



# The Netherlands VOD Market



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# VOD BATTLE HAS FINALLY ERUPTED.

## NEWCOMERS TAKE THEIR PLACE.

After the introduction of two new VOD service providers there has been a real VOD battle in The Netherlands: the lead position of Netflix is increasingly under pressure.

Since its launch as a new streaming service in the Netherlands, HBO Max has already reached 3,1 million people through its website and/or app in March (3.174.000 persons, age 13 year and older).

On Monday March 8th, the new online streaming service was introduced in the Netherlands. In the first few weeks, multiple activation campaigns were activated, with a lifetime discount rate for early subscribers. Most people were reached via the HBO Max website: two-thirds of the visits took place on the website and one-third of the visits through the app. Relatively, highest reach levels were amongst 35–49-year-olds (28%)

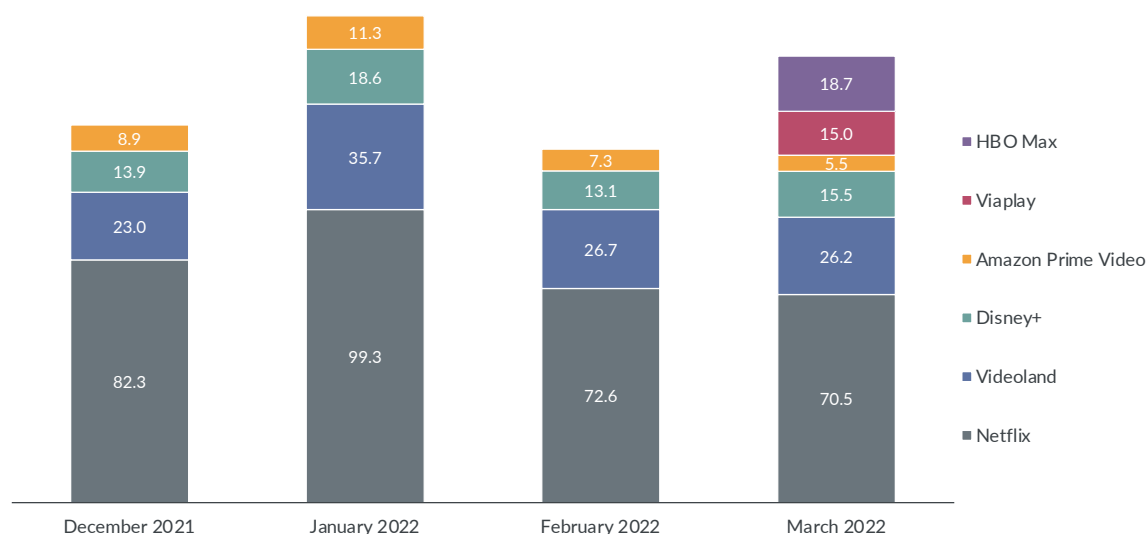
Not every online visitor became a frequent visitor. 55% visited with the HBO Max website and/or app for 1 or 2 days a month, while up to 45% visited HBO Max for more than 3 days in March.

Compared to the other paid online streaming services, Netflix is still the largest VOD service in the Netherlands. The two new introduces in March, Viaplay and HBO Max combined, have a 22% share of the total amount of online streaming visits in March.

Compared to the two first months of this year, Amazon Prime video and Netflix show a decrease in their online visits: Netflix decreased from 70% to 60%, Amazon Prime Video from 8% to 5%. For Netflix, the number of unique visitors remain stable while Amazon Prime Video did experience a slight decrease in March. Interestingly, more than half of the Amazon Prime Video visitors also visited HBO Max in March.

## GFK GXL / DAM – ONLINE VISITS (X 1.000.000) STREAMING SERVICES NETHERLANDS

Age 13 +, March 2022 on smartphone, tablet, PC/laptop



Source: Online visits GfK GXL / DAM