VIONLABS
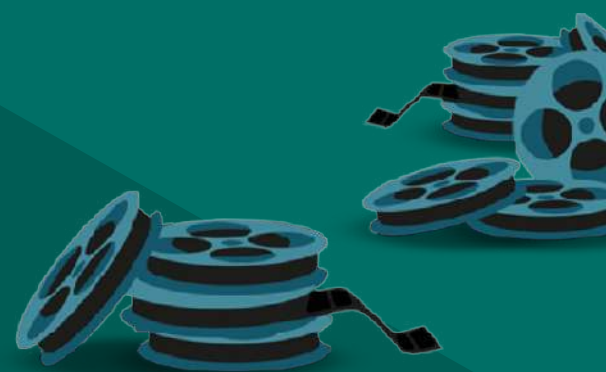
Vionlabs Consumer Mood Research Report

How important is mood when we choose content to watch?

Q3 2021

INTRODUCTION

A key pain point for consumers of services have always been to find something to watch, listen and/or purchase. The paradox of making choices have always hunted us as consumers. But in the film & TV industry this problem has been even more challenging due to the abundance of choices and lack of good quality data.

Since our applied AI technology generates never before seen metadata including mood data for movies and shows, and our reason for existence is to close the gap between content and consumers; we decided to conduct a market research on how important emotionally based discovery, such as mood, is for consumers. Could mood be a key deciding factor? Is mood a better guidance to find what to watch than traditional genres and other standard recommendations? This report will aim at answering these questions and much more.

BACKGROUND
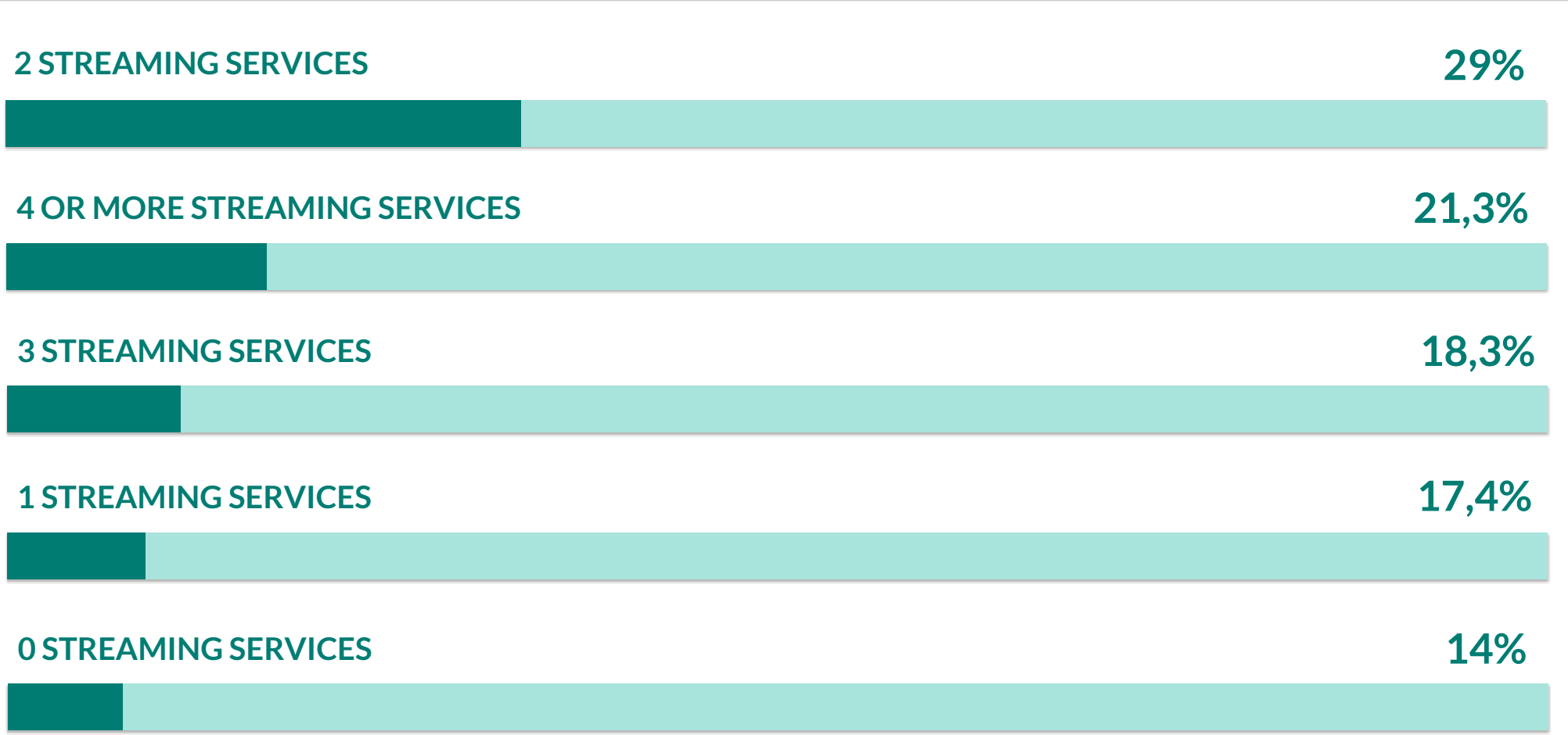
Vionlabs - a Stockholm based AI-solution company, obsessed with deep content metadata and specialized in mood analytics, has conducted a survey in the U.S. with 1500 people between the ages of 18 to 64.

U.S.A
COUNTRY

MOODS
IS IT IMPORTANT?

1500
RESPONDENTS

18-64
AGES

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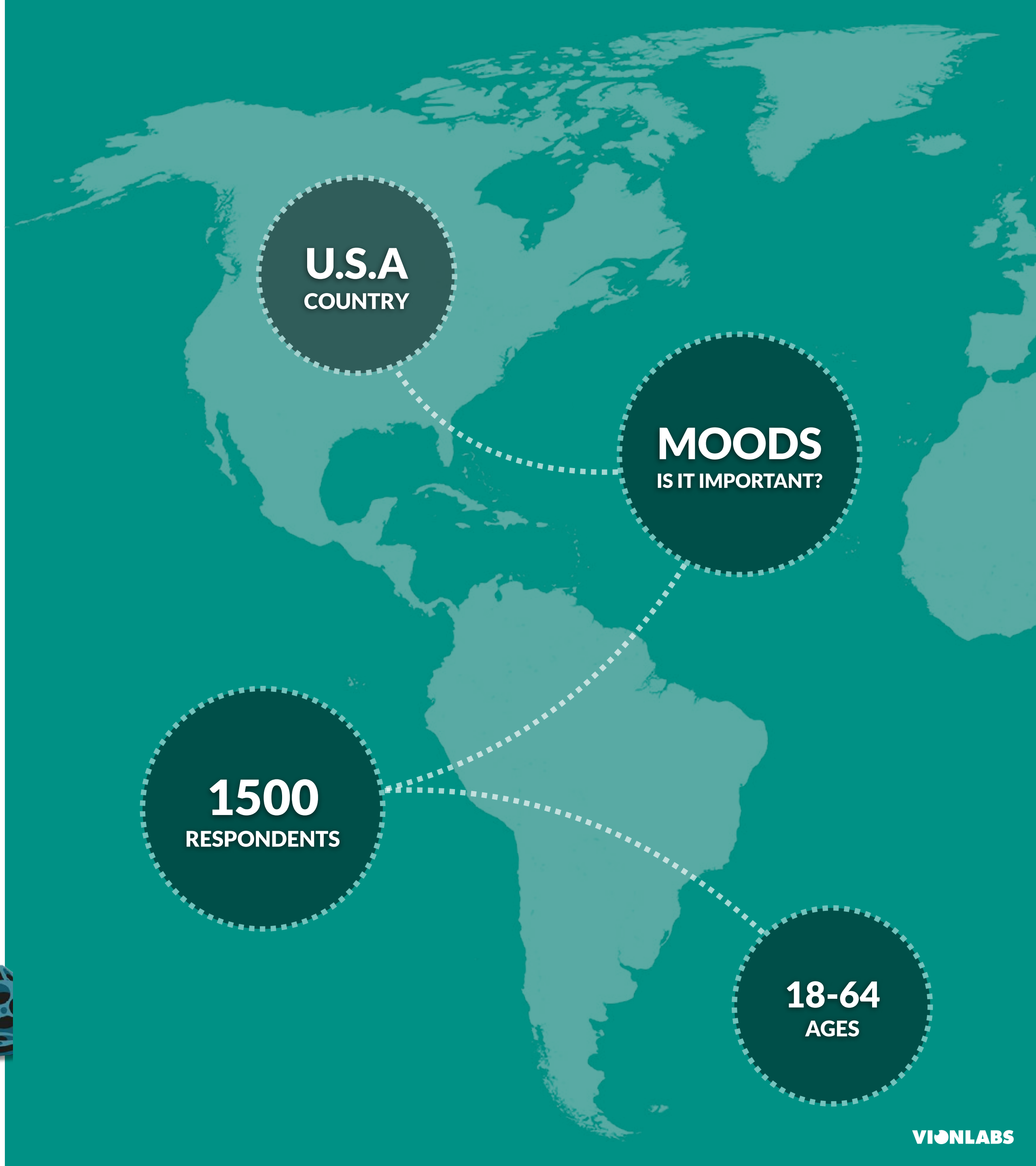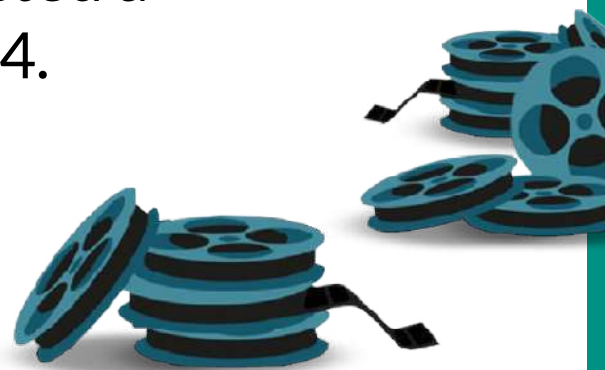
HOW MANY SUBSCRIPTIONS FOR MOVIES & SHOWS DO WE HAVE?

86% of the people between 18-64 have more than **1 streaming subscription**, while approx. **40%** of people have more than **3 subscriptions** at the same time. On **average**, each person subscribes to **2,1 streaming subscriptions**.
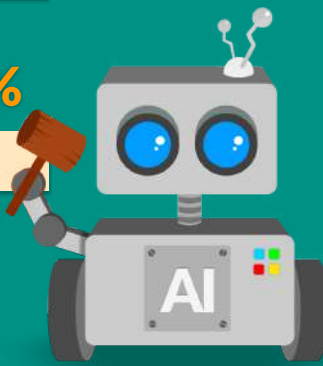
Amount of streaming subscriptions in each household
(movies&shows only)

2 STREAMING SERVICES — 29%

4 OR MORE STREAMING SERVICES — 21,3%

3 STREAMING SERVICES — 18,3%

1 STREAMING SERVICES — 17,4%

0 STREAMING SERVICES — 14%

DOES AGE AFFECT HOW MANY SERVICES WE HAVE?

Close to **50%** of the people in ages between **25 to 44** have more than **3 streaming services** at the same time. In general, the younger population have more subscriptions than the older population.

The percentage of 3+ streaming service ownership by age groups

18 - 24 Years — 40%

25 - 34 Years — 49%

35 - 44 Years — 45%

45 - 54 Years — 37%

55 - 64 Years — 23%

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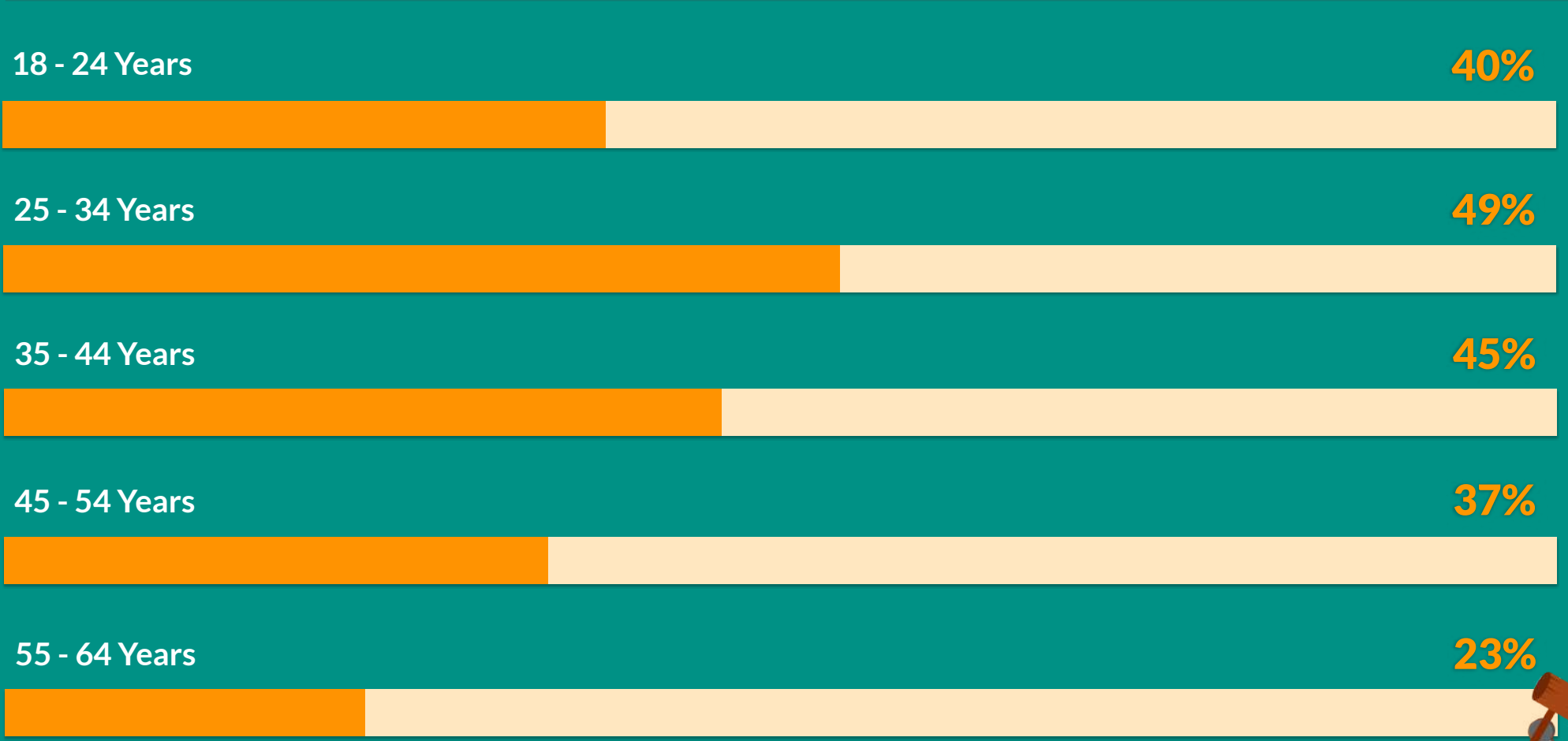
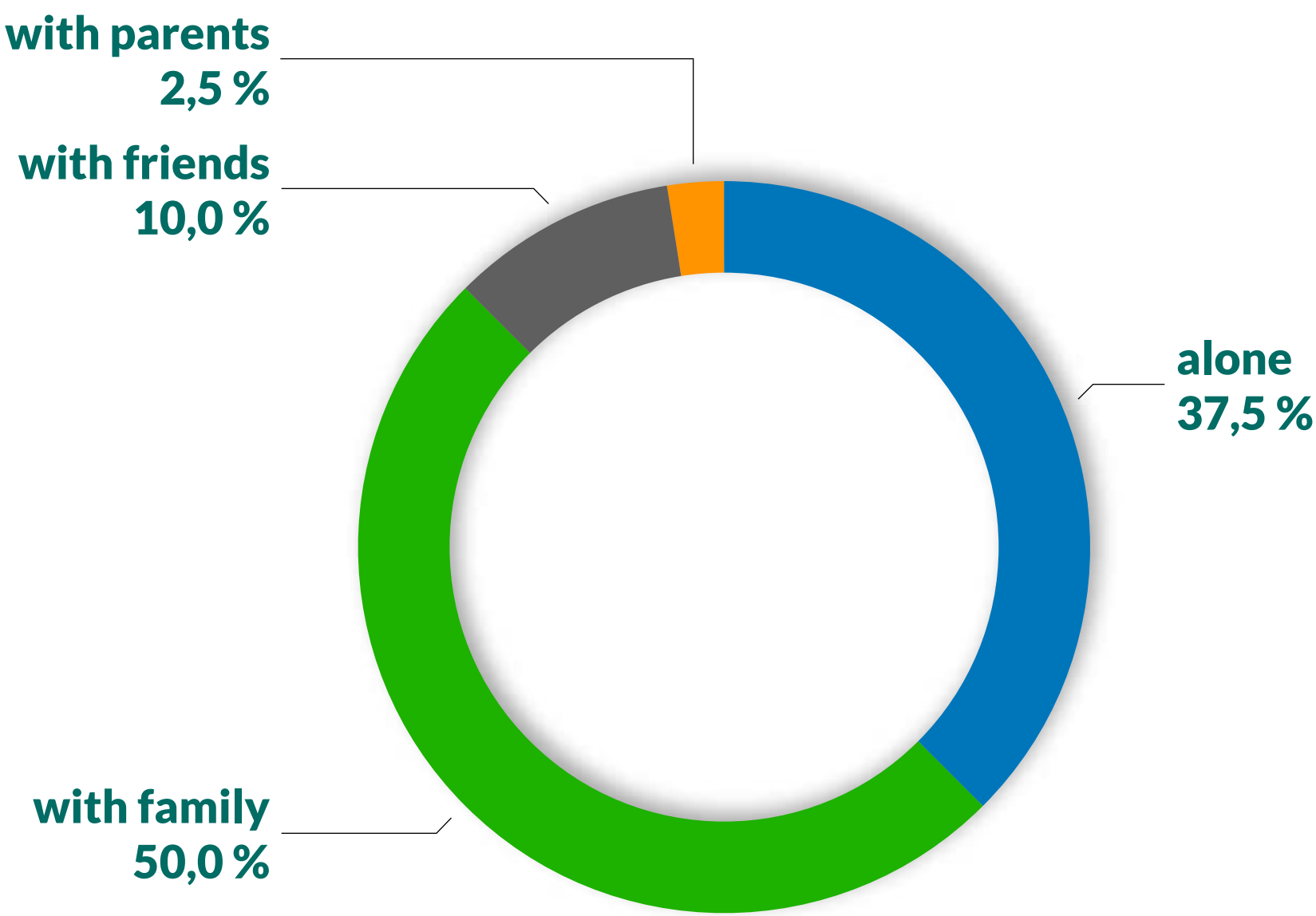# WHY IS CO-WATCHING THE ULTIMATE CHALLENGE?

Co-watching is a common phenomenon across all age groups. **37,5%** of people **watch content alone,** which means that **62,5%** of people watch content together with someone.

With who do we watch streaming services with?

with parents
2,5 %

with friends
10,0 %

alone
37,5 %

with family
50,0 %

DO CO-WATCHING INCREASE OUR SEARCH TIME?

Search time increases when co-watching happens, while most of the people say that they **search content** for less than **10 mins** if watching alone. Helping people to find content easily together will be important to keep them staying and watching more.

% in scenarios when spend more than 21 mins in search per session

WATCH WITH SOMEONE ELSE   29%

WATCH ALONE   21%
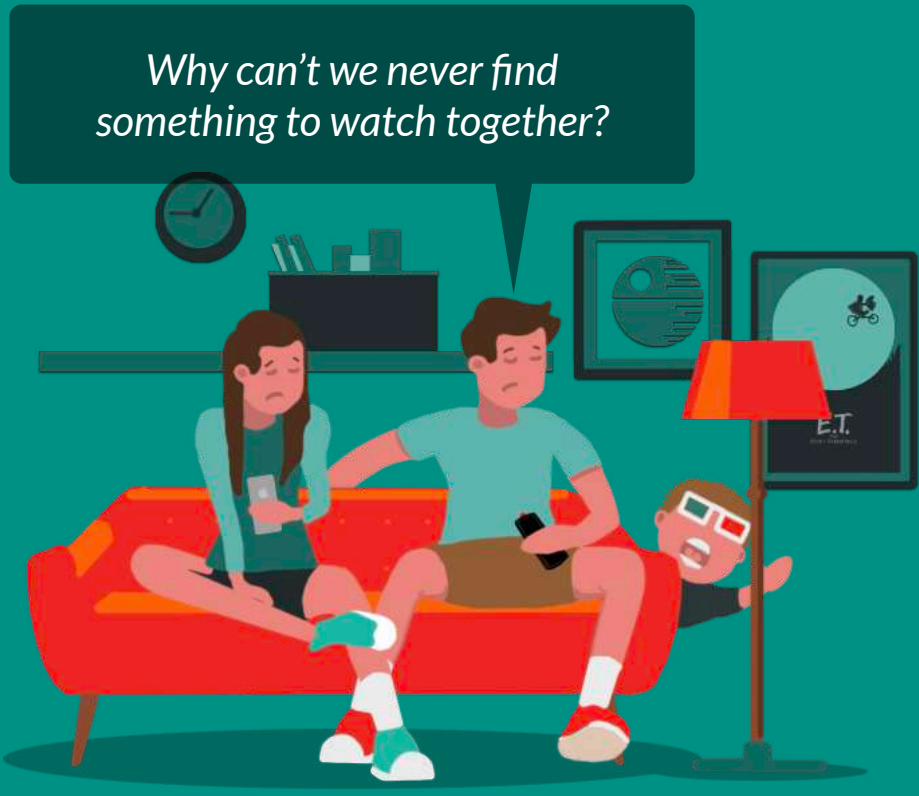
17 Minutes

Searching for content with someone
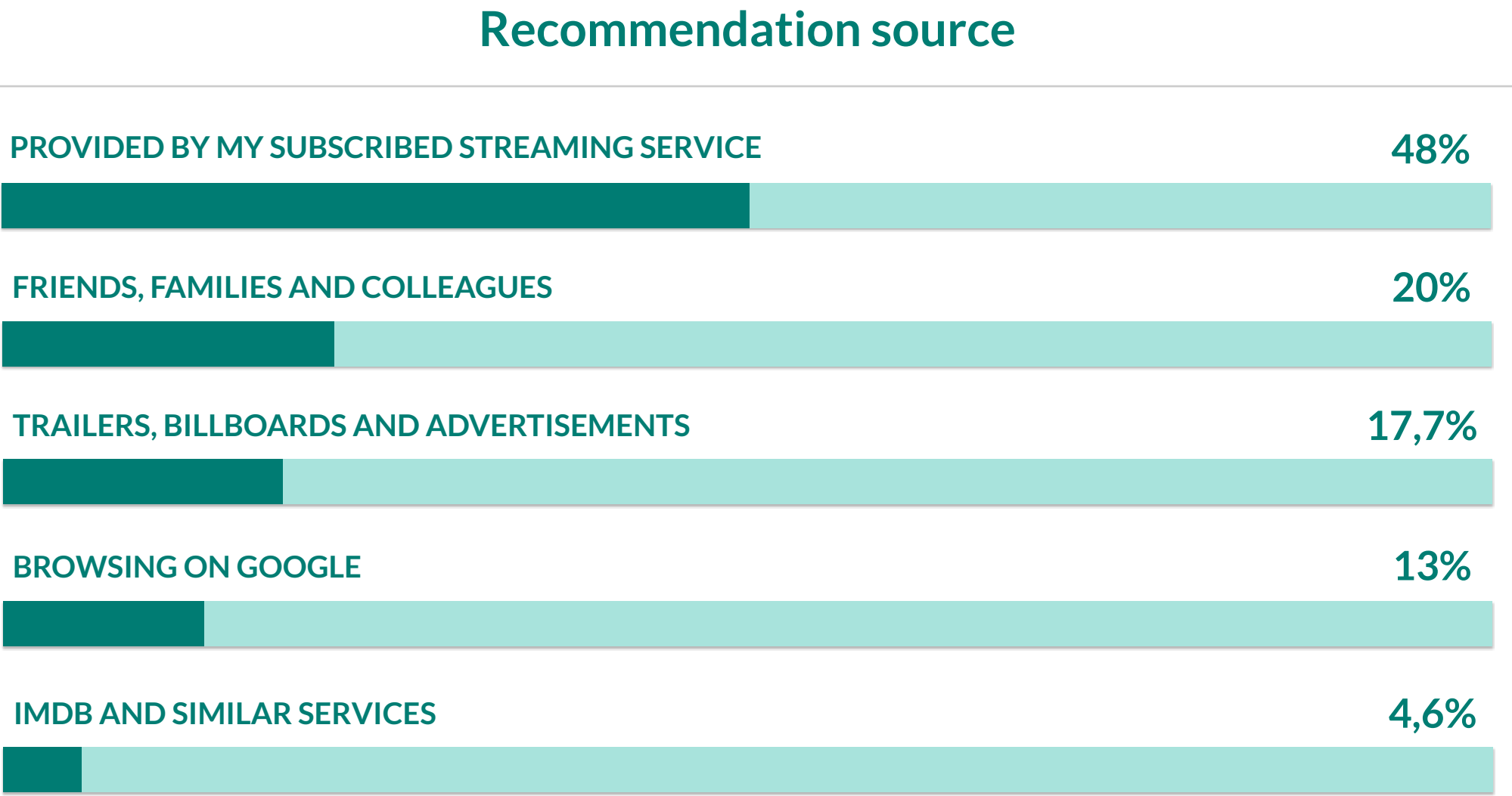The respondents are in the age of 18-64 years

10 Minutes

Searching for content alone
The respondents are in the age of 18-64 years

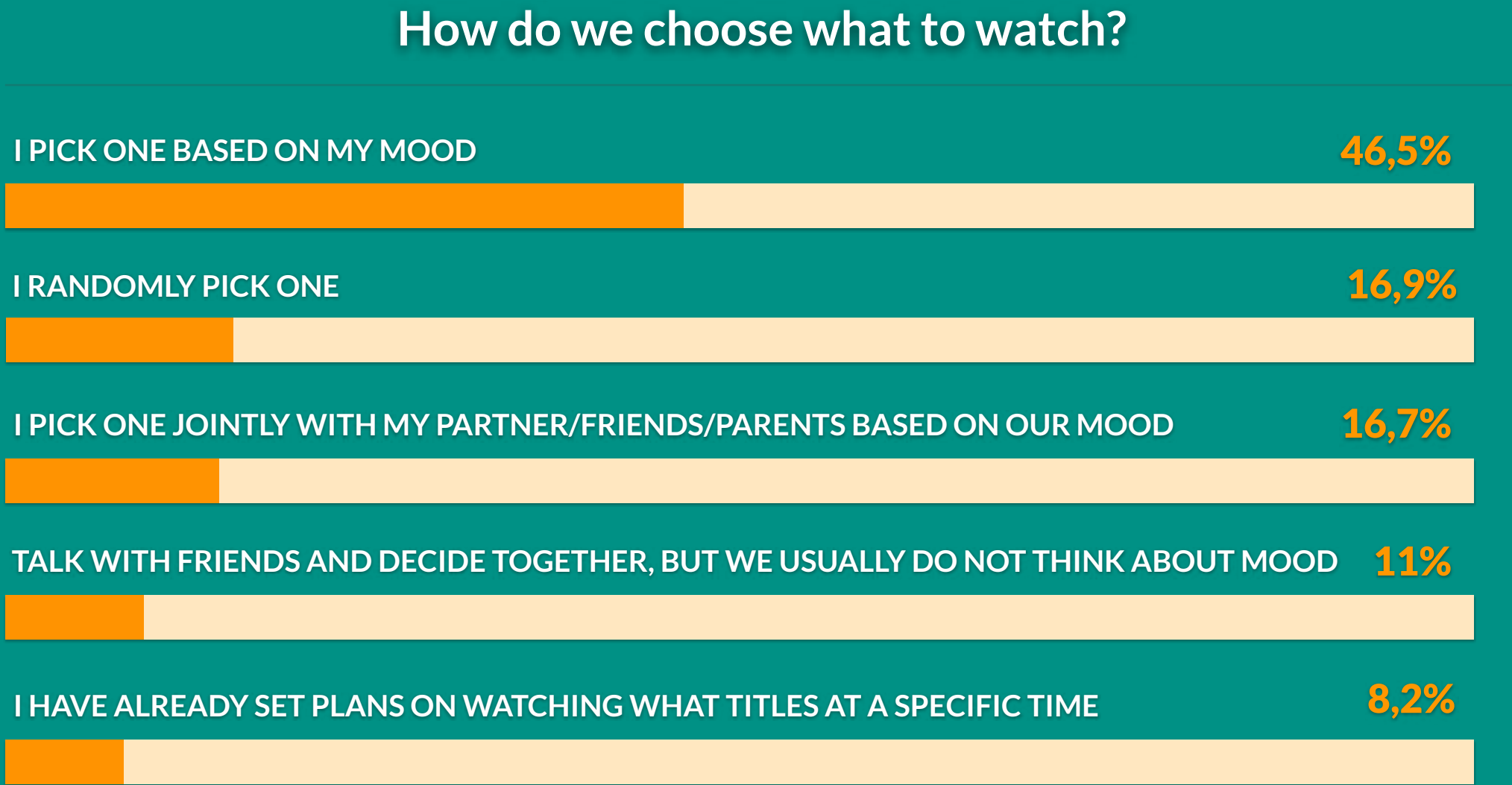*Why can't we never find something to watch together?*

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WHO DO WE TRUST FOR RECOMMENDATIONS?

Streaming service is the leading way for people to discover content to watch, followed by recommendations from friends, families and colleagues.

Recommendation source

PROVIDED BY MY SUBSCRIBED STREAMING SERVICE   48%

FRIENDS, FAMILIES AND COLLEAGUES   20%

TRAILERS, BILLBOARDS AND ADVERTISEMENTS   17,7%

BROWSING ON GOOGLE   13%

IMDB AND SIMILAR SERVICES   4,6%

HOW IMPORTANT IS MOOD?

Mood is important regardless of when we watch content alone, or with someone else. **63,2%** of users have **mood as a primary deciding factor** when choosing what to watch.

How do we choose what to watch?

I PICK ONE BASED ON MY MOOD   46,5%

I RANDOMLY PICK ONE   16,9%

I PICK ONE JOINTLY WITH MY PARTNER/FRIENDS/PARENTS BASED ON OUR MOOD   16,7%

TALK WITH FRIENDS AND DECIDE TOGETHER, BUT WE USUALLY DO NOT THINK ABOUT MOOD   11%

I HAVE ALREADY SET PLANS ON WATCHING WHAT TITLES AT A SPECIFIC TIME   8,2%

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IS MOOD REALLY THAT IMPORTANT?

On a scale of 0-10 where 0 stands as least important, and 10 stands as most important, 79% of respondents gave a +7 answer with 7,64 being the average importance score for mood.

Average score on how important moods are from 0-10

8-10	32,8%
6-8	46,3%
4-6	15,8%
2-4	2,6%
0-2	2,5%
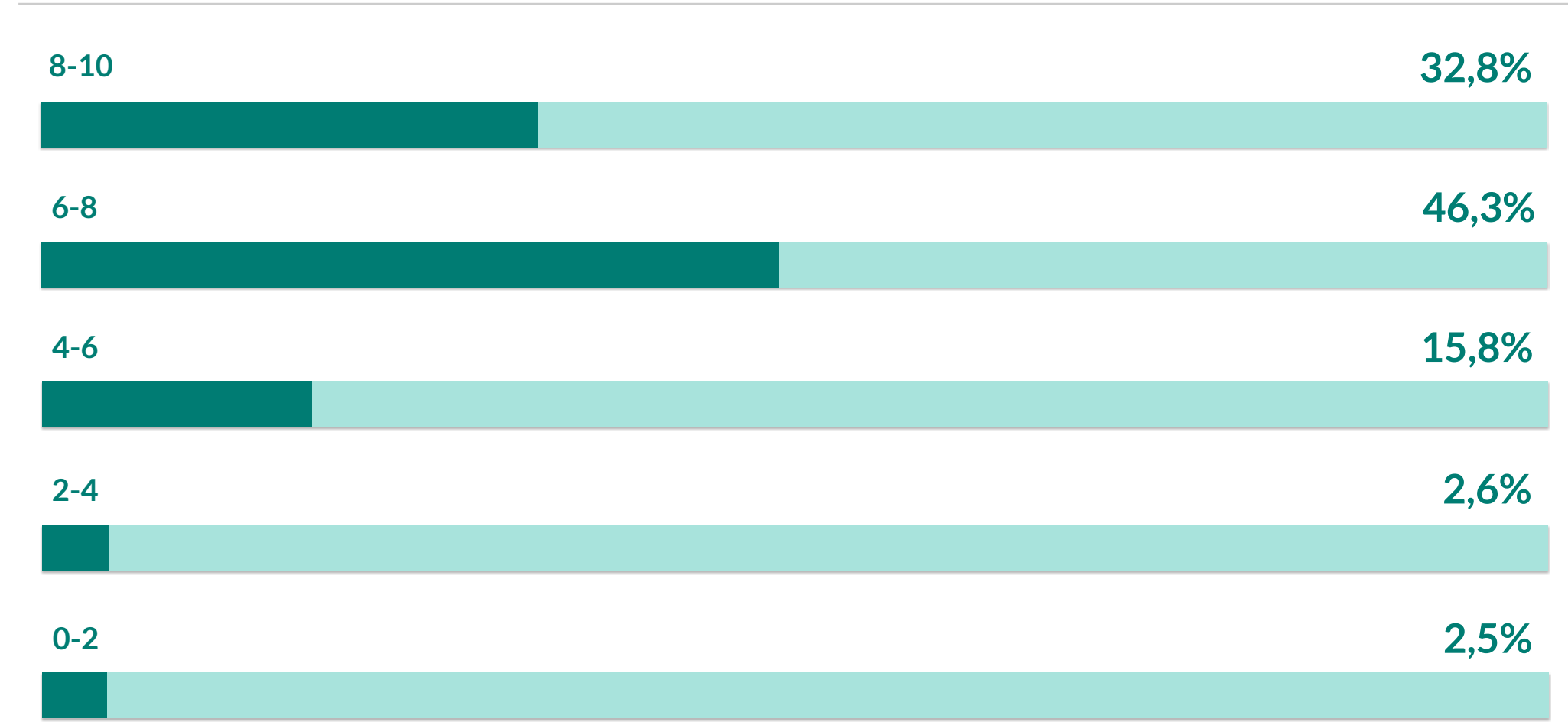
DO YOUNGER PEOPLE THINK DIFFERENT THEN OLDER?

Younger generations thinks that mood is more important than the older generations. People with higher education and higher income show that they prefer to follow their mood more than the people with lower education and lower income.

Different ratings for age groups

18 - 24	7,7
25 - 34	8
35 - 44	8,1
45 - 54	7,6
55 - 64	6,7

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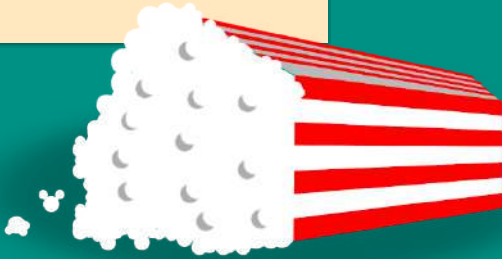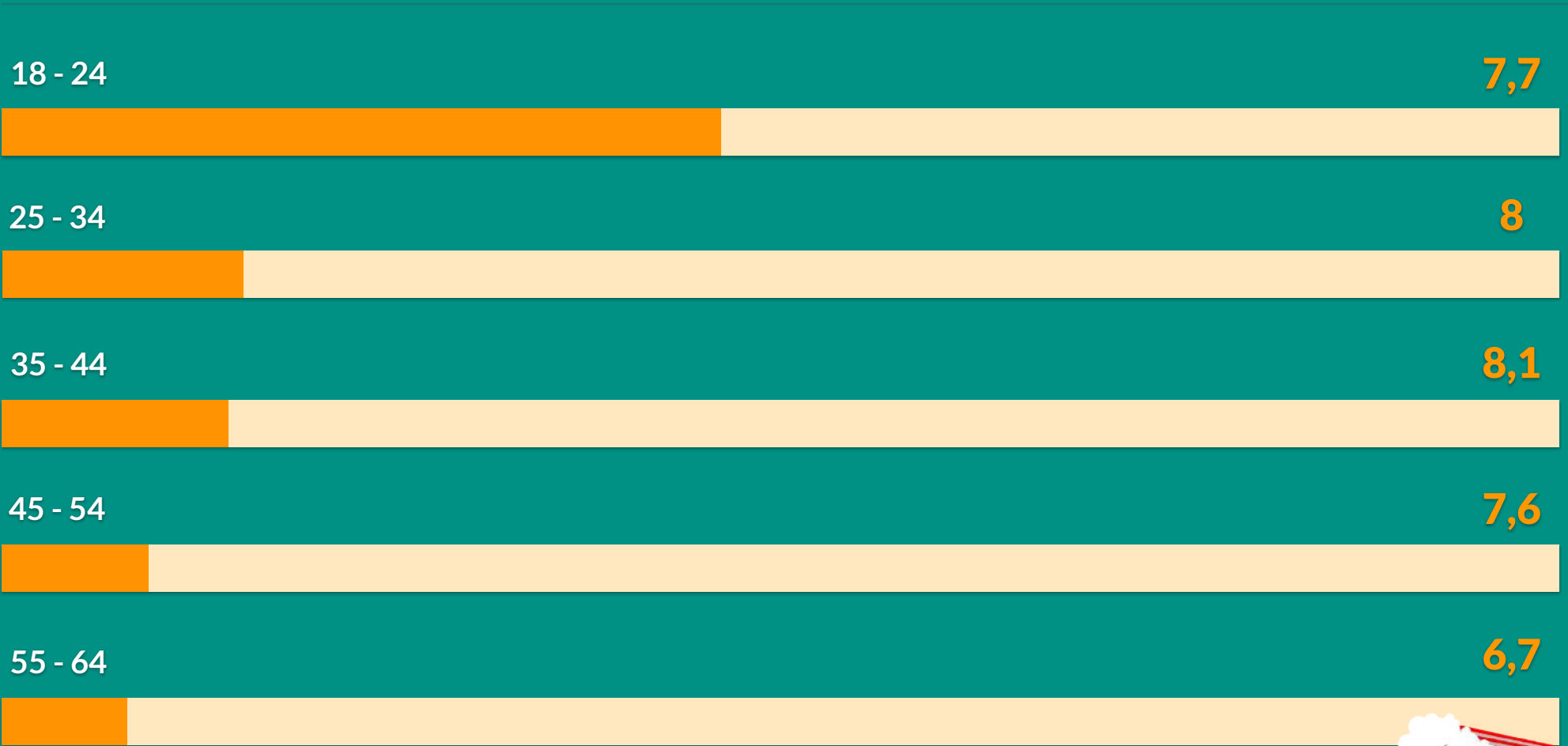
WHEN ARE WE MOST LIKELY TO BE INFLUENCED BY MOOD?

People let mood become the most dominant decision factor when they watch alone or with someone else. Other than that, fatigue is another common scenario where we have a hard time finding something to watch.
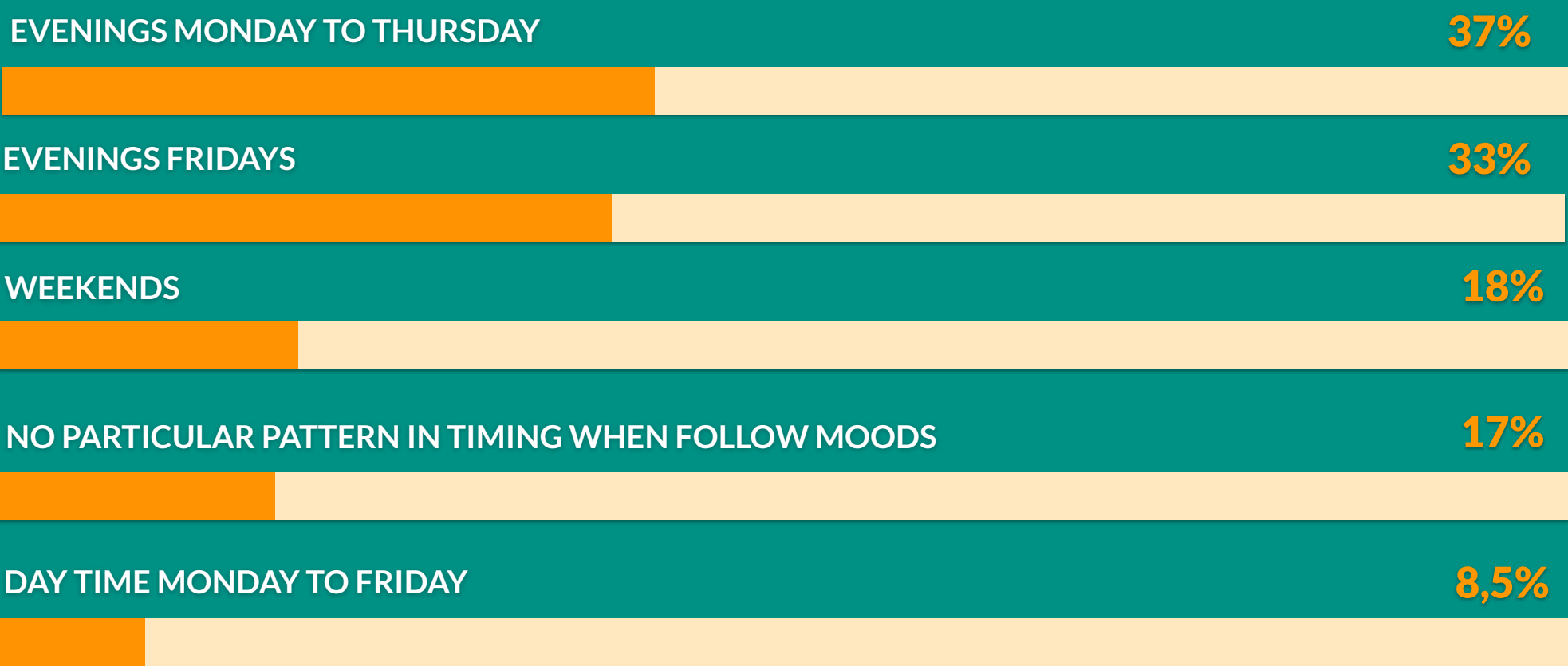
Most common scenarios when mood is a primary deciding factor:

WATCH ALONE — 62,5%

WATCH WITH SOMEONE TOGETHER — 44,3%

WHEN I AM TIRED — 36,3%
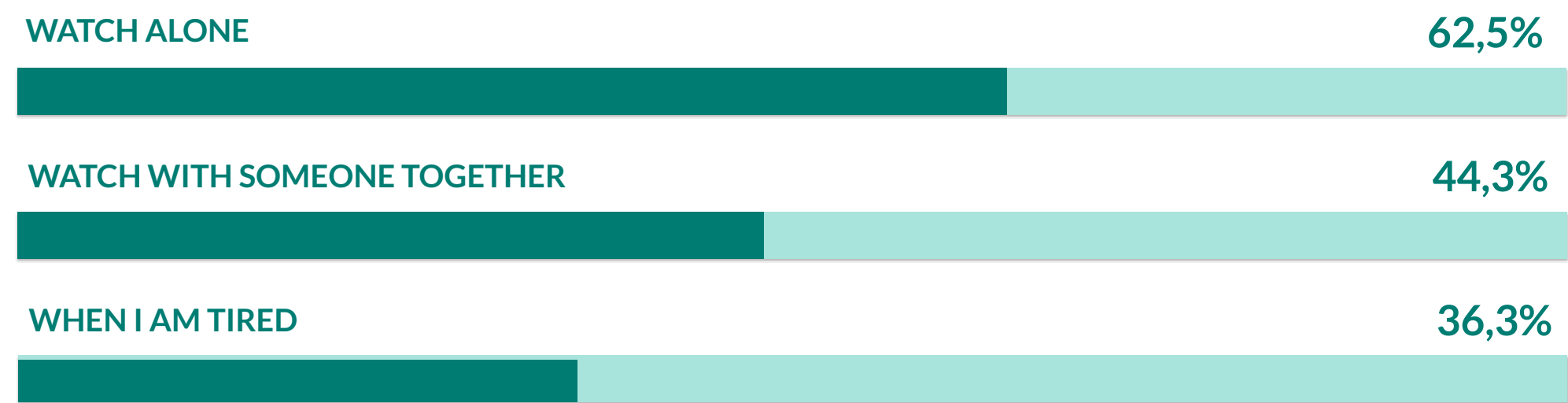
DOES TIME OF DAY AFFECT OUR CHOICES?

56,5% of people say that they often **follow their mood** when they watch during **evenings Monday to Friday**, while **18%** of people say that they follow their mood **during weekends**.

The weekday and time that affects our chooses

EVENINGS MONDAY TO THURSDAY — 37%

EVENINGS FRIDAYS — 33%

WEEKENDS — 18%

NO PARTICULAR PATTERN IN TIMING WHEN FOLLOW MOODS — 17%

DAY TIME MONDAY TO FRIDAY — 8,5%

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ARE MEN MORE SENSITIVE THAN WOMEN?

Men prefer to let their mood influence their decision even more than women when deciding what to watch.

Gender difference

MEN WHO VOTED FOR 7+/10 AS MOOD IMPORTANCE	51%

WOMEN WHO VOTED FOR 7+/10 AS MOOD IMPORTANCE	37,5%
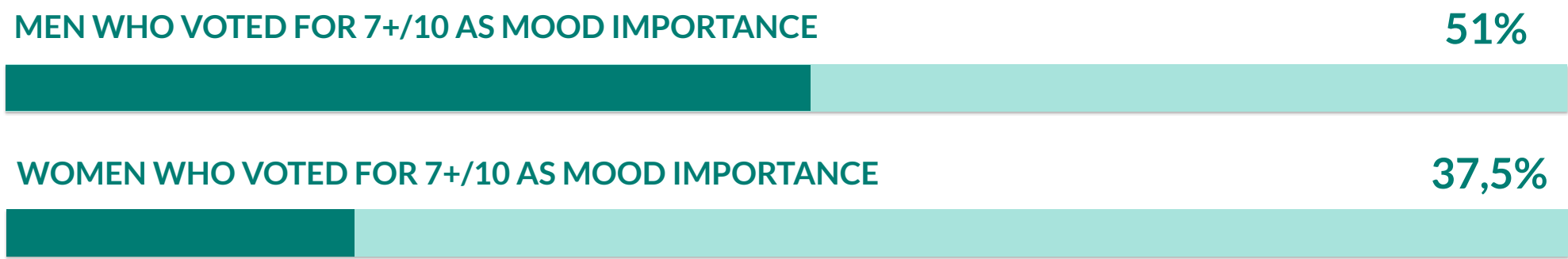
IS IT ABOUT OUR CURRENT MOOD?

People follow their mood for the purpose of both finding something to match their current mood, as well as to get into a aspiring mood. This shows that streaming services need to be able to demonstrate mood in a way that is easily understood and match content with the mood.
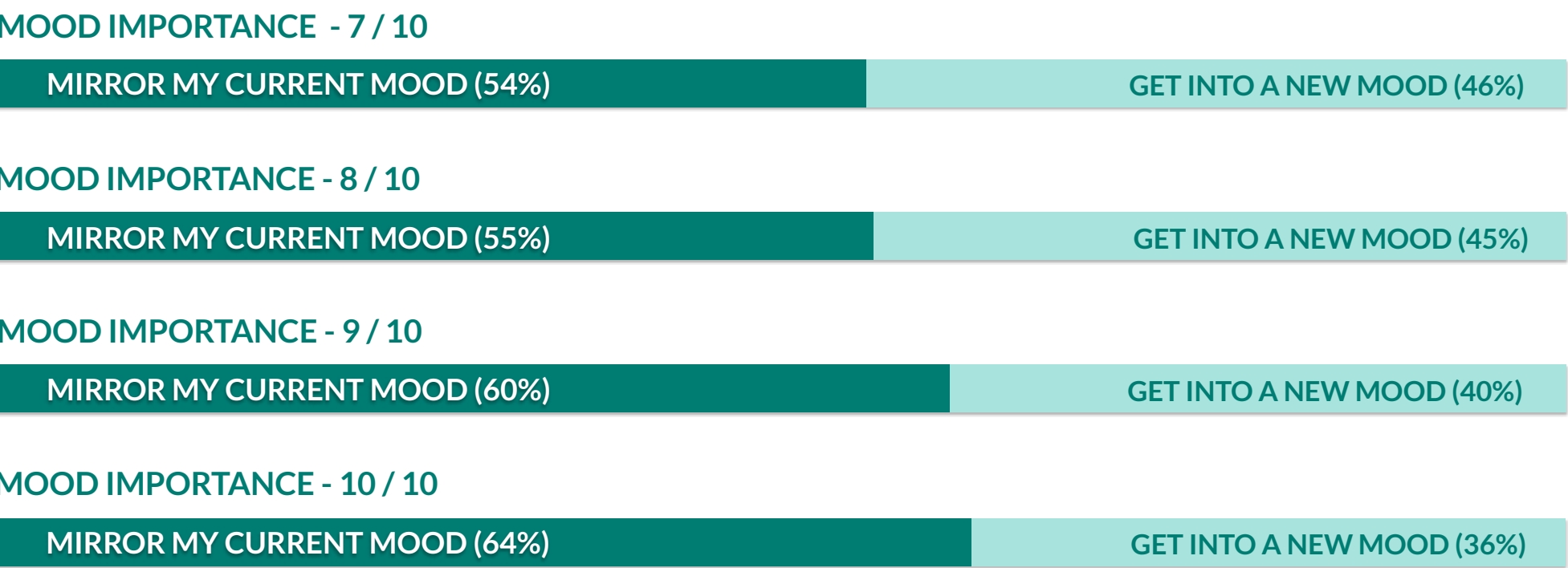
Is it about what mood we are in or what mood we want to be in?

MIRROR MY CURRENT MOOD	52%

GET INTO A NEW MOOD	43%

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ACTUALLY, MORE PEOPLE MIRRORING THEIR MOOD

People who finds mood more important, more often they are looking for content matches that matches their current mood.

MOOD IMPORTANCE & MOOD PURPOSE

MOOD IMPORTANCE - 7 / 10

MIRROR MY CURRENT MOOD (54%)	GET INTO A NEW MOOD (46%)

MOOD IMPORTANCE - 8 / 10

MIRROR MY CURRENT MOOD (55%)	GET INTO A NEW MOOD (45%)

MOOD IMPORTANCE - 9 / 10

MIRROR MY CURRENT MOOD (60%)	GET INTO A NEW MOOD (40%)

MOOD IMPORTANCE - 10 / 10

MIRROR MY CURRENT MOOD (64%)	GET INTO A NEW MOOD (36%)

0 = Not important 10 = very important

PROVIDING MOOD RECOMMENDATIONS

Of the people* who spend more than 21 mins daily to search for content to watch, 90% rely on streaming services to provide good suggestions, and 86% think mood is important. This highlights a big opportunity for the "heavy searchers" to reduce the amount of time spent searching for content through mood recommendations.

90%
Rely on streaming services to provide good recommendations
The respondents are in the age of 18-64 years

86%
Think mood is important
The respondents are in the age of 18-64 years

21 minutes / daily
Searching for content to watch
The respondents are in the age of 18-64 years

*The total amount of the people who spend more than 21 minutes daily to search for something to watch is approximately 24% of the total population.

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Vionlabs Consumer
Mood Research Report

How important is mood when we choose content to watch?

Q3 2021

Where to start introducing mood matching content to your consumers?

Get in touch with us via:
info@vionlabs.com

Or click here to book a product demo:
www.vionlabs.com