technology requirements media streaming users consider when subscribing to streaming platforms.

4. METHODOLOGY

The researcher utilized a descriptive research design to achieve the study's objectives and employed a simple random sampling technique in gathering respondents. With an estimated 6.4 million Filipinos subscribing to video streaming services in 2021 (Statista, 2022), 855 respondents were gathered, considering a margin of error of 3.42%. Given pandemic restrictions, the researcher has exclusively designed and conducted an online questionnaire using Google forms. The questionnaire contained items that were answerable by a 5-point (e.g., 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) scale. After distributing the questionnaire, the researcher garnered a total of 855 respondents, 703 of whom are media streaming subscribers.

4.1 Survey validation

In validating the statements' reliability pertaining to why respondents subscribe to streaming platforms, Cronbach's α ranged from 0.762 to 0.806. Regarding the statements about the important features that subscribers consider in using media streaming platforms, Cronbach's α ranged from 0.898 to 0.910. Furthermore, the questionnaire included statements concerning satisfaction levels. These statements obtained Cronbach's α values ranging from 0.901 to 0.910. Generally, these values entail that scales employed in the study have acceptable to excellent internal consistency.

5. RESULTS AND DISCUSSION

5.1 Respondents' Demographic Profile

More than half of the respondents who answered the survey questionnaire were female. As shown in Table 1 (Appendix), 417 or 48.77% of the respondents, were male, while 438, or 51.23%, were female. Moreover, most of the participants were aged between 18 to 24 years old. As the respondents become older, the level of representation in the sample decreases since the older generations may not be adept at answering surveys using Google forms or because they are not familiar with streaming platforms. Most or 95.79% of the respondents are aged between 18 to 24, explaining why 63.86% are college undergraduates, and 93.04% of these undergraduates are currently unemployed (Table 2).

The researcher determined the financial status of the employed respondents and found observable variations (Table 3). While 33.33% of the employed respondents earned Php 0 – Php 39,999 annually, only 2.86% of the employed respondents received annual income ranging from Php 40,00 – Php 59,999. In light of expenditure, it can be observed that most of them spend less than Php 39,999 in a year, comprising 37.14% of the

employed sample. At the same time, the least spends Php 40,000 – Php 59,999 annually, equivalent to 9.52% of the employed respondents.

For the unemployed respondents, 362 have a monthly allowance of Php 0 – Php 1,999 (Table 7). This is followed by Php 2,000 – Php 3,999 and Php 4,000 – Php 5,999, which have garnered 155 and 115 respondents, respectively. It can then be inferred that most of the respondents belong to the lower half of the personal allowance brackets. Recall that the data was gathered during the COVID-19 pandemic when schools and institutions were prohibited from holding face-to-face classes and students were forced to learn online. Student respondents may likely have little to no allowance during the period of the study.

Noting that college undergraduates and high school students mainly comprise the unemployed respondents (Table 2), a significant percentage of the personal monthly expenditure fall under the first and second expenditure brackets (see Table 6) because they are not yet expected to pay for household bills or other miscellaneous expenses. Another plausible explanation for this finding stems from pandemic-induced mobility restrictions preventing students from physically attending schools or universities, thereby incurring them no to minimal expenses.

5.2 Respondents' Consumption of Streaming Services

Out of the 855 survey respondents, 703, or 82.22%, use streaming services, while 152, or 17.78%, do not (Table 7). Interestingly, it can be observed that unemployed respondents take up a significant share (87.77%) of the study's media streaming platform subscribers (Table 7). It may be the case that the employed respondents prioritize more significant expenses like bill and rent payments over subscription payments.

Despite the perceived benefit of media streaming platforms, non-subscribers comprised 17.78% of the study's respondents (Table 7). Some main reasons for their non-subscription include expensive subscription fees and possible underutilization of streaming services. On the other hand, auxiliary reasons for deferring to subscribe to streaming platforms include poor content quality and resource constraints (e.g., the lack of appropriate devices).

Table 8 shows that the majority, or 40.40%, of the respondents only subscribe to one streaming platform, followed by two and three with 26.74% and 16.36%, respectively. Noting that the majority of the respondents are unemployed and are college undergraduates (Table 2), it can be justified that they could only subscribe to a few streaming services because they are resource and time-constrained.

The top five streaming platforms used by respondents are listed in Table 9. Netflix ranked as the most popular streaming platform among respondents, with 96.16% having a subscription, suggesting that it is the respondents' preferred streaming platform. It was followed by YouTube Premium (24.61%), HBO GO (15.79%), and Viu and iQiYi (9.67%).

The researcher found that a significant portion of the subscribed respondents uses streaming services three to four hours a day (Table 11). This was followed by subscribers using media streaming platforms less than two hours a day. Evidently, unemployed respondents spent longer hours using streaming services, possibly because they had more spare time than employed respondents. Nevertheless, this finding shows that media streaming platforms have become essential to the respondents' leisure activities, particularly during the pandemic when they are confined to their homes. However, it may also be the case that the respondents would like to maximize their subscriptions.

According to Table 12, most respondents (84.64%) have been subscribers to streaming platforms for a year or longer. This could be a result of the pandemic when individuals were confined to their homes and needed to find alternative sources of entertainment. Furthermore, this finding can also signal that most respondents have been using streaming platforms for a long time because they are satisfied with their current subscriptions.

Table 13 displays various respondents' monthly spending on streaming services. One hundred eighty-six respondents, or 26.46%, said they do not spend money while streaming. This could be due to the availability of free streaming sites or the fact that most respondents share accounts with their family or friends. Other respondents said they pay between Php 101 and Php 300 (16.50%), Php 301 and Php 500 (19.20%), and Php 501 and Php 700 (21.62%) per month for their streaming service subscriptions.

As demonstrated in Table 14, the respondents' preferred devices for streaming were laptops. Smartphones and intelligent televisions came in second and third, with 217 and 119 responses, respectively. On the other hand, 70 people said they utilized computers frequently, while tablets were the gadgets the respondents utilized the least. Given the diversity in the devices subscribed respondents use, media streaming service producers should consider making their services adaptable and consumable in different devices to gain market share.

5.3 Reasons Why Respondents Subscribe to Streaming Platforms

Table 15 shows the reasons why respondents subscribe to streaming platforms. Based on the table, the respondents strongly agree that they subscribe to streaming platforms because they prefer to view content on demand. Moreover, they agree that they subscribe to streaming platforms because of the extensive list of content, ease of use, price competitiveness, convenience, minimal storage space requirements, the opportunity to skip advertising and download series and movies.

These findings align with Nagaraj, Singh, and Yasa (2021) who they found that convenience, content, price, quality, and additional platform features are significant determinants for over-the-top platform subscriptions among Indian consumers. Meanwhile, the respondents disagree that they subscribe to streaming platforms to avoid appearing old-fashioned and blending in with their peers. These stand against the basic tenets of the uses and gratifications theory, stating that social motivations increase the likelihood of consumers using media. A plausible explanation for this may be because the platform subscription per se needs to be socially motivated. Nevertheless, it is the content choice that is motivated by social reasons to prevent missing out on current trends (Conlin, Billings & Auverset, 2016).

5.4. Respondents' Perspective on Important Features of Streaming Platforms

Table 16 shows the essential features that the respondents look for when choosing to subscribe to a streaming platform. The majority of the respondents strongly agree that streaming platforms should be well-organized, accessible, secured and must have a wide range selection of content. Moreover, the respondents agree that ease of use and simultaneous streaming should be among the crucial features of streaming platforms. Since respondents would like to maximize their subscriptions on streaming platforms, it is also essential for them to be able to share their accounts with other people and stream with their family and friends. In addition, Table 16 details that the respondents agree on the importance of having a variety of subscription plans and payment methods in

streaming platforms. Lastly, the results also show that customer reviews and overall company reputation are factors the respondents consider when selecting a streaming platform to subscribe to.

5.5 Respondents' Satisfaction Level with Current Subscription

Table 17 indicates how satisfied survey participants are with their current streaming service subscription. It can be inferred that respondents are happy with their subscription in terms of content selection and quality, genre diversity, user interface, new content update frequency, value for money, ability to share accounts with other users, and ability to choose between subscription plans and payment methods. Given all these criteria, it is reasonable to conclude that the respondents are generally satisfied and receive good value for their money.

6. CONCLUSION AND RECOMMENDATIONS

During the onset of the pandemic, when malls, theaters, and other physical entertainment places were forced to cease operations temporarily, many people found comfort in the virtual world of streaming platforms. Given the pandemic-driven disruptions in the entertainment industry, this study aims to determine and analyze the consumption patterns and expenditure on streaming platforms and identify why some individuals do or do not subscribe to these platforms. The results of this study showed that 703 respondents, mostly aged 18 to 24, subscribed to at least one media streaming platform for more than a year. Meanwhile, 152 respondents do not subscribe to streaming platforms due to the lack of financial resources and capability to fully maximize their subscriptions.

Moreover, the results revealed that the media streaming platforms with the highest number of subscribers among the respondents were Netflix, Youtube Premium, HBO GO, Viu, and iQiYi. This may be primarily due to the wide variety of content and the convenience that these platforms provide, which are the respondents' top priorities for features in streaming platforms, consistent with the findings of Nagaraj, Singh, and Yasa (2021). Regarding the respondents' satisfaction levels with their current subscription to streaming platforms, the majority of them were satisfied with the quality, diversity of content, user interface, security, and value for their money of these platforms.

As for the consumption pattern of the respondents, the majority of them use media streaming platforms daily or several times a week and an average of less than two to four hours per day. Since most participants were students, most of them answered that they do not spend on streaming platforms. This may be because they still do not have enough financial resources to subscribe to expensive streaming platforms or because they have connected accounts with their parents, relatives, or friends.

The results exhibited that it is vital for streaming service providers to understand their consumers' needs to identify which aspects of their platforms they should improve to cater to the changing demands of the consumers. Even though the results revealed that the respondents are satisfied with their current subscriptions, it is still imperative for these streaming service providers to innovate continuously. As a result, the following are recommended to streaming service providers:

- Streaming service providers should make their interface user-friendly to allow users easy access to content.
- Since privacy and security are among users' top concerns, streaming service providers must improve the security features on their platforms, especially in light

of the rising number of cyber-hacking incidents, to avoid compromising users' personal and financial information.

- Aside from enhancing interface and security features, streaming service providers should constantly update their management and categorization systems to enable users to enjoy seamless navigation.
- To provide a unique viewing experience, streaming platforms should provide users with the ability to select dubbed content, advertisement options, privacy, and list views.
- Since one of the primary reasons and benefits of using streaming platforms is the opportunity to watch videos on-demand, it is crucial to ensure that these platforms and applications are compatible with various devices and offer the option to download videos for offline viewing.
- To capture more markets, streaming platforms can offer various subscription packages to give consumers more choices and flexibility based on their consumption.

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APPENDIX

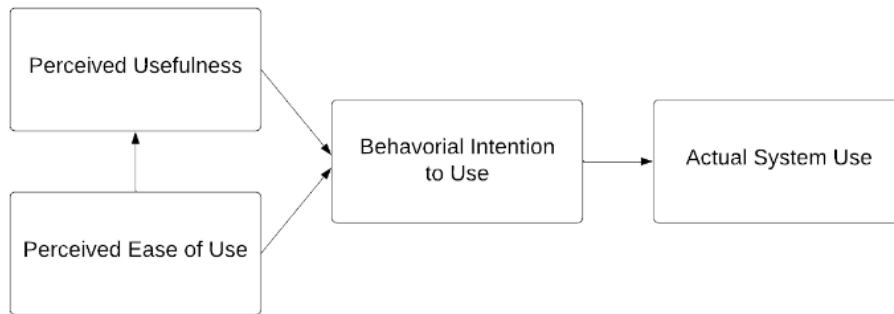


Figure 1. Technology Acceptance Model adopted from Davis *et al.* (1989)

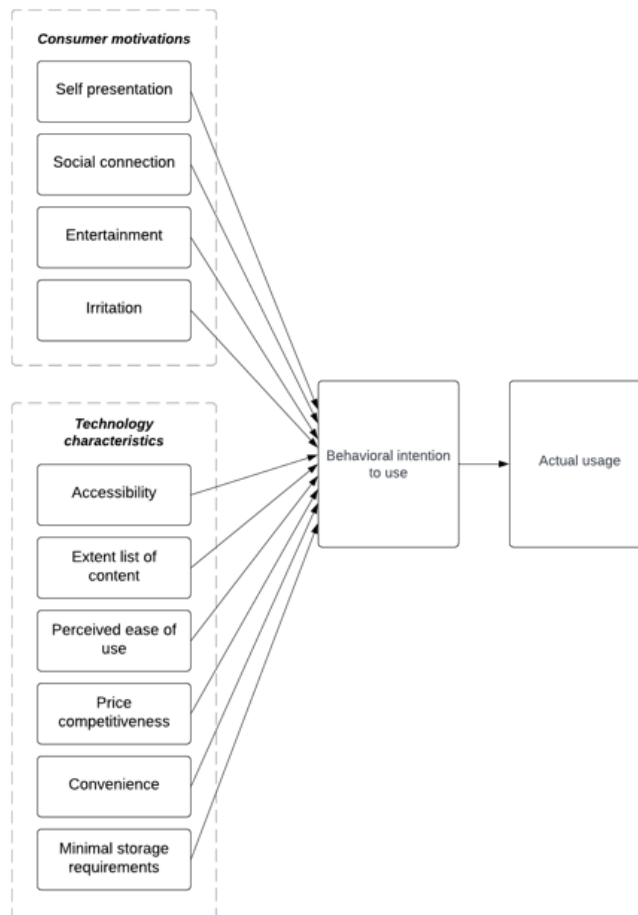


Figure 2. Conceptual Framework

Table 1. Age and Biological Sex of the Respondents

Age Bracket	Female	Male	Total
18-24 years old	418	401	819 (95.79%)
25-34 years old	11	8	19 (2.22%)
35-44 years old	1	3	4 (0.47%)
45-54 years old	6	4	10 (1.17%)
55-64 years old	2	1	3 (0.35%)
65-74 years old	0	0	0 (0.00%)
75 years or older	0	0	0 (0.00%)
Total	438 (51.23%)	417 (48.77%)	855 (100.00%)

Table 2. Educational Attainment and Employment of the Respondents

Educational Attainment	Unemployed	Employed	Total
High School Graduate	193	11	204 (23.86%)
Vocational	1	1	2 (0.23%)
College Undergraduate (No degree)	508	38	546 (63.86%)
Bachelor's Degree	47	45	92 (10.76%)
Master's Degree	1	9	10 (1.17%)
Doctorate Degree (PhD, EdD)	0	1	1 (0.12%)
Professional Degree (MD, DDS, JD)	0	0	0 (0.00%)
Total	750 (87.72%)	105 (12.28%)	855 (100.00%)

Table 3. Personal Annual Income of Employed Respondents

Personal Annual Income	Female	Male	Total
Php 0 – Php 39,999	17	18	35 (33.33%)
Php 40,000 – Php 59,999	3	0	3 (2.86%)
Php 60,000 – Php 99,999	3	1	4 (3.81%)
Php 100,000 – Php 249,999	9	15	24 (22.86%)

Php 250,000 – Php 499,999	7	9	16 (15.24%)
Php 500,000 and above	13	10	23 (21.90%)
Total	52 (49.52%)	53 (50.48%)	105 (100.00%)

Table 4. Personal Annual Expenditure of Employed Respondents

Personal Annual Expenditure	Female	Male	Total
Php 0 – Php 39,999	20	19	39 (37.14%)
Php 40,000 – Php 59,999	4	6	10 (9.52%)
Php 60,000 – Php 99,999	9	9	18 (17.14%)
Php 100,000 – Php 249,999	6	9	15 (14.29%)
Php 250,000 – Php 499,999	6	5	11 (10.48%)
Php 500,000 and above	7	5	12 (11.43%)
Total	52 (49.52%)	53 (50.48%)	105 (100.00%)

Table 5. Personal Monthly Allowance of Unemployed Respondents

Personal Monthly Allowance	Female	Male	Total
Php 0 – Php 1,999	165	169	334 (44.53%)
Php 2,000 – Php 3,999	82	64	146 (19.47%)
Php 4,000 – Php 5,999	59	49	108 (14.40%)
Php 6,000 – Php 7,999	19	22	41 (5.47%)
Php 8,000 – Php 9,999	16	16	32 (4.27%)
Php 10,000 and above	45	44	89 (11.87%)
Total	386 (51.47%)	364 (48.53%)	750 (100.00%)

Table 6. Personal Monthly Expenditure of Unemployed Respondents

Personal Monthly Expenditure	Female	Male	Total
Php 0 – Php 1,999	201	188	389 (51.87%)
Php 2,000 – Php 3,999	85	81	166 (22.13%)

Php 4,000 – Php 5,999	49	38	87 (11.60%)
Php 6,000 – Php 7,999	23	16	39 (5.20%)
Php 8,000 – Php 9,999	11	15	26 (3.47%)
Php 10,000 and above	17	26	43 (5.73%)
Total	386 (51.47%)	364 (48.53%)	750 (100.00%)

Table 7. Number of Respondents that Subscribing to Streaming Services

Options	Unemployed	Employed	Total
Yes	617	86	703 (82.22%)
No	133	19	152 (17.78%)
Total	750 (87.72%)	105 (12.28%)	855 (100.00%)

Table 8. Number of Streaming Services Used by Subscribed Respondents

Number	Unemployed	Employed	Total
1	254	30	284 (40.40%)
2	162	26	188 (26.74%)
3	100	15	115 (16.36%)
4	49	6	55 (7.82%)
5	38	5	43 (6.12%)
6	8	2	10 (1.42%)
7	1	1	2 (0.28%)
8	1		1 (0.14%)
9	3		3 (0.43%)
10	1	1	2 (0.28%)
Total	617 (72.16%)	86 (10.06%)	703 (100.00%)

Table 9. Top 5 Streaming Services Used by Subscribed Respondents

Streaming Services	Frequency	Number of Subscribed Respondents
Netflix	676	96.16%
YouTube Premium	173	24.61%
HBO GO	111	15.79%
Viu	96	13.66%
iQiYi	68	9.67%

Table 10. Frequency of Using Streaming Services

Frequency of Use	Unemployed	Employed	Total
Daily	249	33	282 (40.11%)
Once a month	22	3	25 (3.56%)
Once a week	43	5	48 (6.83%)
Several times a month	51	7	58 (8.25%)
Several times a week	252	38	290 (41.25%)
Total	617 (72.16%)	86 (10.06%)	703 (100.00%)

Table 11. Number of Hours of Using Streaming Services in a Day

Number of Hours	Unemployed	Employed	Total
Less than 2 hours	182	31	213 (30.30%)
3-4 hours	295	41	336 (47.80%)
5-6 hours	105	8	113 (16.07%)
7-8 hours	18	4	22 (3.13%)
9-10 hours	3		3 (0.43%)
More than 10 hours	14	2	16 (2.28%)
Total	617 (72.16%)	86 (10.06%)	703 (100.00%)

Table 12. Length of Subscription of Active Users of Streaming Services

Length of Subscription	Unemployed	Employed	Total
Less than 1 month	19	7	26 (3.70%)
1-3 months	13	8	21 (3.00%)
4-6 months	23	5	28 (4.00%)
7-9 months	17	5	22 (3.13%)
10-12 months	10	1	11 (1.56%)
1 year and more	535	60	595 (84.64%)
Total	617 (72.16%)	86 (10.06%)	703 (100.00%)

Table 13. Monthly Amount Spent on Streaming Services

Monthly Expense	Unemployed	Employed	Total
None/Free	169	17	186 (26.46%)
Php 100 and less	18	7	25 (3.56%)
Php 101 - Php 300	103	13	116 (16.50%)
Php 301 - Php 500	116	19	135 (19.20%)
Php 501 - Php 700	133	19	152 (21.62%)
Php 701 - Php 900	30	4	34 (4.84%)
Php 900 and more	48	7	55 (7.82%)
Total	617 (72.16%)	86 (10.06%)	703 (100.00%)

Table 14. Type of Device Used When Streaming

Type of Device	Unemployed	Employed	Total
Smartphone	186	31	217 (30.87%)
Laptop	217	22	239 (34.00%)
Computer	62	8	70 (9.96%)
Tablet	53	5	58 (8.25%)
Smart Television	99	20	119 (16.93%)
Total	617 (72.16%)	86 (10.06%)	703 (100%)

Table 15. Reasons Why Respondents Subscribed to Streaming Platforms

Statements	Mean	Interpretation
I subscribe to streaming platforms because I want to watch shows and movies whenever I want.	4.62	Strongly Agree
I subscribe to streaming platforms to avoid appearing old-fashioned.	2.14	Disagree
I subscribe to streaming platforms to blend in with my peers.	2.28	Disagree
I subscribe to streaming platforms because of the extensive list of shows and movies.	4.35	Agree
I subscribe to streaming platforms because they are easy to use and navigate.	4.40	Agree
I subscribe to streaming platforms because they are reasonably priced.	3.68	Agree
I subscribe to streaming platforms because it is more convenient than cable or satellite.	4.45	Agree
I subscribe to streaming platforms because it does not require storage space.	3.94	Agree
I subscribe to streaming platforms to skip advertisements.	4.21	Agree
I subscribe to streaming platforms to download the shows and movies I want.	4.11	Agree

Note. Interpretation: 1.00 to 1.49 = Strongly Disagree; 1.50 to 2.49 = Disagree; 2.50 to 3.49 = Neutral; 3.50 to 4.49 = Agree; 4.50 to 5.00 = Strongly Agree

Table 16. Important Features of Streaming Platforms

Statements	Mean	Interpretation
It is important for me to easily find what I want to watch when choosing a streaming service.	4.51	Strongly Agree
It is important for me that the streaming platform is well-organized.	4.63	Strongly Agree
It is important for me to be able to stream content on multiple devices when choosing a streaming platform.	4.33	Agree
It is important for me to be able to share my	4.00	Agree

account with other users when choosing a streaming platform.

It is important for me to be able to access content whenever I want when choosing a streaming platform.	4.57	Strongly Agree
It is important that streaming platforms ensure that my transactions are safe.	4.63	Strongly Agree
It is important for streaming platforms to protect my personal information.	4.65	Strongly Agree
It is important for me to be able to stream with my family and friends when choosing a streaming platform.	4.44	Agree
It is important for streaming platforms to have a large selection of shows and movies.	4.70	Strongly Agree
It is important for streaming platforms to have a variety of subscription plans.	4.29	Agree
It is important for streaming platforms to offer various payment methods.	4.45	Agree
I take into consideration customer reviews when deciding on which streaming platform to subscribe to.	4.19	Agree
My decision to subscribe to a streaming platform is influenced by the company's overall reputation.	4.11	Agree

Note. Interpretation: 1.00 to 1.49 = Strongly Disagree; 1.50 to 2.49 = Disagree; 2.50 to 3.49 = Neutral; 3.50 to 4.49 = Agree; 4.50 to 5.00 = Strongly Agree

Table 17. Respondents' Satisfaction Level with Current Subscription

Criteria	Mean	Interpretation
Selection of content available	4.14	Satisfied
Quality of content	4.42	Satisfied
Diversity of genres	4.37	Satisfied
User interface	4.48	Satisfied
Security of transactions and personal information	4.47	Satisfied
Update frequency of new content	4.12	Satisfied

Ability to select between subscription plans	4.10	Satisfied
Ability to select between various payment methods	4.19	Satisfied
Ability to share account with other users	4.32	Satisfied
Value for money of the service	4.17	Satisfied

Note. Interpretation: 1.00 to 1.49 = Very Dissatisfied; 1.50 to 2.49 = Dissatisfied; 2.50 to 3.49 = Neutral; 3.50 to 4.49 = Satisfied; 4.50 to 5.00 = Very Satisfied