

# How Can Streaming Brands Use PR to Survive the Cost of Living Crisis? A Media Analysis

## Media Analysis Summary



As the cost of living crisis has already inspired many consumers to cancel their Netflix, Disney+ or Prime subscriptions, streaming services are looking for ways to keep their relevance.

We found that a large part of the media debate around streaming companies focused on their approach towards dealing with the cost of living crisis. The most widely covered inflation strategy was **Price hikes**, as many media outlets reported on how streaming provides raised prices to cope with inflation.

### Inflation strategies in the streaming debate by share of voice



30%

Price hikes



26%

New ads-based models



23%

Measures against password sharing



16%

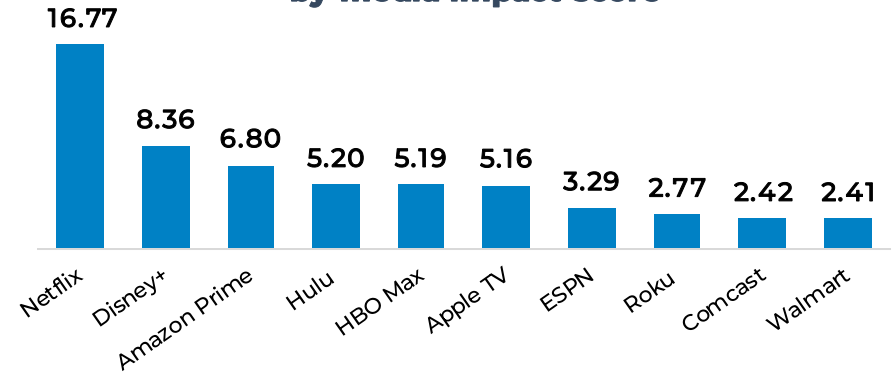
Resizing



5%

New value propositions

### Top 10 streaming services in the cost of living debate by media impact score



Our research shows that the media debate is also populated by streaming brands, old and new. Netflix is still the most influential streaming player, as it has afforded itself a perception in the market as both the leading disruptor and the leading brand, which is something rarely attained in any sector and is a powerful place to be—Google and Airbnb come to mind.

### 5 tips on how streaming brands can use PR to survive the cost of living crisis

- Earn media attention with new value propositions
- Boost your brand differentiation to win the streaming wars
- Promote hyper-personalised experiences to keep consumers
- Justify your inflation thinking
- Use the PR power of brand partnerships

Follow us on social media or subscribe to our newsletter to stay up to date with the latest PR & comms trends.



Read the whole analysis here:

[READ →](#)