

ACSI® Entertainment Study 2025

July 22, 2025



Digital Entertainment Is Relatively Stable, but Industries Must Add Value and Variety to Protect Satisfaction in an Uncertain Economy

Satisfaction with video streaming service, subscription TV service, and social media mostly stagnates with only video streaming showing a minor satisfaction loss (down 1% to an ACSI score of 78 on a 100-point scale). Online sports betting and iGaming debuts in the Index with an industry score of 76 points, placing it above social media (74) and subscription TV (70) but behind streaming (78).

Across all industries in this study, customers consistently express the highest satisfaction with mobile app quality. However, this will not be enough to attract and keep users. Mobile apps are the delivery method for the content and services that users seek, and high quality is the norm thanks to technological advances. The brands in this study should prioritize variety and value where applicable. In times of economic and general uncertainty, consumers traditionally seek their distractions in the form of entertainment, but with the preponderance of options available, they will be choosier when it comes to picking platforms.

VIDEO STREAMING SERVICE		
78	▼	-1%
SUBSCRIPTION TV SERVICE		
70	◀▶	0%
ONLINE SPORTS BETTING AND iGAMING		
76		
SOCIAL MEDIA		
74	◀▶	0%

For the subscription TV and video streaming industries, ACSI results were based on surveys conducted over a 15-month period ending in June 2025. Online sports betting and iGaming surveys were conducted over an 8-month period and social media surveys were conducted over a 12-month period, both ending in June 2025. ACSI scores are reported on a 0 to 100 scale.

Key Takeaways

VIDEO STREAMING SERVICE

- Customer satisfaction with the video streaming industry is down 1% year over year to an ACSI score of 78, with close competition among most streaming services amid rising costs.
- Paramount+ is up 3% year over year, placing it in a three-way tie at 80 alongside Peacock and YouTube Premium, both unchanged.
- ESPN+ posts the greatest satisfaction loss, falling 8% to a last-place score of 69, suffering from its lack of variety in programming and its limited coverage of popular sports such as football due to the exclusion of ESPN's traditional channels.
- Consumers using both smart TVs and streaming devices rate their satisfaction the highest (80), while those streaming through smart TV boxes are the least satisfied (74).

SUBSCRIPTION TV SERVICE

- Customer satisfaction with subscription TV service overall is unchanged at 70 as mixed ACSI results among brands keep the industry stable.
- There is significant movement at the brand level, with several services showing notable changes in satisfaction. Spectrum displays the most dramatic improvement (up 5% to 69), while Xstream experiences the greatest loss (down 7% to 62).
- Verizon Fios's 4% gain to first place at 78 shows that consumers favor variety as the service offers the largest channel package of the cohort.

ONLINE SPORTS BETTING AND iGAMING

- Users of online sports betting and other iGaming features like casino games rate their satisfaction at 76 in this industry's inaugural measurement.
- DraftKings tops the list of individual platforms with an ACSI score of 78, followed closely by BetMGM (77) and FanDuel (76).
- Players demonstrate a high degree of loyalty to their platform of choice, incentivizing operators to find the right combination of analytical resources, cutting-edge technology, and valuable rewards programs to attract new users.

SOCIAL MEDIA

- User satisfaction with social media overall is steady at 74, although users express relative dissatisfaction with the relevance of their social media platform of choice.
- Bluesky flies over the competition with its debut ACSI score of 82—the highest score ever earned by a social media site.
- Debuting at the bottom of the pack is the hyperlocal platform for neighbors Nextdoor, which earns an inaugural score of 64.
- Although social media services improve in areas such as the personal relevance of advertising and the balance between ad and non-ad content, users still seek a stronger guarantee of privacy and more content relevance.

Study Findings

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) provide customer satisfaction benchmarks for four entertainment industries: video streaming service, subscription TV service, online sports betting and iGaming, and social media. In addition, the ACSI captures consumer opinions about critical elements of the customer experience, tailored specifically to each industry.

VIDEO STREAMING SERVICE

Customer satisfaction with video streaming services is down 1% to an ACSI score of 78. Three brands are tied for the top position, with Paramount+, Peacock, and YouTube Premium each earning scores of 80. Paramount+ improves satisfaction by 3% this year, while the latter two brands are unchanged. As streaming price increases surpass inflation, brands will need to manage the dynamic between the quality of their service and its cost—especially in a choice-saturated market. Each of the three leading platforms shows strong scores for overall quality and value. As consumers seek entertainment while navigating current economic uncertainty, they are looking for the best “bang for their buck” when it comes to their subscriptions.

Moving against this trend, ESPN+, which is down 8% this year to 69, offers the least variety among the reported streaming platforms. In addition, live sports programming can be found on other platforms that also include original programming and catalogs of TV shows and movies. Further impacting satisfaction is the fact that while ESPN+ exclusively offers sports content, its catalog is not comprehensive. Already facing criticism for its limited NFL coverage, the service announced earlier this year that the 2025 MLB season would be the last offered on the platform. ESPN+ will need to improve its value proposition if it hopes to keep current subscribers and attract new ones.

AMERICAN CUSTOMER SATISFACTION INDEX:

VIDEO STREAMING SERVICE

0-100 Scale

BRAND	2024 ACSI	2025 ACSI	% CHANGE
Video Streaming Service	79	78	-1%
Paramount+	78	80	3%
Peacock (Comcast)	80	80	0%
YouTube Premium (Google)	80	80	0%
Amazon Prime Video	82	79	-4%
Netflix	79	79	0%
HBO Max	78	78	0%
Hulu (Walt Disney)	79	78	-1%
Apple TV+	79	77	-3%
Hulu + Live TV (Walt Disney)	77	77	0%
YouTube TV (Google)	76	77	1%
All Others	76	75	-1%
Disney+	77	75	-3%
DIRECTV*	72	71	-1%
ESPN+ (Walt Disney)	75	69	-8%

*Formerly DIRECTV STREAM.

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Along with the overall drop in industry satisfaction, all aspects of the customer experience with video streaming show small declines or no change. Despite falling from a score of 86 to 85 year over year, mobile app quality remains the highest-rated aspect of the customer experience. The range of sports programming is the lowest-rated metric by a wide margin of 5 points. Most of the industry’s low-end metrics generally relate to variety and availability of content. Unpredictable title availability, frequent rate hikes, the introduction of ads to lower-priced tiers, the elimination of password sharing, and the lack of an “all-in-one service” can sour a customer’s experience and hinder the perceived benefits of multiple subscriptions. Video streaming services must strike a balance between maintaining a broad appeal while offering an experience distinct from other platforms at a price point that’s “worth it” for old and new subscribers alike.

AMERICAN CUSTOMER SATISFACTION INDEX:

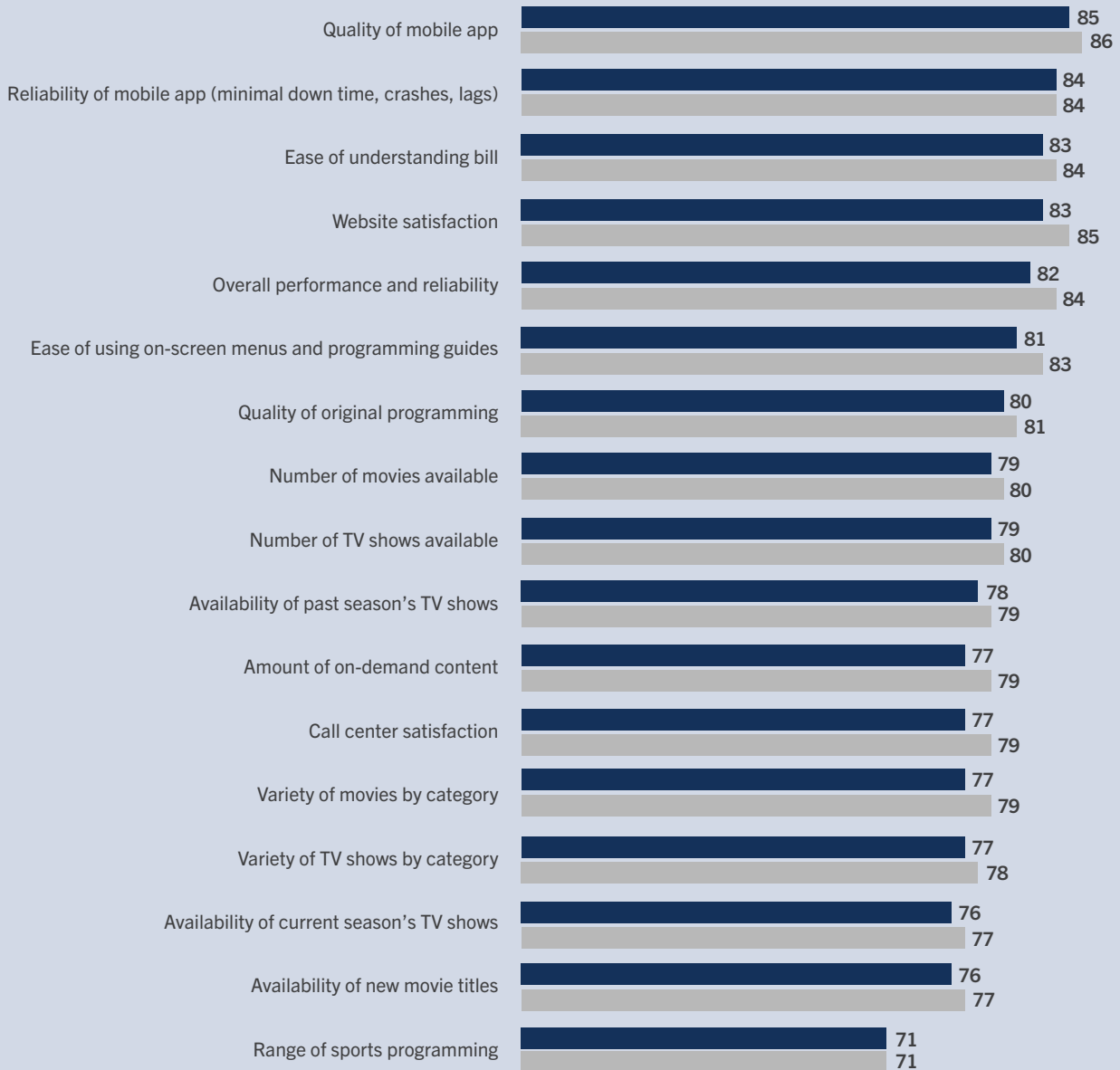
VIDEO STREAMING SERVICE

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2025

2024



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Video Streaming by Device Type

The device used for streaming impacts the overall experience, with consumers rating their satisfaction 2 points higher than the industry aggregate when streaming via a smart TV or a dedicated streaming device. With scores of 80, these segments represent the most satisfied streamers. The smart TV segment also comprises the largest proportion of respondents (66%). The least satisfied segment is also the smallest. Only 8% of respondents report using smart TV boxes, and rate their satisfaction at 74, which is 4 points lower than the overall industry average.

AMERICAN CUSTOMER SATISFACTION INDEX:
VIDEO STREAMING BY DEVICE TYPE

0-100 Scale

DEVICE TYPE	2025 ACSI	% OF RESPONDENTS*
Smart TV	80	66%
Streaming Device	80	17%
Gaming Console	79	11%
Smartphone	79	41%
Tablet	79	21%
Desktop/Laptop	78	19%
Smart TV Box	74	8%

*Respondents are allowed to select multiple answers for streaming device type.

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Video Streaming and Subscription TV Customer Segments

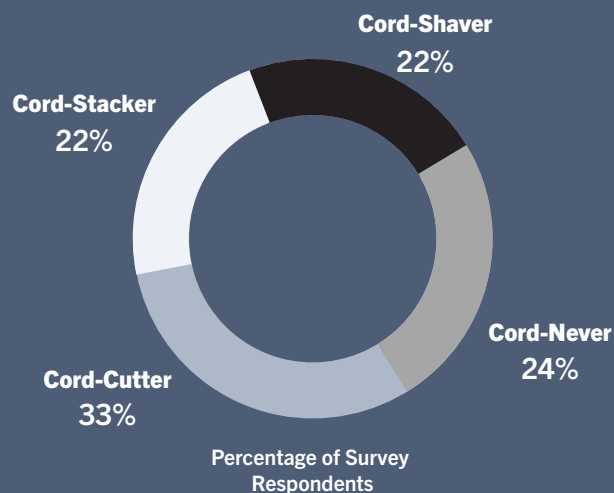
Many consumers subscribe to both video streaming services and the more traditional subscription TV services. Cord-stackers, those whose streaming services do not lead them to reduce their spending on their subscription TV service, are the most satisfied cohort at 80. This seems to indicate how fragmented content is across the streaming and subscription TV industries.

Close behind in satisfaction with a score of 79 are cord-cutters who have given up subscription TV services in favor of streaming. Cord-shavers—customers who stream while having reduced their spending on subscription TV—are next in line at 78. Two points lower at 76, the least satisfied group are the cord-never customers who have only ever used streaming services.

AMERICAN CUSTOMER SATISFACTION INDEX:
VIDEO STREAMING AND SUBSCRIPTION TV SERVICES
ACSI by Customer Segment 2025

0-100 Scale

Cord-Stacker Has both streaming and subscription TV, and did not reduce TV spending level	80
Cord-Cutter Has streaming only, but previously had subscription TV	79
Cord-Shaver Has both streaming and subscription TV, but did reduce TV spending level	78
Cord-Never Has streaming only, and never had subscription TV	76



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SUBSCRIPTION TV SERVICE

Customer satisfaction with subscription TV service is unchanged at an ACSI score of 70, which is the lowest industry score in the Index. The industry’s stability belies possible turmoil beneath the surface as most aspects of the customer experience show some deterioration. Unlike other industries in this study, the subscription TV cohort improves customer perceptions of value, although this varies highly at the brand level.

Several brands show dramatic movement—both positive and negative—for customer satisfaction. Verizon Fios decisively defends its number-one spot with a score of 78, widening its lead with a notable 4% improvement. Spectrum posts the biggest gain, jumping 5% to second place among the reported brands at 69, while Xstream falls 7% to a score of 62, shared with Optimum.

Verizon Fios is particularly strong in its programming, offering packages that range from around 60 to more than 600 channels. In addition to providing a wealth of options, Verizon Fios excels when it comes to HD quality and signal reliability.

Optimum and Xstream, on the other hand, suffer from dissatisfaction with the quality and value of their services. Subscription TV services, with some exceptions, have limited operating areas. Infrastructure and licensing limitations can make it challenging for smaller subscription TV services to match the capabilities of larger providers like Verizon. However, smaller services can find ways to add value by improving customer service touchpoints such as their billing processes, call centers, and complaint handling.

AMERICAN CUSTOMER SATISFACTION INDEX:
SUBSCRIPTION TV SERVICE
0-100 Scale

BRAND	2024 ACSI	2025 ACSI	% CHANGE
Subscription TV Service	70	70	0%
Verizon Fios	75	78	4%
All Others	68	71	4%
Spectrum (Charter Communications)	66	69	5%
Cox	69	68	-1%
DIRECTV-Satellite TV	68	68	0%
Dish Network (EchoStar)	68	68	0%
Xfinity (Comcast)	69	68	-1%
Frontier Communications	71	67	-6%
Optimum (Altice USA)	62	62	0%
Xstream (Mediacom)	67	62	-7%

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Similar to the trends seen in the video streaming industry, all customer experience metrics either decline or stagnate for the subscription TV industry. Picture quality and mobile app quality receive the highest ratings at 81. Call center satisfaction is dead last with an unchanged score of 68 year over year. Customer service metrics such as the courtesy and helpfulness of staff and the speed of transaction suffer some of several multipoint declines. If subscription TV services wish to retain their subscriber bases, they will need to prioritize adding value through variety and improving customer service touchpoints.

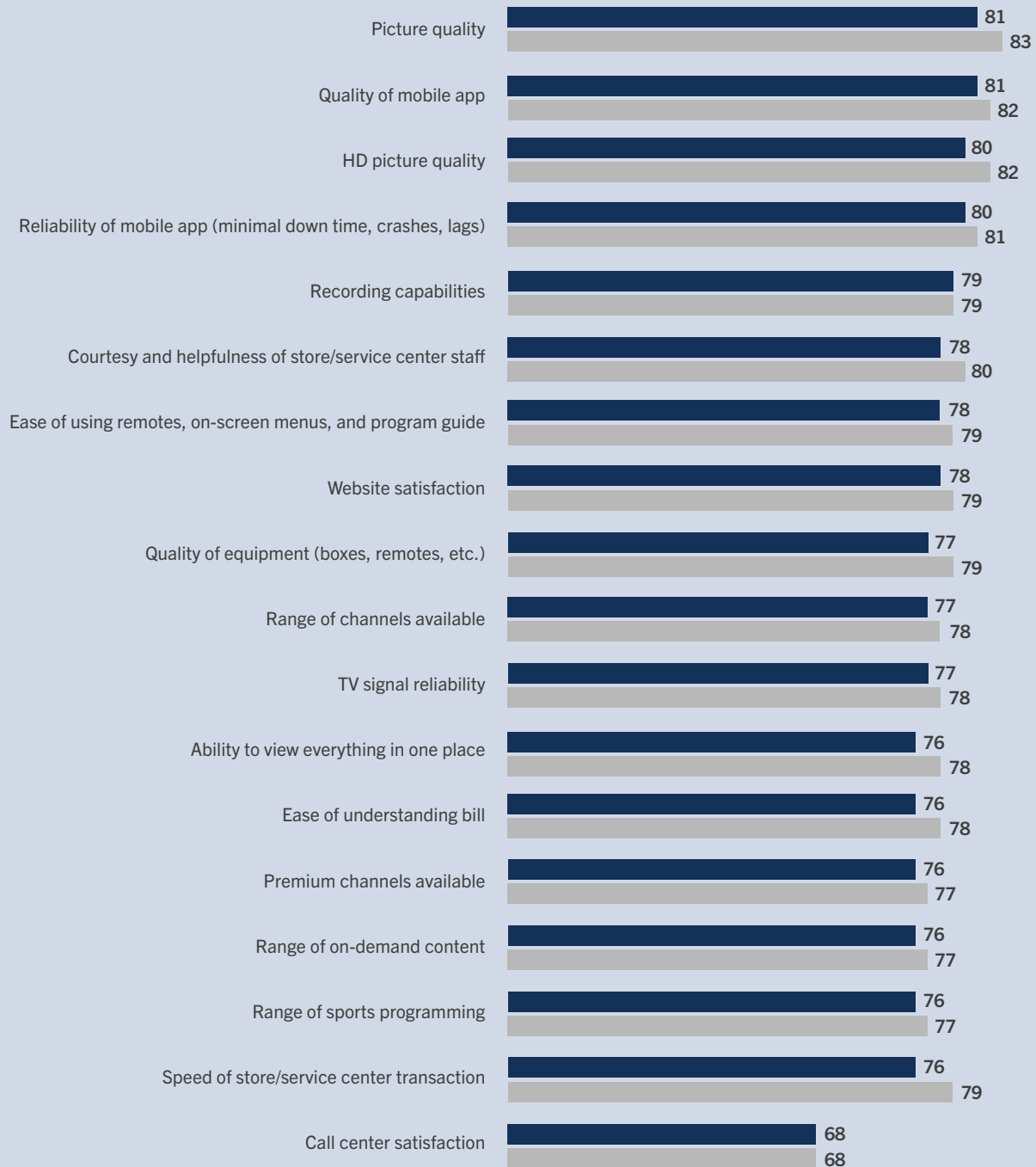
AMERICAN CUSTOMER SATISFACTION INDEX:

SUBSCRIPTION TV SERVICE

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

■ 2025 ■ 2024



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ONLINE SPORTS BETTING AND iGAMING

In a crowded leaderboard, DraftKings (78) edges out strong competition from BetMGM (77) and FanDuel (76) for the highest ACSI score in 2025. Separated by just 2 points, these three operators have put a modest gap between themselves and ESPN BET and Fanatics, each posting scores of 73. The final reported brand, Caesars, rounds out the list with a satisfaction score of 69. Customer loyalty metrics vary by brand but those that do the best job of satisfying their customers also enjoy notably higher ratings for loyalty and likelihood to recommend. This positions these brands well in an industry currently experiencing rapid growth with remarkable revenue projections over the next several years.

AMERICAN CUSTOMER SATISFACTION INDEX
ONLINE SPORTS BETTING AND iGAMING
0-100 Scale

BRAND	2025 ACSI
Online Sports Betting and iGaming	76
DraftKings	78
BetMGM	77
FanDuel	76
ESPN BET	73
Fanatics	73
All Others	72
Caesars	69

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Online sports betting and casino games rely heavily on the mobile user experience, so it is unsurprising that mobile app quality tops the list of customer experience benchmarks at 80. Several other fundamentals—mobile app reliability, privacy, and ease of navigation—follow just a single point lower, all tied at 79. Variation across brands exists for industry benchmarks, including the efficiency and options available for payment, freshness of content, and the variety of services available. New AI integrations that assist players in their wagering strategies and the option to use cryptocurrencies for payment are just a few ways companies are trying to get a leg up on the competition and draw in more users.

AMERICAN CUSTOMER SATISFACTION INDEX
ONLINE SPORTS BETTING AND iGAMING
Customer Experience Benchmarks 2025
0-100 Scale



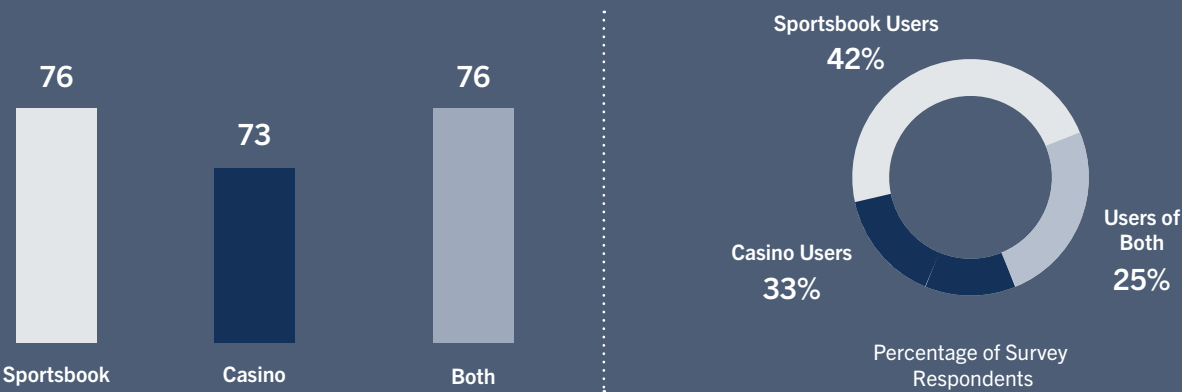
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ACSI by User Type

State-level legalization of online sports betting continues to outpace that of online casinos, with sports betting now legal in over 30 states and online casino games legal in just 7 states as of July 2025. Sportsbook usage exceeds online casino usage among the survey’s respondents as well, although the disparity is modest. Forty-two percent of respondents report using the sportsbook feature only, while 33% say they are exclusively casino players. The remaining 25% say they are users of both. Interestingly, sportsbook users, whether they also use the casino or not, have the highest level of satisfaction (76) while the satisfaction of those playing casino games only lags behind by 3 points. The user control and customization of the sports betting experience could be a factor in this difference as many of the measured operators offer a robust set of options and analytical tools associated with wagering on live sports.

AMERICAN CUSTOMER SATISFACTION INDEX
ONLINE SPORTS BETTING AND iGAMING
ACSI by User Type 2025

0-100 Scale



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SOCIAL MEDIA

User satisfaction with social media is unchanged at an ACSI score of 74. Bluesky (82) debuts with the highest ACSI score ever recorded within the industry. It leads the next highest-scoring competitors, YouTube and Pinterest, by 4 points. Nextdoor is on the other end of the newcomer spectrum, debuting with a score of 64 and trailing the next lowest-rated sites, Facebook and Truth Social, by 6 points.

Bluesky’s meteoric debut is thanks, in part, to the fact that the platform has not yet introduced ads. The decentralized platform has so far maintained its “friendlier” reputation with users despite the inevitable moderation issues that accompany massive influxes of users—a process that may become less satisfactory with the roll out of advertising later this year. The other notable ACSI debut in the cohort is Nextdoor’s last-place score. Although it can be a great place to organize neighborhood events or find a sitter, the forum can become a platform for neighborhood squabbles and intrusive advertising for many users. Moving forward, improvements in ad relevance and effective moderation may help address current dissatisfaction with Nextdoor.

Several brands show substantial satisfaction gains this year, including a 5% boost for Pinterest to 78 and 6% jumps for Snapchat and X to 72 and 73, respectively. As reflected in the site’s current score, Pinterest’s efforts to improve both personalization and its user interface are helping secure a new demographic of young users. Snapchat’s gain is driven by usability improvements to its platform and a return to its messaging and picture-sharing roots. X’s improvement is driven in part by changes to the composition of its user base. Many users left the platform in 2024 once Bluesky emerged as a viable alternative. This demographic shift contributes to X’s increase in satisfaction as those who were least satisfied jumped to alternative social media sites, leaving behind the most loyal users.

AMERICAN CUSTOMER SATISFACTION INDEX:

SOCIAL MEDIA

0-100 Scale

BRAND	2024 ACSI	2025 ACSI	% CHANGE
Social Media	74	74	0%
Bluesky	NA	82	NA
Pinterest	74	78	5%
YouTube (Google)	77	78	1%
LinkedIn (Microsoft)	76	77	1%
TikTok	78	77	-1%
Instagram (Meta)	76	76	0%
Twitch (Amazon)	NA	74	NA
X	69	73	6%
Reddit	70	72	3%
Snapchat	68	72	6%
Facebook (Meta)	69	70	1%
Truth Social	NA	70	NA
Nextdoor	NA	64	NA

NA = Not Available

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In contrast to other industries covered in this study, several customer experience metrics improve for social media. Despite ranking at the bottom of the list, ad-related metrics account for much of the positive momentum, alongside key usability metrics. Among the metrics to decline are privacy, relevance of content, and ease of uploading and editing photos and videos. Moving forward, social media networks should prioritize finding a balance between ads, targeted content, and user-selected content while increasing perceptions of privacy.

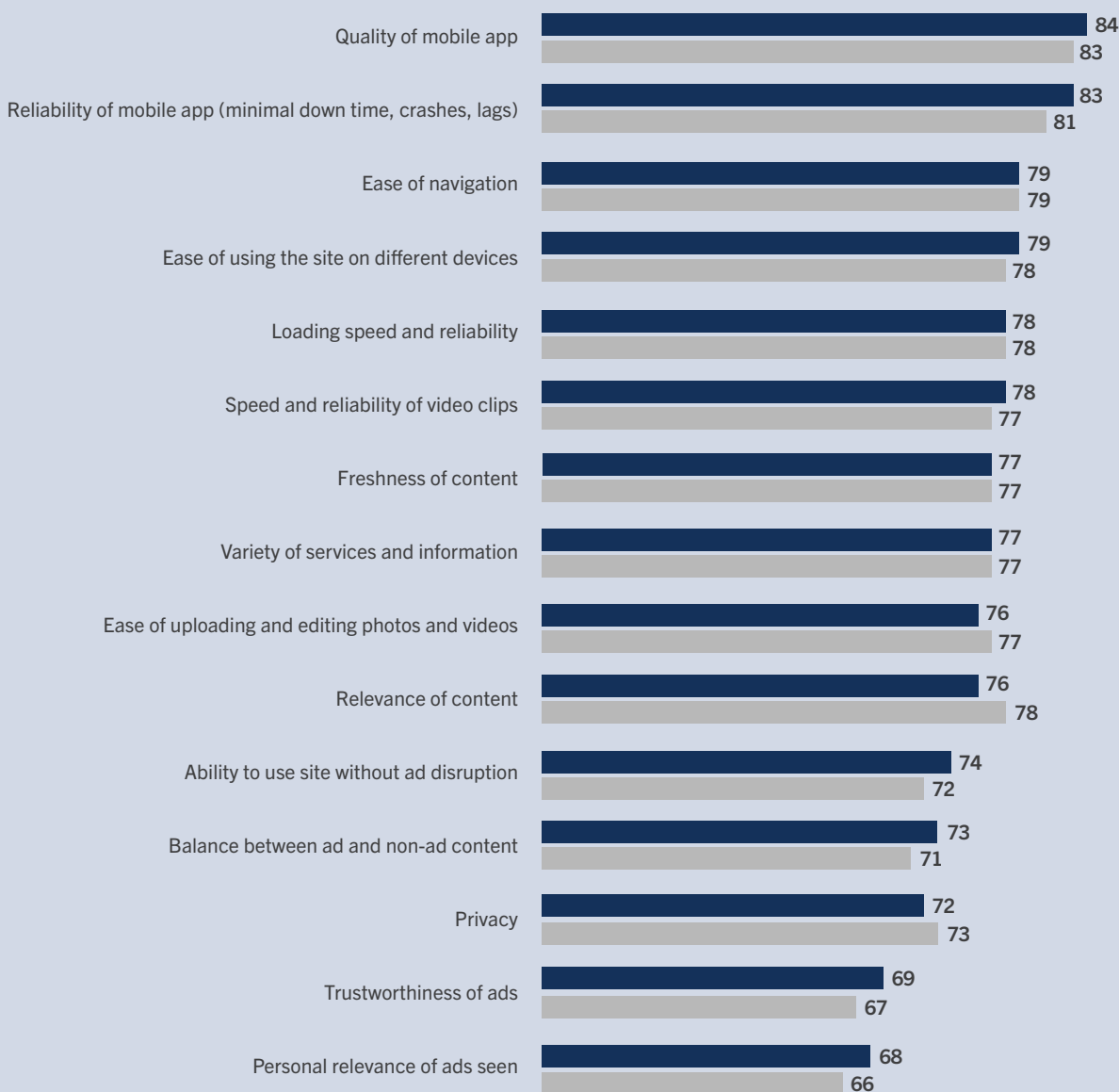
AMERICAN CUSTOMER SATISFACTION INDEX:

SOCIAL MEDIA

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

2025 2024



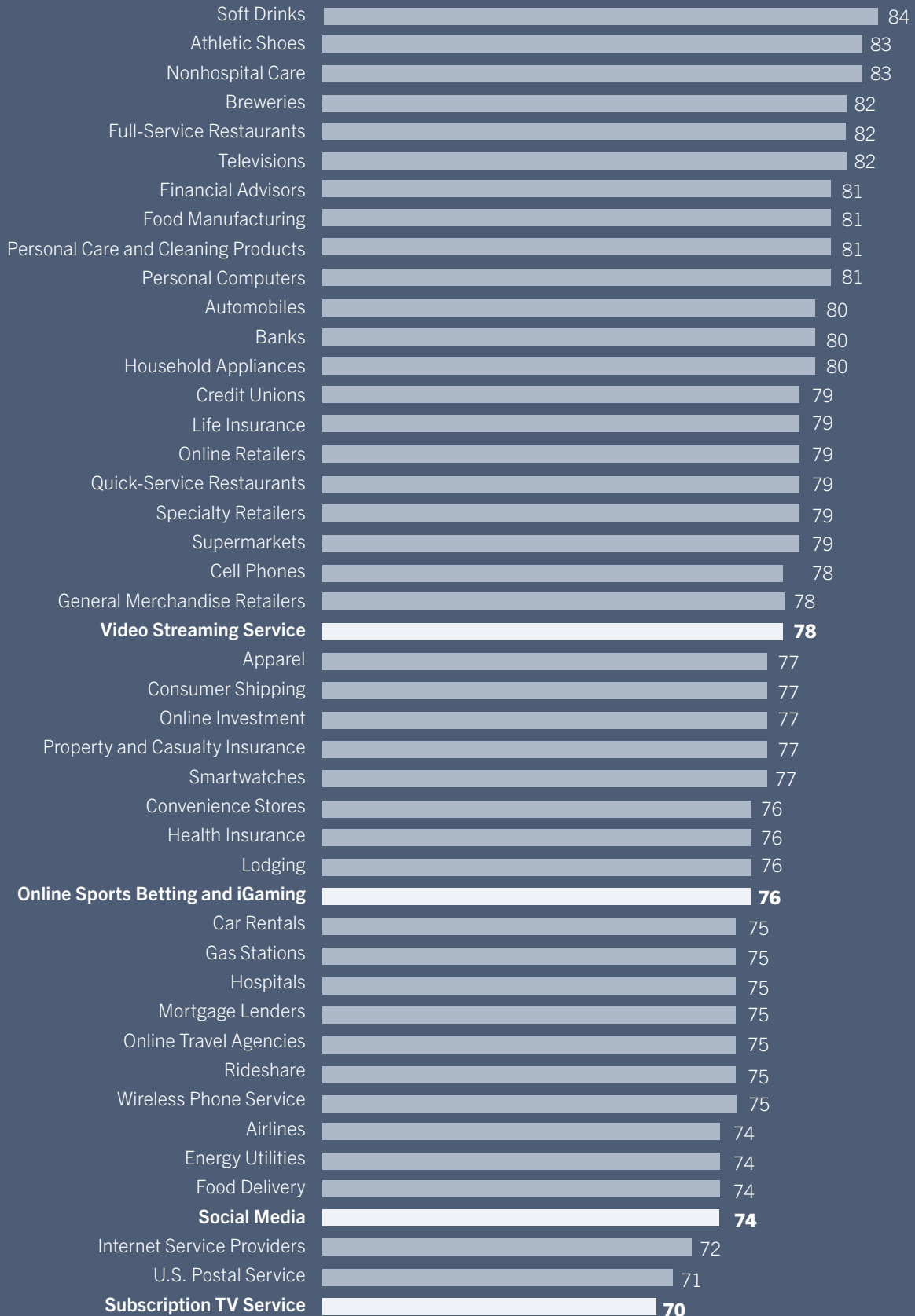
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AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®)

Customer Satisfaction Benchmarks by Industry

0-100 Scale



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Methodology

The **ACSI Entertainment Study 2025** is based on 24,879 completed surveys. For the subscription TV and video streaming industries, customers were chosen at random and contacted via email between April 2024 and June 2025. For online sports betting and iGaming, customers were contacted between November 2024 and June 2025, while social media users were contacted between July 2024 and June 2025. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies..

ACSI data have proven to be strongly related to several essential indicators of micro and macroeconomic performance. For example, firms with higher levels of customer satisfaction tend to have higher earnings and stock returns relative to competitors. Stock portfolios based on companies that show strong performance in ACSI deliver excess returns in up markets as well as down markets. At the macro level, customer satisfaction has been shown to be predictive of both consumer spending and GDP growth.

About ACSI

The American Customer Satisfaction Index (ACSI®) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States. The ACSI uses data from roughly 200,000 responses annually as inputs to an econometric model for analyzing customer satisfaction with approximately 400 companies in about 40 industries and 10 economic sectors, including various services of federal and local government agencies. ACSI results are released throughout the year, with all measures reported on a scale of 0 to 100.

ACSI data have proven to be strongly related to several essential indicators of micro and macroeconomic performance. For example, firms with higher levels of customer satisfaction tend to have higher earnings and stock returns relative to competitors. Stock portfolios based on companies that show strong performance in ACSI deliver excess returns in up markets as well as down markets. At the macro level, customer satisfaction has been shown to be predictive of both consumer spending and GDP growth.

Contact Information

For more information regarding this study, the entertainment industries, and how the ACSI can help your company harness the power of customer satisfaction to improve your bottom line, visit www.theacsi.org or contact:

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