



Media Release

20/3/23

Widespread support for dedicated history subscription streaming service - three country survey finds

A survey of history enthusiasts in Australia, the United States and the UK has found widespread support for a dedicated history subscription based streaming service.

Over 80 percent of survey respondents said they would subscribe to such a history entertainment platform.

Seventy-five percent of respondents said they would pay \$9.95 a month for the regular service, with a further 20 percent saying they would outlay \$19.95 for the plus service or \$29.95 a month for the premium offering.

Some seventy percent of those surveyed said that the streaming services they currently subscribed to provide 'inadequate' history content or content 'that could be better'.

Respondents subscribed to a variety of streaming services such as Netflix, Amazon Prime, Disney Plus, Hulu, Stan, Paramount Plus, Britbox, among others.

Respondents to the HistoryWow commissioned survey were 62 percent female and 38 percent male.

Over 80 percent of respondents were aged 24 to 65.

There was strong support for HistoryWow as the name for the proposed service.

Favorable respondent comments about a proposed dedicated history streaming service included:

- "It sounds amazing. It's just what I need to complete my entertainment app collection."
- "Great idea. Would definitely subscribe."
- "I think it would be great and entertaining. Sounds like a binge worthy fun platform."
- "Would be unique that no other streaming service offers."
- "It's a genius."

Richard Craig from HistoryWow said the survey results endorsed anecdotal evidence of strong support for traditional history as an entertainment offering, with no political or agenda pushing history. Or, as one respondent said, 'no woke-washed history'.

"History is enormously popular around the world. Around 620 million FaceBook users, for example, cite history as among their interests.

"This figure, plus our survey results, indicates unmet demand and a likely strong commercial opportunity to supply this global market with a history entertainment streaming service, to potentially create a significant high income generating media asset.

"A key feature of the study was it confirmed that those who have a number of streaming services would readily include in their suite of chosen entertainment offerings, a specialist history service.

"One respondent criticised the 'fantasy' masquerading as authentic history on some streaming services and cited a program which featured a 'black Viking queen'. The respondent added that they enjoyed black history programs and would like to see these included in the proposed streaming platform," Craig said.

Other respondent comments on their views on the proposed service include (Code: Country, if they like the HistoryWow name, would subscribe Yes/No, gender, age, current streaming services subscribed to and preferred monthly payment):

- "Excellent - a clear market gap that needs to be serviced'.

(Aus, Like, Yes, M, 65 plus, Netflix, Stan, Binge, Prime Video, Britbox, \$9.95)

- "I think it's a great idea! I would find it interesting."

(US, Like, Yes, M, F, 55-64, Netflix, Hulu, Prime, \$9.95)

- "Super interesting. I would consider adding this depending on content and pricing."

(UK, Undecided, Yes, F, 35-44, Netflix, Prime Video, Disney, \$9.95)

- "I absolutely love history programs. I can sit back and enjoy many topics."

(Aus, Like, Yes, F, 65 plus, Netflix, Stan, \$9.95)

- "I find myself jumping between different platforms trying to find what I need. Would be nice to have more content in one place."

(US, Like, Yes, M, 35-44, Netflix, Prime Video, Disney+, Hulu, Paramount Plus, \$9.95)

- "It sounds really interesting."

(Aus, Like, Yes, F, 45-54, Stan, \$9.95)

- "Good idea"

(UK, Like, Yes, M, 45-54, Netflix, Prime Video, Disney \$9.95)

- "Good accurate and reliable history from a variety of sources and viewpoints would be beneficial, but not if it is only a woke-washed attempt at history."

(Aus, Undecided, Yes, M, 35-44 Netflix, Stan, Binge, Prime Video, Curiosity Stream, \$9.95)

- "I think it's a great idea! I would find it interesting."

(US, Like, Yes, M, 55-64, Netflix, Hulu, Prime, \$9.95)

- "This would be something my family would enjoy watching".

(Aus, Like, Yes, M, 35-44 no streaming services, \$9.95)

- "Great idea. (Two thumbs up emoji.)"

(UK, Like, Yes, M, 35-44, Netflix, Prime, Disney \$9.95)

- "It would be interesting to see".

(US, Like, Yes, M, 55-64, Hulu Prime Video, Paramount Plus, Discover plus, \$4.99)

- "Sounds good"

(US, Like, Yes, F, 65 plus, Netflix, Hulu, Prime, Disney, \$5)

- "I am excited because I am really a lover of history."

(US, Like, Yes, F, 65 plus, Hulu, Prime Video, Peacock, \$9.95)

- "I love it. I imagine there would be a lot more history content than could be found on other streaming services."

(US, Like, Yes, F, 55-64, Prime Video, Amazon Prime, \$9.95)

- "I think this is a great idea and it is an area that could use more streaming content."

(US, Dislike, Yes, M, 35-44, Netflix, Hulu, Prime, Disney, Paramount Plus, \$29.95)

- "Sounds like it would have a lot of great stuff."

(US, Yes, Like, M, 35-44, Netflix, Hulu, Prime, Disney, Paramount Plus, \$19.95)

The survey was described to respondents as:

'A survey of people who like history to get their views on a proposed new subscription streaming service featuring only history - a history version of Netflix, Amazon Prime, Paramount Plus, Stan or Kayo.

'The offering would feature a variety of fascinating, often quirky and witty and, above all, entertaining history programs. This would not have what could be termed 'politics pushing' or 'agenda pushing' history.

'The subscription platform would provide a variety of entertaining offerings, including exciting history:

Films

Documentaries

Comedy programs

Mini-series

Short fascinating history stories presented potentially by celebrities and other well-known figures.

Brief, humorous historical stories.

Short fascinating profiles of great historical figures such as Napoleon, Henry VIII, Frederick Douglass, Empress Maria Theresa, Cicero, Catherine the Great, Louis XIV, Antoine Careme, W E D Du Bois, Kaiser Wilhelm II, Alexander the Great, Marie Curie, etc.'

The survey was conducted by HistoryWow consultant Tom Valcanis, who has a political science and international relations degree from Melbourne University and a masters degree in communications and media studies from Monash University.

The study was undertaken between January 23 and 30, 2023 across several social media platforms - HistoryWow's 60,000 FaceBook followers, Twitter and YouTube - and using additional independent data gathering resources.

HistoryWow is a concise content, international history website with an audience of 130,000 history enthusiasts in over 80 countries.

Established in 2012 and embracing the theme that history is rich in fascinating incidents and events, HistoryWow aims to provide visitors with a short, sharp hit of history each day.

For further information:

Richard Craig

racraig@historywow.com

61 413 1888 10