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# MARKET FACTS!

MARKET FACT #200

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## **MARKET FACT #200**

# 78%

**of U.S.A consumers and 93% in APAC (Asia-Pacific) said they want A SINGLE PLATFORM for all their subscription services.**

**DATE:** January 15, 2024

**COMMENT:** Surprising isn't? Consumers from these two main regions are happy with having tons of options but want the easiness of having them all located in one place, one subscription for all services. For Content Creators that tells something: you might wanna team up with other professionals or content providers to sell all your content in a super-bundle. FACT: 70% of consumers said they would spend more time using their subscription service if it were available through a super bundling content hub (USA). Time to partner up!

# ***A MESSAGE FOR BRANDS***

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