



KKSCM

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Executive Summary

The report discusses the growth and competitiveness of the streaming service industry, which includes Apple TV+ and other popular networks such as Netflix, Hulu, and HBO Max. The sector for streaming services, which includes Apple TV+ and other well-known networks like Netflix, Hulu, and HBO Max, is discussed along with its expansion and level of competition. The significance of unique content in the sector and how it affects consumer subscriptions are highlighted in the research. All of the streaming content on Apple TV+ is original content created by Apple. The history of Apple Inc., a technology business that develops and produces a range of hardware and software, is also covered in the paper. According to the source, Apple TV+ is a subscription-based service that consumers may access on several platforms in addition to the Apple TV+ streaming device.

Within the report, it is discussed that Apple TV+'s accessibility and ease as a streaming service, emphasizes its adaptability in terms of device and location compatibility. Apple TV+ is far less expensive than its rivals, Netflix and Hulu, offering solely original programming for as little as \$6.99 per month for an ad-free subscription. Despite the intense competition, Apple TV+ stands out for its innovation and uniqueness, quickly gaining 20–40 million consumers, and earning between \$1–2 billion over the last two years.

The political, economic, social, and technological analyses in this report help analyze the Apple brand. Several streaming services and channels, including Hulu, Amazon Prime Video, Disney Plus, and HBO Max, among others, have relationships with Apple TV+. Apple employees organized unions in response to inflation, and the company

increased the starting wage for its US employees. Because Apple mainly relies on China's low production costs, growing labor costs there could have an impact on Apple's expenses and product prices. In the final quarter of the year 2022, Apple generated a record \$90.1 billion in revenue. Since the pandemic, streaming services have become increasingly important, and Gen Z embraces inclusivity and diversity. The new Apple TV+ 4K, known as Apple TV+, is equipped with Dolby Vision, HDR10+ support, and an energy-efficient A15 Bionic CPU.

In the SWOT analysis, there were many different strengths and weaknesses that were discovered. Some strengths include the idea that Apple is a well-known firm with a solid reputation and brand recognition. Also, by continually enhancing its goods and paying attention to user feedback, Apple has gained the trust of its customers. And lastly, Apple TV+ is exclusive to its platform and exclusively streams original content with new movies and TV shows are frequently released on Apple TV+. As for opportunities, according to the research, Apple TV+ has an opportunity to advance by expanding the range of licensed content. Consumers like a mix of both original and licensed programming, which is where rivals like Netflix and Hulu excel. Additionally, by providing a larger variety of live sports, particularly college basketball and football games, Apple TV+ could draw in additional users. Apple TV+ also must keep up with technological developments to guarantee that its content is superior to that of its rivals. When analyzing the threats, the research emphasizes the threat posed by Apple's brand loyalty to its rivals as well as the possible risk associated with its reliance on Chinese production. As proven by its recent success in overcoming more established competitors like Netflix, Disney+, and HBO Max, Apple is a significant participant in the streaming business thanks to its strong

customer service and committed fan base. The potential for growing labor and manufacturing expenses, which can drive up the price of Apple's products and jeopardize its pricing strategy, is, however, increased because of the company's manufacturing in China.

Exploratory research was conducted with the objectives of finding how often consumers typically use their streaming services per week, the most difficult aspect of using a streaming service for consumers, what streaming services are the most favorable among consumers, and to determine what consumers feel Apple TV+ needs to improve or add to their service to improve consumer satisfaction. The research was conducted by surveying 9 individuals, and research revealed that participants valued the importance of having a variety of choices for a streaming service. Research also revealed that participants would like ad-free plans for a streaming service without any added costs. Participants did not view Apple TV+ as a leading streaming service and likely would not consider choosing Apple TV over other streaming service options, however, Apple TV+ did stand out in regards to their advertisements on social media for Apple TV +original series which caught the attention of participants. Overall, Apple TV+ was not one of the most considerable options for streaming services, but the appeal of original television and movie options gives Apple TV+ an appeal towards potential users.

To conclude the overall results in this report, Apple TV+ is a widely available streaming service that only offers original content. In order to differentiate itself from rivals, Apple TV+ continually creates original content. The company is more concerned with content quality than quantity. Regarding whether Apple TV+ separates itself from its rivals, the report offers contradictory findings. Even though respondents are aware of Apple

TV+'s unique programming, they do not think of it as their preferred streaming service; instead, they prefer rivals like Netflix, Hulu, and HBO Max.

Situational Analysis

Macro and Micro Analysis on I + 5Cs + 4Ps + SIVA

Industry

The streaming service industry consists of other networks like Apple TV+ such as Netflix, Hulu, and HBO Max. Since COVID-19, the streaming service industry has been continuously growing (Dayal, 2022). Certain studios that produce blockbuster movies started to turn away from releasing their movies to the movie theaters and instead, releasing their movies to streaming services (Strausser, 2022). This is because people have shifted from leaving their homes to go see the next big movie to just waiting for it to come on their favorite streaming service. This industry is very competitive and collectively every program is trying to be the one that has the shows and movies that the audience wants to see. Each streaming service has its own perks and that's why most of the customers are not just subscribed to one of these networks.

Newer generations barely even watch television on cable especially because some services like YouTube TV broadcast shows live and you can use devices like Apple TV+ to download this app. Apple TV+ is a streaming service just like Netflix and HBO Max except all of the shows on Apple TV+ are originals (Mayo, 2023). However, for other streaming services, there are many instances where shows are dropped and picked up. It's very noticeable to customers that when one streaming service is dropping a show that everyone knows and loves, it's most likely because the show's contract is up and a different

streaming service offered more money to stream the show. For example, the show Friends was one of Netflix's most popular shows for years, but HBO Max picked it up in hopes to get more people to subscribe to their streaming service (Garland, 2023). After years of streaming shows, Netflix announces that they will be taking the show off their network and the day that they will be dropping it. When other programs, like HBO Max, pick up these popular shows, it sends Netflix customers over to competing streaming service. This is also why it's very common for customers to be subscribed to multiple different streaming services. Customers aren't ready to let go of a streaming service because it still has different shows that make each subscription special. However, Apple TV+ stands out from all of the others because this streaming service specifically only streams Apple Originals (Mayo, 2023). This makes the service even more competitive than the others because there is no way for them to compete for the shows on Apple TV+.

The streaming service industry is so big and competitive not only because of the services themselves but also because of the customers. The streaming services are all very different and have their own perks. The more streaming services that are available, the less likely it is for customers to use cable television. Customers want to be subscribed to multiple different platforms to have the best variety of shows and movies, which is why these services typically don't always carry the same movie or television show, especially the popular ones. This is why the industry is not only large and competitive, but also genius.

Company

Company Description

Apple TV+ belongs to the company Apple Inc. This is a company that designs and manufactures different types of smartphones, tablets, computers, software programs, and wearable devices. This company was formerly known as Apple Computers, Inc. which was founded on April 1, 1976, by Steve Jobs and Steve Wozniak (The Founding of Apple Computers, Inc., n.d.). Steve Jobs changed the name of Apple Computers, Inc. to a simpler name in January 2007 which is known as Apple, Inc. (*Apple, Inc.: The Creators*, n.d.). Steve Jobs changed the name of the company to Apple, Inc. to represent how the company has grown over the years to create a much broader selection of devices and services. In 2022, Apple, Inc. passed the mark of being worth \$3 trillion which is the first “publicly traded company to ever reach this figure” (Nicas, 2022).

Product as Description

Understanding what Apple TV+ exactly is can be challenging. Apple TV+ is a streaming service to allow people to watch shows and movies that are original to Apple. There is also a product that Apple owns called “Apple TV” which is a streaming device that allows consumers to attach a small black box to their television at home. The vision of Apple TV+ was born from Steve Jobs’ dream of creating an “Apple TV” that could sync with other Apple products and iCloud (Gartenberg, 2019). Over the years Apple has created many different versions of the Apple TV+ and has made many adjustments to get it to where it is today. This streaming device “currently has two models, one for HD and one for 4K ” (Callaham & Sharma, 2022). This comes with a remote that signals to the box itself, allowing the user to view Apple’s streaming service as well as many different streaming services (Callaham & Sharma, 2022).

Apple TV+ is a completely different concept from Apple TV. Apple TV+ is a subscription service (Callaham & Sharma, 2022). This is where a consumer can pay a certain amount of money per month to get access to all of the original shows and movies that Apple TV+ provides. With the subscription service, the consumer can watch Apple TV+ on the different platforms where this service is available. Apple TV+ is available to stream on Apple TV which allows these two products from Apple to coincide with each other. The small differences in the names of the different Apple streaming products are a way for people to tell the difference between what they are purchasing and using. If they were both just labeled “Apple TV,” consumers would get confused about whether they were purchasing the streaming device or the streaming service.

Price, Cost, and Value

With the Apple TV+ subscription service, there is a set price of \$6.99 per month after a free 7-day trial when the consumer first purchases the service (apple.com, 2023). There is also a deal that Apple is doing where if a customer purchases any Apple product, they will get three months free of Apple TV+ (apple.com, 2023). With Apple TV+, there is an option to add specific channels that do not already come with the subscription, which could be an added cost to the monthly price (Webb & Cohen, 2022). Another option that Apple TV+ offers is to pay to rent or purchase movies or shows that could also add to the price of the monthly subscription (Webb & Cohen, 2022). If a consumer was wanting to also purchase the Apple TV streaming device, there would be a different price point altogether. This product has two options: a one-time purchase of \$129.00 for a setup box

with 64GBs of storage or a one-time purchase of \$149.00 for a setup box with 128GBs of storage (apple.com, 2023).

The value of Apple TV+ depends on what the consumer is looking for in a streaming service. The price point of Apple TV+ is on the lower end compared to its competitors and also has great deals that other streaming services do not provide. Apple TV+ provides programs that are original to Apple and that no other streaming service offers, but they only carry originals and no other programs from any other television services. This puts a different value on Apple TV+ itself because the value of this aspect completely depends on what kind of shows or movies each individual consumer is looking for.

Placement, Convenience, and Access

The placement, convenience, and accessibility of Apple TV+ is very versatile and open. With Apple TV+, a subscription owner can choose to use this product in any location as long as they have a device that allows Apple TV+ to be run. The convenience of being able to watch the shows and movies that Apple TV+ provides anywhere, at any time is a big factor that plays in the value of this product also. As long as the consumer viewing the programs Apple TV+ provides has internet, it will be accessible. Apple TV+ also has an option where the consumer can download the show or movie they want to watch to whatever device they are streaming it on to allow the viewer to access the programs without the internet (*Download and stream shows*, 2022).

Competition

Apple TV+ is a streaming service that only carries original programs that were created by Apple TV+ themselves (*Apple TV+*, n.d.). Apple TV+ has many big competitors such as Netflix and Hulu. These big competitors all do a similar job of providing a service where customers can locate their favorite tv shows and movies.

Streaming services like Netflix and Hulu are different from Apple TV+ because they ultimately consist of broadcasted shows as well as originals. The programs that these competing streaming services offer are often shown between multiple different streaming services which makes it hard for consumers when they are deciding which to subscribe to. However, even though they share multiple different programs amongst them, they also are competitive when offering these programs different deals to get them to be a part of their streaming service.

When looking at the financials of the competitors, Apple TV+ is one of the cheaper options that are advertisement-free. Netflix and Hulu both offer plans with and without advertisements that are very closely priced to Apple TV+. Hulu offers three different types of plans that consist of advertisements, without advertisements, and Hulu+ Live TV. Hulu with advertisements is \$7.99 a month and without them, it is \$14.99 a month (Watroba, 2022). Hulu's most expensive plan is \$69.99 where you get access to a lot more programs (Watroba, 2022). Netflix is very similar but they have four different types of plans that consist of with and without advertisements, as well as Netflix Standard and Netflix Premium (*Plans and pricing*, n.d.). The only difference between these two is that on Netflix Premium, many more people have access to your account so that everyone can watch their programs at the same time if needed. Apple TV+ is one of the cheaper subscriptions which

is only \$6.99 a month and advertisement-free (apple.com, 2023). Apple TV+ also carries completely different programs from these other services because every single one is an original from this streaming service. Although Apple TV+ is a lot newer compared to Netflix and Hulu, they have quickly made their way up to the top. Apple TV+ has between 20-40 million customers and has made between 1-2 billion dollars in the past two years (Savitz, 2022).

These different streaming services are all very competitive with each other and that keeps customers on their toes. Customers are always looking for the best streaming service while subscribing to new ones and unsubscribing from old and irrelevant ones. But, Apple TV+ will never be a service that is old and irrelevant because of its uniqueness and originality.

Collaborators

Filmhub is the only distributor of Apple TV+. One of the few distributors offering direct delivery to Apple TV+ is Filmhub. Apple TV+ believes they are the sole distributor that will provide free shipping to Apple. Using Film Hub, they save money on fees and make deliveries accessible (Filmhub, 2022). Samsung Electronics is the marquee component supplier for Apple TV+ (Gonsalves, 2010). The system memory chip and the A4 application processor, both created by Apple, are made by Samsung. The technology makes up the bulk of the device and costs \$16.55, or almost 27% of the bill of materials. Even though Samsung is the leading supplier of Apple TV+, other companies also help supply. “Other vendors supplying Apple TV+ components include Panasonic, Broadcom,

Analogix Semiconductor, Dialog Semiconductor, Texas Instruments, Delta Electronics, and SMSC” (Gonsalves, 2010).

Apple TV+ has many alliances. "A24 in late 2018, a year before Apple TV+ launched, Apple and A24 announced a "multiyear agreement" to work together on films" (Silver, 2021). Even past their agreement to work together, A24 and Apple TV+ worked on many more projects. Imagine Entertainment collaborated in March 2021 with Apple TV+ when the production company agreed to work on movies for Apple TV+. Oprah Winfrey's production studios have a long-term partnership with Apple as well. Eden Productions and Busboy Productions have a five-year agreement with Apple. More companies include; Julia Louis-Dreyfus, Scott Free Productions, Sikelia Productions, and Appian Way, Leonardo DiCaprio's frequent collaborator (Silver, 2021).

Customers

The market share of Apple TV+ has now topped 6% globally, while that of its rivals is steadily losing customers. With a current market share of 6.2% among streaming platforms worldwide, Apple TV+ is closing in on HBO Max, which has a 7% share, more than ever (Senal, 2022). Apple TV+ is still slowly expanding its market share in the streamed competition. Since Apple TV+ started, this has had an impact on established platforms. As a result of the success of Apple's films and television programs, Apple TV+ is gaining popularity. Recently, several Apple TV+ programs received award nominations.

Apple TV+ has exclusive movies and shows that are only accessible and shown on Apple TV+. The streaming service offers critical reasons why customers should sign up for streaming. Apple TV+ is unique and focuses on making original content for streaming with

a mix of their partnerships. Since Apple TV+ is bundled with the purchase of Apple products like the iPhone, iPad, or Mac, it will be free for many people for three months (Apple, 2023). Apple also partners with companies like T-Mobile and LG to start a free trial with Apple TV+. A monthly subscription is just \$6.99 after a free seven-day trial (Apple, 2023). Unlike many streaming services, Apple TV+ does not have advertisements when watching. Apple plans to keep advertisements from their company, as it makes them stand out from other streaming services. Apple has a family-sharing program with access to 5 other people, making it convenient for families. This makes sense as to why 26% of Apple TV+ subscribers are 18-34 years old (TVision, 2020). “Watch Apple TV+ anywhere on the Apple TV+ app. Find the Apple TV+ app on your favorite Apple devices. Or watch Apple TV+ online at tv.apple.com” (Apple, 2023). Apple TV+ has an app as well. Streaming is available anywhere if the app has been downloaded. Downloading movies for convenience to watch offline is easy with the app. Because there is streaming in more than 100 countries, Apple TV+ is more likely accessible wherever the vast majority of the streaming available on Apple TV+ is original and exclusive, in contrast to other streaming platforms that are constrained by regional licensing requirements. This implies that consumers can take advantage of everything Apple TV+ offers from anywhere in the world (Apple, 2023).

Climate and Marketing Environment (PEST Analysis)

Political Analysis

Apple TV+ is partnered with multiple streaming services and channels as of 2023. These include Hulu, Amazon Prime Video, ESPN Plus, Disney Plus, MLB. TV, ABC,

NBC, HBO Max, Peacock, Charter Spectrum, DirecTV, Fubo, Hulu TV, Optimum by Altice, and PlayStation Vue (“Apple TV Channels 2023,” 2023). When purchasing Apple TV the user will receive a three month trial for Apple TV+ which features an array of original exclusive content but does not include other licensed content. As a response to the inflation rate increasing back in March of 2022, many Apple employees began to form unions, attempting to receive higher wages (Engadget, 2022). The next month, Apple increased the starting pay for its US employees from \$20 to \$22 (*Apple boosts starting pay*, 2022). This was in hopes to, “Support and retain the best team members,” (*Apple raises the pay*, 2022). Apple also relies very heavily on the low cost of manufacturing in China. If something were to change in China, this could affect Apples manufacturing costs which would potentially affect the price of Apple products making them higher (Contributor, 2022).

Economic Analysis

Ending its fiscal 2022 fourth quarter record on September 24, 2022, Apple announced its financial results through a press release posted on Apple Newsroom. “The company posted a September quarter record revenue of \$90.1 billion, up 8 percent year over year, quarterly earnings per diluted share of \$1.29, up 4 percent year over year, and annual earnings per diluted share were \$6.11, up 9 percent year over year” (Rosenstock, 2022). The press release also mentions that Luca Maestri, the CEO of Apple, expressed how its continuous financial success represents the brand’s ability to achieve efficiently and effectively even after facing the turbulent macroeconomic backdrop (Rosenstock, 2022).

Since Apple works heavily with China in manufacturing, if labor costs were to rise in China, that would affect the cost advantage Apple has (Contributor, 2022).

Social Analysis

Ever since the Covid pandemic, streaming services have become more of a necessity to society. By June 2020, 48% of adults subscribed to one or more streaming services in order to have access to the exclusive on demand content in times of such boredom (Lai, 2021). However, even though it is now post pandemic, society hasn't showed signs of slowing down on streaming. The pandemic positively affected the streaming service industry greatly now that people value streaming services more than before. There has also been a great generational shift now that Gen Z has become a new target audience as they approach their early to mid-twenties. For example, Gen Z values topics like diversity and inclusion more than any generation who has come before them (Howarth, 2023). That being said, Apple TV+ may find it beneficial to feature movies and shows starring actors from all ethnic backgrounds along with incorporating modern societal issues into their plot.

Technological Analysis

Apple TV+ is known for its impressive quality, getting a cinematic experience right from home. In October 2022, Apple introduced the next generation of Apple TV 4K, more powerful than ever. Apple TV 4K includes HDR10+ support and Dolby Vision, allowing users to stream TV shows and movies with excellent quality across multiple TVs in their homes. However, HDR10+ support and Dolby vision only work with compatible content in

supported Apple TV apps (Simpao, 2022). The energy-efficient A15 Bionic chip delivers faster performance and ensures a gaming experience without bumps or interruptions while gaming (Simpao, 2022). Apple TV also includes the Siri Remote which allows users to scroll and swipe through apps and channels with precision, speed, and grace on the touch-enabled click pad (Simpao, 2022).

Promotion, Communication, Information, Incentives

When a consumer purchases an Apple product, they are eligible for the promotion of three months free of Apple TV+ streaming. This offer is only for one person per family, and the consumer can share their Apple TV+ subscription with up to five members (Apple, 2023). Additionally, the consumer can benefit from the universally accessible free seven-day Apple TV+ trial. The seven-day free trial of Apple TV+ will start as soon as the consumer signs up. The consumer will be charged \$7 per month after the free trial has ended for the subscription (Phillips, 2022). College students are able to access an Apple Music membership. Students who sign up for Apple Music immediately get an individual Apple TV+ package as well.

Apple TV has efficient communication techniques with its consumers. Apple has tabs on its website for questions about your Apple TV. The consumer can find resources such as the user guide, service and repair guide, and TV support by going to the Apple TV section on their website. On the website, there's set up instructions for Apple TV, instructions on how to update the TV, and any other errors. Also, the website has communication tabs where the consumer can get in touch with an Apple IT or access the Apple Support app (Apple, 2023). The commitment characteristics of Apple are the

foundation of its customer service. Every time Apple interacts with a consumer, these committed staff members will help communicate on any issue. There may be helpful articles and instructional videos on the Apple Support website that can assist the consumer in resolving any problem they may be experiencing. Apple provides chat service and call help in addition to its websites if the consumer needs help to find a solution.

Profile of Target Market, Audience, and Consumers

The target market for Apple TV is college students between the ages of 18 and 24, also known as Gen Z. The reason for this target market is that “Gen Zers are shaped by and encounter the world in a radically different way from those who know what life was like without the internet” (Katz et al., 2021). Apple TV is completely based on the internet, so they want to take this information and use it to their advantage by marketing to this age group. In 2021, Gen Z was reported to represent 20.2% of the United States population (Petrock, 2021). On average, the “annual pay for a Part Time College Student jobs category in the United States is \$36,734 a year” (Part Time College, n.d.). While that is how much college students who work part-time make on average in a year, as a group, they spend around \$2.4 billion on entertainment (Marketing, n.d.). Further, 61% of the Gen Z population has made a crossover from cable TV to digital streaming services (UNiDAYS, 2020).

SWOT Analysis and Rationale

<u>Strengths:</u> <ol style="list-style-type: none">1. Brand awareness2. Trusted brand3. Unique movie and television series options	<u>Weaknesses:</u> <ol style="list-style-type: none">1. When people hear “Apple” they think of the company’s products and not a streaming service2. Fewer movie and television series options3. One of the newer streaming services created
<u>Opportunities:</u> <ol style="list-style-type: none">1. Increase advertising to gain more customers2. Add more movies and shows to their selection3. Emergence of advancement in technology	<u>Threats:</u> <ol style="list-style-type: none">1. High Competition2. Manufacturing in China

Strengths

The company Apple Inc. is a very well-known company around the world. Apple has grown its company immensely ever since it came out with its first iPhone. Apple keeps its branding very simple and aesthetically pleasing which has made a huge impact on its brand awareness among consumers. Compared to their competitors, “Apple’s brand awareness tops all other global tech companies” (Forsten, 2018). This is a huge strength for Apple TV and Apple TV+ because people already recognize the brand before even knowing what the product is, and will also already know the brand’s reputation and how reliable they are. Consumers continue to return to Apple by purchasing all of their products and what they have to offer. Apple has built its trust with its customers over the years by continuing to improve its products after listening to what changes its customers want to see (*Apple's success secrets*, 2019). Having a new product or service from an already trusted brand is a huge advantage against competitors and works in Apple TV’s favor.

Apple TV+ does not use shows and movies that were not originally created by them. The only shows and movies that Apple TV+ streams on its service are originals that they created themselves. This is a strength for Apple TV+ because none of the programs that they stream are available on any other streaming service that competes with them. There are also new movies and shows that Apple TV+ puts out about every month or so (Balderston, 2023).

Weaknesses

The company Apple Inc. is most known for its electronic products. This would include the iPhone, iPad, Mac, and AirPods. Apple has been around since 1976, but it did not really gain popularity until the first iPhone was created in 2007 (Research Guides, n.d.). Since then, Apple has grown to create better versions of the iPhone each year and has created tablets, computers, and laptops that have changed the electronic world. Another thing that Apple has created is its very own streaming service and streaming device. While this is a great way for Apple to step up its game and move into what is popular, this is not what Apple is originally known for. Apple is known for its electronic devices, not a streaming service. This is a big weakness because Apple TV's competitors have a platform where what they are known for is their streaming service. For example, Netflix and Hulu were both first known for their streaming service and Roku and Amazon Firestick were both first known for their streaming device, not anything else.

Speaking of competitors, Apple TV+ does not have nearly as many options for movies and television shows as other streaming services provide. Apple TV+ has only 148 titles currently for its subscribers to watch compared to one of its competitors Netflix

which has 6,206 titles available in the United States (Plesa & Stead, 2022; Moore, 2023). There is a significant difference in the number of shows that Apple TV+ provides which is a big weakness of the service. Someone who is looking to subscribe to a streaming service is going to want to subscribe to a service that has a lot of options for the best price. This is one of Apple TV+'s biggest downfalls.

Apple TV+ is also a newer streaming service. Apple TV+ was launched in November 2019 (AppleInsider, 2023). This can be a weakness because consumers may already be subscribed to its competitors because they were launched years before. Some consumers are subscribed to many different streaming services. The advantage that some of these streaming services have over Apple TV+ is that they were created first. People who were already subscribed to streaming services that were created before Apple TV+ might not join just because of the fact that they had already previously subscribed to a competitor.

Opportunities

Apple TV+ has an abundance of original shows and movies, but it is lacking other licensed content. The only licensed content the streaming service has is the old Fraggles Rock series and Charlie Brown holiday specials (Callahan, 2023). Apple TV+ has a huge opportunity to improve on this by adding other licensed content. Even if people like the original content that Apple TV+ provides, they still will be missing their all time favorite shows and movies they like to rewatch over and over again. This is why consumers often choose competitors like Netflix or Hulu over Apple TV+ because these streaming services feature original content along with other licensed content, old and new. Another opportunity for Apple TV+ is offering live sports. Not many on demand streaming services

show live sports but when they do, the options are limited. For example, Amazon Prime Video offers access to the WNBA and the NFL's Thursday night games without users having to purchase an add-on channel (Lord, 2023). Even though this may be useful to watchers during these seasons, Amazon Prime Video doesn't provide any other live sports during the rest of the year. If Apple TV+ took advantage of the fact that not many on demand streaming services offers a wide selection of live sports, it would attract so many sports fans to subscribe to Apple TV+. Since the target audience in this case is Gen Z college students, Apple TV+ would benefit from featuring live college football and basketball games to their users.

There are also advancements in technology that Apple TV+ needs to take advantage of. They could take the quality of their programs to the next level. Apple TV+ currently offers both "full HD" which is a resolution of 1920 x 1080 and 4K video which is 3840 x 2160 (*Find movies*, 2022) . Both of these resolutions are up to standard but the 4K video is sharper. Apple needs to continue to stay on top of their game with the technological advances to make sure they are above other competitors.

Threats

In a review conducted by Self Financial, Apple TV+ was shown to be the top in this area. As a result, the service has surpassed several of its bigger rivals, including Netflix, Disney+, and HBO Max (Lacenová, 2023). In recent news, Netflix is now changing subscriptions to a one-house only. This is causing a loss of subscribers for Netflix, one of their biggest threats to streaming. What makes Apple TV+ a threat to other companies and products is their brand loyalty. Apple is among the world's most prosperous businesses, and

a significant portion of its success may be attributed to its emphasis on customer service. Apple has amassed a devoted following of enthusiastic customers about its goods. The business attracts new clients and continues to develop through advertising generated by this loyalty. It costs between 5 and 10 times more to acquire new customers than to retain existing ones (Wreden 2007). Commitment is a crucial idea in consumer loyalty. This makes it easier to distinguish between committed customers' strong emotional bias and consumers with lesser brand preferences. The capacity to optimize each customer's potential and boost purchases are the main ways that loyalty enhances a company's overall financial success (Jurgensen, 2019). Overall, Apple's loyal customers are what makes them successful over their competition.

While Apple does a lot of their manufacturing in China because of the low costs, this could potentially be a threat to the brand. Apple has no control on what goes on in China and whether their labor or manufacturing costs could rise. If they do rise, this will make the costs of Apple's manufacturing rise as well as the price of their products which could take away from the price point Apple advertises (Contributor, 2022). This makes Apple vulnerable because they rely on China to keep a steady production in their brand.

Identification of Marketing, Promotional Problems, and Opportunities (Gen Z)

The demographic of the target audience is Gen Z, specifically young adults attending college. This happens to be about 57% of Generation Z (Howarth, 2023). College-aged Gen Zers grew up with technology from an early age, therefore valuing technology heavily. The class structure of this target audience will be those of relatively

high incomes, most likely financially supported by their parents so they would be able to afford Apple TV+.

Due to this demographic valuing environmentalism more so than other generations, they research and choose brands and services that are environmentally conscious over more traditional brands. In a Apple Newsroom press release from 2021, it announced that products like Apple TV 4K will “lead the industry in their use of recycled materials.” The article also highlighted the many documentaries available to Apple TV+ subscribers about the planet and how Earth has changed. This is a great angle for Apple TV+ to work in order to promote its service to Gen Z.

As far as buying habits go, Gen Z tends to lean toward products and brands that have been recommended by someone they admire, trust, or relate to. That being said, it is very important that Apple TV+ takes advantage of this by using young celebrities who are relevant to the target audience to advertise this streaming service to them. Apple TV is already on the right path by using the actor, Timothée Chalamet, in their most recent ad campaign (Oganesyan, 2023). However, Apple TV+ could go even further by incorporating TikTok and Instagram influencers into the mix.

Marketing Research Objectives

The objective that we are going to focus on the most is to use research to make a report on how Apple TV+ compares with other streaming services among the Gen Z target audience. We want to know why Gen Z chooses certain streaming services and what pushes their decision to choose one over the other. We want to know what features streaming services have that a person in Gen Z admires over others. We also want to know why a

person in Gen Z would choose Apple TV+ as their preferred streaming service, and if not, what Apple TV+ could do to make them want to choose them. Lastly, we want to know if the promotional strategies that Apple TV+ is currently using is working towards the Gen Z target audience, and if not, what to change about it. After going through all of the steps to find out this information through group studies and surveys, we will write a report with recommendations that Apple TV+ should take to make their service more competitive.

Identification of Marketing Problems/ Opportunities

Due to the research found within the 3-phased research project, it was clear that Apple TV+ faced certain obstacles when it came to marketing problems. Firstly, our survey candidates did not have positive attitudes towards Apple TV+ in comparison to other streaming services. Apple TV+ was much less well known and candidates said they were not likely to try Apple TV+. Most candidates were not very familiar with Apple TV+ and had not seen many advertisements for the streaming service, leaving them with little knowledge of what Apple TV+ even offered. When it comes to marketing opportunities, there were a few things that stood out in our research. Firstly, the initial thought that came to candidate's minds when considering Apple TV+ were popular and original series that were only offered by Apple TV+. Ads on social media sites were the first things that candidates remembered as they were able to recall specific advertisements about Apple TV+ original movies and shows. This is a huge marketing opportunity because Apple TV+ sets itself apart from other streaming services by having well known and popular shows offered only on their platform. Another marketing opportunity can be found in the frequency that our survey candidates watched streaming services. Each participant

responded that they watch some type of streaming service every single day, making the demand for Apple TV+ high among these participants and demographic. Many candidates also shared that their reasoning for buying a streaming service is heavily reliant on the television shows offered. Some candidates responded that in some cases they had become a member of a streaming service for only one specific television series. By continuing advertisements for Apple TV+'s original series, we will attract more attention and grow our consumer base.

General Research Objectives

The general research objectives for the three-phase research project will be to determine how often our audience watches streaming services, what the most favorable streaming service is among candidates, and also what they like and dislike about their current streaming services. We also aim to find out what characteristics are most important when choosing a streaming service, what the most difficult aspect of using a streaming service is, and what our audience believes Apple TV+ should change to improve customer satisfaction. By utilizing these objectives, we can clearly identify what our competition will be, what consumers are most attracted to within a streaming service, and also insights into what consumers want in Apple TV+. Our objectives will point us in the right direction to better understanding our consumers and their attitudes towards Apple TV+ along with other streaming services as well as directing us towards the more specific types of questions that we should ask. Understanding consumer attitudes will also help us to market

Apple TV+ in an appealing way so that we can increase consumer satisfaction and create a positive association when consumers think of Apple TV+.

Exploratory Research (FGI)

Objectives

The discussion was designed to gather information from the participants in regard to the following:

- 1. To determine what characteristics of a streaming service are most important to consumers.**
- 2. To determine how often consumers typically use their streaming services per week.**
- 3. To determine the most difficult aspect of using a streaming service for consumers.**
- 4. To determine what streaming services are the most favorable among consumers.**
- 5. To determine what consumers feel Apple TV needs to improve or add to their service to improve consumer satisfaction.**

Sampling

A total of 9 participants were involved in this focus discussion group. These participants were recruited through the personal connection of one of the members of KKSCM which uses a convenience sampling method:

- All 9 students are between the ages of 18 and 21, which is Generation Z, college students.
- All 9 students started college directly after high school.
- 5 out of the 9 students are employed while in college.
- All 9 students live in on-campus housing.
- 7 out of 9 students are female and 2 out of 9 students are male.

Procedure

KKSCM held a focus group discussion with 10 participants on March 22, 2023. The focus group was conducted as part of the Apple TV+ research assignment. Participants provided information in a group discussion. The input was obtained by audio recording on an iPhone, written notes on a laptop, and natural listening. The focus group took place in a study room in William T. Young Library on the University of Kentucky campus.

Results

OBJECTIVE ONE: To determine what characteristics of a streaming service are most important to consumers.

Question 1: **What do you enjoy about your current streaming services?**

- Just having a bunch of different streaming services you get many options to choose from.
- Having a variety of choices.

Question 2: **What inclined you to become a member of said streaming services?**

- Probably just because I wanted to watch more shows.
- The fact that some streaming services have their own original series like Netflix or HBO, so you have to have an account in order to watch their original content since you can't watch it anywhere else.
- When my family got rid of cable years ago, we just switched to YouTube TV because we could watch everything we wanted to watch for less money.

Follow-up question: If a show you really liked ever left your streaming service to be on a different one, did it cause you to subscribe to that new streaming service? Would you end your old subscription or just keep both?

- Yes, but I would keep both. (multiple participants' answers)

Question 3: **What types of shows/movies on streaming services push you to purchase a subscription?**

- I got Peacock just to be able to watch the show "YellowStone."
- I got Peakock to watch "The Office."

OBJECTIVE TWO: To determine how often consumers typically use their streaming services.

Question 1: **How often do you watch television/movies on streaming services?**

- All participants answered, "every day."

OBJECTIVE THREE: To determine the most difficult aspect of using a streaming service for consumers.

Question 1: **What would you wish to change about your current streaming services?**

- I would not like ads.
- I wish ads were not included at all without paying.
- The stuff (content) on some streaming services, like Netflix, has gone downhill.
- When stuff (shows/movies) changes and goes from one platform (streaming service) to another one is really annoying.
- When you can't stream or log into the account if you aren't in the original home it was originally purchased from. So then you can't share with your family who you don't live with anymore is really annoying.

OBJECTIVE FOUR: To determine what streaming services are the most favorable among consumers.

Question 1: **Are you currently a member of any streaming services? If so, which ones?**

- All participants just answered, "Yes."

Question 2: **Do you see Apple TV+ as a top contender with other streaming services (Hulu, Netflix, HBO Max, etc.)?**

- I don't think it's a top contender against the other ones, but I do think it's getting up there. They're starting to improve/popularize their own original content that you can only watch on their platform.

Question 3: **Do you feel that you would consider using Apple TV+ over other streaming services?**

- No.
- No, not really.

OBJECTIVE FIVE: To determine what consumers feel Apple TV+ needs to improve or add to their service to improve consumer satisfaction.

Question 1: **Do you have any positive or negative feelings toward Apple TV+?**

- I don't like how with some shows you have to have "showtime" to watch or on other platforms you have to pay and log in to watch it.

Question 2: **When you consider Apple TV+ what comes to mind?**

- There's a show about a boy, I forgot the name of it, but that was the reason me and my mom began watching Apple TV+ more because we really liked that one show.
- Selena Gomez produces a lot of stuff on there and her documentary is also on there.

Question 3: **What types of advertisements would push you to purchase a subscription to Apple TV+?**

- Trailers and previews on new upcoming shows and movies on Instagram, TikTok, Snapchat, and Twitter.
- I saw a lot of people (starring actors) promoting the HBO show "Euphoria" on Twitter.

- When ads target iPhone users, saying you can download movies to watch directly to your phone without taking up a lot of storage makes them stand out from other streaming services.

Primary Research (Survey)

Objectives

- To find out why consumers use streaming services.
- To understand what different streaming services are most popular within our target audience and what type of content/characteristics they favor.
- To learn what other streaming services have that make consumers choose competitors so we can improve Apple TV+.
- To determine how often consumers are utilizing streaming services so we can discover the probability of them choosing Apple TV+.
- To obtain data on what social media platforms and promotional tactics the consumers favor in order to improve Apple TV+'s advertising.

Sampling

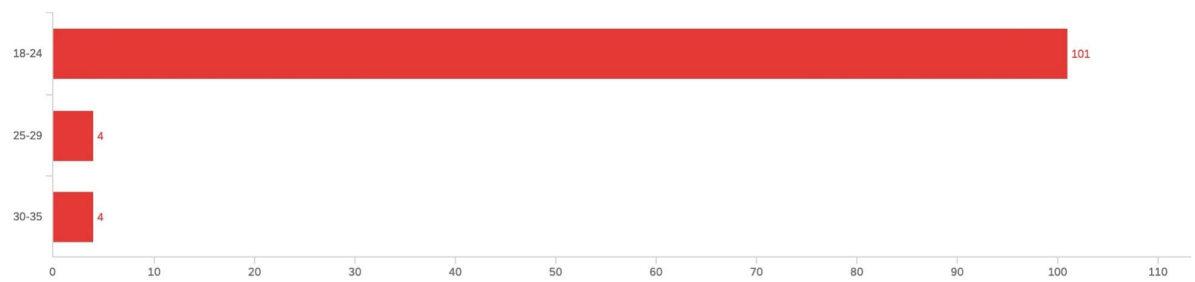
We want to efficiently reach 100-120 students within the population of UK. In order to reach a large number of people easily and efficiently, we will be using convenience sampling. One way we will do this is by posting the survey link on each of our Instagram and Snapchat stories, addressing only UK students in the post's caption. If we do not reach enough students after posting the link to our stories, we will also send the link to any student club or organization group chats we are in.

Procedure

The website Qualtrics was used to conduct the survey and collect information. The survey was sent out to respondents through GroupMe, Facebook, Instagram, and Snapchat. 109 people completed the survey, but a few of the questions were not displayed to many respondents. The survey had 25 questions in total which included many different types of questions like multiple choice, rank order, Likert scale, Semantic Differential, Stapel, Constant Sum and demographic question types.

Results

1. How old are you?



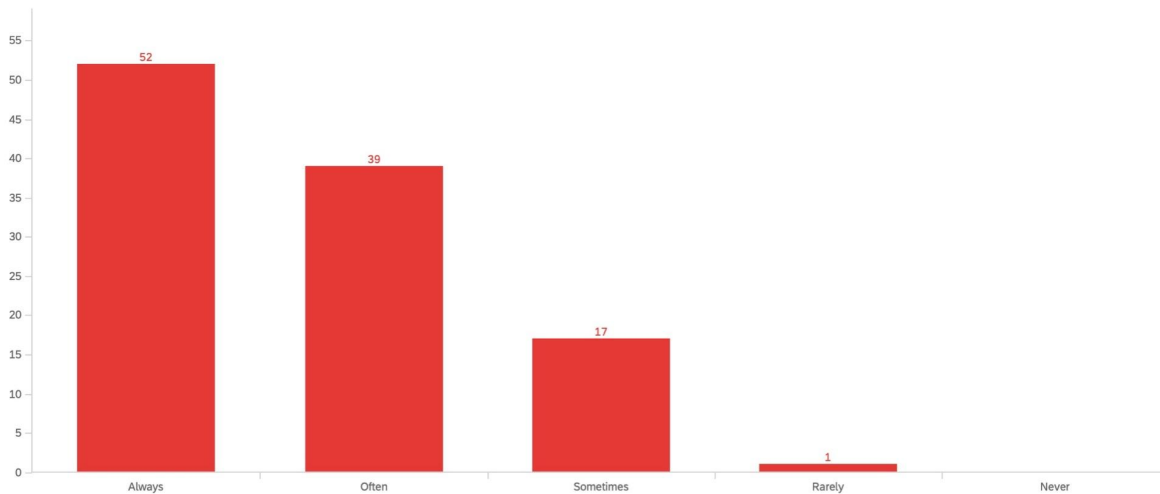
Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	3.00	1.11	0.41	0.17	109

Interpretation

Out of the 109 respondents, 101 said to be between the ages of 18-24 which is our target audience's age. 4 respondents said they were between the ages of 25-29 and 4 respondents

said they were between the ages of 30-35. While these 8 respondents will not particularly be beneficial for this campaign, a majority of the respondents will be.

2. How often do you use streaming services?

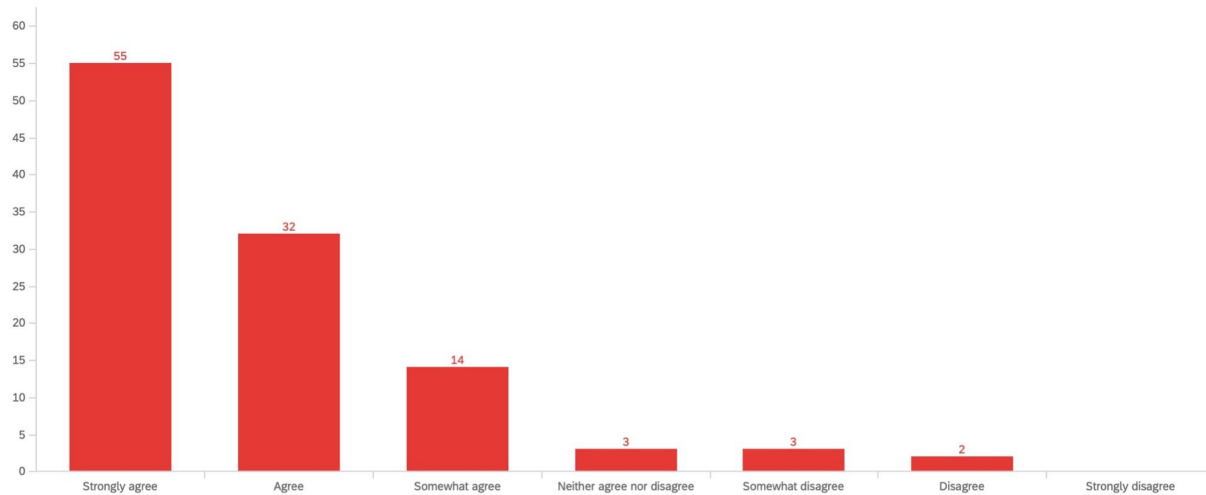


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	4.00	1.70	0.76	0.58	109

Interpretation

There were 5 options for the respondents to choose from which ranges from 1 which is “Always” to 5 which is “Never”. Out of all 109 respondents, the option “Never” was not selected which tell us that every respondent uses streaming services. These results show that Gen Z leaned towards “Always” because the mean is 1.70.

3. I enjoy watching programs off of streaming services.



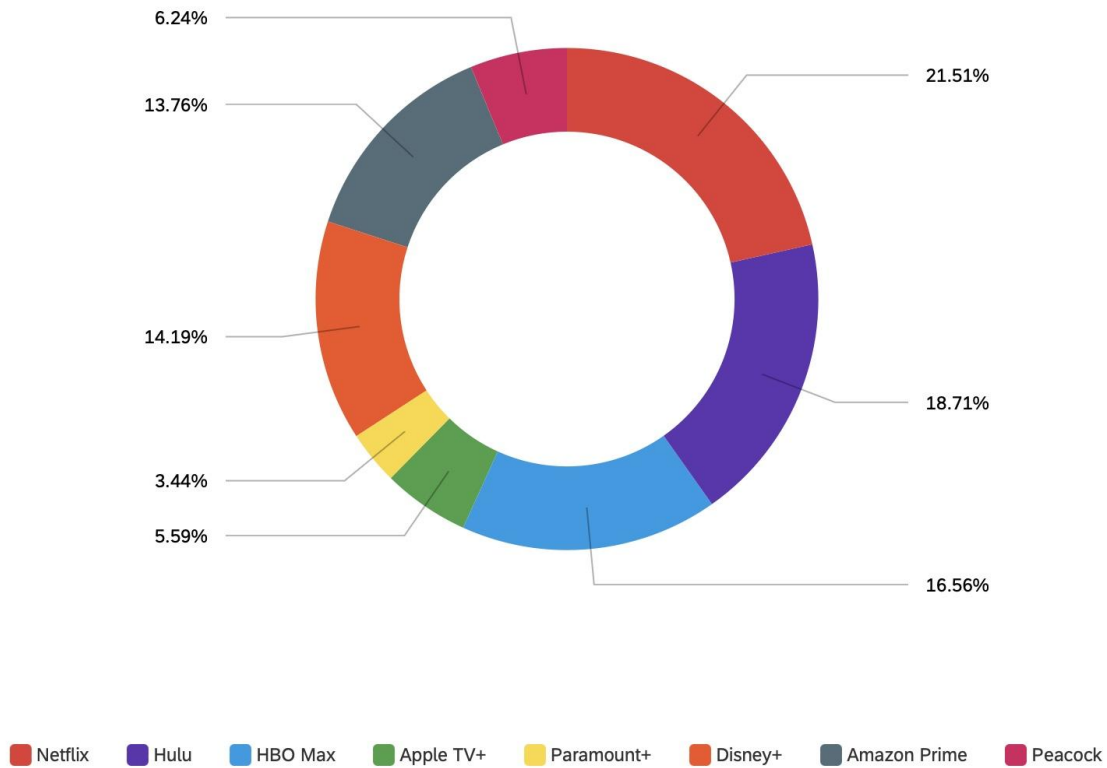
Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	6.00	1.83	1.12	1.26	109

Interpretation

The respondents were given 7 options to choose from with 1 being “Strongly agree” and 7 being “Strongly disagree”. Out of all the respondents, nobody chose “Strongly disagree”.

These results show that Gen Z leans heavily towards “Strongly agree” with a mean of 1.83.

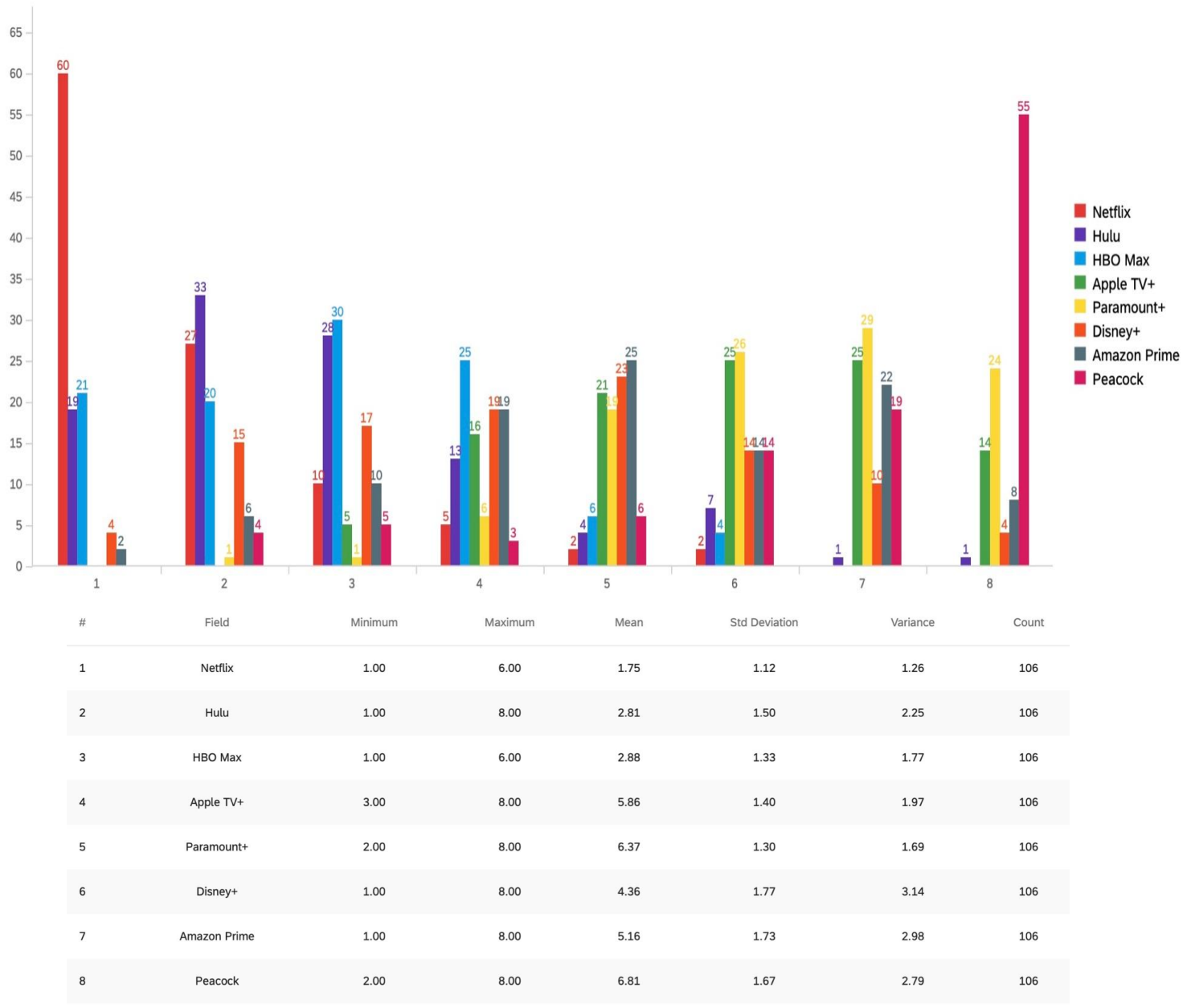
4. Which streaming service do you currently own a subscription for? Choose all that apply.



Interpretation

The respondents instructed to choose each streaming service that they currently have a subscription for with no choice minimum nor limit out of 8 different choices. Netflix has the highest subscription rate with 21.51% while Paramount+ has the lowest subscription rate with 3.44%. Apple TV+ falls in second to last place for lowest subscription rate with 5.59% which shows that Gen Z is not currently using Apple TV+ as much as compared to other streaming services.

5. Please rank the following streaming services from your favorite (1) to your least favorite (8).

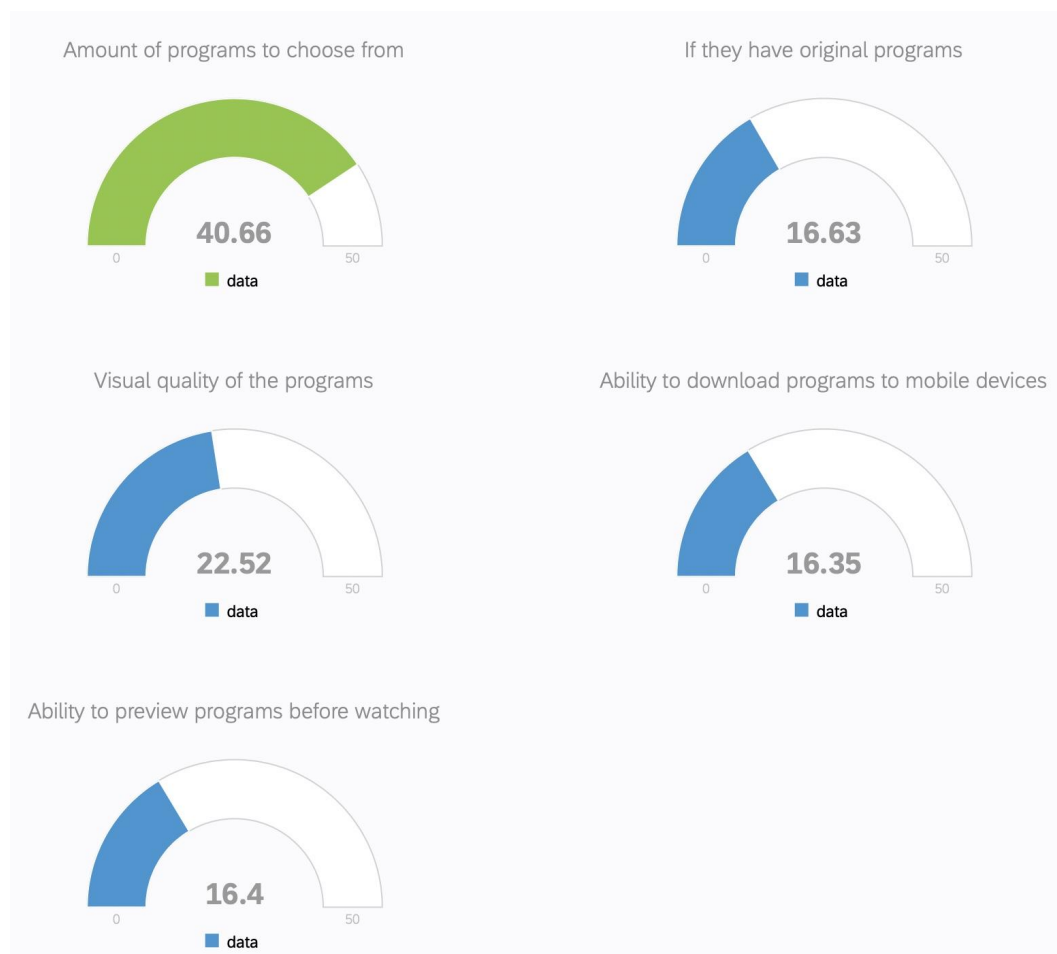


Interpretation

Respondents were given 8 different choices of streaming services to rank from their favorite to their least favorite. The ranking scale used was 1 being their favorite to 8 being

their least favorite. Netflix had a mean of 1.75 which shows that it is the most favored streaming service among these respondents. Peacock had a mean score of 6.81 which shows that it is the least favored among these respondents. Apple TV+ had a mean score of 5.68, but was not any of the respondents first or second choice when it comes to favorite streaming services.

6. Below are 5 characteristics of streaming services. Please total 100 points among the characteristics based on the importance when you are choosing a streaming service to subscribe to.

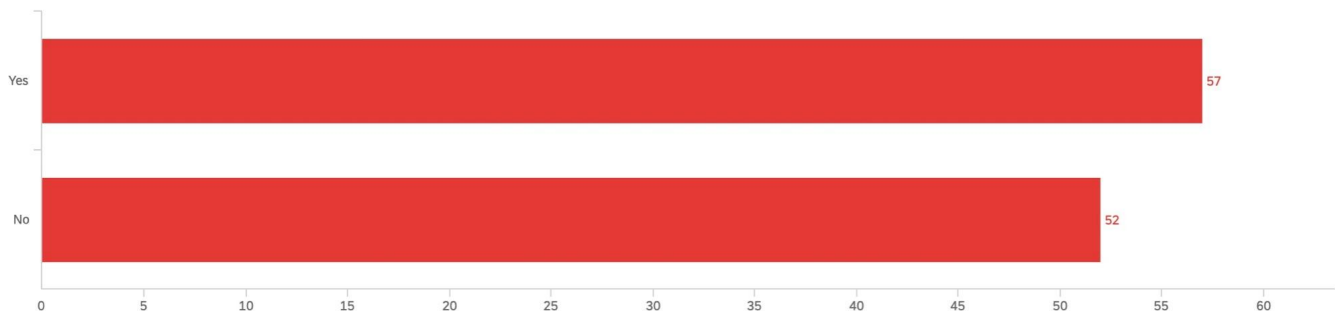


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Amount of programs to choose from	0.00	100.00	40.66	23.57	555.71	109
2	If they have original programs	0.00	100.00	16.63	16.17	261.50	109
3	Visual quality of the programs	0.00	100.00	22.52	20.08	403.04	109
4	Ability to download programs to mobile devices	0.00	100.00	16.35	16.74	280.19	109
5	Ability to preview programs before watching	0.00	100.00	16.40	18.40	338.61	109

Interpretation

The respondents were told to total 100 points between 5 different characteristics of streaming services. It is clear that Gen Z thinks “amount of programs to choose from” is the most important aspect of streaming services with a mean of 40.66. “Ability to download programs to mobile devices” was least important with a mean of 16.35.

7. Do you favor original shows that streaming services produce over shows that were previously aired on Television Networks?

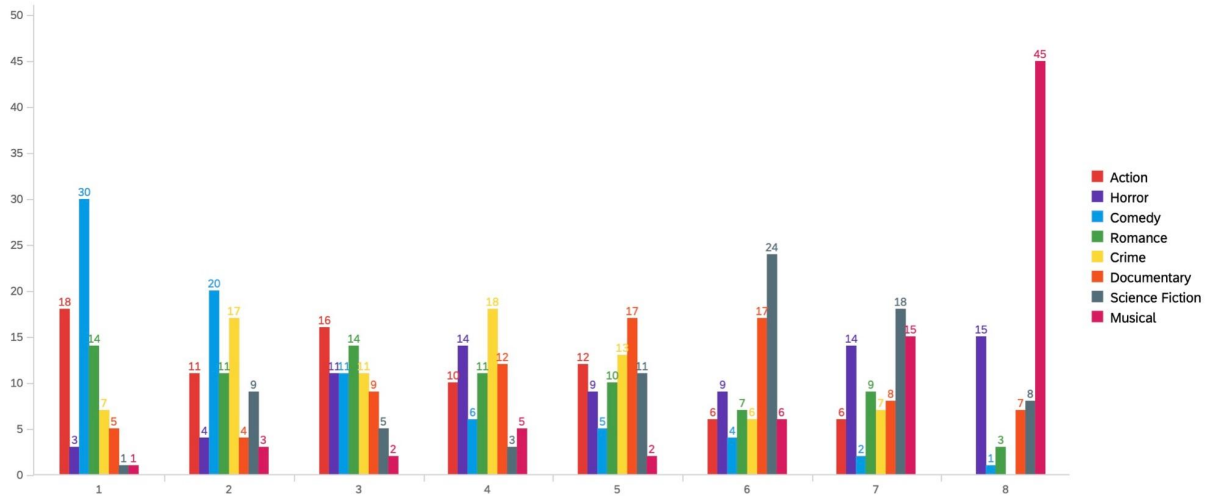


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	2.00	1.48	0.50	0.25	109

Interpretation

These results show that about half of the respondents favor original shows while the other half does not with a mean of 1.48.

8. Please rank the following genre of movies/shows streaming services provide that you watch from most often (1) to least often (8).

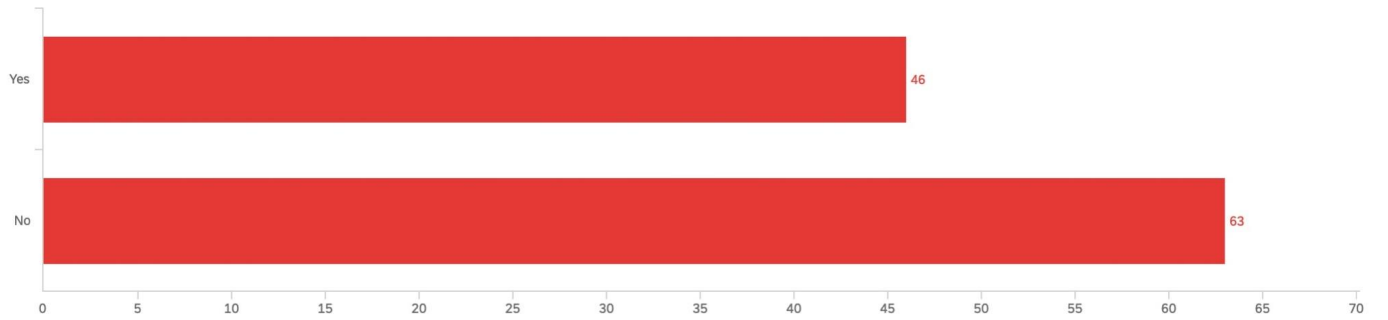


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Action	1.00	7.00	3.37	1.88	3.55	79
2	Horror	1.00	8.00	5.28	2.06	4.25	79
3	Comedy	1.00	8.00	2.51	1.74	3.03	79
4	Romance	1.00	8.00	3.81	2.10	4.41	79
5	Crime	1.00	7.00	3.75	1.73	3.00	79
6	Documentary	1.00	8.00	4.90	1.87	3.48	79
7	Science Fiction	1.00	8.00	5.51	1.84	3.39	79
8	Musical	1.00	8.00	6.89	1.76	3.11	79

Interpretation

The respondents were asked to rank the given genres of movies/shows from what they watch most often to what they watch least often. 1 being most often and 8 being least often. The results show that Gen Z watches comedy the most with a mean of 2.51 and watches musicals the least with a mean of 6.89.

9. Have you ever owned a subscription for Apple TV+?

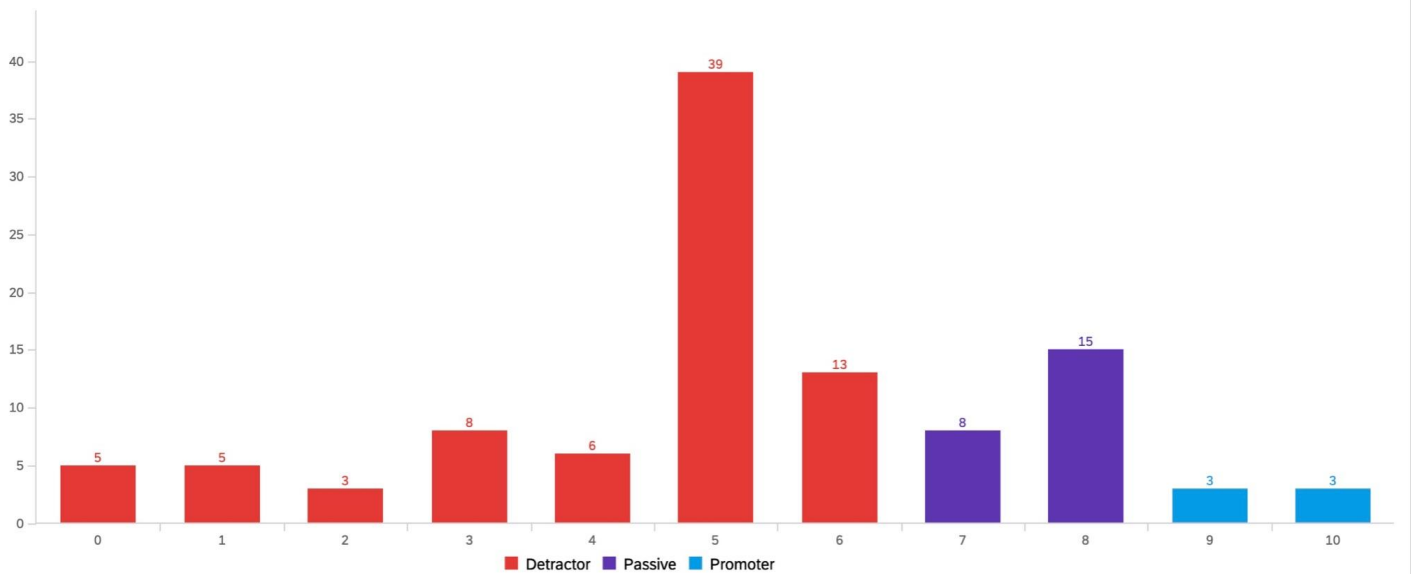


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	2.00	1.58	0.49	0.24	109

Interpretation

The results show that more respondents have never owned a subscription for Apple TV+ than those that have with a mean of 1.58.

10. How would you rate Apple TV+'s program selection?

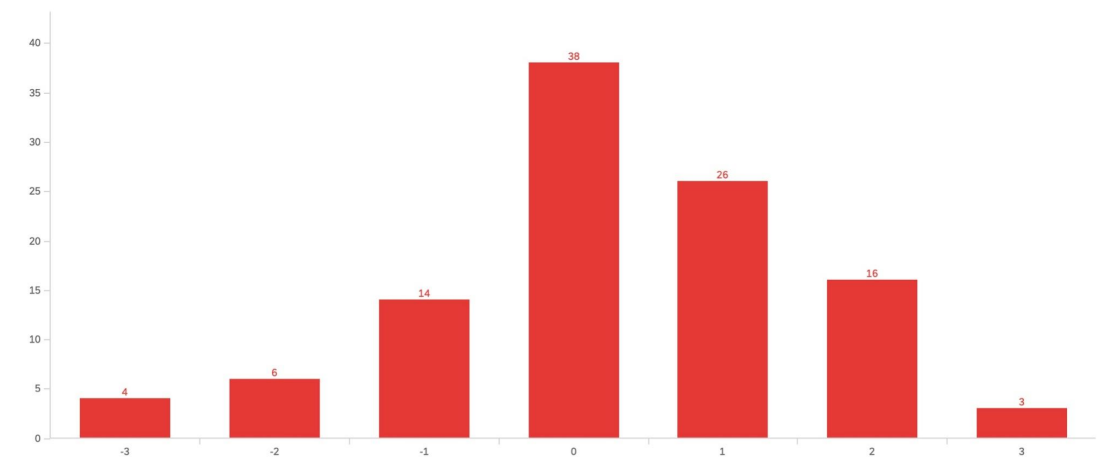


#	1
Field	How would you rate Apple TV+'s program selection?
Minimum	0.00
Maximum	10.00
Mean	5.23
Std Deviation	2.29
Variance	5.25
Count	108

Interpretation

The respondents were asked to rate Apple TV+'s program selection from good to bad with 0 being good and 10 being bad. The results show that most respondents think the program selection is neither good nor bad, but leaning more towards bad with a mean of 5.23.

11. What do you think of Apple TV+ on the following characteristics? (Variety of Content).

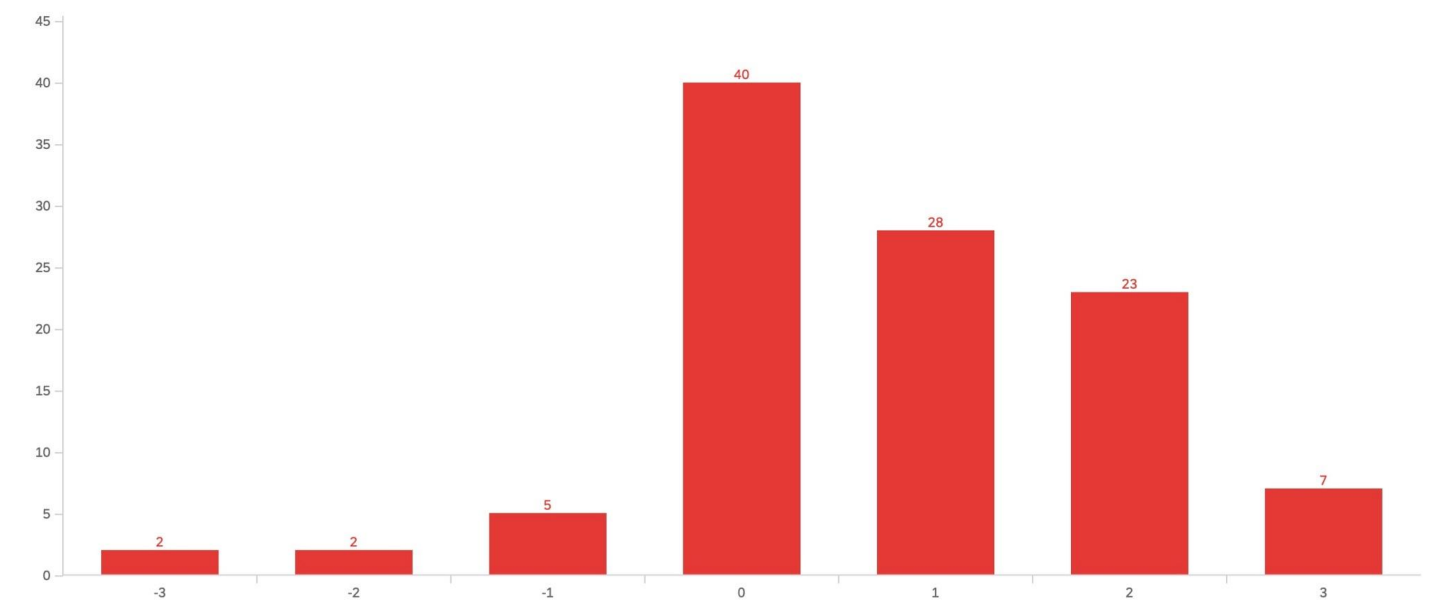


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	7.00	4.27	1.31	1.71	107

Interpretation

This question asked the respondents to tell what they think about Apple TV+'s variety of content with 3 being the best answer to give and -3 being the worst answer to give. The results show that the mean is 4.27 which tells us that the respondents believe Apple TV+ has a more of a good variety of content than bad.

12. What do you think of Apple TV+ on the following characteristics? (Accessibility)

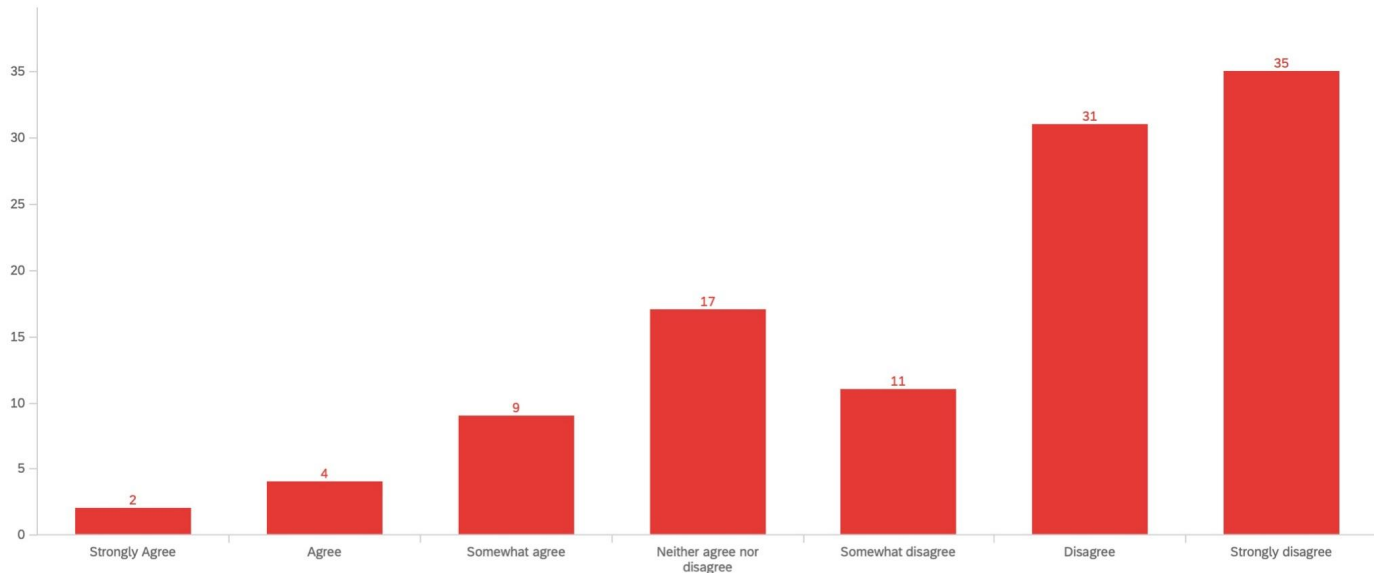


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	7.00	4.75	1.20	1.44	107

Interpretation

The participants were asked how accessible do they think Apple TV+ is. -3 being least accessible and 3 being the most accessible. The results show that the average question answered was 4.75. This means that most of the participants believed Apple TV+ to be more accessible than not.

13. Apple TV+ is my first choice when choosing a streaming service.

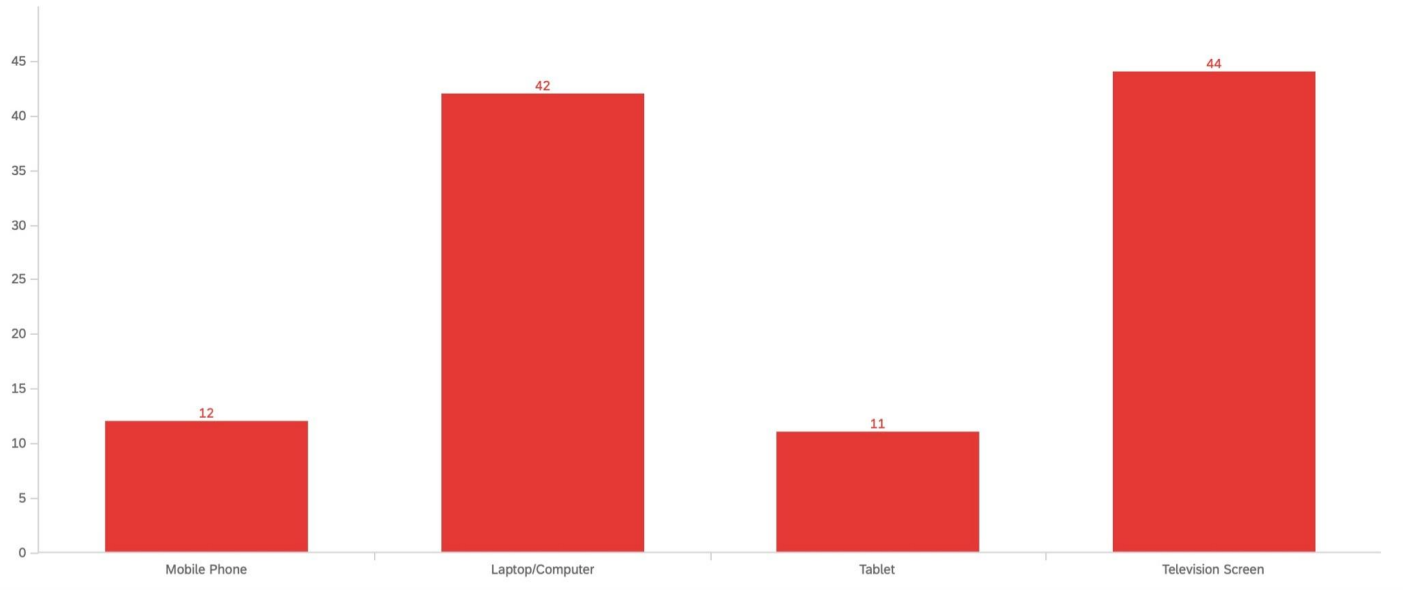


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	7.00	5.42	1.58	2.50	109

Interpretation

The results show that the mean was 5.42, meaning most people disagreed with the statement. On average, Apple TV+ isn't people's first choice streaming service.

14. On which platform do you typically use your streaming services on?

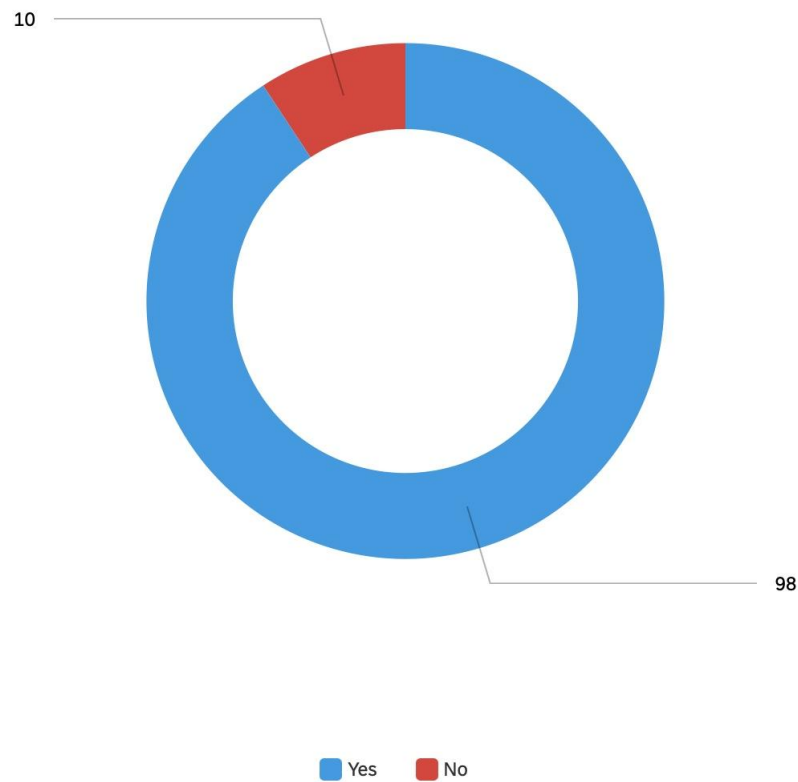


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	4.00	2.80	1.09	1.19	109

Interpretation

The results show that the mean is 2.8. This means that the average answer was to watch their streaming service on their laptop and/or tablet.

15. I own multiple different streaming services.

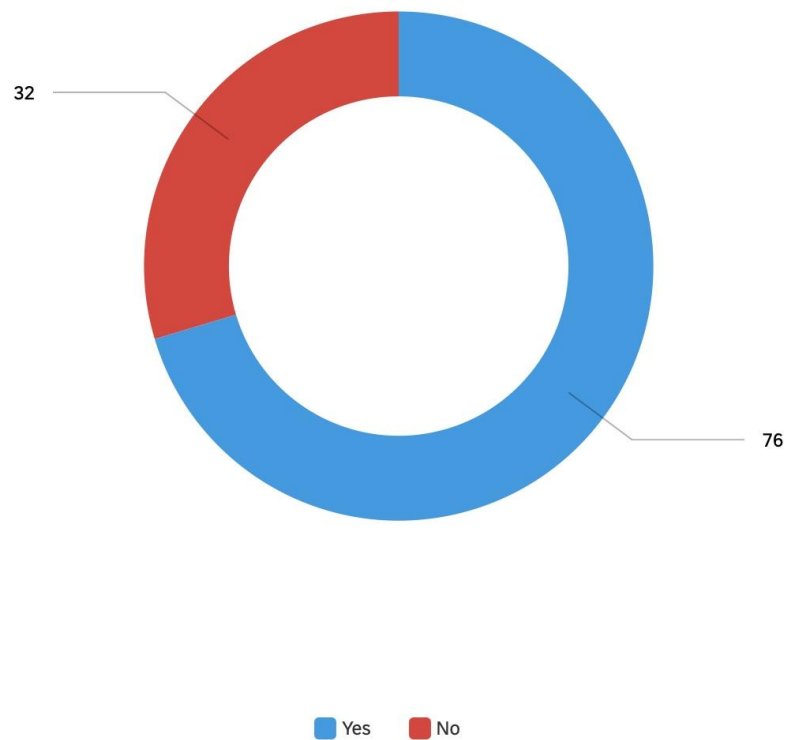


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	2.00	1.09	0.29	0.08	108

Interpretation

98 out of 109 participants chose yes, meaning 90% of the participants have an account on multiple streaming services.

16. I enjoy the idea of Apple TV+ having all original programs.

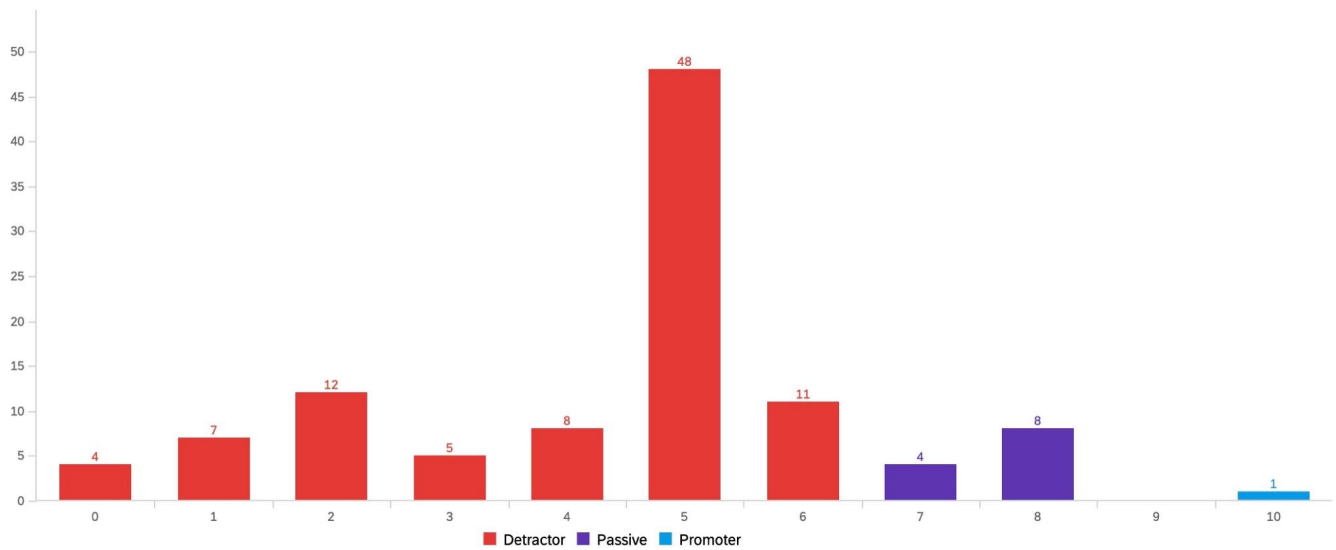


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	2.00	1.30	0.46	0.21	108

Interpretation

76 out of the 109 people who took the survey answered yes. This means about 70% of our participants enjoys the idea of Apple TV+ having all original content.

17. How would you compare the Apple TV+ pricing compared to other streaming services?



Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	3.00	1.13	0.36	0.13	108

Interpretation

On average, most people chose #5 as their answer. This means that most people in from our sample believe the pricing of an Apple TV+ subscription is neither good or bad.

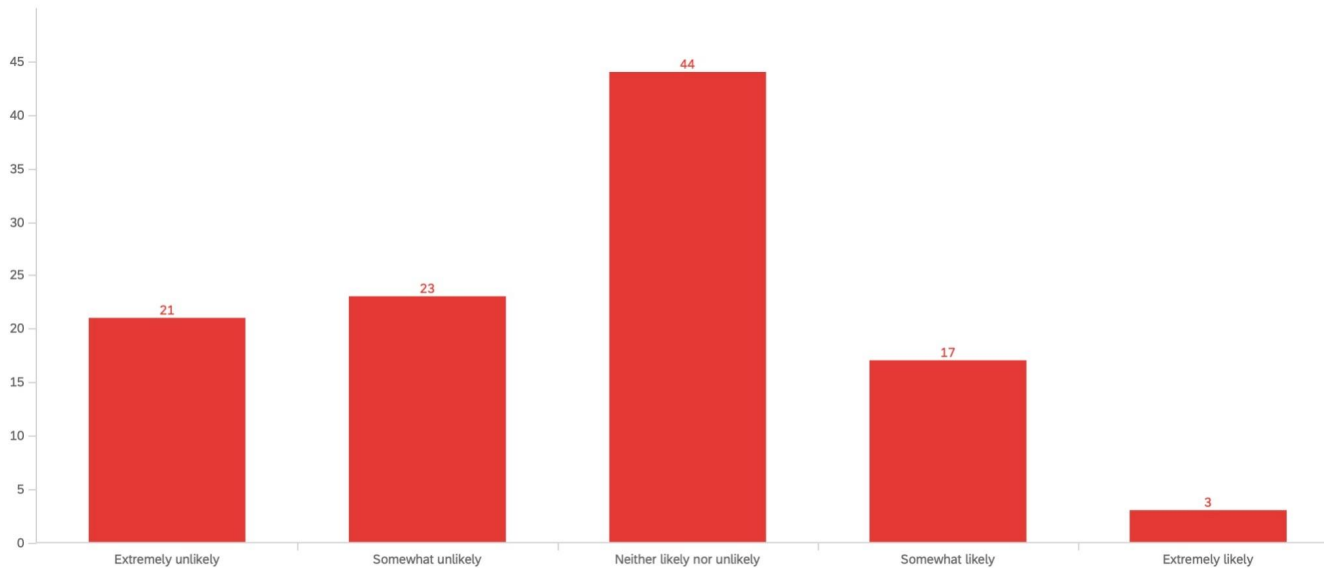
18. What is your favorite feature of Apple TV+?

What is your favorite feature of Apple TV+?		
the shows they offer	originals	None
I don't know the features Apple TV has	I don't have it	original content
idk	Just the fact that Ted Lasso is on it.	I don't know I don't have it
I like the selection of shows that they have	I don't hVe one	Severance
I don't have Apple TV	Don't have it	Ted lasso
I don't have one	Their assortment	None
i dont have it	Don't know	android ppl cant use it
idk	App	Ted Lasso
idk	I do not know enough to say	Apple originals
I don't own Apple TV	The Morning Show	I've never tried it
Don't know don't have it	movie in 4K quality	Shows
idk	I have Apple TV for specific shows I want to watch like severance and shrinking	Apple accessing
I don't have it	-	idk
don't know	Easiness of connecting to Apple	don't have apple tv
Many shoes that they have	i don't have it so idk	i don't have it
idk	The layout	The original content
I'm not sure	accessibility	Having Ted Lasso
i don't have Apple TV so i don't know	Apple brand	Remote
Show selection	idk	I don't have it
I don't have one	originals	I don't have it
idk	idk	several different streamings
I don't have one	idk	Don't have it
original shows	idk	easy
I don't have it so i don't know	Shows	original shows
Not sure	Quality	Unsure
idk	movies	N/A
I don't have it	Don't remember	N/A
I like some shows they have	idk	it has all your movies previously downloaded from apple
i'm not sure	Variety	I don't have it
	N/a	N/A
		none
		idk
		movies
		The shows

Interpretation:

This was an open-ended response question, so there was no average, but most people answered “I dont know.” Out of the respondents who gave an answer, the most common answer related to Apple TV+’s content. A lot of people said they liked the fact that Apple TV+ offers original content and some named specific shows they like to watch. From these results we can determine the most liked quality is Apple TV+’s original content.

19. How likely are you to recommend Apple TV+ to a friend?



Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	5.00	2.61	1.05	1.11	108

Interpretation

The average answer chosen was between “Somewhat unlikely,” and “neither likely or unlikely.” This shows that other on average, most people wouldn’t recommend Apple TV+ to a friend.

20. How does Apple TV+ stand out from its competitors?

How does Apple TV+ stand out from its competitors?
The originals can only be watched on Apple TV
It really doesn't, other streaming services stand out more
idk
It has a well known brand name which allows people to know what the streaming service is
I'm not sure because I don't have it
It really doesn't
It doesn't really
not sure
idk
Apple brand name
don't know how
idk
It doesn't really
don't know
all original content
idk
idk
I'm not really sure how
The brand Apple because it is well known
I don't know enough to say why
idk
It doesn't
It doesn't
Apple name
It doesn't
idk
I don't know
The brand is well known
I'm not sure
It doesn't really
I'm not sure
The visual quality is a bit better.
It only has original programs

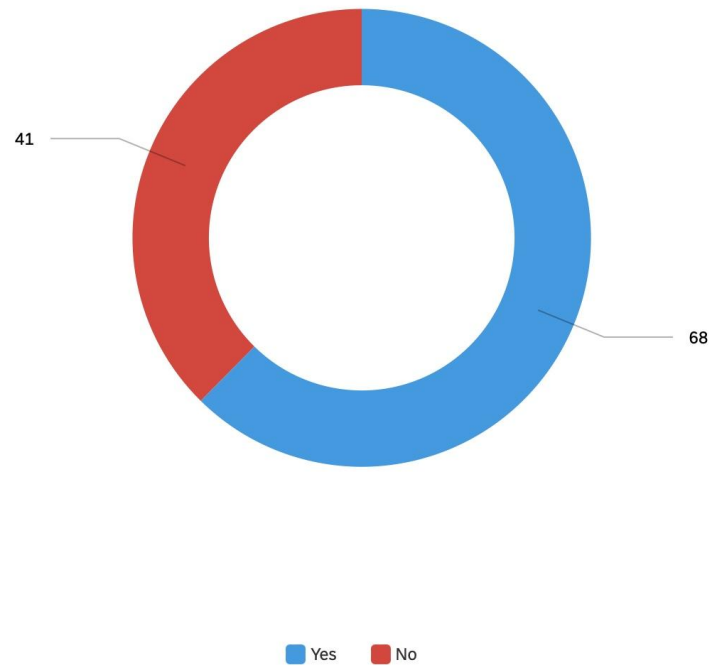
xx
By it's big variety in choices
Don't know
The series
Not really :(
I cannot think of any advantages that will make Apple to stand out
have original tv shows
Very specific shows that are very good. Otherwise it doesn't stand out.
-
Apple brand
i'm not sure
Different contents available that competitors don't have
idk
i'm not sure
idk
it doesn't
idk
idk
they don't
Uniqueness
Quality
has certain movies
It doesn't
idk
Apple brand
It doesn't
It doesn't
not sure
I don't know
It doesn't
It has a variety of options that are entertaining.
It doesn't
very smooth application
It doesn't

The originals
I don't know
Original content
Original content
idk
idk
Only because of the brand Apple
All of its content is original.
N/A
idk
I don't have it
reliable
Idk don't have it
it's east
original content
Mirrorring phone
N/A
N/A
it is like a roku but has more
I don't have it
Original Shows
not very good
idk
it's better
Original content

Interpretation

Most of the respondents said they didn't know because they didn't have a subscription or they said Apple TV+ doesn't stand out against other streaming services. Out of the people who did give a response, most people reasoned that the streaming service stands out because of Apple being a well known brand or that its original TV shows were good.

21. Are commercials during a program a deal breaker when it comes to choosing a streaming service?

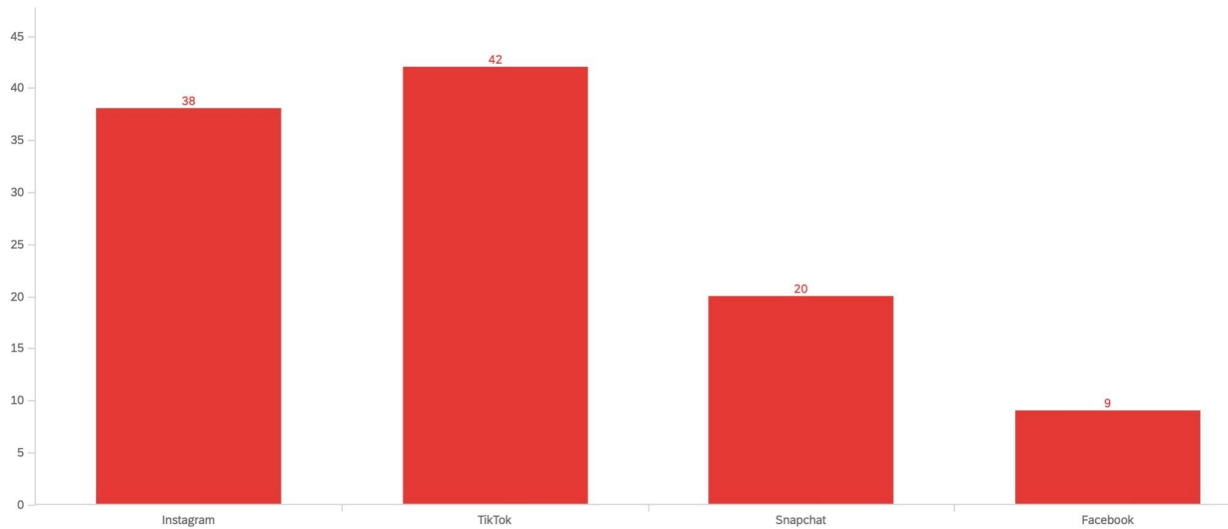


Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	2.00	1.38	0.48	0.23	109

Interpretation

68 out of the 109 respondents answered yes and 41 of them answered no. This means that 62% of the respondents believe that ads on a streaming services is a deal breaker.

22. Which social media platforms have you seen advertisements for streaming services on before?



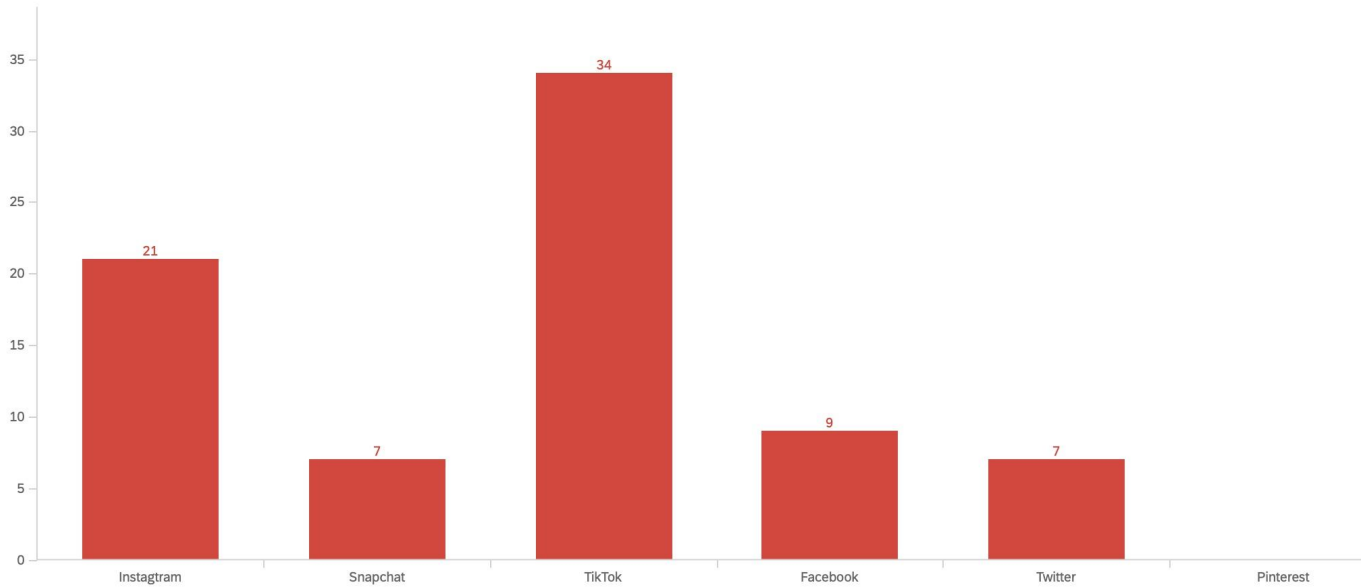
Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	4.00	2.00	0.93	0.86	109

Interpretation

Most respondents said they've seen ads for streaming services most on TikTok and Instagram.

23. Which social media platforms would push you to purchase a subscription for Apple

TV+?



Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	5.00	2.67	1.24	1.53	78

Interpretation

Out of all the platforms, TikTok had the most respondents choose it. Second to TikTok, respondents said Instagram would influence subscribe to a streaming service most.

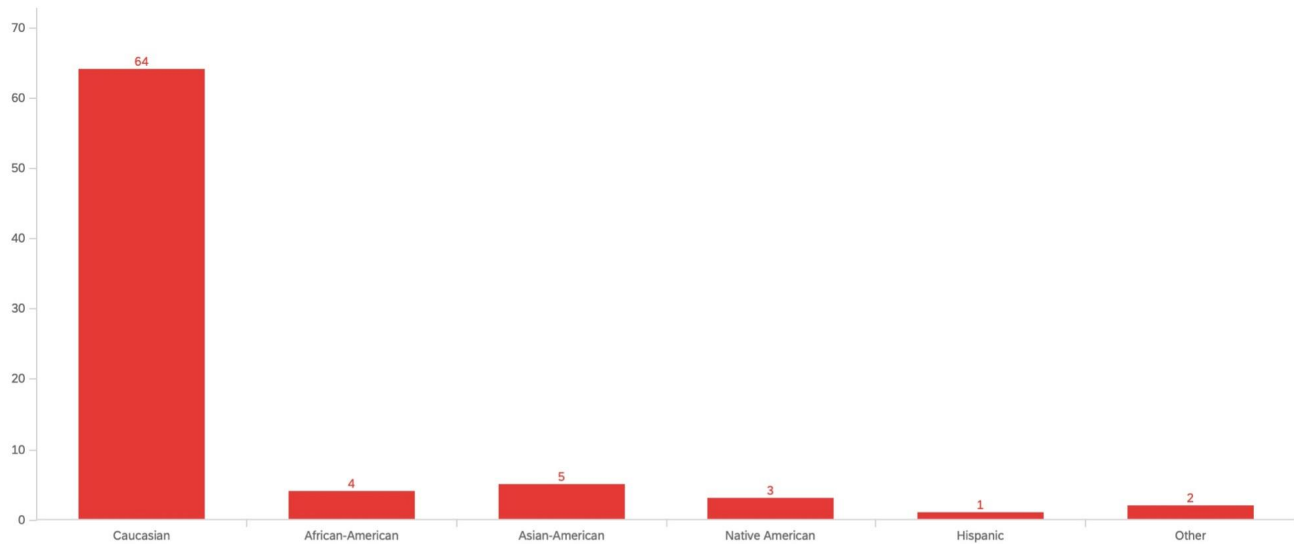
24. What are your thoughts on Apple TV+'s promotional strategies?

What are your thoughts on Apple TV+'s promotional strategies?	
They are doing a good job	I do not know enough
They don't really have good ones	I have not seen many Apple TV'S advertisements
I don't really have any thoughts on it	good
They need to promote more	I have no thoughts. I don't see them often. I got appletb when everyone was talking about how good severance was
Im not sure of my thoughts on it	-
I don't know about them	Havent seen any
They need to more	I'm not sure
idk	I haven't seen their promotions
idk	idk
They need to do better	They are fine
I haven't seen them before	idk
idk	im not sure
they need to promote more, i don't see any of their promotions	idk
idk	idk
They need to promote more	they're not good
idk	Effective
Idk	Not sure
I don't know about them	not sure
They are fine. I haven't seen them often	Need improvement
idk	good
idk	Doesn't resonate with me.
I haven't seen them before	Terrible
They need to promote more	None
I don't know of them	They are fine
I'm not sure what they are	Not good
idk	N/a
I don't have any	I think that they are very good
I'm not sure what they are	neutral. they only post ads for originals
i'm not sure	I haven't seen many commercials for it
They don't really have any	I dont see much but when i do it's good
I don't have any	I haven't seen much
They seem to be good.	Good
N/a	I don't see a lot
xx	good
They could promote more in my native land (Netherlands)	idk
Don't have any	I am not sure
Could be more catching awareness	I think the company using Timotheés Challarnet to promote their brand was a smart move.

Interpretation

Most respondents said they have seen any Apple TV+ advertisements or thought it could do better.

25. What ethnicity do you identify with?



Minimum	Maximum	Mean	Std Deviation	Variance	Count
1.00	6.00	1.47	1.12	1.26	79

Interpretation

The majority of the people who took this survey were white. This was expected because UK's diversity rates are unfortunately very low.

Crosstabs

1. Have you ever owned a subscription for Apple TV+?

	Q25: What ethni...identify with?						
	Total	Caucasian	African-American	Asian-American	Native American	Hispanic	Other
Total Count	79.0	64.0	4.0	5.0	3.0	1.0	2.0
Yes	32.0	25.0	1.0	3.0	2.0	1.0	0.0
No	47.0	39.0	3.0	2.0	1.0	0.0	2.0

Interpretation

The results show that Asian-Americans, Native Americans, and Hispanics are more likely own Apple TV+ over Caucasians, African Americans, and other races.

2. Apple TV+ is my first choice when choosing a streaming service.

	Q25: What ethni...identify with?						
	Total	Caucasian	African-American	Asian-American	Native American	Hispanic	Other
Total Count	79.0	64.0	4.0	5.0	3.0	1.0	2.0
Strongly Agree	1.0	1.0	0.0	0.0	0.0	0.0	0.0
Agree	2.0	2.0	0.0	0.0	0.0	0.0	0.0
Somewhat agree	4.0	3.0	0.0	0.0	0.0	0.0	1.0
Neither agree nor disagree	11.0	7.0	1.0	1.0	1.0	0.0	1.0
Somewhat disagree	10.0	7.0	0.0	2.0	1.0	0.0	0.0
Disagree	24.0	21.0	1.0	0.0	1.0	1.0	0.0
Strongly disagree	27.0	23.0	2.0	2.0	0.0	0.0	0.0

Interpretation

The results show that Caucasians are most likely to disagree or strongly disagree with Apple TV+ being their first choice when it comes to streaming services.

3. I own multiple different streaming services.

	Q25: What ethni...identify with?						
	Total	Caucasian	African-American	Asian-American	Native American	Hispanic	Other
Total Count	79.0	64.0	4.0	5.0	3.0	1.0	2.0
Yes	70.0	58.0	3.0	4.0	2.0	1.0	2.0
No	9.0	6.0	1.0	1.0	1.0	0.0	0.0

Interpretation

The results show that all ethnicities are more likely to own multiple different streaming services than not.

4. I enjoy the idea of Apple TV+ having all original programs.

	Q25: What ethni...identify with?						
	Total	Caucasian	African-American	Asian-American	Native American	Hispanic	Other
Total Count	78.0	63.0	4.0	5.0	3.0	1.0	2.0
Yes	55.0	43.0	4.0	4.0	2.0	0.0	2.0
No	23.0	20.0	0.0	1.0	1.0	1.0	0.0

Interpretation

The results show that all ethnicities are more likely to enjoy the idea that Apple TV+ has original programs streaming services than not.

5. Which social media platforms would push you to purchase a subscription for Apple TV+?

	Q25: What ethni...identify with?						
	Total	Caucasian	African-American	Asian-American	Native American	Hispanic	Other
Total Count	78.0	64.0	4.0	4.0	3.0	1.0	2.0
Instagram	21.0	19.0	1.0	0.0	0.0	0.0	1.0
Snapchat	7.0	6.0	0.0	0.0	1.0	0.0	0.0
TikTok	34.0	29.0	0.0	3.0	1.0	1.0	0.0
Facebook	9.0	6.0	1.0	1.0	1.0	0.0	0.0
Twitter	7.0	4.0	2.0	0.0	0.0	0.0	1.0
Pinterest	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Interpretation

The results show that both Caucasians and Asian-Americans would be pushed by the platform TikTok the most to purchase a subscription for Apple TV+.

Overall Results

Since conducting our AppleTV+ research, our group learned what Apple TV+ is, the brand, what it does, and how the current generation uses it. Apple TV+ is a streaming service that delivers solely original material, all through the Apple TV app, accessible on many devices. The Apple TV+ CEO states, “Our mission for Apple TV Plus is to bring you the best original stories from the most creative minds in television and film.” (Cook, 2019) Only nine Apple Originals were accessible when Apple TV+ first arrived, but there are now many more. The company is consistently producing original content that viewers will love. More content is being added every month, making the selection rather large.

Apple TV+ is finding new ways to stand out from other streaming service competitors. Apple is considerably more focused on content quality than quantity is now becoming more apparent. The company's goal is to expand the market for Apple TV+. (Tillman, 2023) With the production of original video content and the distribution of

third-party video packages, Apple is uniquely positioned from other streaming services. Apple views the competition in the market for paid video streaming as a positive. Apple's plan to become the "bundler of bundles" looks to gain when power shifts from one or two corporations to a multitude of others. Apple TV+ always seeks a way to stand out from streaming service competitors.

Apple TV+ has a wide variety of consumers. The majority of its users are college-aged students from ages 18-24. This age range is also known as Gen-Z. This age can be described as hard-working students looking for high-quality, affordable streaming services in college. Most participants recognize that AppleTV+ is an original and affordable streaming service they can rely on. GenZ also relies heavily on technology. Since Apple TV is wholly based on the internet, Apple wants to use this information to its advantage by marketing to this age group. (Petrock, 2021).

The main objective of our research was to see how Apple TV+ stands out from other streaming services and if people think that Apple TV+ compared to competitors like Netflix, Hulu, and Disney+. After conducting our focus group, we learned that all of the respondents did not agree that Apple TV+ stands out against the competition. The respondents did recognize that Apple TV+ is starting to improve/popularize their original content that you can only watch on their platform. However, none of the respondents would choose Apple TV+ as their favorite streaming service.

After sending out our survey, we again received a better indication of what people prefer regarding streaming services. Our most extensive age range was 18-24. We again received that people disagree that Apple TV+ stands out from its competitors. The majority of the participants agreed that this streaming service's main benefit is that they stream

original content. Many respondents also did not have a subscription to Apple TV+, making it hard for them to give feedback about the quality of streaming services. We learned that services like Netflix, Hulu, and HBO Max were the top contenders, and respondents believed they had better qualities. The primary purpose of this questionnaire was to see what respondents' opinions of Apple TV+ were and what streaming services they use the most often.

Positioning Statement/ Recommendations

More well-known streaming content is what AppleTV+ needs. AppleTV+ could position itself as a streaming service producing old content that people love. Positioning themselves to have more content people know of will reel in consumers who will watch known content and get the consumers to stay by producing original fresh content. It is challenging to get consumers to join a streaming service when they do not know any movies or shows being streamed. AppleTV+ also should improve on advertising on social media more since its primary demographic is GenZ.

AppleTV+ should also consider getting a more extensive catalog of shows on the service. There is a limited amount of shows to watch, and it could be more impressive for viewers when searching for a show to watch.

Appendices

FGI Guidelines

FGD Objectives:

- To determine what characteristics of a streaming service are most important to consumers.
- To determine how often consumers typically use their streaming services per week.
- To determine the most difficult aspect of using a streaming service for consumers.
- To determine what streaming services are the most favorable among consumers.
- To determine what consumers feel Apple TV needs to improve or add to their service to improve consumer satisfaction.

Sampling Method:

We will interview 8-12 University of Kentucky college students for this focus group interview. The ages of the students will range from 18 to 24 years old. We will recruit these students by standing in the student center and asking if they would be interested in partaking in a focus group activity about AppleTV+. We will do this around 1:00 pm when classes are in session to get a range of students. The actual study will occur at the William T library on Kentucky's campus. From this group study, we will find out college-aged students' opinions on Apple TV+ and what other streaming services they are subscribed to and use. We will use a nonprobability sampling method with quota questions to conduct this study. We will draw conclusions and assumptions about the population of the University of Kentucky students.

Preparation and Instructions for Running Group:

Checklist of items to bring for focus group discussion:

- Pre-made Name Tags

- Laptop
- Audio Recorder (iPhone)
- Water and Snacks
- Sign
- Discussion Guide

Prior to Arrival of Participants:

(1) Arrive at the building where the focus group is taking place 30 minutes early to make sure you can find a place to park, walk inside, and set up before participants arrive. (2) Place a sign in front of the building with the room number where the focus group is taking place in the building. (3) Place a paper on the door of the actual room of the focus group so participants know when they have arrived. (4) Set up the room to ensure there is a comfortable place for each participant to sit in a circle arrangement. (5) Set up a place for water and snacks to be easily accessible for the participants. (6) Set up an iPhone to audio record the focus group. (7) Set up a laptop with discussion questions that are not in the participant's view.

As Participants Arrive:

(1) The participants were asked to arrive at the focus group around 5-10 minutes early to ensure that they can find a parking spot and the room where it is taking place. (2) Participants will pick up their name tags that were previously made and laminated as they enter the room and put it on. (3) Offer participants water and snacks as they arrive then inform them that they can sit in any available seat. (4) Inform participants that it is highly recommended to stay in the room

from the time the focus group starts until the focus group ends unless it is a very serious emergency. (5) Inform participants of where the bathrooms are and recommend they use them before the study starts. (6) Inform participants where the emergency exits are in case of any emergency situation. (7) Inform participants that if they ever start to feel uncomfortable or unsure if they want to continue to answer the questions asked, they are welcome to leave.

Introduction and rules for conducting the discussion:

Hello everybody! Thank you for agreeing to participate in our focus group discussion interview this afternoon. Our names are Kristin Nediano, Kenna Abner, Shea Gardner, Caitlin Duffy, and Maddi Haney, and we will be asking you some questions today. We have invited you here today to hear your opinions on streaming services, specifically Apple TV+. You were randomly selected because you are a part of Generation Z who attend the University of Kentucky.

We will ask you multiple questions about your opinions on streaming services. You have likely noticed the phone recording. We are filming the discussion. This is because we want to ensure we get all your comments; People frequently say beneficial ideas in these conversations, but we must write them quickly enough to record them. Tonight, we'll only use the initials of your names, and we will not mention any specific individuals in our reporting. Your responses will be in total confidentiality.

Let's go over some of the rules for the discussion:

1. Please avoid side conversations.

2. Only one speaker at a time. This is especially crucial since we want to record our chat today and write it down. If there are numerous voices speaking at once, it is difficult to accurately represent someone's experience and viewpoint on our audio.
3. It is not required to respond to all questions, but as the topic develops today, we would like to hear from everyone.
4. There are numerous points of view instead of right or wrong responses. Even if your opinion differs from what others have spoken, please feel free to express it.

Remember that both good and negative feedback is valuable to us.
5. Let one of us know if you need a break.
6. Are there any questions?

If there aren't any more questions, let us get started!

Warm Up Questions:

1. If we were to ask you all today's date, there would only be one correct answer.

However, that isn't the purpose of today. Every topic we cover today will have no wrong or right answer, so it is important to understand that nothing said in this room will be judged. But we are all human; we all have different opinions, and that's ok!

If you have a different perspective than the person answering the question, feel free to share your perspective with us, as long as you wait patiently until the speaker is finished with their thought. As long as you respect the opinion of others, they will respect yours!

2. Now that we've clarified that there is no wrong or right answer to these questions, lets begin the questions and so we can get to know you all better. Where are you from?

Follow up: Have you always lived there or did you move around to different places during your childhood?

3. Are you close to your family members?

Follow up (if they answer yes): That's nice. How do you like to spend time with them? Any family traditions?

4. Who is your favorite singer or band?

Follow up: Have you ever seen them in concert?

5. What made you decide to come to UK?

Follow up: Was it a hard decision to pick between this school and somewhere else?

General Questions about the Streaming Service Industry:

1. Are you currently a member of any streaming services?
2. What do you enjoy about your current streaming services?
3. What would you wish to change about your current streaming services?
4. What inclined you to become a member of said streaming services?
5. How often do you watch television/movies on streaming services?

Specific Questions Relating to Apple TV+:

1. Do you currently own Apple TV+?
2. When did you first hear about Apple TV+?

3. Do you have any positive or negative feelings toward Apple TV+?
4. Do you see Apple TV+ as a top contender with other streaming services (Hulu, Netflix, HBO Max, etc.)?
5. When you consider Apple TV+ what comes to mind?
6. Do you feel that you would consider using Apple TV+ over other streaming services?

Specific Questions Related to Promoting Apple TV+:

1. What types of shows/movies on streaming services push you to purchase a subscription?
2. If your favorite celebrity promoted Apple TV+, would it push you to purchase a subscription more?
3. If a certain social media platform promoted Apple TV+, which platform would push you to purchase a subscription the most?
4. If you have noticed advertisements for streaming services on social media before, which platform has promoted them the most?
5. What types of advertisements would push you to purchase a subscription to Apple TV+?

Close and Post Discussion Questions:

We would like to thank all of you for participating in today's discussion regarding Apple TV+. Your responses are all very important to us and we ensure that each response will be greatly considered and appreciated. Before we bring the discussion to an end, we would

like to ask if there are any further questions, comments, or concerns regarding today's discussion. We would like to thank all of you again for contributing to today's discussion and would like to remind everyone that answers will all remain confidential. Thank you for your patience and focus during this discussion, have a wonderful rest of your day!

Survey Qualtrics Link

https://uky.az1.qualtrics.com/jfe/form/SV_3skgBF4cnq3CuOO

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