



NEWS RELEASE

TiVo's Latest Video Trends Report Reveals Growing Consumer Interest in Video Service Bundles Over Fragmented Streaming Experiences

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In a crowded entertainment landscape, consumers are increasing video spend while shaking up how and where they get their favorite content

SAN JOSE, Calif.--(BUSINESS WIRE)-- Today, **TiVo**, a wholly owned subsidiary of entertainment technology company **Xperi Inc.** (NYSE: XPER), released its Q2 2025 Video Trends Report detailing a fragmented but vibrant entertainment landscape, where video remains king for consumers.

Most notably, new data shows that video service bundles continue to gain traction, indicating that consumers value the ability to access a diversity of content across multiple services. Despite price increases and cost-conscious consumers, video spend is up year-over-year, as is time spent watching video content, and the average number of services used by consumers has risen from 9 to 10.

Bundles enable consumers to access various types of content, letting them stay in the same service or family of apps to meet a variety of viewership needs. Of the available services, 87% of respondents utilize SVOD services, with the top three ad-supported SVOD tiers being Peacock (69.3%), Paramount+ (59.7%), and Prime Video (59.1%). Subscribers select services based on the available content, seeking expansive programming libraries (38.4%), original content (35.2%), and specific show availability (29.8%).

"Today's content landscape is full of unparalleled choice and variety, as consumers have more options than ever before," said Xperi's chief product and services officer, Geir Skaaden. "Consumers are looking for simplification by increasingly opting into the bundles and platforms that provide the highest-quality content for their household at the best value. These offerings are delivering the convenience of a single destination for diverse content, now enhanced by personalization and immediate access that provides a seamless viewership experience."

Additional TiVo Video Trend Report Highlights

- **Local is loved:** The importance of local content has increased over the past year, with 61% of respondents noting that it is somewhat or very important compared to 54.8% in Q2 2024. More so, 29.8% of all time spent watching video is spent watching local content, compared to 21% in Q2 2024 and 22.6% in Q2 2023.
- **Backseat binging:** The rear passenger seat is the most popular spot for in-car viewing, with 42.3% of passengers watching from there. Respondents who watch video in-car spend 56.7% watching short-form content and 43.3% watching long-form, remaining consistent with last year's breakdown.
- **Cord cutters remorse:** The share of respondents who cut the cord but later decided to resubscribe to a traditional TV service has increased about 10%, to 31.9% in Q2 2025. Plus, when it comes to potential cord cutters' preferred methods for watching live TV without cable, most still express a preference for a live TV streaming service, with the distribution of prospective methods remaining relatively consistent.
- **Smart TVs are a smart buy:** Smart TV ownership continues to rise (75.2%) and more than half of respondents (55%) considered the TV platform to be at least moderately important, an upgrade of 5% from Q2 2024.
- **When you watch TV matters:** The latest report details the first major shift in daytime viewership. Q2 2025 saw that 41.5% of SVOD content is consumed during primetime, with 15.5% of SVOD content consumed during the morning, compared to 48.6% and 11% in Q2 2024.

Find more information from the latest Q2 2025 Video Trends Report [here](#).

Methodology

Since 2012, TiVo has surveyed consumers to uncover key trends relevant to TV providers, digital publishers, advertisers, and consumer electronics manufacturers. The latest TiVo Video Trends Report surveyed 4,510 adults 18 and older living in the U.S. and Canada during the second quarter of 2025 (3,509 U.S., 1,001 Canada). In addition to identifying and analyzing key trends in viewing habits, the TiVo Video Trends Report provides insight to consumer opinions regarding subscription video on demand (SVOD), transactional video on demand (TVOD) and advertising-based video on demand (AVOD) providers, emerging technologies, connected devices, over-the-top (OTT) apps and content discovery features, including personalized recommendations and search.

About TiVo

TiVo brings entertainment together, making it easy to find, watch and enjoy. We serve up the best movies, shows and videos from across live TV, on-demand, streaming services and countless apps, helping people to watch on their terms.

For studios, networks and advertisers, TiVo targets a passionate group of watchers to increase viewership and

engagement across all screens. TiVo is a wholly-owned subsidiary of Xperi Inc. Go to **tivo.com** and enjoy watching.

About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, TiVo®), are integrated into consumer devices and media platforms worldwide, powering smart devices, connected cars and entertainment experiences, including IMAX® Enhanced, a certification and licensing program operated by IMAX Corporation and DTS, Inc. Xperi has created a unified ecosystem that reaches highly engaged consumers, driving increased value for partners, customers and consumers.

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For TiVo:

Tom Huntington

thomas.huntington@xperi.com

619-743-9057

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