



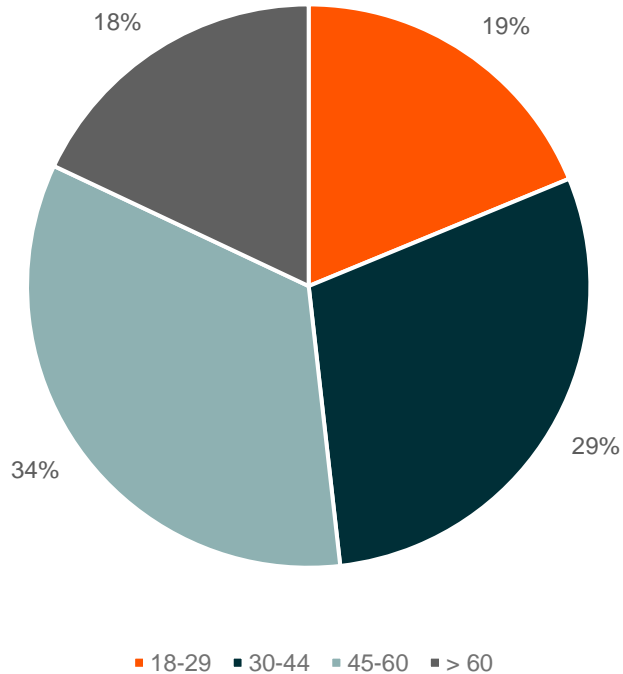
October 2023 Consumer Pulse

Streaming Services

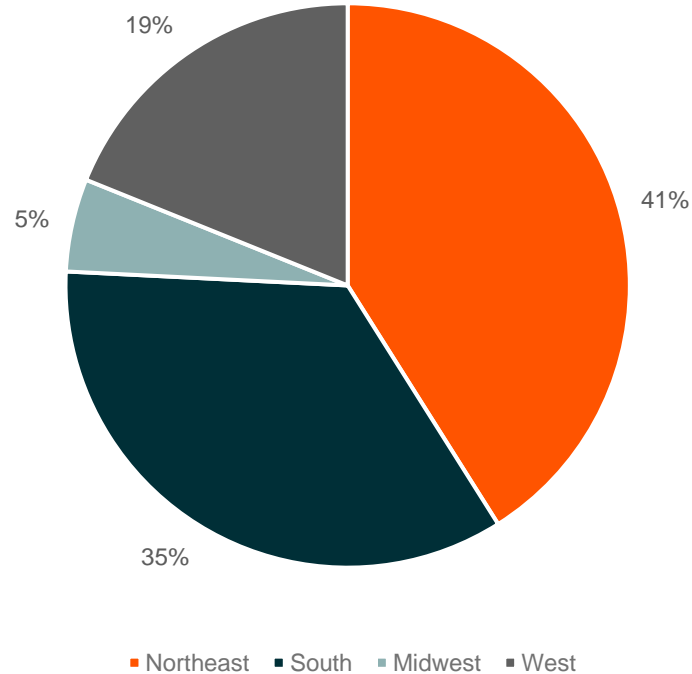
Survey: Age, Region, Lifestyle Demographic

IN OCTOBER 2023, GLOBAL X RESEARCH SURVEYED 1,145 INDIVIDUALS IN THE UNITED STATES REGARDING SENTIMENT AROUND FACTORS SUCH AS PASSWORD SHARING AND PRICING MODELS REGARDING STREAMING SERVICES.

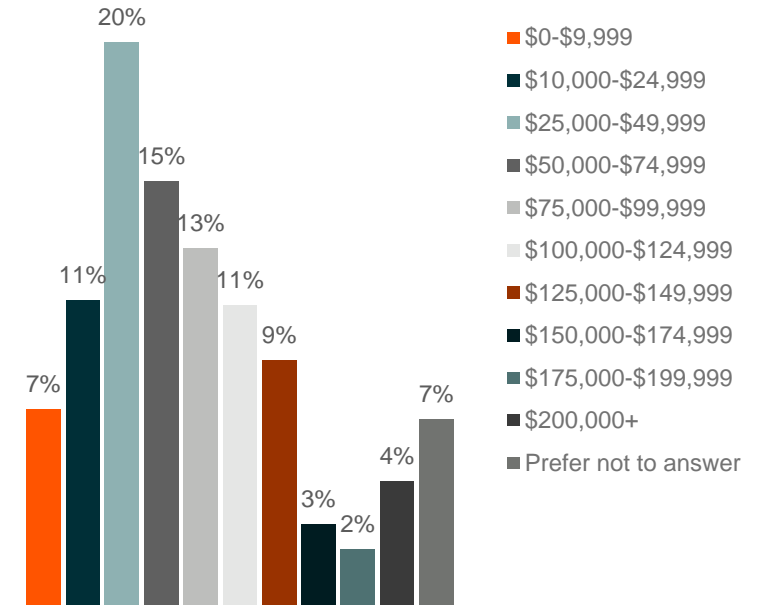
RESPONDENTS BY AGE (%)



RESPONDENTS BY REGION (%)



RESPONDENT HOUSEHOLD INCOME (%)



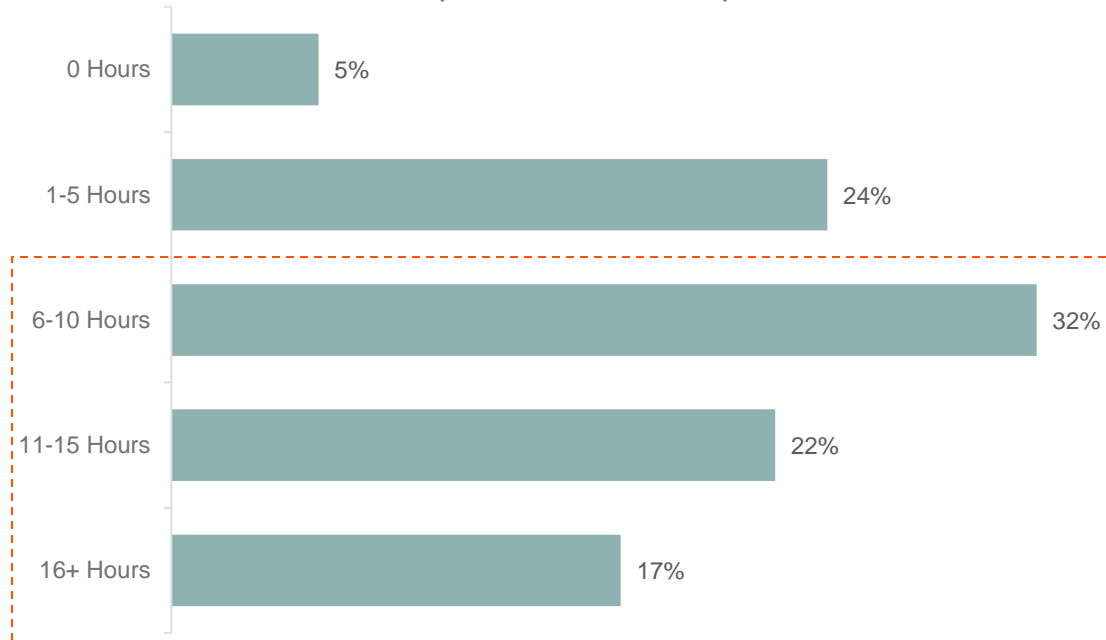
Note: N = 1,145
Source: Global X, October 2023

Consumer Sentiment Continues to Shift Towards At-Home Streaming

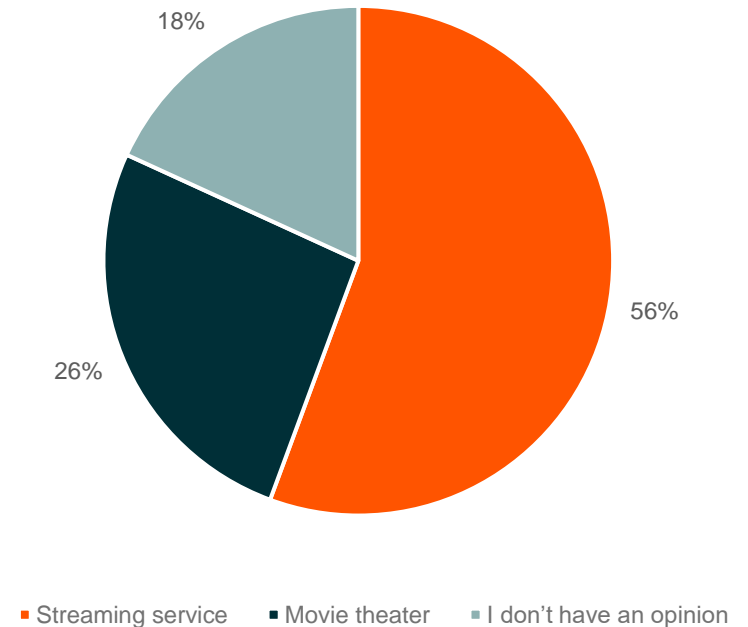
71% OF INDIVIDUALS SURVEYED SPENT MORE THAN 6 HOURS ON STREAMING PLATFORMS PER WEEK.

MORE THAN HALF OF SURVEYED PARTICIPANTS PREFER WATCHING MOVIES FROM THE COMFORT OF THEIR HOME.

Q: HOW MANY HOURS A WEEK DO YOU SPEND WATCHING CONTENT ON STREAMING SERVICES? (% OF RESPONDENTS)



Q: DO YOU PREFER WATCHING A MOVIE FROM A STREAMING PLATFORM OR A MOVIE THEATER? (% OF RESPONDENTS)

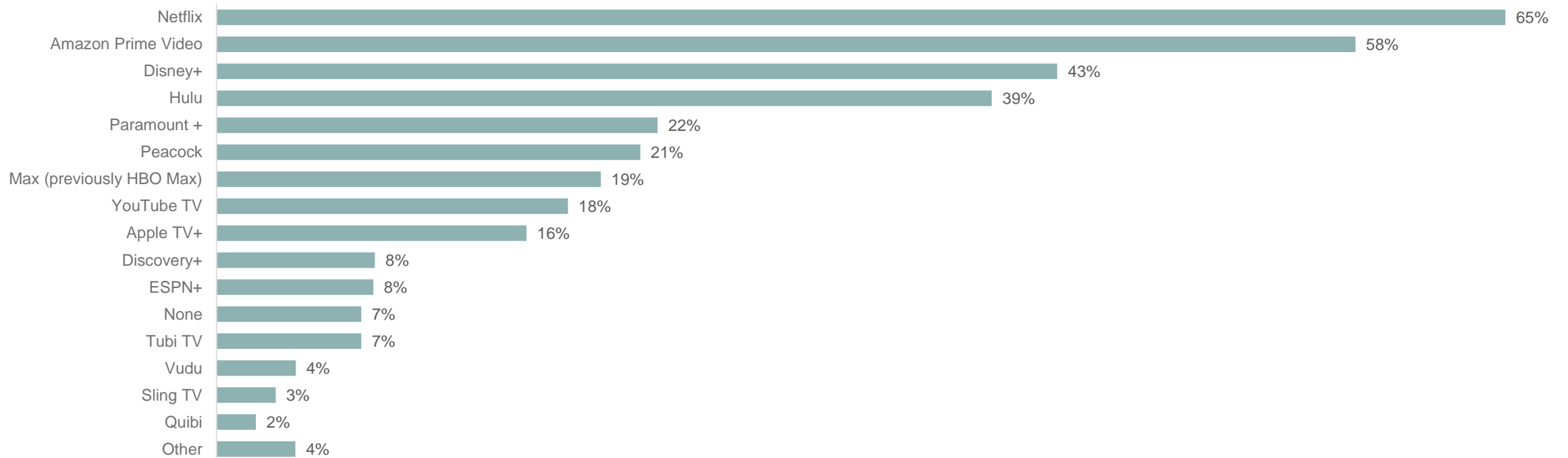


Note: N = 1,145
Source: Global X, October 2023

Consumer Preference Leans Heavily Towards Certain Streaming Platforms

93% OF INDIVIDUALS SURVEYED PAID FOR, ON AVERAGE, 3.4 STREAMING SERVICES, AND THE KEY PLAYERS IN THE STREAMING SERVICE INDUSTRY INCLUDE NETFLIX, AMAZON PRIME VIDEO, DISNEY+, AND HULU.

Q: WHICH STREAMING SERVICES DO YOU PAY FOR? (CHECK ALL THAT APPLY)
(% OF RESPONDENTS)

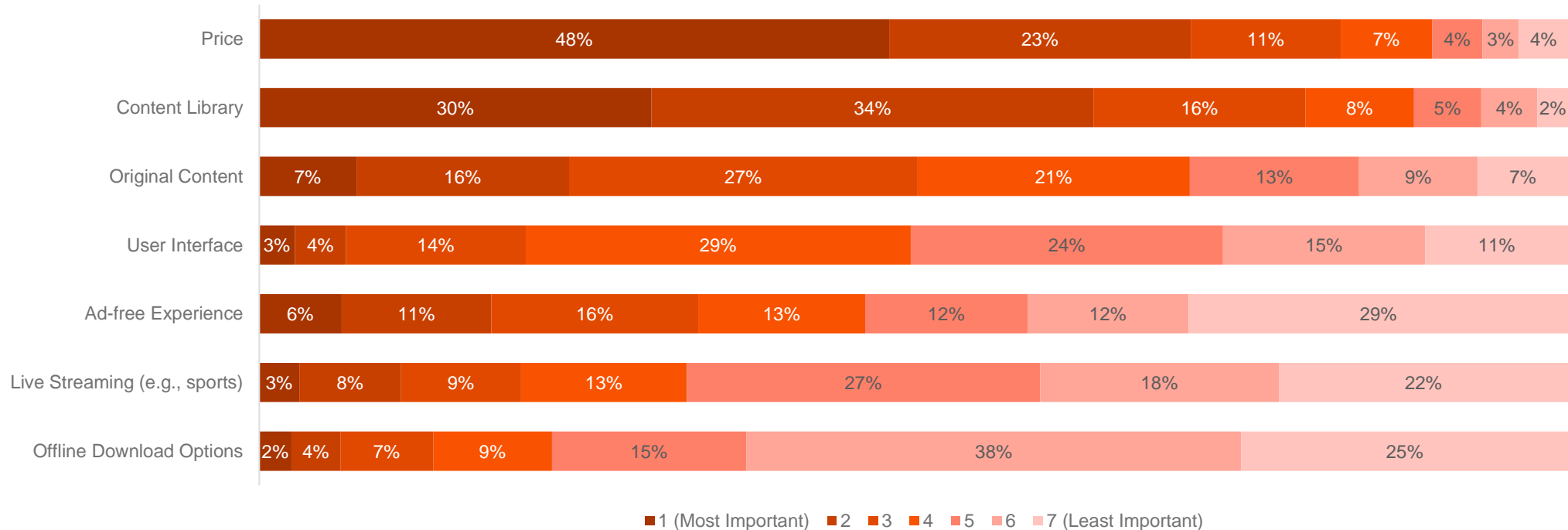


Note: N = 1,145
Source: Global X, October 2023

Price and Content Remain Paramount as Key Factors for Selecting Streaming Services

OFFLINE DOWNLOADING CAPABILITIES AND LIVE STREAMING ARE LESS IMPORTANT FACTORS FOR CONSUMERS.

Q: RANK THE FACTORS THAT ARE MOST IMPORTANT TO YOU WHEN CHOOSING A STREAMING SERVICE:
(% OF RESPONDENTS)



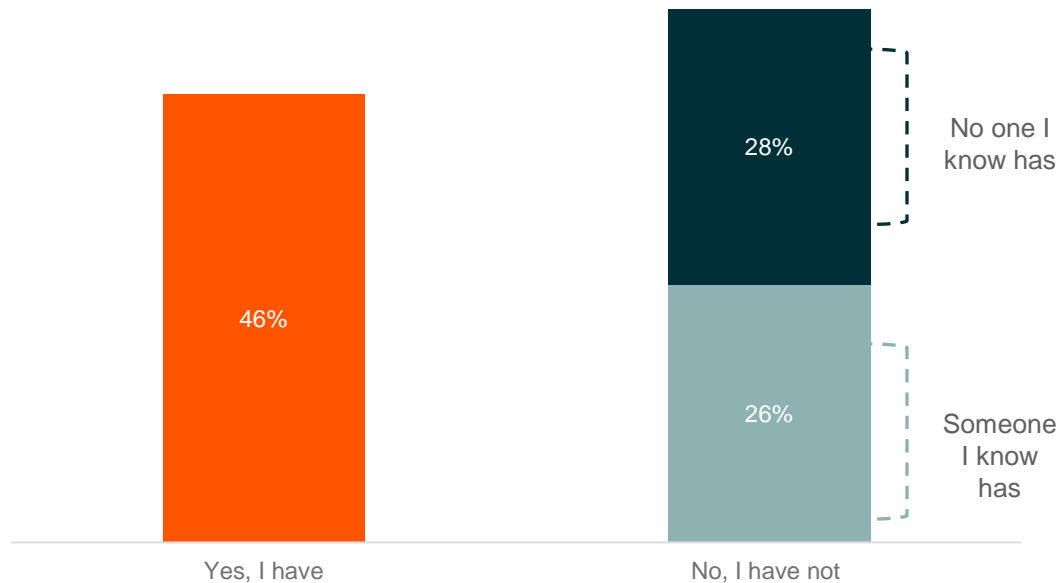
Note: N = 1,145
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Crackdowns on Password-sharing Have Restructured how Consumers Access Streaming Services

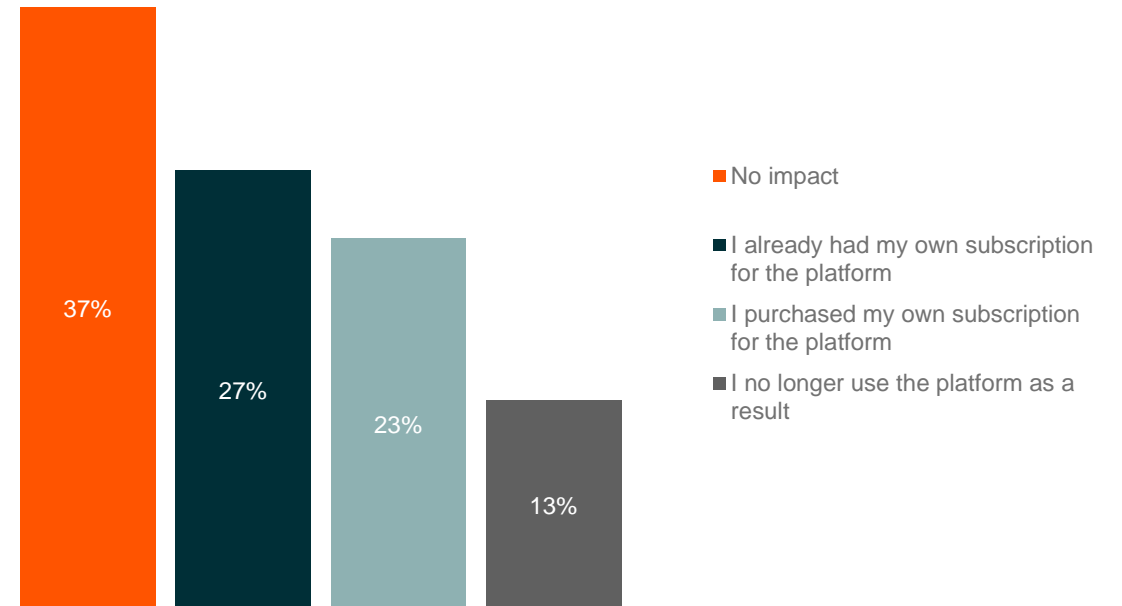
ALMOST HALF OF THE RESPONDENTS HAVE ENGAGED IN PASSWORD-SHARING.

PASSWORD-SHARING REGULATION HAS CAUSED 23% OF USERS TO GET THEIR OWN SUBSCRIPTION.

Q: HAVE YOU OR SOMEONE YOU KNOW ENGAGED IN PASSWORD-SHARING FOR STREAMING SERVICES WITH FRIENDS OR FAMILY MEMBERS? (% OF RESPONDENTS)



Q: HOW HAVE RECENT PASSWORD-SHARING CRACKDOWN EFFORTS FROM STREAMING SERVICES IMPACTED YOU? (% OF RESPONDENTS)



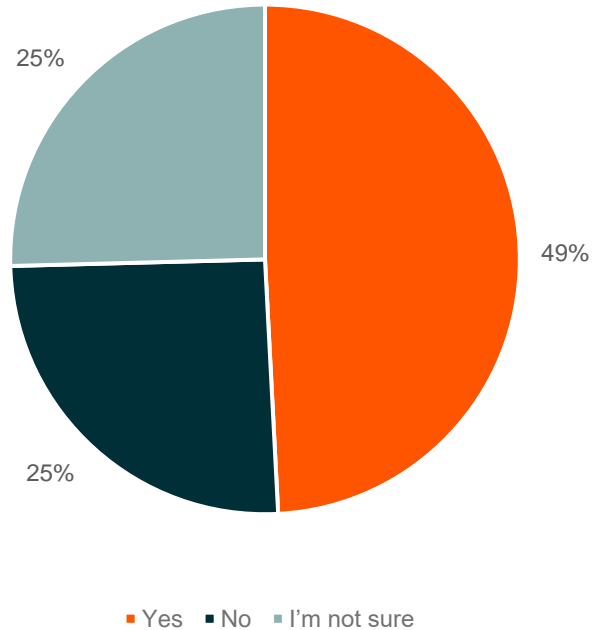
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Source: Global X, October 2023

Consumers are Looking for Alternatives to Make Streaming Services More Cost Effective

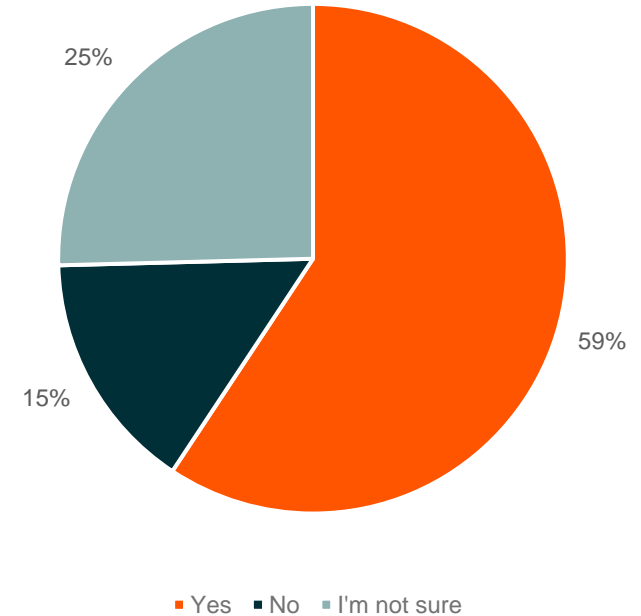
NEARLY HALF OF RESPONDENTS ARE WILLING TO WATCH ADS TO SAVE MONEY ON THEIR SUBSCRIPTION PRICE.

A MAJORITY OF RESPONDENTS ARE WILLING TO BUNDLE SUBSCRIPTIONS TO COMBINE ACCESS FOR ACCOUNTS.

Q: IF YOU HAD THE OPTION TO SAVE MONEY ON THE SUBSCRIPTION, WOULD YOU OPT TO WATCH ADS? (% OF RESPONDENTS)



Q: WOULD YOU PREFER BUNDLED SUBSCRIPTION MODELS THAT OFFER MULTIPLE STREAMING SERVICES FOR A SINGLE PRICE? (% OF RESPONDENTS)



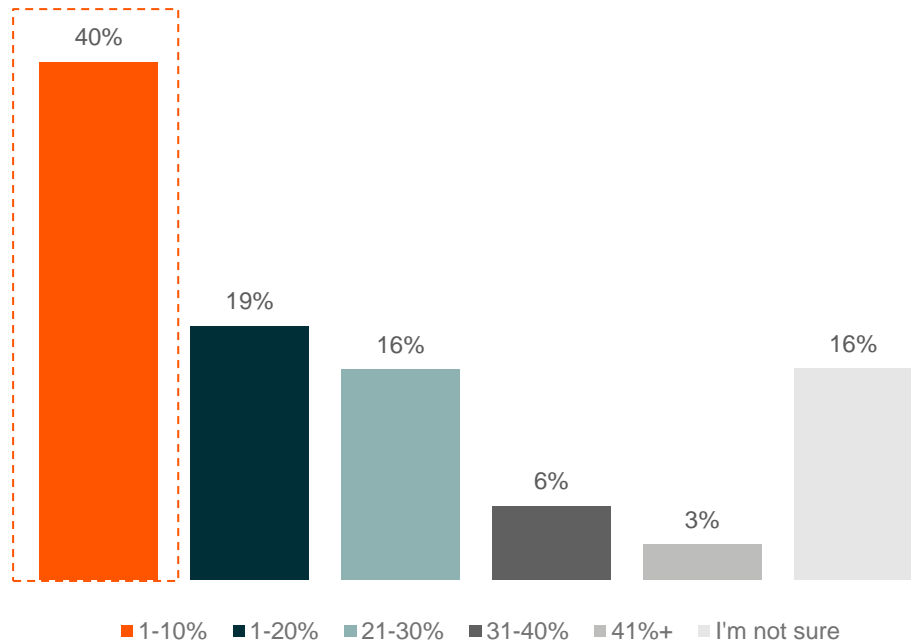
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Price Increases Test Consumer's Brand Loyalty, and They Expect Innovation With Price Increases

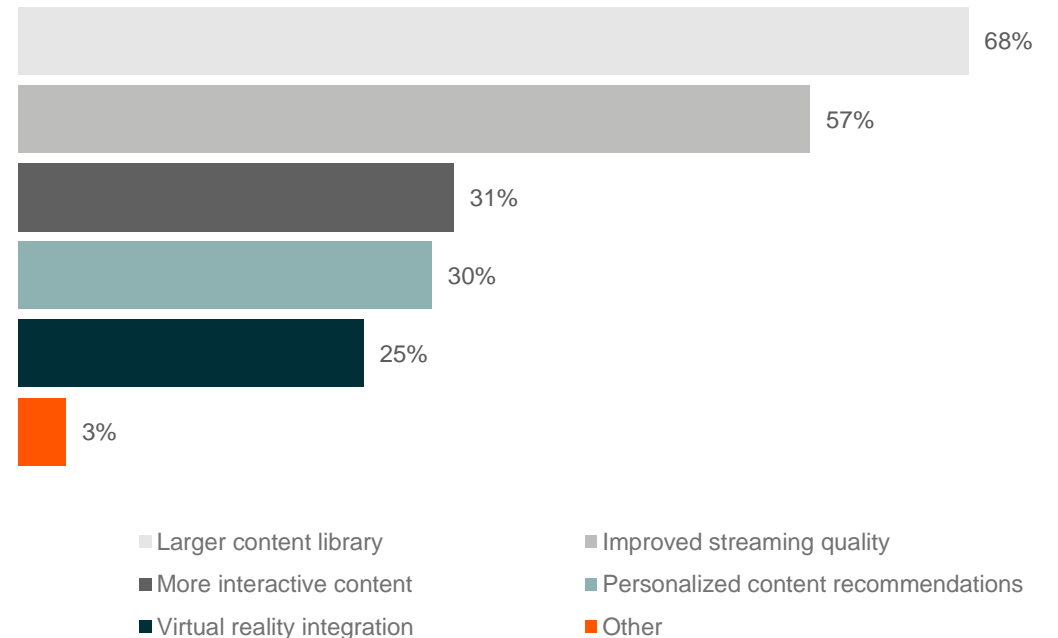
40% OF RESPONDENTS WOULD RECONSIDER THEIR MEMBERSHIP GIVEN A 10% INCREASE.

CONTENT AND STREAMING QUALITY IMPROVEMENTS ARE SEEN AS JUSTIFIABLE REASONS FOR INCREASES.

Q: AT WHAT PRICE INCREASE WOULD YOU RECONSIDER KEEPING YOUR STREAMING SERVICES? (% OF RESPONDENTS)



Q: WHAT IMPROVEMENTS FROM A STREAMING SERVICE WOULD YOU EXPECT IF THE PRICE INCREASED? (MARK ALL THAT APPLY)

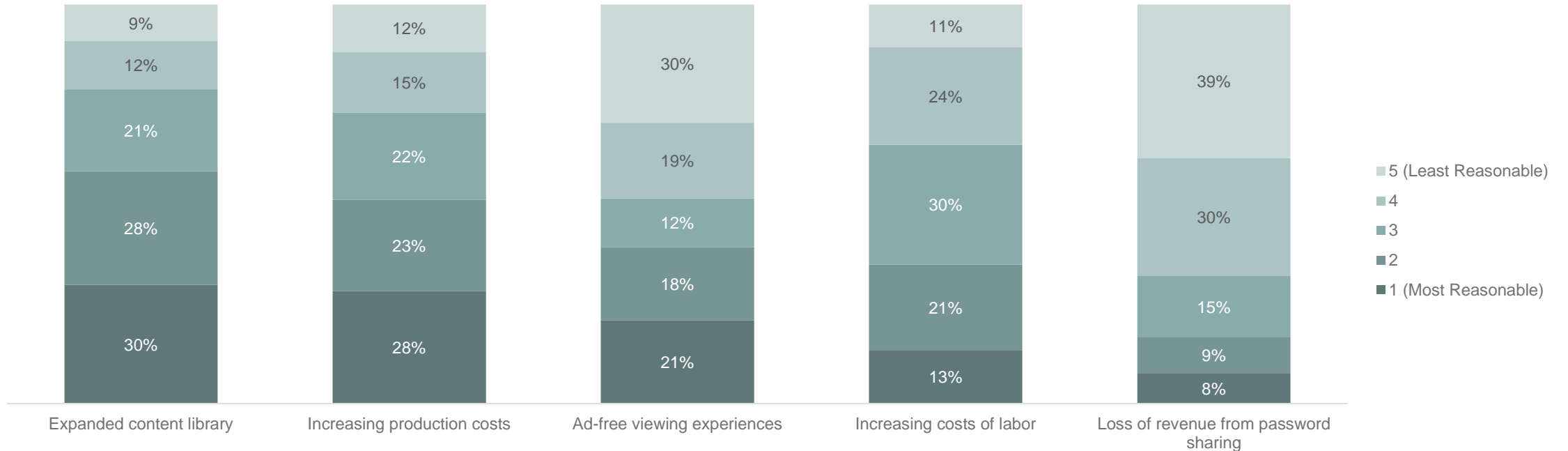


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With Price Increases, Users Find Increased Production Costs and Content Offerings Most Justifiable

CONSUMERS BELIEVE THAT IT IS NOT JUSTIFIABLE TO RAISE PRICES DUE TO PASSWORD SHARING TO MAKE UP FOR THE POTENTIAL LOST REVENUE.

Q: RANK FROM MOST TO LEAST REASONABLE REASONS FOR STREAMING SERVICES TO RAISE SUBSCRIPTION PRICES (% OF RESPONDENTS)



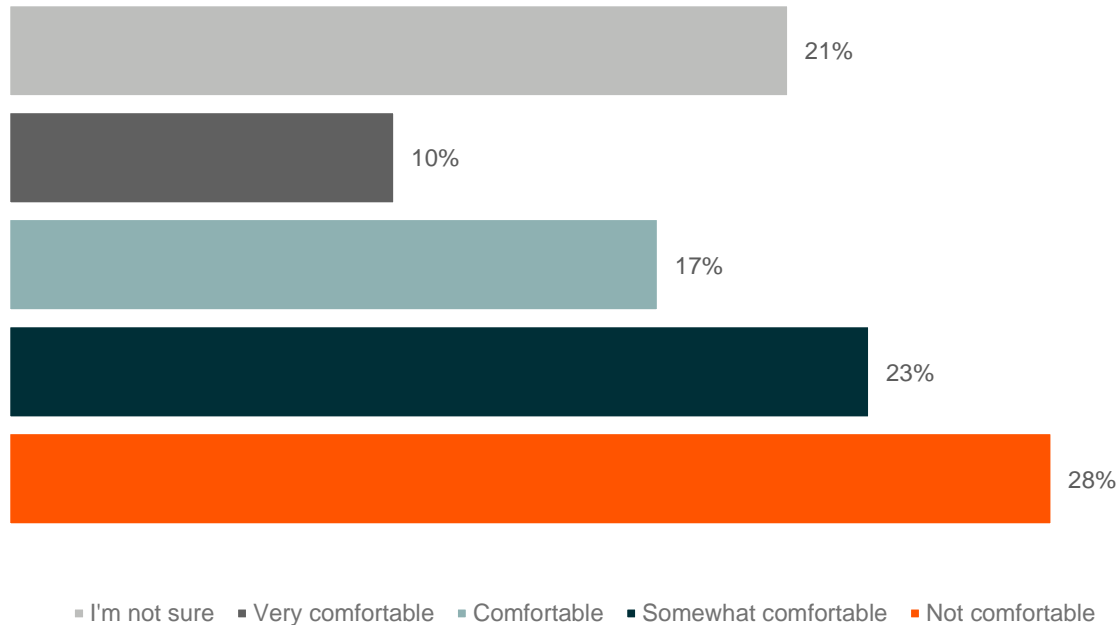
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Amid the AI Boom, Consumers are still Adjusting to the Idea of AI-developed Content

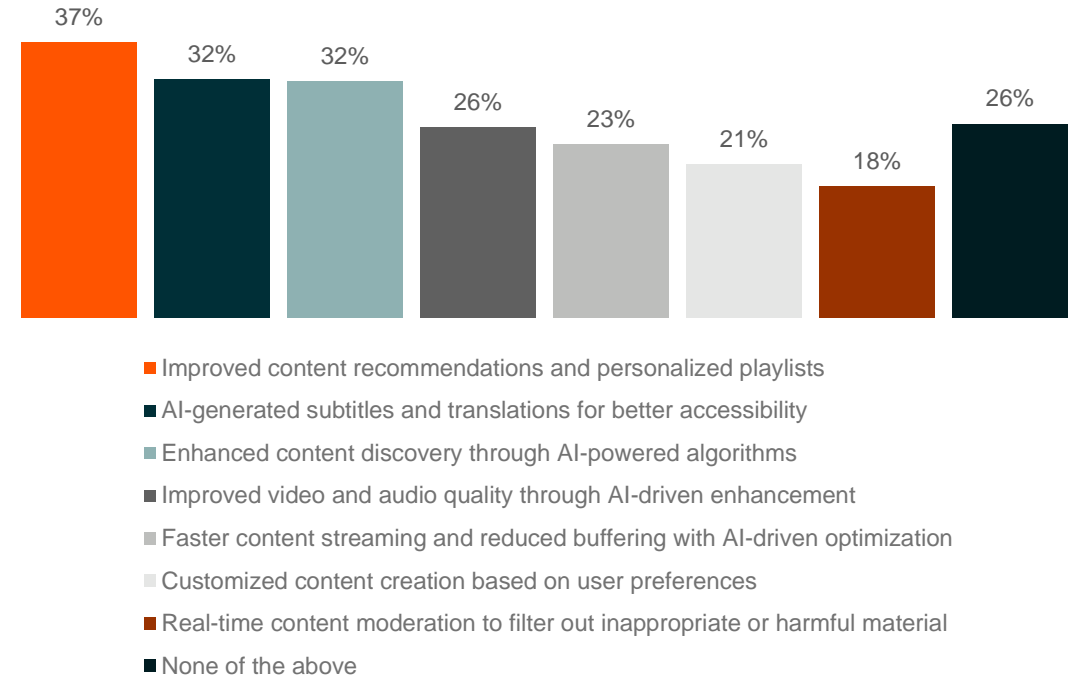
ONLY 10% OF RESPONDENTS ARE VERY COMFORTABLE WITH AI-GENERATED CONTENT.

RESPONDENTS BELIEVE AI CAN BE USED TO HELP PERSONALIZE THE CONTENT CONSUMERS RECEIVE.

Q: HOW COMFORTABLE ARE YOU WITH THE IDEA OF AI-GENERATED CONTENT ON STREAMING SERVICES YOU SUBSCRIBE TO? (% OF RESPONDENTS)



Q: IN YOUR OPINION, HOW CAN AI BE BENEFICIAL FOR STREAMING SERVICES? (% OF RESPONDENTS)



Note: N = 1,145
Source: Global X, October 2023

Global X's Thematic Growth ETF Suite

GLOBAL X'S FUND SUITES COMPRISE OF 112 ETFS IN TOTAL, SPANNING THEMATIC GROWTH, INCOME, INTERNATIONAL ACCESS, COMMODITIES, RISK MANAGEMENT, AND OTHER STRATEGIES.

Disruptive Technology

Social Media ETF (SOCL)
Lithium & Battery Tech ETF (LIT)
FinTech ETF (FINX)
Internet of Things ETF (SNSR)
Robotics & Artificial Intelligence ETF (BOTZ)
Autonomous & Electric Vehicles ETF (DRIV)
Artificial Intelligence & Technology ETF (AIQ)
Cloud Computing ETF (CLOU)
Video Games & Esports ETF (HERO)
Cybersecurity ETF (BUG)
Data Center REITs & Digital Infrastructure ETF (VPN)
Blockchain & Bitcoin Strategy ETF (BITS)
Blockchain ETF (BKCH)
Metaverse ETF (VR)
PropTech ETF (PTEC)
Defense Tech ETF (SHLD)

People & Demographics

Millennial Consumer ETF (MILN)
Aging Population ETF (AGNG)
Health & Wellness ETF (BFIT)
E-commerce ETF (EBIZ)
Cannabis ETF (POTX)
Education ETF (EDUT)
Telemedicine & Digital Health ETF (EDOC)
Genomics & Biotechnology ETF (GNOM)
China Biotech Innovation ETF (CHB)
Emerging Markets Internet & E-commerce ETF (EWEB)

Multi-Theme

Thematic Growth ETF (GXTG)
China Innovation ETF (KEJI)

Physical Environment

U.S. Infrastructure Development ETF (PAVE)
Renewable Energy Producers ETF (RNRG)

CleanTech ETF (CTEC)
Clean Water ETF (AQWA)
Wind Energy ETF (WNDY)
Solar ETF (RAYS)
Hydrogen ETF (HYDR)
AgTech & Food Innovation ETF (KROP)
Disruptive Materials ETF (DMAT)
Green Building ETF (GRNR)
Carbon Credits Strategy ETF (NTRL)

1. As of 09/30/2023. US-registered funds.

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Dividend

SuperDividend ETF (SDIV)
 SuperDividend U.S. ETF (DIV)
 MSCI SuperDividend EAFE ETF (EFAS)
 MSCI SuperDividend Emerging Markets ETF (SDEM)
 SuperDividend REIT ETF (SRET)
 Alternative Income ETF (ALTY)
 S&P 500 Quality Dividend ETF (QDIV)

Covered Call

Dow 30 Covered Call ETF (DJIA)
 Dow 30 Covered Call & Growth ETF (DYLG)
 Nasdaq 100 Covered Call ETF (QYLD)
 S&P 500 Covered Call ETF (XYLD)
 Russell 2000 Covered Call ETF (RYLD)
 Nasdaq 100 Covered Call & Growth ETF (QYLG)
 S&P 500 Covered Call & Growth ETF (XYLG)
 Russell 2000 Covered Call & Growth ETF (RYLG)
 Financials Covered Call & Growth ETF (FYLG)

Information Technology Covered Call & Growth ETF (TYLG)
 Health Care Covered Call & Growth ETF (HYLG)
 Nasdaq 100 ESG Covered Call ETF (QYLE)
 S&P 500 ESG Covered Call ETF (XYLE)

Preferreds

U.S. Preferred ETF (PFFD)
 Variable Rate Preferred ETF (PFFV)
 SuperIncome Preferred ETF (SPFF)

MLPs

MLP ETF (MLPA)
 MLP & Energy Infrastructure ETF (MLPX)

Fixed Income

Emerging Markets Bond ETF (EMBD)
 1-3 Month T-Bill ETF (CLIP)
 U.S. Cash Flow Kings ETF (FLOW)
 Risk Managed Income
 Nasdaq 100 Risk Managed Income ETF (QRMI)
 S&P 500 Risk Managed Income ETF (XRMI)

Alpha

Guru Index ETF (GURU)
 Founder-Run Companies ETF (BOSS)

Adaptive

Adaptive U.S. Factor ETF (AUSF)

China Sector

MSCI China Energy ETF (CHIE)
 MSCI China Materials ETF (CHIM)
 MSCI China Industrials ETF (CHII)
 MSCI China Consumer Discretionary ETF (CHIQ)
 MSCI China Consumer Staples ETF (CHIS)
 MSCI China Health Care ETF (CHIH)
 MSCI China Financials ETF (CHIX)
 MSCI China Information Technology ETF (CHIK)
 MSCI China Communication Services ETF (CHIC)

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MSCI China Utilities ETF (CHIU)

MSCI China Real Estate ETF (CHIR)

Single-Country

MSCI Argentina ETF (ARGT)

DAX Germany ETF (DAX)

MSCI Greece ETF (GREK)

MSCI Colombia ETF (GXG)

MSCI Nigeria ETF (NGE)

MSCI Norway ETF (NORW)

MSCI Pakistan ETF (PAK)

MSCI Portugal ETF (PGAL)

MSCI Vietnam ETF (VNAM)

India Active ETF (NDIA)

Brazil Active ETF (BRAZ)

Regional

MSCI Next Emerging & Frontier ETF (EMFM)

FTSE Southeast Asia ETF (ASEA)

Emerging Markets ETF (EMM)

Emerging Markets Great Consumer ETF (EMC)

Interest Rate Hedge ETF (RATE)

Commodities

Interest Rate Volatility & Inflation Hedge ETF (IRVH)

Silver Miners ETF (SIL)

Gold Explorers ETF (GOEX)

Copper Miners ETF (COPX)

Uranium ETF (URA)

Sustainable Investing

Conscious Companies ETF (KRMA)

Carbon Credits Strategy ETF (NTRL)

Faith-Based

S&P 500 Catholic Values ETF (CATH)

S&P 500 Catholic Values Developed ex-U.S. ETF (CEFA)

Risk Management

Adaptive U.S. Risk Management ETF (ONOF)

Nasdaq 100 Collar 95-110 ETF (QCLR)

Nasdaq 100 Tail Risk ETF (QTR)

S&P 500 Collar 95-110 ETF (XCLR)

S&P 500 Tail Risk ETF (XTR)

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Risk Information

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