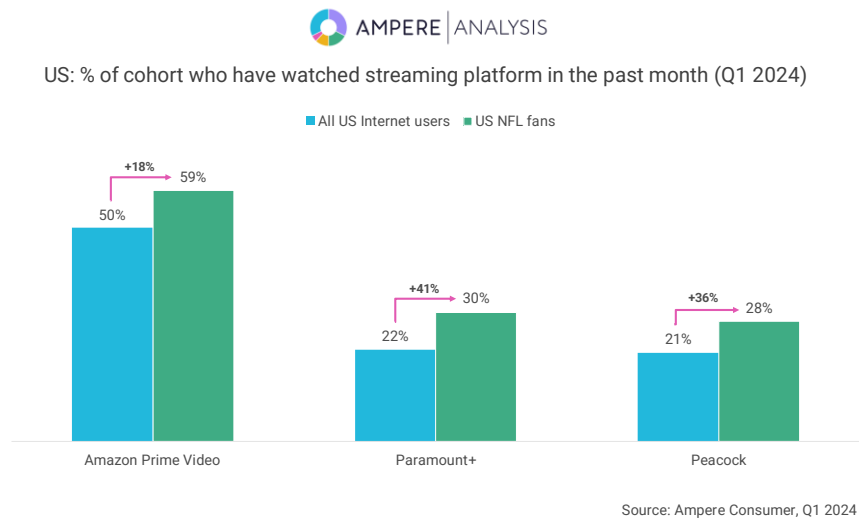


NFL supercharges streaming in the US

Super Bowl helps grow Paramount+'s overall monthly viewer base by 22% in the six months to February 2024

London, 15th April 2024: New consumer research from Ampere Analysis has highlighted the importance of live sports to US streaming platforms. Ampere's latest consumer survey shows that streaming platforms that held rights to the NFL saw a significant boost to monthly active viewing in the first quarter 2024, far greater than platforms without NFL rights. Paramount+, which had rights to the Super Bowl LVIII, saw the biggest boost.



Key findings:

- All US streaming platforms that hold NFL rights saw average growth in monthly active viewers of 14% between Q3 2023 and Q1 2024, compared to 10% growth across SVoD platforms as a whole
- In Q1 2024, 50% of US Internet users claimed to have used Amazon Prime in the past month (+8%), 22% used Paramount+ (+22%) and 21% used Peacock (+18%)
- This monthly active viewing increases even further among NFL fans. Amazon Prime rises to 59%, Paramount+ to 30%, and Peacock to 28%, highlighting how this cohort is driving engagement
- Paramount+ has seen the biggest growth in monthly active viewing of all the streaming platforms with NFL rights, driven by Super Bowl LVIII on the 11th of

February. The Super Bowl LVIII had the highest US TV ratings since the 1969 moon landing

- These numbers show the positive impact live sport can have on platform engagement in an increasingly fragmented streaming landscape
- As more SVoD platforms move to an advertising model, sports can provide huge live audience figures.

Minal Modha, Research Director at Ampere Analysis says: “The growth in viewership for platforms holding NFL rights shows how important tier 1 sports rights can be to streaming platforms, especially in an increasingly competitive streaming market. While most US domestic rights have now been tied up, Q2 will likely see the awarding of the NBA rights, the last chance for platforms or streamers to get a seat at the table for a significant amount of time. As streaming platforms try to diversify revenue streams through advertising, live sports will play a bigger role in helping to guarantee eyeballs, thereby pushing up advertising value.”

Ends

Note for Editors

Ampere’s Q1 2024 survey fieldwork was run during 5th February 2024 and 6th March 2024.

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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