

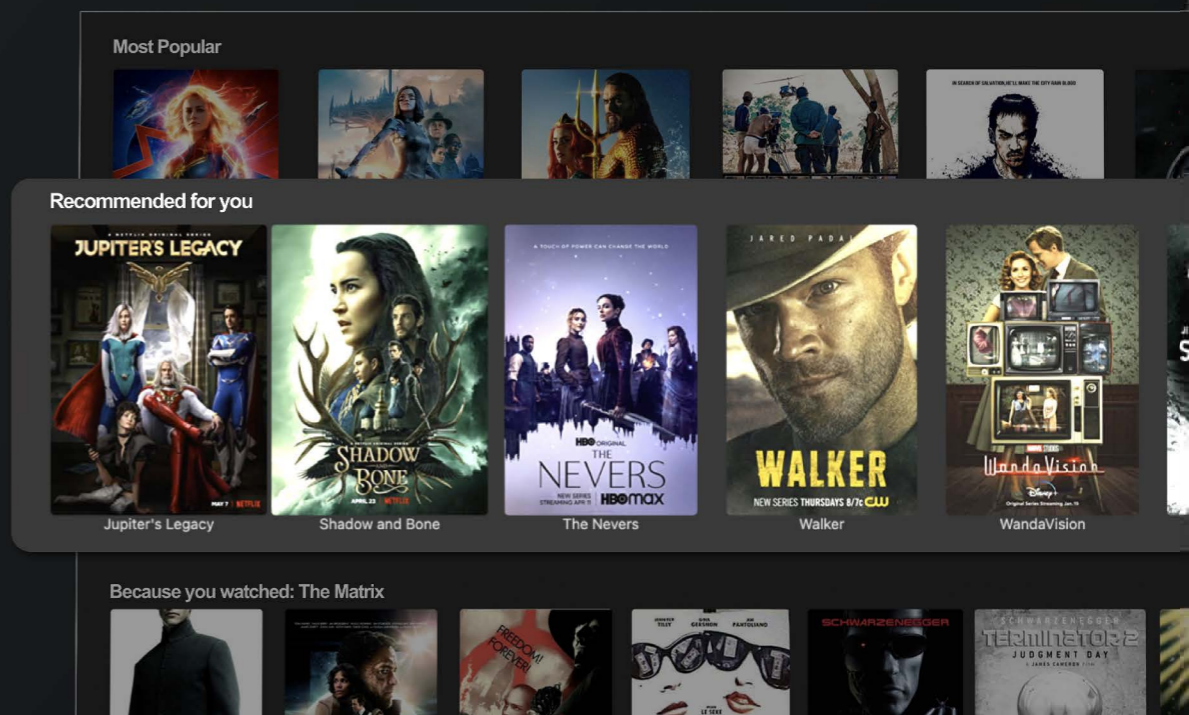
Personalize to Survive:

10 data points that demonstrate why you shouldn't delay giving streaming users a tailored UX

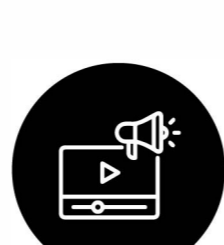
Some streaming services still believe personalization is a "nice to have" that they'll add someday in the future when they've got more users.

But the numbers don't lie. If you want to stand a chance of growing to that target number of users, personalization is an essential that you should use from day one of your streaming journey.

This infographic gathers data from streamers that use our data-driven platform, 24iQ. It proves the power of personalization for both subscription and ad-funded streaming services:

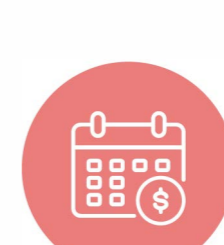


Can personalization increase **the number of times** my users visit my apps?



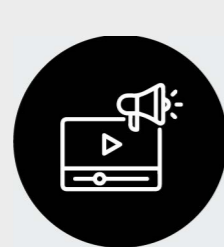
↑25%
more visits per
AVOD viewer

New AVOD users who interact with recommendations make 25% more visits in month one as a user of a streaming service than those who don't interact with recommendations



↑54%
more visits per
SVOD viewer

New subscribers who interact with recommendations make 54% more visits in month one as a user of a streaming service than those who don't interact with recommendations

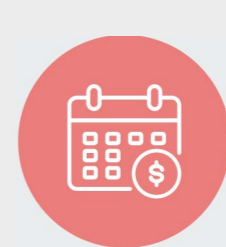


↑340%
more minutes
spent watching
AVOD content

New users who interact with recommendations watch on average 340% more minutes of content in their first month than those who didn't interact with recommendations.



Can personalization increase **the length of time** users spend on my apps?



↑93%
more minutes
spent watching
SVOD content

New users who interact with recommendations watch on average 93% more minutes of content in their first month than those who didn't interact with recommendations.

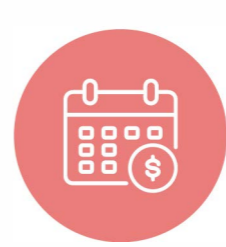
Can personalization help me to **improve content discovery** and monetize a wider range of my content?

You may have landmark content, but you need users who come for that content to watch other genres and shows if you want them to stay. More content views mean more ad-revenue or a higher perceived value for each user's subscription.



↑54%
wider variety of content
genres watched per
AVOD user

New users who interact with recommendations go on to watch an average of 54% more genres than those who don't interact with recommendations



↑102%
wider variety of content
genres watched per
SVOD subscriber

New subscribers who interact with recommendations go on to watch an average of 102% more genres than those who don't interact with recommendations



↑174%
wider variety of content
items watched per
AVOD user

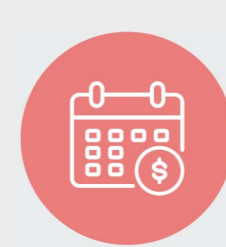
New users who interact with recommendations go on to watch an average of 174% more items in their first month than those who don't interact with recommendations



↑191%
wider variety of content
items watched per
SVOD user

New subscribers who interact with recommendations go on to watch an average of 191% more individual items in their first month than those who don't interact with recommendations

Can personalization help me **reduce SVOD churn?**



↑276%

longer duration of SVOD subscription

New subscribers who interact with recommendations take 276% longer to churn than those who don't

↓43%

less likely to churn after one month

New subscribers who interact with recommendations are 43% more likely to continue to subscribe for a second month than those who don't



Has our data persuaded you that personalization is a streaming essential?

We're so convinced of the power of 24iQ-specific recommendations that we bundle 24iQ Essentials, which offers the core functionality of our 24iQ personalization platform, into all our 24i Mod Studio solutions for OTT and Broadcast, as well as with our TV as a Service solution, FokusOnTV.

[Find out more](#)