



We're the go-to for

STREAMING

HERE'S WHY



tapestry AV2
a screen engine/asi company



WE ARE TAPESTRY

We make the complex beautifully simple.

We don't just measure; we make, we create and we provoke. We give you research you'll want to talk about, that inspires you to make the right decisions. Here's how...



expand

We blow out your objectives to identify all the key issues and hidden complexities.



explore

We ensure the right mix of tools & techniques every time.




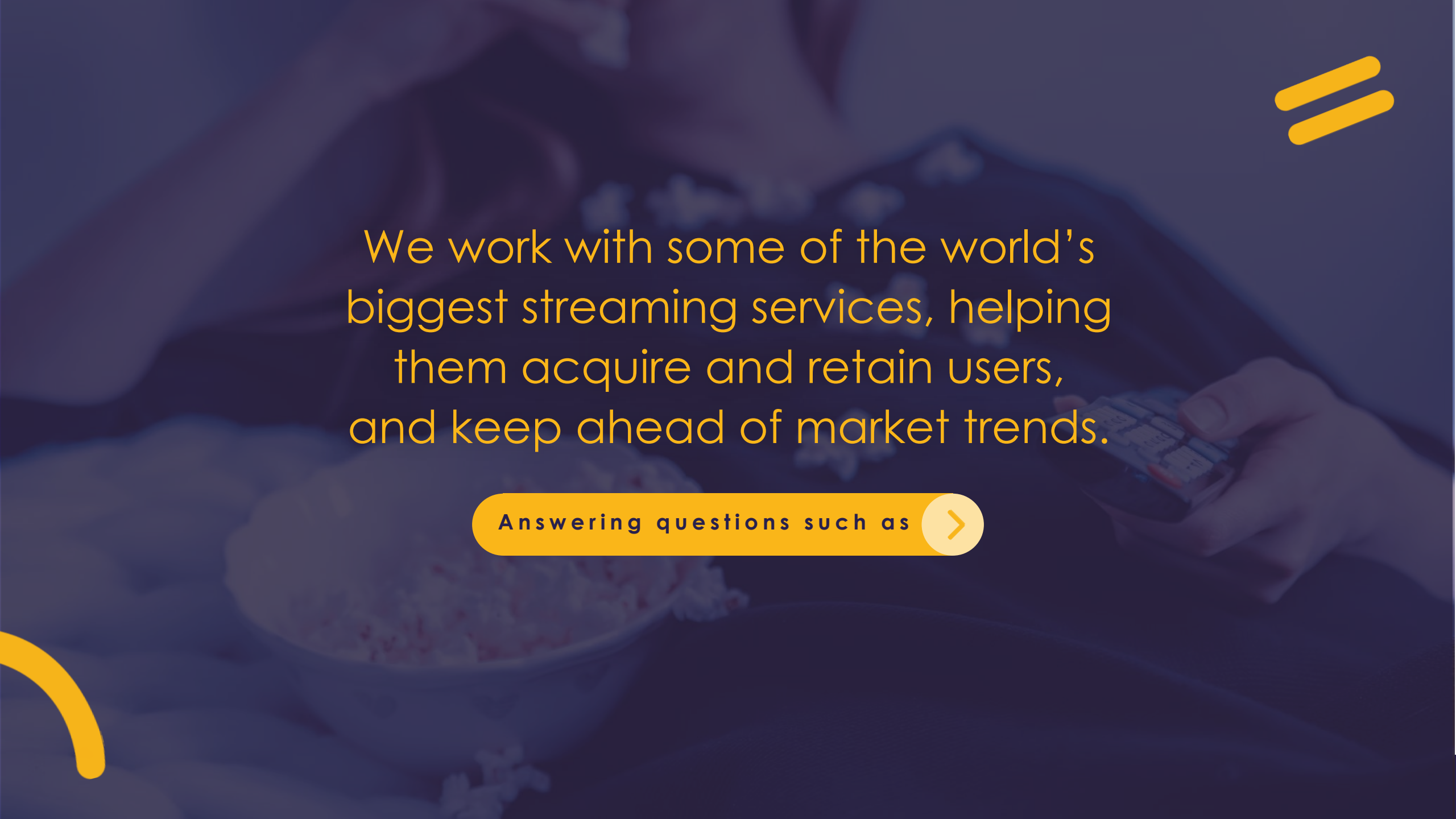
connect

We connect the threads to inspire, provoke and problem solve.



curate

We craft a compelling story that lives on in organisations.




We work with some of the world's biggest streaming services, helping them acquire and retain users, and keep ahead of market trends.

Answering questions such as




how are streamers' needs changing over time, what can help to keep ahead of competitors?



which types of user should be targeted to grow the brand?



what's the size of the opportunity for a new streaming service in each market?



what's driving (and holding back) acquisition and retention?

would offering multiple tiers help increase sales and revenue?

UNDERSTANDING THE MARKET



We use a range of techniques with our streaming clients, big and small, to help get the answers they need.

PRICING AND SALES

Through our research, we can help you identify things like optimal price points, different pricing tiers, and bundle deals to help drive sales.

NEW OPPORTUNITIES

We're able to look at different markets around the world to find the best growth potential, and help you size opportunities in different countries.

ACQUISITION & RETENTION

We'll help you truly understand your customers, find out what they really think, and identify the types of user you should be targeting to grow your brand.



THE TAPESTRY TOOLBOX

We work with free and paid-for streaming services of all shapes and sizes, employing a range of techniques

- Segmentation and audience understanding
- Market sizing
- Product optimisation and pricing strategy incl. conjoint
- Brand and title tracking
- Trade off exercises such as MaxDiff for feature optimisation
- Consumer Decision Journeys to understand the viewer decision journey
- Skin Response and facial coding to identify key moments of engagement
- Concept testing and creative testing
- Statistical modelling and drivers analysis
- Opportunity sizing with lookalike analysis
- Ad sales
- Semiotics analysis to identify hidden category codes



WANT TO KNOW MORE?

Drop us a message or get in touch directly with our streaming research expert, Ian Wright



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