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Internet and Enterprise Software



Recent/Current Internet Case Study: NFLX U.S.

- 1,000 U.S. subscribers to in-home TV services
- Quarterly deployment schedule (began Feb '15)
- Key takeaways
 - Strong adoption growth in web-based streaming options, at expense of more traditional options (i.e., cable and satellite)
 - Netflix has dominant (and growing) position
 - Amazon Prime is a distant second
 - Netflix has maintained its lead over the years as newer services such as Hulu+, Disney+, HBO Max and others have entered the space
 - Content increasingly important attribute for Netflix
 - Pricing changes not having significant impact on Netflix churn rates
 - Satisfaction levels remain very high for Netflix and the preferred option for those that use more than one service.



Recent/Current Enterprise Software Case Study: DOCU and other e-signature solutions

- Nearly 100 owners/partners/CEOs from large corporations or enterprises, who currently use an e-signature digital solution
- Key takeaways
 - Significant adoption of electronic signature solutions across company sizes and industries
 - DocuSign and Adobe Sign are very close competitors and leaders in the space
 - Adoption overall and across departments increased as result of the COVID-19 pandemic and the drive towards contactless transactions
 - e-Signature providers are expanding their applications to a more broad-based “contract lifecycle management” to cater to increased user demand in this space