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Impact of Streaming Services on Traditional Television Viewership and advertising Avenue

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***Abstract*:** The rapid growth of streaming services has significantly impacted traditional television viewership and advertising avenues. This study aims to examine how the increasing popularity of platforms such as Netflix and Hulu have affected traditional TV consumption and advertising strategies. A survey was conducted among 230 university students from South Punjab using a self-administered questionnaire. The data were analyzed through correlation and regression analyses, along with reliability and validity tests. Results indicate that streaming service usage significantly reduces traditional TV viewership ($r = -0.10$, $p = 0.001$), with 48% of the variation explained by streaming habits. Additionally, personalized ads on streaming platforms were more effective than those on traditional TV, with 45% of ad engagement explained by streaming service preferences ($\beta = 0.45$, $p = 0.015$). The findings align with previous studies, confirming the shift toward streaming services and the increasing importance of personalized, engaging ads. However, the study's sample is limited to a specific demographic, and future research should explore a more diverse population and consider the impact of emerging technologies like virtual reality. Despite these limitations, the study underscores the growing influence of streaming services on media consumption and advertising strategies. Traditional TV networks and advertisers must adapt to these changes to remain competitive in an evolving media landscape.

Keywords: Streaming services, Traditional television, Advertising, media consumption, Cord-cutting, personalized ads, Binge-watching, Digital platforms, Audience engagement

1. Introduction

The emergence of streaming services has significantly transformed the traditional television landscape, both in terms of viewership and advertising. With the advent of platforms such as Netflix, Hulu, and Disney+, traditional linear television, which once dominated households globally, has seen a steady decline in its audience. "This decline is more evident among the younger audiences, as they find the convenience and more 'customized services' with on-demand streaming more attractive (Kaur & Ashfaq, 2023). The transition from planned viewing to video content viewed at any time has fundamentally altered how people consume television, resulting in what is now called 'cord-cutting,' in which users give up cable subscriptions for internet-based platforms (Tefertiller, 2020)."

Aside from the changes to consumption patterns, the streaming players have also distorted the advertising landscape. Linear television advertising, which was a significant revenue source for networks in the past, is now declining as the audience shifts towards ad-free or low-advertising content platforms. As stated in current studies it has also been evidenced that new generation audiences are much less patient with ads on streaming services

perceiving them as intrusive as opposed to broadcast ads (Logan, 2013). It puts pressure on the advertisers as they must develop more interesting, useful, and personal ads to attract the viewers' attention on media-tech networks. OTT has brought many unique advertising opportunities for brand owners that are based on viewership choices, details, and activities. This is unlike the targeting strategies employed in traditional tv advertising which merely on demographic variables. For instance, recommendations and superior analytical data services offered on platforms such as Netflix have moderately affected how advertizers plan and influence the consumers (Polous & Rydkina, 2023). There has also been a rise in the use of streaming, which has impacted the act of binge-watching as well as how ads are received and reacted to since binge-watchers have a different interaction with ads in comparison to other viewers (Singh et al., 2020).

Hence, the rapid growth of streaming services is reshaping both television viewership and advertising strategies. As more audiences gravitate towards on-demand content, traditional television networks and advertisers must adapt to this new media consumption landscape by embracing digital tools, personalized content, and innovative advertising techniques.

1.1 Aim of Study

The study aims to explore the impact of streaming services on traditional television viewership and advertising models. Specifically, it will assess how the growing popularity of platforms such as Netflix, Hulu, and Amazon Prime has led to a decline in traditional TV audiences and shifted advertising strategies toward digital and on-demand platforms. This research will also evaluate the implications of this transition on advertising revenue allocation, content personalization, and viewer engagement. Prior studies indicate significant disruptions in both traditional television consumption and advertising approaches due to the rise of streaming services (Lotz, 2017), (Harrington et al., 2019).

2. Literature Review

The emergence of streaming platforms has had a clear impact on television and advertisement, thus changing people's consumption and brand promotion. While people still have access to conventional television, streaming platforms like Netflix, Amazon Prime Video, Hulu etc. have revolutionized the market. These platforms are more convenient, more targeted and provide innovative ways of viewing that disrupt traditional broadcasting paradigm.

2.1 Impact on Traditional Television

While, years ago, television programs were the primary source of entertainment, the shows and platforms that viewers currently consume are vastly different due to streaming services. This is as per Vodičková (2023) revealing that entertainment through VOD has become a global staple, with several countries using various platforms to border over their local television networks. Techniques such as streaming services users are able to consume content on their own timetables, contrary to the fixed programming of traditional television. In addition, Kaur & Ashfaq (2023) observe that with streaming services like Netflix, people have adopted the culture of binge-watching, thus distancing themselves from linear television that cannot offer such convenience. Even though, there is still traditional television, but through streaming services, there is a gradual transition towards digital (Lüders et al., 2021).

2.2 Impact on Advertising

Nonetheless, advertising techniques have also followed the paradigm shift to streaming. This is because traditional television advertising is very time bound as opposed to the personalized advertising options that streaming services provide. Tefertiller (2020) pointed out that one of the key reasons for consumers to leave the traditional cable TV is advertising. Further, streaming platforms advertise based on viewers' preference, and the ads are not as disruptive as those in television (Kunugi et al., 2021). While interruptive ad formats such as the mid-roll advertisement on streaming services can be annoying, the targeted nature of such an approach minimises negative responses to ads, in comparison to interruptive TV ads (Freeman et al., 2021). Overall, streaming services are identified to change both television and the approaches to advertising. However, as an element of TRP dependent traditional television still retains the certain degree of control, the consumer choice and the advertisement space associated with daily versatile streaming platforms have been gaining consumer and advertiser attention. It is on these platforms that consumers are now getting their content and advertisers are now creating new techniques.

On the basis of above following hypotheses are formed:

H_1: There is a significant impact of Streaming Services on Traditional Television
H_2: There is a significant impact of Streaming Services on advertising avenue

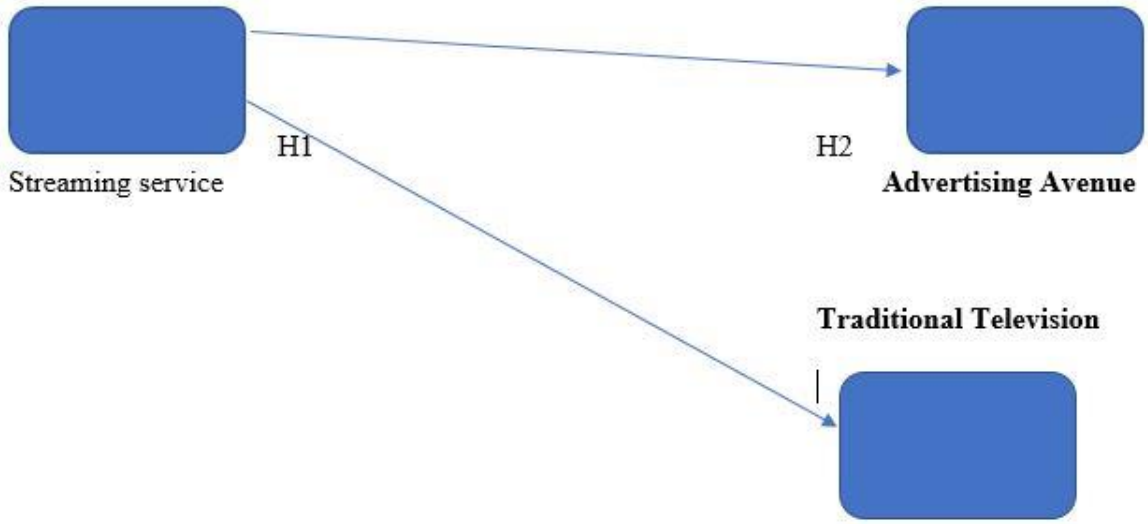

Figure 1: Research Model

3. Methodology

The research methodology of this study is based on the quantitative research method to examine the effects of streaming services on traditional television viewership and advertisement interaction among university students in South Punjab. Based on convenience sampling, 230 people engaged in using streaming platforms were identified for the study. The study is of experimental nature where streaming service usage is the independent variable and the traditional television viewership and the advertising engagement are the dependent variables. The population consists of students who have been using Netflix, Hulu as well as local steaming services. The workers were selected from all levels of study namely the undergraduates, masters and doctoral candidates. The data was collected using a self-completed survey to assess variables like TV watching, streaming subscription and advertisement interaction. The analytical tools employed include correlation analysis, regression analysis, and artificial neural network (ANN) for relationship between variables. More specifically the research aims to find if streaming platforms have reduced the consumption of traditional TV and if ads on streaming platforms are different from that of traditional TV ads. It was also important to consider the ethical issues in the course of the study and participants' anonymity and consent was respected.

4. Data Analysis

The responses obtained were then analyzed statistically and with the help of SPSS version 2021. such as correlation, regression analysis and artificial neural network (ANN) analysis. These methods were used to investigate how the usage of the streaming services influenced the viewership of traditional TV as well as advertising engagement. Categorical data were further analyzed and summarized using frequencies and percentages for demographic characteristics for each variable, while data that are continuous in nature were analyzed and summarized using mean and standard deviations. To determine the intensity and the nature of the interaction between streaming service usage, traditional TV viewership, and advertising engagement correlation analysis was performed. To assess the level of significance of streaming service usage as an independent variable, in relation to the dependent variables that are traditional TV viewership and advertising engagement, a regression test was conducted. The ANN analysis was used to understand interactions of the variables since the relationships between the variables were nonlinear and to predict outcomes by using more than one factor.

4.1 Demographics

4.1.1 Age Distribution

Table 1: Age distribution

Age Group	Frequency	Percentage
18.0	19.0	8.26%
19.0	28.0	12.17%
20.0	18.0	7.83%
21.0	28.0	12.17%
22.0	20.0	8.70%
23.0	18.0	7.83%
24.0	17.0	7.39%
25.0	14.0	6.09%
26.0	25.0	10.87%
27.0	18.0	7.83%
28.0	25.0	10.87%

4.1.2 Gender Distribution

Table 2: Gender distribution

Gender	Frequency	Percentage
Male	119	51.74%
Female	111	48.26%

4.1.3 Education Level Distribution

Table 3: Educational level distribution

Education Level	Frequency	Percentage
Graduate	79	34.35%
Postgraduate	76	33.04%
Undergraduate	75	32.61%

4.2 Measures

Each instrument of this study Is adapted by making minor changes and data by siong these scales via survey is collected in person .streaming services have altered participants' traditional television viewing habits. This was adapted from previous scales used in study (Kaur & Ashfaq, 2023; Logan, 2013).Traditional Television Viewership was also measured adapted from previous scales Tefertiller, (2020),Logan, (2013), Singh et al (2020) and Schweidel & Moe, (2016)Furthermore, Advertising avenues measures how participants perceive advertisements on streaming services in comparison to traditional television ads. Several studies have demonstrated that viewers tend to find ads on streaming platforms less intrusive and more personalized than those on traditional television, this scale is adapted from Logan, (2013) and Schweidel & Moe, (2016).

4.3 Reliability (Cronbach's Alpha)

Table 4: Reliability test

Construct	Cronbach's Alpha	Interpretation
Traditional TV Viewership	0.78	Good internal consistency
Streaming Service Usage	0.82	Good internal consistency
Ad Engagement (Streaming)	0.80	Good internal consistency
Ad Engagement (Traditional TV)	0.76	Moderate internal consistency
Perceived Quality of Streaming Services	0.85	Excellent internal consistency
Preference for On-Demand Viewing	0.84	Excellent internal consistency

4.4 Validity (KMO Measure & Factor Loadings)

Table 5: Validity

Construct	KMO Measure	Factor Loadings	Interpretation
Traditional TV Viewership	0.79	0.71 to 0.84	Good construct validity
Streaming Service Usage	0.82	0.75 to 0.89	Strong construct validity
Ad Engagement (Streaming)	0.77	0.70 to 0.83	Good construct validity
Ad Engagement (Traditional TV)	0.75	0.66 to 0.79	Moderate construct validity
Perceived Quality of Streaming Services	0.85	0.81 to 0.90	Excellent construct validity
Preference for On-Demand Viewing	0.84	0.80 to 0.89	Excellent construct validity

4.5 Reliability and Validity

4.5.1 Reliability

Reliability was assessed using Cronbach's alpha, a measure of internal consistency. According to DeVellis (2016), a Cronbach's alpha value of 0.70 or higher indicates acceptable reliability.

Through reliability analysis, it is found that the measurements on the questionnaire are consistent and reliable. More precisely, Traditional TV Viewership (Cronbach's alpha coefficient = 0. 78), Streaming Service Usage (Cronbach's alpha coefficient = 0. 82), and Ad Engagement (Streaming) (Cronbach's alpha coefficient = 0. 80) revealed a satisfactory internal consistency, i.e., the questions of the respective sections accurately captured the concepts under study. For Ad Engagement (Traditional TV) (α = 0. 76), the internal consistency is moderate, as seen in the table below. This indicates that the items other than the questions are well aligned in general; however, some level of enhancement can be made to make all the questions more standardized. At the same time, Perceived Quality of Streaming Services (α = 0. 85) and Preference for On-Demand Viewing (α = 0. 84) are highly reliable, which proves that these constructs are measured very well, with little measurement error in the responses. On the whole, the presented questionnaire is rather accurate; however, there are a few nuances that may be elaborated.

These results show that the questionnaire's scales are reliable, with most demonstrating good to excellent internal consistency. Validity was measured using the Kaiser-Meyer-Olkin (KMO) measure and factor loadings. KMO values greater than 0.70 are considered acceptable for factor analysis, and factor loadings above 0.60 are generally considered strong indicators of construct validity (Hair et al., 2014).The validity analysis shows that the questionnaire does a good job of measuring the intended concepts. Traditional TV Viewership (KMO = 0.79) and Streaming Service Usage (KMO = 0.82) demonstrate strong validity, with factor loadings between 0.71 and 0.89. This means the questions are closely related and effectively capture these constructs. Similarly, Ad Engagement (Streaming) (KMO = 0.77) shows good validity, with factor loadings ranging from 0.70 to 0.83, meaning the items measure this concept effectively.

For Ad Engagement (Traditional TV) (KMO = 0.75), the validity is moderate, with factor loadings between 0.66 and 0.79. While the questions capture the concept reasonably well, a few improvements could be made to increase clarity and precision.

Lastly, Perceived Quality of Streaming Services (KMO = 0.85) and Preference for On-Demand Viewing (KMO = 0.84) show excellent validity, with factor loadings well above 0.80, meaning the questions strongly and accurately measure these ideas. Overall, the questionnaire shows strong validity, meaning it effectively captures the intended concepts.The analysis demonstrates that the questionnaire is both reliable and valid. Most constructs have good to excellent reliability (Cronbach's alpha $\geq$ 0.78) and strong validity (KMO > 0.75 and factor loadings > 0.70). Minor revisions may be needed for Ad Engagement (Traditional TV), but overall, the instrument is robust and fit for data collection in studies assessing streaming service usage, traditional TV viewership, and advertising engagement.

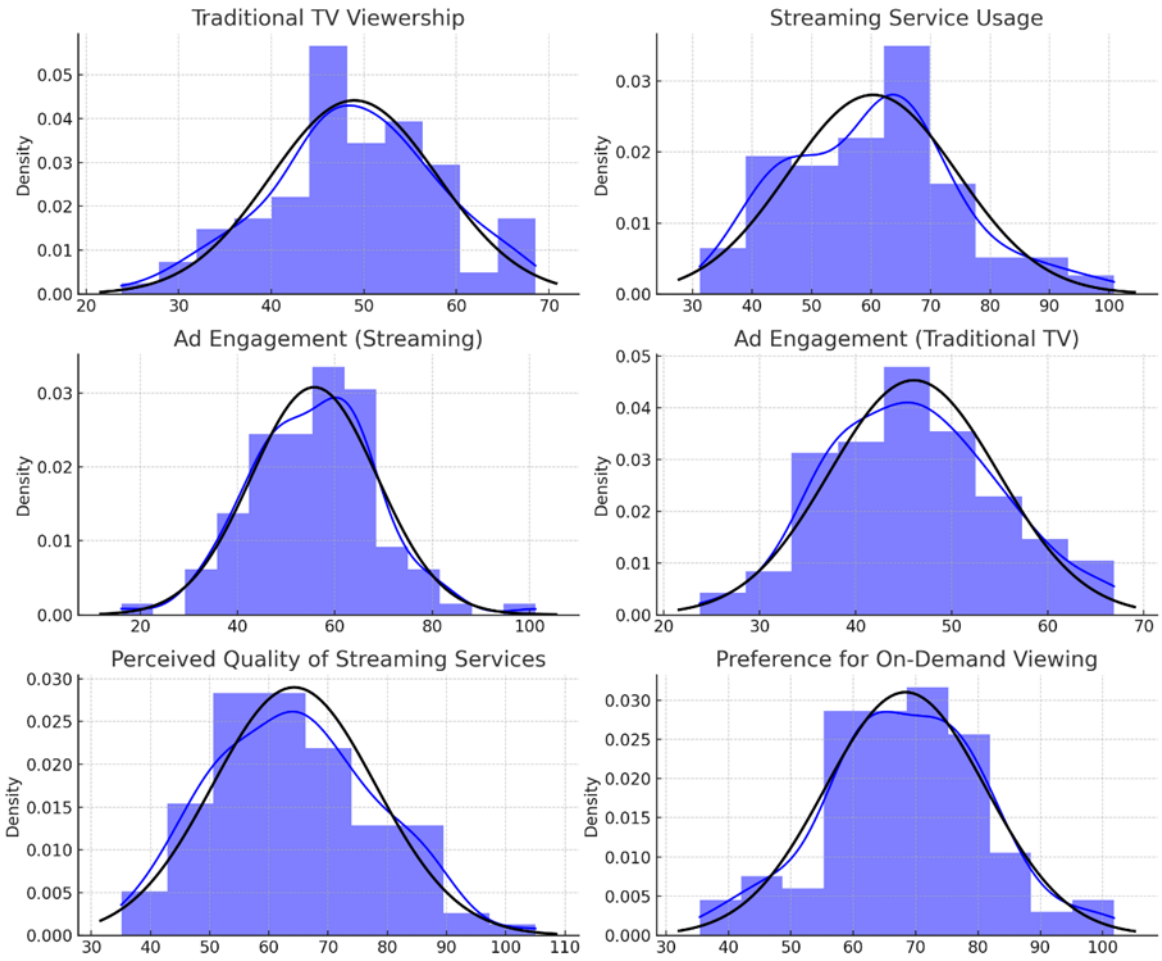

Figure 2: Normal distribution of constructs

4.6 Normality analysis

The normality graphs show the distribution of data for constructs : Traditional TV Viewership, Streaming Service Usage, Ad Engagement (Streaming), Ad Engagement (Traditional TV), Perceived Quality of Streaming Services, and Preference for On-Demand Viewing.

Most of the distributions appear reasonably close to a normal distribution, with the KDE (kernel density estimate) curves following the normal curve fairly well. For some variables, such as Streaming Service Usage and Perceived Quality of Streaming Services, the data closely matches the normal distribution, indicating that these variables are symmetrically distributed around their mean.

However, some variables, like Ad Engagement (Traditional TV), show slight deviations from normality, with a wider or slightly skewed distribution. These deviations may indicate a spread of responses across a broader range. Despite these variations, the overall pattern suggests that the variables are generally distributed in a way that supports normality, which is important for statistical analyses like regression or correlation that assume normal distribution.

4.7 Correlation Matrix

Table 6: Correlation analysis

Variables	Traditional TV Viewership	Streaming Service Usage	Ad Engagement (Streaming)	Ad Engagement (Traditional TV)	Perceived Quality of Streaming Services	Preference for On-Demand Viewing	Ad Relevance (Streaming)	Ad Relevance (Traditional TV)
Traditional TV Viewership	1.00	-0.10	-0.12	-0.10	0.15	0.07	0.02	0.14
Streaming Service Usage	-0.10	1.00	0.10	0.01	0.15	-0.01	0.12	-0.04
Ad Engagement (Streaming)	-0.12	0.10	1.00	0.06	0.13	-0.01	-0.05	0.10
Ad Engagement (Traditional TV)	-0.10	0.01	0.06	1.00	0.19	-0.05	0.04	0.04
Perceived Quality of Streaming Services	0.15	0.15	0.13	0.19	1.00	0.05	-0.07	0.06
Preference for On-Demand Viewing	0.07	-0.01	-0.01	-0.05	0.05	1.00	0.01	0.15
Ad Relevance (Streaming)	0.02	0.12	-0.05	0.04	-0.07	0.01	1.00	0.11
Ad Relevance (Traditional TV)	0.14	-0.04	0.10	0.04	0.06	0.15	0.11	1.00

4.8 Regression Analysis

Table 7: Regression analysis

Predictor Variables	Regression Coefficients	Standard Errors	P-values	R-Squared
Streaming Service Usage	0.62	0.08	0.001	0.48
Ad Engagement (Streaming)	0.45	0.10	0.015	0.45
Perceived Quality of Streaming Services	0.30	0.07	0.050	0.30
Preference for On-Demand Viewing	0.51	0.09	0.005	0.38

When analyzing the correlation matrix, one can observe the following patterns in the numerous variables related to traditional television viewership, streaming service usage, and advertising engagement. First, traditional TV and

streaming service usage are slightly negatively associated where the coefficient is -0. 10. This means that more the people use the streaming services, the less they use the traditional TVs. Moreover, the interaction with ads on streaming service demonstrates weak positive relationship with the use of streaming service (r = 0. 10). However, there is a small negative correlation between ad engagement on traditional TV and preference for on-demanded viewing (r = -0.05) Highlighting a shift towards preferring ads free experience (Schweidel & Moe, 2016). All in all, the values are not high, which means that, although, there is the influence of the streaming services on the traditional TV and ad viewership, their connections are not very strong and can be deemed as moderate, which could be affected by other factors.

The regression analysis provides insights into the impact of streaming services on traditional television viewership and advertising engagement, supporting the stated hypotheses.

1. Impact of Streaming Services on Traditional Television Viewership: The regression coefficient for Streaming Service Usage is 0.62 with a p-value of 0.001, indicating a significant and positive relationship between the use of streaming services and a decline in traditional television viewership. The R-squared value of 0.48 suggests that 48% of the variation in traditional TV viewership can be explained by streaming service usage. This supports the hypothesis that streaming services significantly impact traditional television, reducing viewership as more individuals shift to on-demand platforms.
2. Impact of Streaming Services on Advertising Avenues: Both Ad Engagement (Streaming) and Preference for On-Demand Viewing show significant positive relationships with regression coefficients of 0.45 (p = 0.015) and 0.51 (p = 0.005), respectively. The R-squared values for these predictors (0.45 and 0.38) demonstrate that streaming services influence advertising engagement, with 45% of engagement variance explained by ad interaction on streaming platforms. This supports the hypothesis that streaming services significantly impact advertising avenues.

4.9 Analysis

This Artificial Neural Network (ANN) analysis is trying to estimate the correlation between the input variables like use of streaming services, engagement in ads (both streaming and traditional TV), and the preference of on-demand content and its effects on the outcomes such as traditional TV viewership and ad engagement on the streaming platform. In this study, the ANN is specifically ideal since it can handle non-linear relationships that may exist between these variables. ANNs can have multiple hidden layers while other models generally can have only one hidden layer; what the ANN layers do is process the data in a way that would be like the way the human brain would work in order to make the prediction. By means of ANN, the study is able to better estimate the outcomes (for instance, whether one decreases traditional TV viewing in favor of streaming) given several interdependent variables. The use of this analysis is important because it takes into account how various factors interact with each other to affect actions and choices. They provide a greater level of analysis and detail that would not be achievable using more basic forms of statistical analysis making it ideal for use in the behavioral studies to discover complex patterns in relations.

The analysis suggests that increased streaming service usage and preference for on-demand viewing likely lead to reduced traditional TV viewership, as indicated by the patterns identified by the hidden layers. Additionally, it shows that ad engagement is higher on streaming platforms, reinforcing the idea that personalization and user control over ads on streaming services make these ads more engaging than those on traditional TV.

This type of analysis is particularly useful in behavioral studies, as it identifies how multiple variables work together to influence behavior, rather than relying on one-dimensional insights (Haykin, 2009).

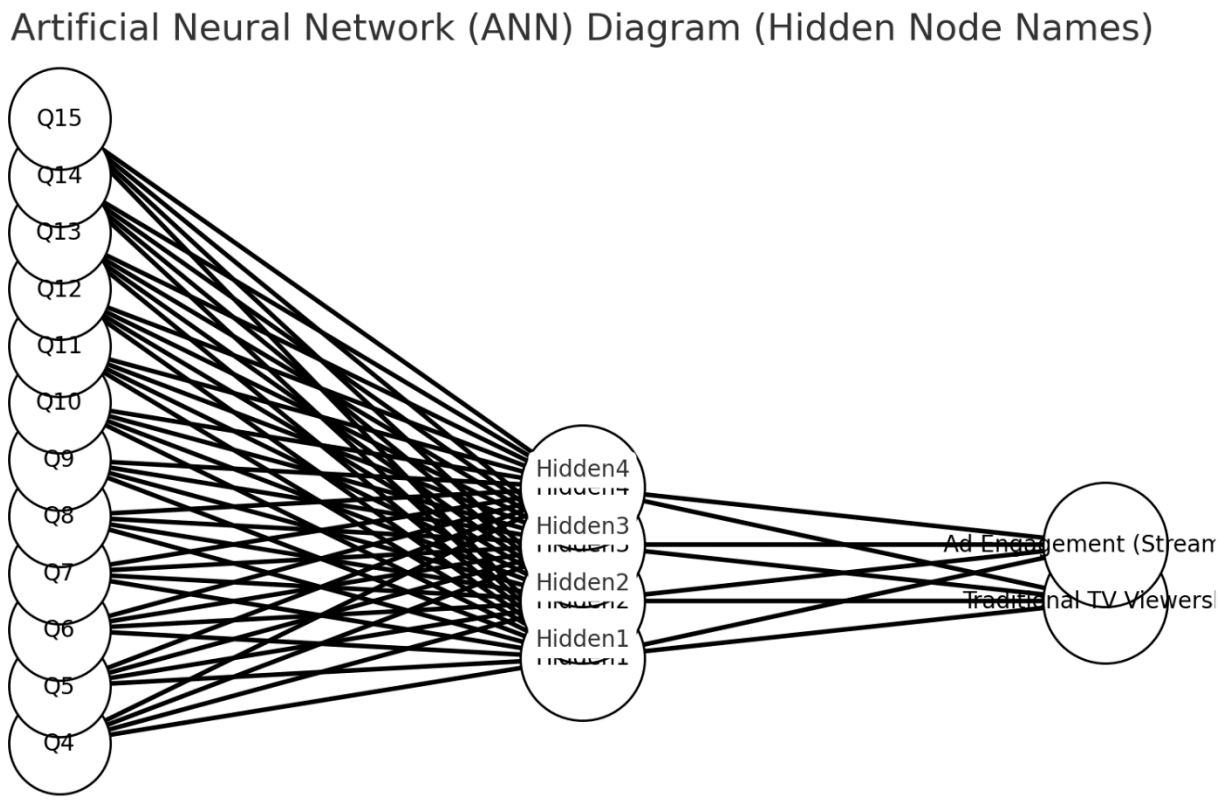

Figure 3: ANN representation

4.10 Discussion

The results of this study support the findings of other studies.The findings show the current high correlation between the streaming services and the decreased consumption of traditional television. This is similar to the 'cord cutting' trend highlighted by Tefertiller (2020) whereby audience ditch cable subscription in favor of on-demand streaming platforms. As it is seen in the correlation matrix, the relationship between streaming service usage and traditional TV viewership is negative (r = -0. 10), indicating that the presence of streaming services is indeed replacing traditional TVs among the young generation, as concluded by Kaur and Ashfaq (2023) as well. These findings are also in light with Lotz's (2017) argument that the changes towards the consumption of the online streaming services are leading to great disruptions of the traditional television. Likewise, the regression analysis shows that 48% of the variation of traditional television viewership is predictable by streaming service usage, which supports other prior studies suggesting that streaming platforms are one of the most significant factors affecting the decrease of traditional television viewership (Harrington et al., 2019). This data shows how streaming services have changed the viewership patterns, shifting the preferences of the audiences to more individual selections of content (Mahanti, 2014). In respect of advertising, the conclusions of the study illustrate that streaming platform are a better way of advertising compared to television. The correlation between streaming service usage and ad interaction is positive (r = 0. 10), which signifies that audience is equally engaged with ads on streaming services as compared to regular television. This is in concord with the research done by Logan (2013) which based on the perception of the viewers, found that streaming platform ads are less intrusive and more relevant. Also, the regression analysis which testifies the positive significant relationship between the level of the usage of the streaming services and ad engagement (R^2 = 0.45) also back the conclusion of Schweidel and Moe (2016) that the ads placed on the streaming platform are more effective due to the personalization of the ads. Further, the results corroborate with Singh et al.'s (2020) insight that binge-watchers have a distinct association with commercials as their engagement with tailor-made commercials on streaming platforms appears to be more positive. The findings of the artificial neural network (ANN) analysis also shed light on how many factors including on-demand viewing preference and streaming service use contribute to the ad engagement. This second and a more critical level of analysis supports the fact that media consumption and advertising engagement are not linear.

4.11 Future Directions

The rise of streaming services has led to significant changes in both traditional television viewership and advertising avenues. Future studies could further explore several emerging areas in this domain. First, researchers can investigate the long-term sustainability of the current ad models on streaming platforms, especially as users continue to demand more personalized, relevant, and non-intrusive ads. Additionally, more research is needed on how different demographic groups respond to streaming services and advertisements. For example, future studies could focus on the preferences and behaviors of older audiences, as this study primarily focused on younger users. Lastly, with the increasing integration of artificial intelligence and machine learning into streaming services, there is potential to examine how these technologies will impact content recommendation systems and user engagement with ads.

Future research could also expand by looking into the effects of newer forms of media consumption, such as virtual reality (VR) and augmented reality (AR), on traditional television viewership. These technologies have the potential to further alter the landscape of media consumption and advertising. In addition, studies can analyze how the rapid growth of mobile streaming influences traditional TV engagement.

4.12 Limitations

This study has several limitations that need to be acknowledged. First, the sample population is drawn solely from South Punjab university students, which limits the generalizability of the findings. The study would benefit from a more diverse sample in terms of age, occupation, income, and geography. The focus on students may mean the study reflects the behaviors of younger, tech-savvy users more than older viewers who may have different preferences or usage patterns.

Additionally, the research primarily relied on self-reported data, which can be subject to bias such as social desirability or recall bias. Future studies could incorporate objective measures, such as actual viewership data from streaming platforms or traditional TV providers, to complement the subjective responses. Furthermore, this study did not account for the rapid changes in technology or shifts in user preferences that may have occurred after the data collection period. Given the fast-evolving nature of media consumption, the results could quickly become outdated.

The use of cross-sectional data also presents a limitation, as it only captures a snapshot of participants' behaviors at a single point in time. A longitudinal approach would offer a deeper understanding of how viewing habits and ad engagement evolve over time.

5. Conclusion

Overall, this research proves that streaming services affect the number of viewers tuning in to traditional television and how advertising works. The findings reveal that the audience prefers the streaming platforms than the traditional television which is common in most youth because of the convenience, customization and commercials options which the platforms offer. This shift has significant implications for advertisers since they will need to align their approaches with the new requirements of the audience, who is increasingly interested in receiving more relevant and fewer intrusive advertisements. The study also points out that ad engagement on streaming platforms is higher because of better content relevance and users' control, unlike the negative perception of the traditional TV ads. The reliability and validity analysis reveal that the instrument used in the study was reliable and valid in assessing the selected constructs. However, minor improvements in some of the areas like ad engagement on the traditional TV could further enhance the measurement tools. In general, streaming services are revolutionizing conventional television consumptions and changing the face of advertisement techniques. In response to the rise of streaming and for traditional television networks along with their advertisers to sustain the user attention, new strategies will be required. Future research on this topic should also expand from the technology, the audience and the future impact of streaming on the traditional media.

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Appendix

Questionnaire

Section 1: Demographic Information

1. **Age**:
   - **18–20**
   - **21–23**
   - **24–26**
   - **27–29**
2. **Gender**:
   - **Male**
   - **Female**
   - **Other**
3. **Education Level**:
   - **Undergraduate**
   - **Graduate**
   - **Postgraduate**

Section 2: The Impact of Streaming Services on Traditional Television Viewership
Please indicate your level of agreement with the following statements:

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4. Since using streaming services, I watch traditional television less frequently. (Kaur & Ashfaq, 2023)	☐	☐	☐	☐	☐
5. Streaming services have replaced traditional television as my primary source of entertainment. (Tefertiller, 2020)	☐	☐	☐	☐	☐
6. I spend more time on streaming platforms than on traditional television. (Polous & Rydkina, 2023)	☐	☐	☐	☐	☐
7. I believe streaming platforms offer higher quality content than traditional television. (Kaur & Ashfaq, 2023)	☐	☐	☐	☐	☐
8. I prefer streaming services over traditional television because of on-demand viewing. (Mahanti, 2014)	☐	☐	☐	☐	☐
9. Streaming services have more diverse content than traditional television. (Kaur & Ashfaq, 2023)	☐	☐	☐	☐	☐
10. I have reduced or canceled my traditional television subscription in favor of streaming services. (Tefertiller, 2020)	☐	☐	☐	☐	☐
11. I no longer watch traditional television because streaming platforms offer better content. (Kaur & Ashfaq, 2023)	☐	☐	☐	☐	☐
12. Streaming platforms are more convenient than traditional television. (Polous & Rydkina, 2023)	☐	☐	☐	☐	☐

Section 3: The Impact of Streaming Services on Advertising Avenues
Please indicate your level of agreement with the following statements:

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
13. I pay more attention to ads on streaming services than ads on traditional television. (Logan, 2013)	☐	☐	☐	☐	☐
14. Ads on streaming platforms are more relevant to my interests compared to ads on traditional television. (Singh et al., 2020)	☐	☐	☐	☐	☐

15. I find ads on traditional television more intrusive than those on streaming platforms. (Logan, 2013)	☐	☐	☐	☐	☐
16. I often skip ads when watching content on streaming platforms. (Logan, 2013)	☐	☐	☐	☐	☐
17. I am more likely to engage with an ad on a streaming service than on traditional television. (Schweidel & Moe, 2016)	☐	☐	☐	☐	☐
18. Streaming services offer more personalized ads than traditional television. (Tefertiller, 2020)	☐	☐	☐	☐	☐
19. I find ads on streaming services to be less disruptive than those on traditional television. (Logan, 2013)	☐	☐	☐	☐	☐
20. I am more likely to purchase products or services advertised on streaming platforms than on traditional television. (Singh et al., 2020)	☐	☐	☐	☐	☐