

Measuring the effects of enforcing access control on subscription video-on-demand platforms

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Acknowledgements:

This research benefited from an FPI-UAM contract and the Professorship Excellence Program in accordance with the multi-year agreement signed by the Government of Madrid and the Autonomous University of Madrid.

Cite as:

Serrano de Lara Diana, Redondo Ignacio (2024), Measuring the effects of enforcing access control on subscription video-on-demand platforms. *Proceedings of the European Marketing Academy*, 53rd, (118939)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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Abstract

The increased number of SVOD platforms attracts consumers, but subscribing to all of these implies a high cost. That is why consumers access platforms using simultaneously proprietary subscriptions and non-proprietary subscriptions. However, this practice has a considerable impact on the SVOD business profitability. To face this issue, providers could enforce access control, which could reduce non-proprietary subscriptions but could also reduce proprietary subscriptions. This study analyzes the effects of access control enforcement on platforms' demand and proposes a model where the variation in proprietary and non-proprietary subscriptions is driven by users' trait reactance and perceived fairness of the new access control. We conducted a survey of current SVOD content consumption, with four randomized versions of an access control enforcement. The results obtained may help SVOD providers improve user authentication systems' effectiveness and increase actual users' monetization.

Subject Areas: *Consumer Behaviour, Entertainment Marketing*

Track: Consumer Behaviour