



**MKM** PARTNERS

## **Quantitative Survey Group**

*Custom, Proprietary Data Analytics*

**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
  - Content increasingly important attribute for Netflix
  - Pricing not having significant impact on Netflix churn rates
  - Satisfaction levels remain very high for Netflix

\* Also available a large portfolio of International NFLX studies (Brazil, Mexico, Germany, France, Japan, India and Philippines)



## Recent/Current Enterprise Software Case Study: ADBE Marketing Cloud

- 135 chief marketing officers, marketing managers or other senior marketing decision-makers at large corporations
- Roughly quarterly deployment schedule (began Feb '14)
- Key takeaways
  - Significant shift to digital marketing solutions
    - Adobe Marketing Cloud has leading market share
  - Users are increasingly utilizing multiple platforms
  - Marketing departments are main driver in tool selection process
  - Competitive landscape is expanding, including emerging new entrants