

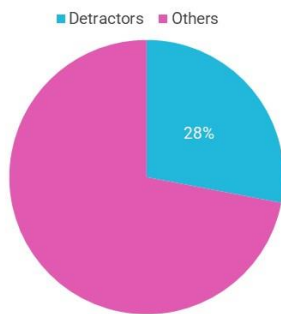
# Children reduce churn for streaming services

## *SVoD services are land-grabbing kids' titles to retain subscribers*

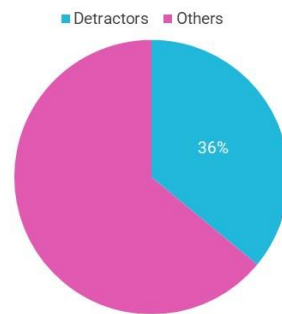
**London, 17th September 2024:** With streamers nearing market saturation in Western markets, retaining subscribers is more important than ever. Ampere Analysis' latest report shows that households with children are less likely to cancel streaming service subscriptions than those without them. As a result, streamers are scooping up kids' titles to appease this influential audience.



% of SVoD subscribers at risk of churning Q1 2024 (live with children)



% of SVoD subscribers at risk of churning Q1 2024 (live without children)



Source: Ampere Media Consumer

**Olivia Deane, Research Manager at Ampere Analysis** explains: “A global decline in commissioning caused by slowed growth in the streaming market poses a range of challenges to children’s content. Children & Family titles were the third most affected by this slowdown between 2022 and 2023. They were behind only the more expensive genres of Drama and Crime & Thriller. Those who can find independent funding, especially for titles based on existing intellectual property with reliable audience appeal, will have an advantage in a busy acquisitions market.”

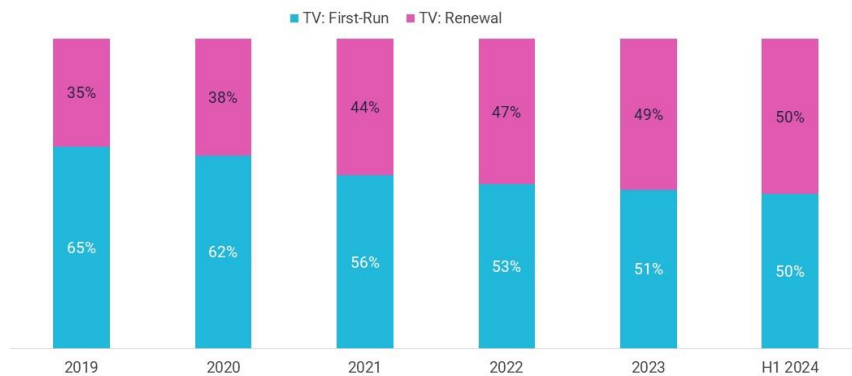
### Key facts

- Children & Family titles are among the most affected by the global slowdown in commissioning experienced between 2022 and 2023. The number of Children & Family TV titles announced during that time fell by 15% globally

- With a reduction in Original Children’s content in the market, those who can fund their own new Children’s titles will have an advantage in a busy acquisition market
- While VoD Original Children’s TV titles decreased by 18% between 2022 and 2023, Non-Original or acquired titles available to stream grew by 4% in the same period
- While VoD commissions are the worst affected, well-funded public broadcasters provide more consistent opportunities for the creation of children’s content, especially in Western Europe
- Most of the Western European commissioners (29%) that saw growth in Children’s commissioning between 2022 and 2023 were public broadcasters
- Children’s content based on existing ideas has also proven to be more robust during the global slowdown. Children’s book adaptations fell by just 9% between 2022 and 2023 versus a 15% decline in all global Children’s TV content over the same period
- With commissioners tightening their purse strings, there’s more reliance on existing ideas. Half of all children’s titles announced in the first half of 2024 were renewals.



Children & Family TV commissions (global)



Source: Ampere Commissioning

## Ends

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### **About Ampere Analysis**

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. [www.ampereanalysis.com](http://www.ampereanalysis.com)