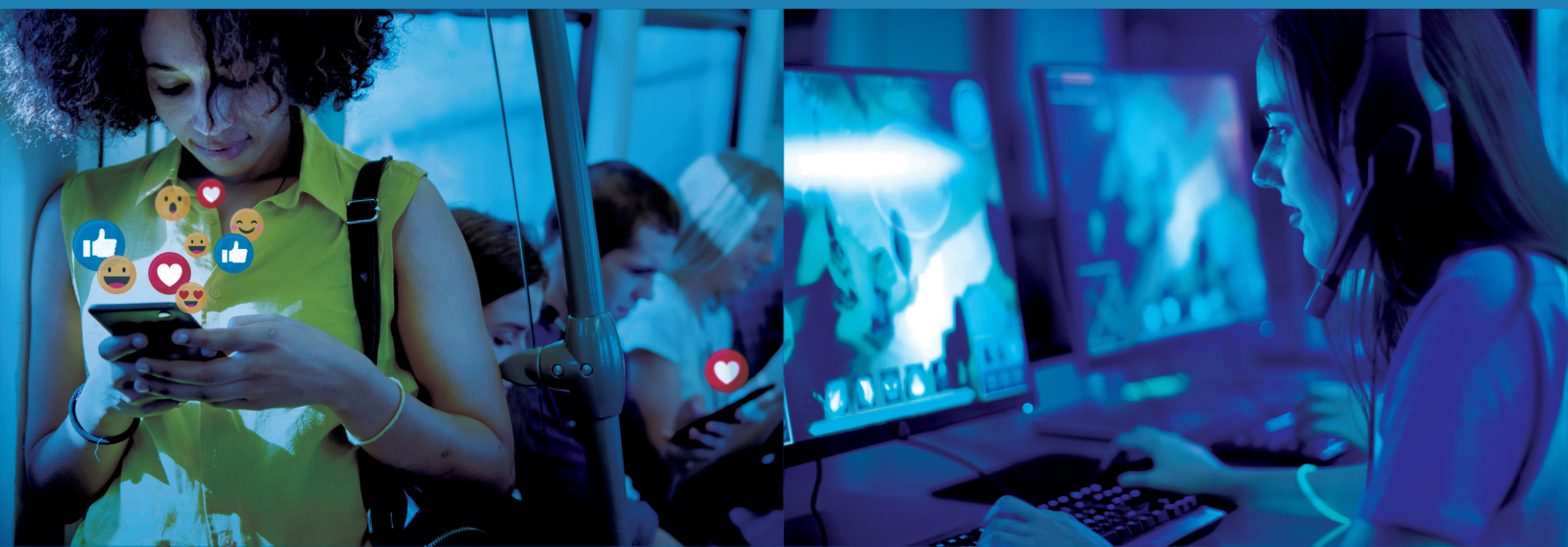
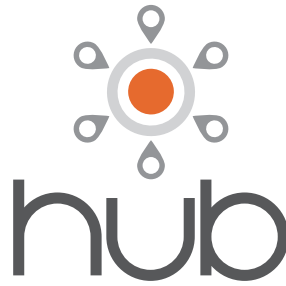




ENTERTAINMENT RESEARCH

2026





ENTERTAINMENT: EXPLAINED

Hub Entertainment Research is the leading insights agency focused on the impact of technology on the way people discover, choose and consume media and entertainment content.

For 50 years, TV networks and distributors controlled how, what and when consumers could watch. Technology has put these choices suddenly into the hands of consumers, creating fundamental changes in viewing behavior and forcing entertainment and media companies to compress decades worth of adaptation into just a few years.

This upheaval has created massive challenges for these companies. But identifying the trends and becoming adept at understanding their long-term implications offers companies the opportunity to embrace the future with bigger audiences and profits than ever.

Hub was created with a laser focus on the intersection of technology and entertainment. Since our inception in 2013, we've been tracking this convergence and its impact on all aspects of the media and entertainment industries. Our mission is to deliver the most valuable entertainment marketing research and insights in a compelling story without breaking the bank.

Hub's work explores a wide range of topics, from which platforms and screens viewers are adopting and why, to the ways binge viewing has changed what it means to watch TV. The team has a deep understanding of the entertainment ecosystem and recognizes the need for relevant, timely and easy-to-understand insights.

We've also compiled a massive library of historical data that tells the story of the digital evolution and allows us to forecast the future of TV.



JON GIEGENGACK

Founder and Principal

Jon Giegengack is the founder and principal at Hub Entertainment Research. He launched Hub in 2013, as the convergence of technology and entertainment began to gain speed. Jon recognized the need for real-time insight about the changing world of digital entertainment: from how people discover new content, to how they consume it, to how they pay for it (if they pay at all).

Jon works with leading entertainment brands including ABC, Comcast, Netflix, Hasbro, Sony, AMC and AT&T. Jon has more than 20 years of experience in research for the entertainment industry. He is a regular speaker at industry events organized by Streaming Media, NYC TV Week, TVOT, SubSummit, the Advertising Research Foundation, to name a few; and has been quoted in publications like Variety, TheWrap, Forbes, Bloomberg, and more.

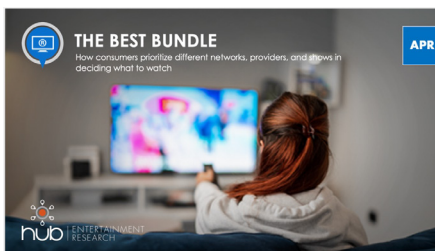
ANNUAL REPORTS

Conducted since 2013, Hub's annual reports deliver freshly mined insights and data on the most important trends in media and entertainment, and are used by nearly all major networks, distributors, and streaming providers. There are 6 studies per year, each focused on a key aspect of how consumers choose, find, and watch video entertainment.



EVOLUTION OF VIDEO BRANDING

This annual study tracks the importance of branding, and the extent to which viewers understand the competitive positioning of different video providers.



BEST BUNDLE

This research identifies the services that form the foundation of consumers' bundles, the ones that serve as add-ons, and how those metrics are changing over time.



MONETIZING VIDEO

This study tracks the pay models viewers prefer, which brands deliver the best value, and the features or content they're most willing to pay for.



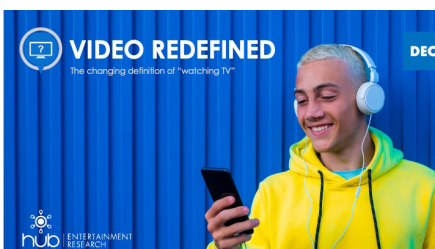
DECODING THE DEFAULT

This research tracks changes in viewers' home base for TV, and which of their providers they consider most (and least) indispensable.



CONQUERING CONTENT

This research analyzes which new shows viewers are discovering (and the providers that offer them), how they found out about them, and the qualities that make them choose one over others.

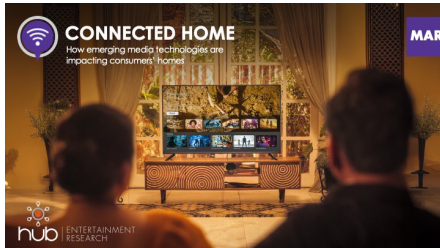


VIDEO REDEFINED

This research evaluates the impact of other entertainment formats (gaming, podcasts, Instagram, TikTok) on the consumption of traditional TV content, as well as identifies opportunities for big media companies to leverage these formats to engage with consumers and build an audience.

ENTERTAINMENT & TECH TRACKERS

Hub's Entertainment + Tech Trackers take a deep dive into consumers' adoption of new technology, devices, and forms of content. The findings explore how each aspect of the entertainment landscape complements and competes with others, and forecast where the biggest audiences and demand will exist in the future.



CONNECTED HOME

This study enumerates media and entertainment devices in the home - including TV sets, TV streaming boxes/sticks, smartphones and tablets, smart speakers, and smart home devices and tracks them back to 2019.



EVOLUTION OF THE TV SET

This study continues to examine the gap between newer TV set features offered in the market, consumer understanding, and consumer adoption. This study explores awareness and use of advanced television features.



GAMING 360

This study explores how videogames are being used by a wide cross section of consumers. This research will delve into the gaming devices, peripherals, and platforms that are gaining – or losing – share; use of VR and games; gaming as a social phenomenon; interest in movies or TV programs based on gaming IP; and interest in e-sports.



AI & AUDIENCES

How much people are aware of and understand what AI currently offers. We will explore how people are currently using AI and their interest in interacting with other content and features powered by AI across the entertainment landscape. Finally, we will analyze where the biggest opportunities (and challenges) lie in how AI can benefit studios, talent, distributors, and consumers.

QUARTERLY AND SEMI-ANNUAL REPORTS

Hub provides quarterly and semi-annual studies tracking all things entertainment and technology so media companies can stay up to date on churn and key metrics essential to the streaming business.



TV ADVERTISING: FACT VS. FICTION

This semi-annual tracking study measures the best opportunities for ad-supported content in a streaming world.



EVOLUTION OF SPORTS MEDIA

Twice a year, the Hub Sports tracker captures all the ways consumers interact with sports content and predict how that behavior might change in the future.



BATTLE ROYALE

This semi-annual tracking study measures how consumers allocate their time and money across entertainment categories.



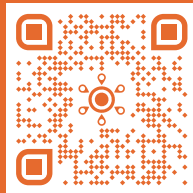
TV CHURN TRACKER

Hub's quarterly churn trackers highlight key trends in service use, adoption, and cancellation.

hubINTEL

This newsletter is where we provide data, not drama. Hub Intel was launched to cut through the noise and understand the trends in the industry, and what they mean to your business. It is meant to be a destination for media insiders to gather and discuss the data and weigh in on the trends -- both in the comment section and during quarterly webinars with the Hub team.

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