

## Paramount+: The best-value streaming service in the US

*Ampere's unique Rating analysis values Paramount+'s content offer above its monthly fee*

**London, 8<sup>th</sup> December 2022:** Priced at \$6.00 but with a content value of over \$8.50 a month, Paramount+ is the best value streaming service in the US. Disney+ is a close second with a content offer able to justify its recent \$3.00-a-month price increase for the ad-free tier. That's according to the latest Popularity and Critical Rating data from Ampere Analysis.

Paramount+'s overall content offer is boosted by the breadth of its diverse content catalogue and the popularity of several hit Reality TV franchises. In addition, it is supported by Paramount Global's long-running Crime drama series plus a strong mix of licensed movies and TV shows from other suppliers. Ampere's analysis suggests Paramount+ has plenty of headroom for price rises while still remaining competitive with its US streaming peers based on its content offer.

The findings are contained in Ampere's latest report, *The value of content to major streaming services in the US*, which uses Ampere's Popularity and Critical Rating metrics to assess the relative market value of content to the price a streaming service is able to charge viewers for access.



Weighted price vs predicted market value by platform, USA, average January – July 2022 (\$)



Source: Ampere Analytics - SVoD

## Valuing the contribution of Paramount+'s catalogue

The analysis assesses the contribution made to the market value of different content suppliers, both in-house and third-party. Paramount Global productions contribute the most to the value of Paramount+ at 40% of the market value. Licensed classics including *The Brady Bunch* and *Star Trek: The Original Series* pack a punch, generating 28% of the market value, despite contributing just 9% of the titles available on the platform.

In-house Crime & Thriller titles are the most valuable per title to Paramount+ with classics like *The Godfather*, *NCIS*, and *CSI*. But Paramount Global-produced Children & Family titles add considerable value to a different, younger audience segment with titles like *Avatar: The Last Airbender* and *iCarly*.

## Disney also offers strong value

Disney is the only other major US streamer analysed that had such a stark price-to-market value disparity. Although pursuing a very different content strategy, Disney is buoyed by its big-name franchise content and Intellectual Property with *Marvel Cinematic Universe* titles contributing the most value relative to volume within the content offer. Other Disney-owned content, primarily children's live action and animation are the single largest contributor to value, driven by the volume of Disney's archive. But even Disney+ still derives 30% of the value of its content offer from third-party licensed content.

**Ben French, Analyst at Ampere Analysis**, says: "As a later entrant to the US streaming market, Paramount+ is maximising great value as a marketing tool relative to some of its more established peers. Simultaneously, it is also leveraging the substantial catalogue and key Reality and Entertainment franchises of Paramount Global. Our unique analysis shows the huge importance of franchise content and film and TV based on character IP. It also highlights the ongoing importance of licensed content from third-party suppliers, not just to Paramount+ and Disney+ but to all the streaming services analysed."

Ends

**For more information, please contact Greenfields Communications:**

Rocio Anton [rocio@greenfieldscommunications.com](mailto:rocio@greenfieldscommunications.com) T : +41 78 335 00 30

Corinna Staedel: [corinna@greenfieldscommunications.com](mailto:corinna@greenfieldscommunications.com) +1 912 506 5674

Lucy Green [lgreen@greenfieldscommunications.com](mailto:lgreen@greenfieldscommunications.com) T: 0208 778 3784/07817 698366

**Ampere Analysis**

Roya Sanei T: 020 3848 6400 [roya.sanei@ampereanalysis.com](mailto:roya.sanei@ampereanalysis.com)

Dan Stevenson T: 020 3848 6400/07973 157317 [dan.stevenson@ampereanalysis.com](mailto:dan.stevenson@ampereanalysis.com)

**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)