AMERICAN CUSTOMER SATISFACTION INDEX

ACSI® Entertainment Study 2026

August 18, 2026

VIDEO STREAMING SERVICE		
77	▼	-1%
SUBSCRIPTION TV SERVICE		
72	▲	3%
AUDIO STREAMING SERVICE		
80		
ONLINE SPORTS BETTING AND iGAMING		
74	▼	-3%
SOCIAL MEDIA		
75	▲	1%

Customers Rate Digital Entertainment Content and Platform Quality Higher in 2026, but Satisfaction Results Vary Across Industries

Digital entertainment providers delivered more this year. Streaming libraries grew, live sports moved onto new platforms, mobile apps improved, and wagering menus expanded. Customers noticed, rating content availability, platform performance, and app quality higher across nearly every industry in this study. Satisfaction proves harder to move.

Video streaming service slips 1% to an ACSI score of 77 and online sports betting and iGaming falls 3% to 74, while subscription TV service climbs 3% to an all-time high score of 72 behind the broadest set of customer experience gains in the study. Social media rises 1% to 75, its highest score since the industry entered the Index in 2010, and audio streaming service debuts at 80, the highest industry score of the five.

The price of all that expansion lands on the customer. The average U.S. household now pays for four video streaming services, and around 40% cancel at least one each year, according to Deloitte, with price cited as the leading reason. The industries posting gains this year share a common thread: each made the customer's experience simpler to access, manage, and pay for.

ACSI results are based on surveys conducted over a 12-month period ending in June 2026, with a shortened period for initial reporting of the audio streaming service industry to establish a baseline for future measurement and benchmarking. ACSI scores are reported on a 0 to 100 scale.

Key Takeaways

VIDEO STREAMING SERVICE

- Customer satisfaction with video streaming service falls 1% to an ACSI score of 77 as the study expands with four debuting brands. Amazon Prime Video (unchanged), Paramount+ (down 1%), YouTube Premium (down 1%), and debuting Pluto TV share the top position in a four-way tie at 79.
- Content measures post the strongest benchmark gains in the industry, led by variety of movies by category (up 5% to 81) and ease of using on-screen menus and programming guides (up 4% to 84, tied for the industry's top-rated benchmark), while price tolerance, loyalty, and service reliability all weaken.
- ESPN+ climbs 4% to 72, the largest gain among returning brands, in the first measurement period following the August 2025 launch of ESPN's direct-to-consumer service.

SUBSCRIPTION TV SERVICE

- Customer satisfaction with subscription TV service reaches an all-time high after rising 3% to an ACSI score of 72, with every customer experience benchmark in the study improving year over year.
- Frontier Communications jumps 10% to 74, the largest brand gain across all five industries, while Verizon Fios (up 1%) holds the top position at 79.
- HD picture quality (83) climbs 4%, joining picture quality, mobile app quality, and mobile app reliability at the top of the benchmark chart, and TV signal reliability rises to 5% to 81. Customer retention, loyalty, and price tolerance all strengthen.

AUDIO STREAMING SERVICE

- Audio streaming service debuts in the ACSI at 80, the highest industry score in this study.
- Pandora leads the category at 82, ahead of Apple Music at 81, with Spotify and Amazon Music tied at the industry average of 80. SoundCloud trails the field at 73.
- Paid single-user subscribers report the highest satisfaction at 84, while users who receive audio streaming bundled with another service score the lowest at 74.

ONLINE SPORTS BETTING AND iGAMING

- Customer satisfaction with online sports betting and iGaming falls 3% to an ACSI score of 74. DraftKings (down 5%), BetMGM (down 4%), and FanDuel (down 3%) converge at 74, collapsing the 9-point spread that separated the field a year ago.
- Platform benchmarks improve almost across the board, led by 4% gains for loading speed and variety of wagering options (79 each), while satisfaction declines as expectations outpace delivery and complaint handling weakens.
- Customers using both sportsbook and casino products score 78, ahead of sportsbook-only users at 75 and casino-only users at 70. Car racing bettors (82) report the highest satisfaction of any sport; NBA bettors (76) report the lowest.

SOCIAL MEDIA

- User satisfaction with social media rises 1% to 75, the industry's highest ACSI score since measurement began in 2010. YouTube takes the top spot at 79.
- Bluesky falls 11% to 73 one year after debuting at 82, the highest score ever recorded in the category. The decline is the largest brand movement in the study.
- Every advertising-related benchmark improves, led by trustworthiness of ads (up 4% to 72) and privacy (up 4% to 75), and perceived value strengthens substantially as users report a better return on the time they spend.

Study Findings

Customer satisfaction plays a pivotal role in shaping both the financial performance of individual companies and the overall strength of the U.S. economy. New findings from the American Customer Satisfaction Index (ACSI®) offer benchmark insights for five entertainment industries: video streaming service, subscription TV service, audio streaming 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 service falls 1% to an ACSI score of 77. The measured field grows with four debuting brands.

Pluto TV debuts at 79, tying Amazon Prime Video (unchanged), Paramount+ (down 1%), and YouTube Premium (down 1%) for the top position. The Roku Channel enters at 78 and Tubi at 77, matching or beating several subscription services that charge monthly fees. The Google TV app returns at 70, the lowest score in the industry.

Netflix slips 1% to 78 alongside Peacock, which falls 3% after raising prices for the second consecutive year. Apple TV+ drops 3% to 75 following a 30% price increase to $12.99 per month, its third since launch. Disney+ declines 1% to 74 after an October 2025 round of price increases across its plans. HBO Max (down 1%), Hulu (down 1%), and returning Starz all sit at 77.

ESPN+ moves in the opposite direction, climbing 4% to 72 after posting the industry's steepest decline a year ago. ESPN launched its direct-to-consumer service in August 2025, folding ESPN+ into a $29.99 unlimited plan that carries all 12 of the network's channels and services and roughly 47,000 live events a year. The brand remains near the bottom of the industry, but the reversal follows the largest expansion of its streaming offer since ESPN+ launched.

AMERICAN CUSTOMER SATISFACTION INDEX

VIDEO STREAMING SERVICE

0-100 Scale

BRAND	2025 ACSI	2026 ACSI	% CHANGE
Video Streaming Service	**78**	**77**	**-1%**
Amazon Prime Video	79	79	0%
Paramount+	80	79	-1%
Pluto TV (Paramount Skydance)	NA	79	NA
YouTube Premium (Google)	80	79	-1%
All Others	75	78	4%
Netflix	79	78	-1%
Peacock (Comcast)	80	78	-3%
The Roku Channel	NA	78	NA
HBO Max	78	77	-1%
Hulu (Walt Disney)	78	77	-1%
Starz	NA	77	NA
Tubi	NA	77	NA
Apple TV+	77	75	-3%
Disney+	75	74	-1%
Apple TV app	NA	72	NA
ESPN+ (Walt Disney)	69	72	4%
Crunchyroll	NA	71	NA
Google TV app	NA	70	NA

NA = Not Available.

Source: ACSI Entertainment Study 2026.

The customer experience benchmark data shows an industry winning on content and losing on economics.

Variety of movies by category jumps 5% to 81. Ease of using on-screen menus and programming guides rises to 4% to 84, joining mobile app quality, mobile app reliability, and website satisfaction at the top of the chart. The number of TV shows available climbs to 3% to 81, and range of sports programming increases, though at 73 it remains the lowest-rated benchmark by a wide margin. Nearly every measure of what customers can watch improves.

The measures tied to what customers pay move the other way. Ease of understanding bills slips 1% to 82. Loyalty weakens, price tolerance declines, and complaints increase. The pattern matches the broader subscription economy.

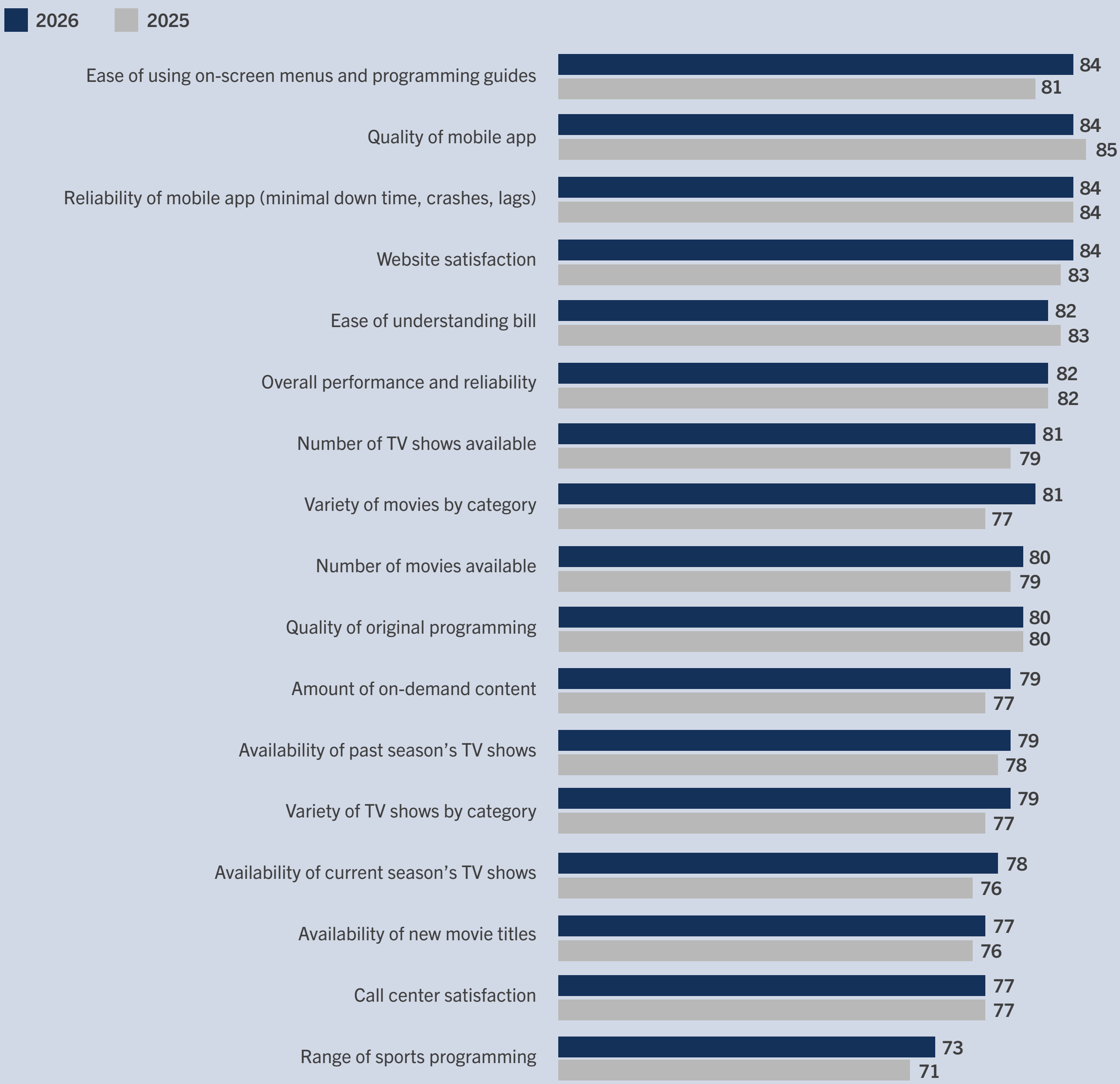
Streaming churn has more than doubled since 2019, and 73% of consumers say they are frustrated with rising subscription prices, according to Deloitte's Digital Media Trends research. Netflix opened 2025 by raising its standard ad-free plan 16% to $17.99, and by year's end most major services had followed with increases of their own. Content is no longer the industry's problem. The subscription price is.

AMERICAN CUSTOMER SATISFACTION INDEX

VIDEO STREAMING SERVICE

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale



Source: ACSI Entertainment Study 2026.

Video Streaming by Device Type

Smart TVs and tablets lead all device categories at 79, and smart TVs account for the largest share of respondents at 71%. Smartphones, used by 48% of respondents, score 78 alongside desktops and laptops and dedicated streaming devices. Gaming consoles come in at 77. Smart TV boxes trail at 74, the least satisfying way to stream for the 7% of respondents who use them.

AMERICAN CUSTOMER SATISFACTION INDEX

VIDEO STREAMING BY DEVICE TYPE

0-100 Scale

DEVICE TYPE	2026 ACSI	% OF RESPONDENTS*
Smart TV	79	71%
Tablet	79	21%
Desktop/Laptop	78	20%
Smartphone	78	48%
Streaming Device	78	16%
Gaming Console	77	11%
Smart TV Box	74	7%

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

Source: ACSI Entertainment Study 2026.

Video Streaming and Subscription TV Customer Segments

Cord-stackers, who subscribe to both video streaming and subscription TV without cutting their TV spending, remain the most satisfied segment at 80. Cord-cutters and cord-shavers each score 78. Cord-nevers, who have only ever streamed, score the lowest at 75 while making up the largest share of respondents at 28%.

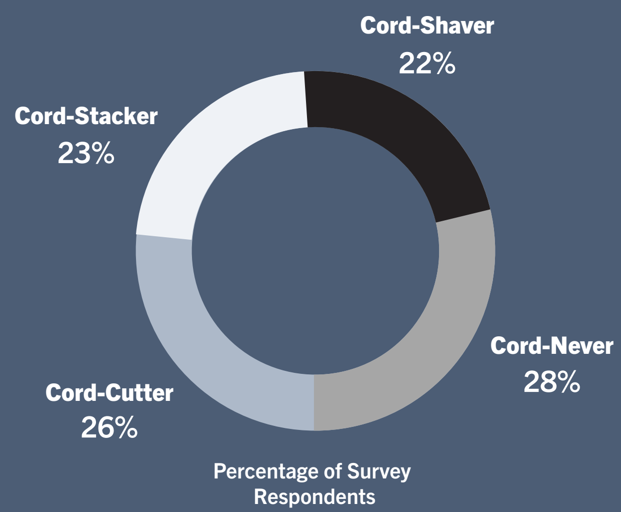
The segment data carries a message for an industry debating its structure. The customers who never experienced the cable bundle report the least satisfaction with what replaced it, and the customers who kept everything report the most. Consumers managing a full entertainment lineup through a larger ecosystem rate the experience 5 points higher than those assembling it themselves, one subscription at a time.

AMERICAN CUSTOMER SATISFACTION INDEX

VIDEO STREAMING AND SUBSCRIPTION TV SERVICES
ACSI by Customer Segment 2026

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	78
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	75



Source: ACSI Entertainment Study 2026.

SUBSCRIPTION TV SERVICE

Customer satisfaction with subscription TV service rises 3% to an ACSI score of 72, the industry's strongest result since measurement began. Despite remaining the lowest-scoring industry in the entire Index, subscription TV is not alone, as it now sits even with the U.S. Postal Service and within a point of energy utilities and internet service providers. The cohort also grows to 13 brands as YouTube TV, Hulu + Live TV, Sling TV, and DIRECTV-Streaming, move into the category, each marked in the accompanying chart as formerly measured within video streaming, while Fubo debuts in 2026.

Verizon Fios extends its run at the top, rising 1% to 79. Frontier Communications posts the study's largest brand gain, jumping 10% to 74. The result caps a period in which Frontier, the largest pure-play fiber provider in the country, invested $4.1 billion upgrading its network before completing its $20 billion acquisition by Verizon in January 2026. Xfinity climbs 6% to 72, DIRECTV-Streaming rises 1% to 72, and DIRECTV-Satellite gains 4% to 71. YouTube TV lands at 75 (down 3%), Hulu + Live TV at 74 (down 4%), Sling TV at 74 (returning to the study), and Fubo at 72. Cox and Dish Network each gain 1% to 69, Spectrum holds at 69, and Optimum climbs 3% to 64 while remaining last.

AMERICAN CUSTOMER SATISFACTION INDEX

SUBSCRIPTION TV SERVICE

0-100 Scale

BRAND	2025 ACSI	2026 ACSI	% CHANGE
Subscription TV Service	**70**	**72**	**3%**
Verizon Fios	78	79	1%
All Others	71	75	6%
YouTube TV (Google)*	77	75	-3%
Frontier Communications (Verizon)	67	74	10%
Hulu + Live TV (Walt Disney)*	77	74	-4%
Sling TV (EchoStar)*	NA	74	NA
DIRECTV-Streaming*	71	72	1%
Fubo (Walt Disney)	NA	72	NA
Xfinity (Comcast)	68	72	6%
DIRECTV-Satellite	68	71	4%
Cox	68	69	1%
Dish Network (EchoStar)	68	69	1%
Spectrum (Charter Communications)	69	69	0%
Optimum (Altice USA)	62	64	3%

*Formerly measured as part of the video streaming industry.

NA = Not Available.

Source: ACSI Entertainment Study 2026.

Every customer experience benchmark in the industry improves year over year. TV signal reliability climbs to 5% to 81. Ease of using remotes, on-screen menus, and program guides rises to 4% to 81. HD picture quality, picture quality, mobile app quality, and mobile app reliability all reach 83. Ability to view everything in one place moves up 4% to 79, a direct measure of the aggregation strategy pay-TV providers pursued during the period as Comcast, Charter, and DIRECTV built streaming apps, bundled subscriptions, and unified billing into their platforms.

The service side improves just as broadly. Call center satisfaction rises 6% to 72, still the industry's lowest-rated benchmark but its fastest-improving one. Speed of service center transactions jumps 5% to 80. Ease of understanding bills climbs to 4% to 79. Customer retention, loyalty, and price tolerance all strengthen substantially, and complaints decline.

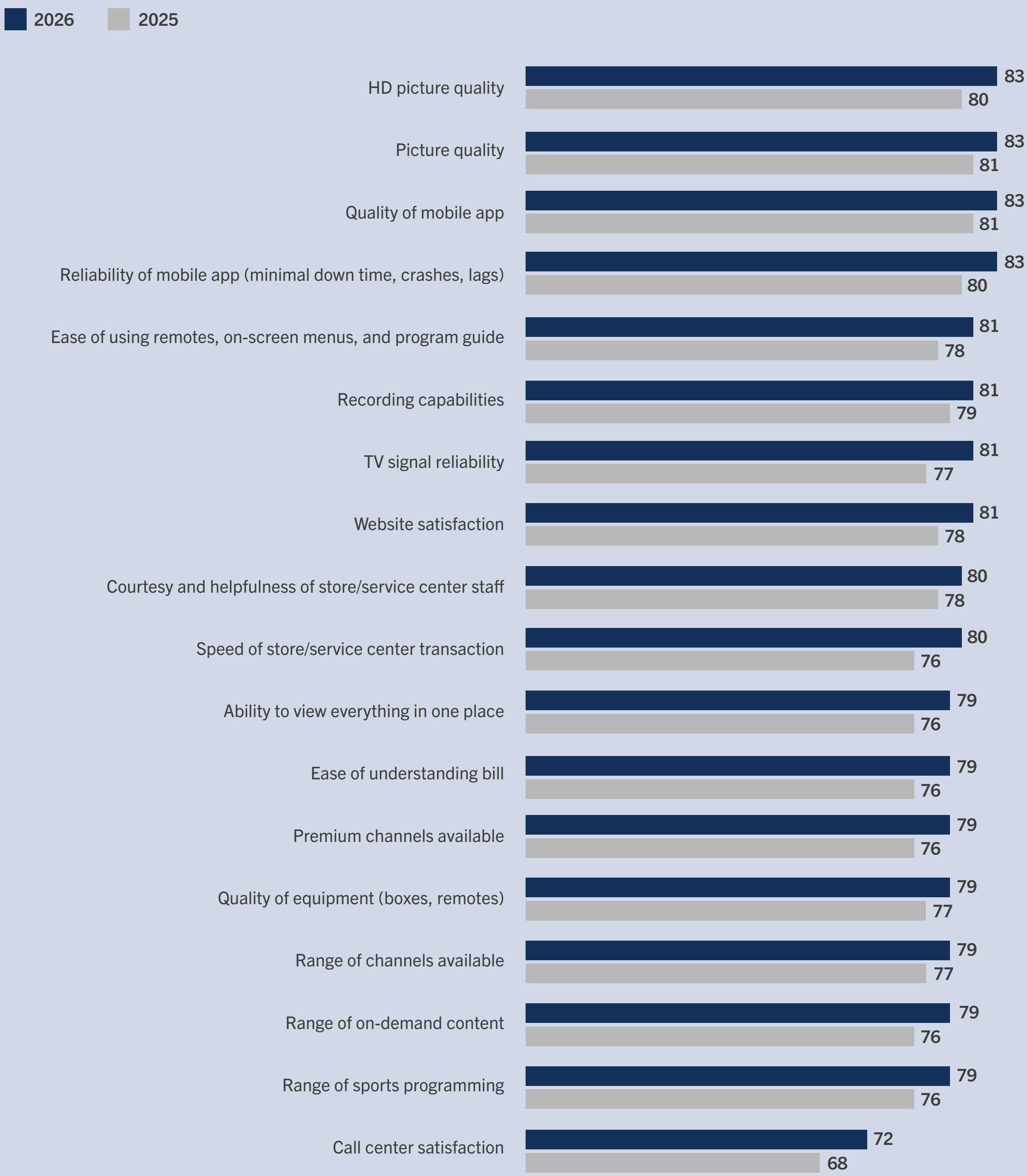
The turnaround inverts a decade of narrative. Cord-cutting defined subscription TV's story for years, and the industry answered by becoming the thing customers were cutting toward: a single interface carrying live television, streaming apps, sports, and one bill. With the average streaming household juggling four services and rotating cancellations to manage cost, the value of having everything in one place is registering in the data.

AMERICAN CUSTOMER SATISFACTION INDEX

SUBSCRIPTION TV SERVICE

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale



Source: ACSI Entertainment Study 2026.

AUDIO STREAMING SERVICE

Audio streaming service debuts in the ACSI at 80, the highest industry score in this study. The result places audio streaming in the top fifth of all industries ACSI measures, alongside banks, breweries, personal care and cleaning products, and specialty retailers. Scores represent data collected over a shortened period to establish a baseline for future measurement and benchmarking.

Pandora leads the category at 82, with strong performances across a number of categories such as music library, content curation and discovery, usability, reliability, and sound quality. The result runs counter to the industry's market structure. Spotify counts 300 million paying subscribers worldwide, while Pandora's paid base numbers in the single-digit millions and its listener count has declined for years. Satisfaction and scale tell different stories. Apple Music follows at 81, with Spotify and Amazon Music at the industry average of 80. SiriusXM-Streaming scores 79, YouTube Music 78, and SoundCloud trails at 73.

AMERICAN CUSTOMER SATISFACTION INDEX

AUDIO STREAMING SERVICE

0-100 Scale

BRAND	2026 ACSI*
Audio Streaming Service	**80**
Pandora (SiriusXM)	82
Apple Music	81
All Others	80
Amazon Music	80
Spotify	80
SiriusXM-Streaming	79
YouTube Music (Google)	78
SoundCloud	73

*2026 scores represent data collected over a shortened time period to establish a baseline for future measurement and benchmarking.

Source: ACSI Entertainment Study 2026.

The customer experience benchmarks describe an industry that has mastered its core product. Quality of mobile app tops the chart at 86, and a band of music fundamentals sits just behind it at 85: availability of artists, download sound quality, mobile app reliability, streaming sound quality, and variety of music.

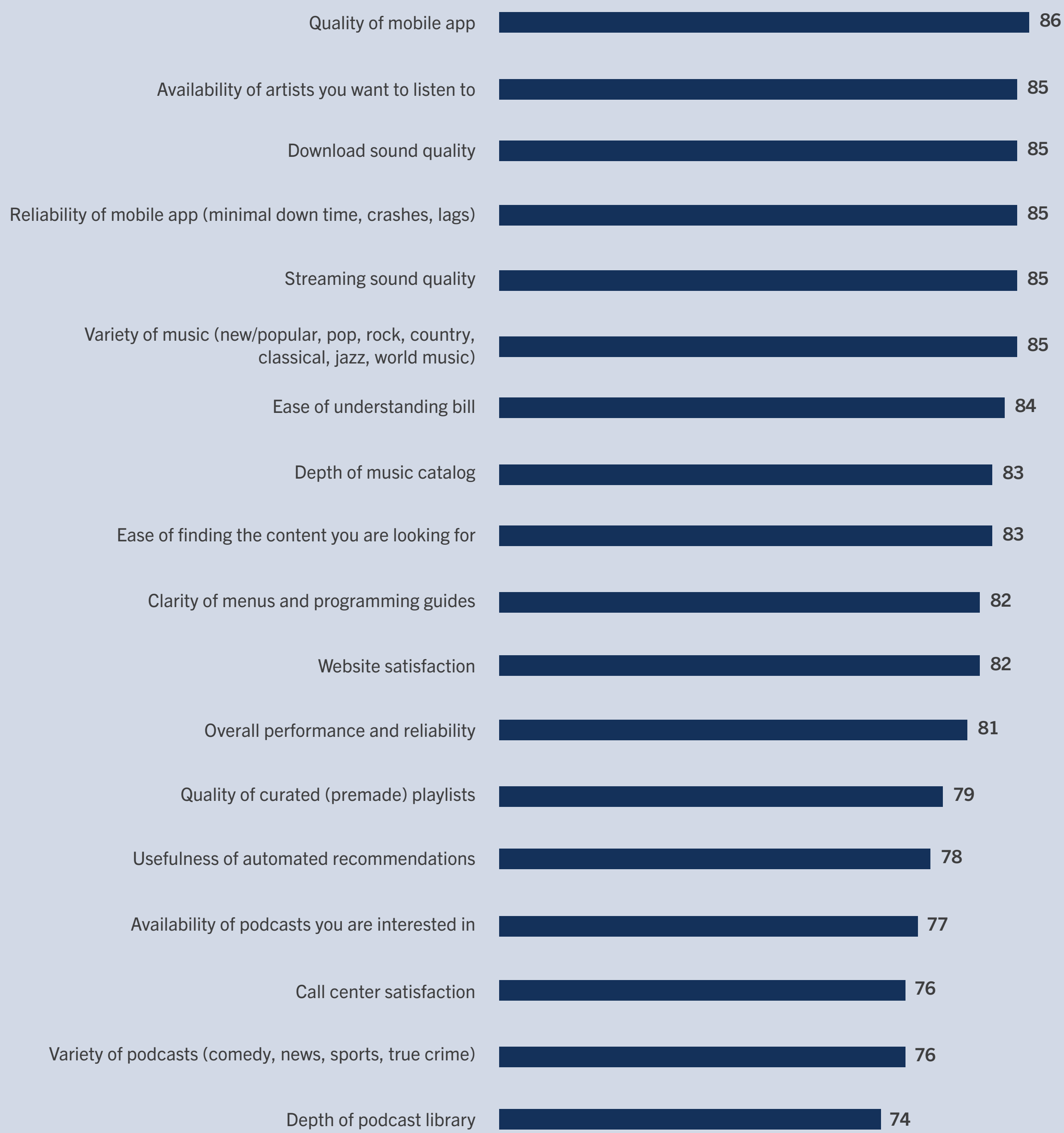
Podcasts remain the industry's weakest area, with every podcast-related benchmark landing at the bottom of the chart: availability of podcasts of interest at 77, variety of podcasts at 76, and depth of podcast library last at 74, a full 12 points behind the top-rated measure, although YouTube Music appears to be the exception. Google's podcast catalog and YouTube's video library give the platform a depth that dedicated music services have struggled to match despite years of acquiring studios and signing exclusive shows.

AMERICAN CUSTOMER SATISFACTION INDEX

AUDIO STREAMING SERVICE

Customer Experience Benchmarks 2026

0-100 Scale



Source: ACSI Entertainment Study 2026.

Audio Streaming by Subscription Type

How customers access their service matters as much as which service they use. Paid single-user subscribers report the highest satisfaction at 84, and paid multi-user plans follow closely at 83. Free-tier users score 78. The lowest satisfaction belongs to customers who receive audio streaming as part of a bundle with another service — a phone plan, a video subscription, or a device ecosystem — at 74, a full 10 points behind paid single-user subscribers. Customers who choose and pay for a service directly engage with it differently than those who receive it as part of a package, and the satisfaction gap reflects that difference.

AMERICAN CUSTOMER SATISFACTION INDEX

AUDIO STREAMING BY SUBSCRIPTION TYPE

0-100 Scale

SUBSCRIPTION TYPE	2026 ACSI	% OF RESPONDENTS
Paid single-user subscription	84	32%
Paid multi-user subscription	83	8%
Free	78	44%
Bundled with another subscription	74	13%

Source: ACSI Entertainment Study 2026.

ONLINE SPORTS BETTING AND iGAMING

Customer satisfaction with online sports betting and iGaming falls 3% to an ACSI score of 74 in the industry's second year of measurement, and the leaderboard flattens.

DraftKings drops 5%, BetMGM 4%, and FanDuel 3%, landing all three at 74. Caesars climbs 3% to 71 and theScore Bet debuts at the same score. ESPN BET and Fanatics each slip 1% to 72. A field that spanned 9 points a year ago now fits within 3.

The compression tracks a changing business. Americans wagered a record $31.76 billion on the NFL season through Super Bowl 60, but operators pulled back sharply on the incentives that defined the industry's growth years. Promotional spending across comparable states fell 20% year over year by early 2026, according to Legal Sports Report, reflecting broader industry efforts to reduce promotional and customer acquisition spending as the market matures. 2025 also marked the first year since the Supreme Court cleared the way for legal sports betting in 2018 that no new state authorized it, and the first quarter of 2026 brought the first quarterly decline in national handle on record. The industry that spent years buying customers is now asking them to pay full price, and satisfaction is registering the difference.

AMERICAN CUSTOMER SATISFACTION INDEX

ONLINE SPORTS BETTING AND iGAMING

0-100 Scale

BRAND	2025 ACSI	2026 ACSI	% CHANGE
Online Sports Betting and iGaming	**76**	**74**	**-3%**
All Others	72	74	3%
BetMGM	77	74	-4%
DraftKings	78	74	-5%
FanDuel	76	74	-3%
ESPN BET	73	72	-1%
Fanatics	73	72	-1%
Caesars	69	71	3%
theScore Bet	NA	71	NA

NA = Not Available.

Source: ACSI Entertainment Study 2026.

The product itself, however, keeps improving.

Loading speed and reliability and variety of services and wagering options each jump to 4% to 79. Freshness of content climbs to 78, and efficiency and payment integration options improve to 78. Privacy holds the top position at 80.

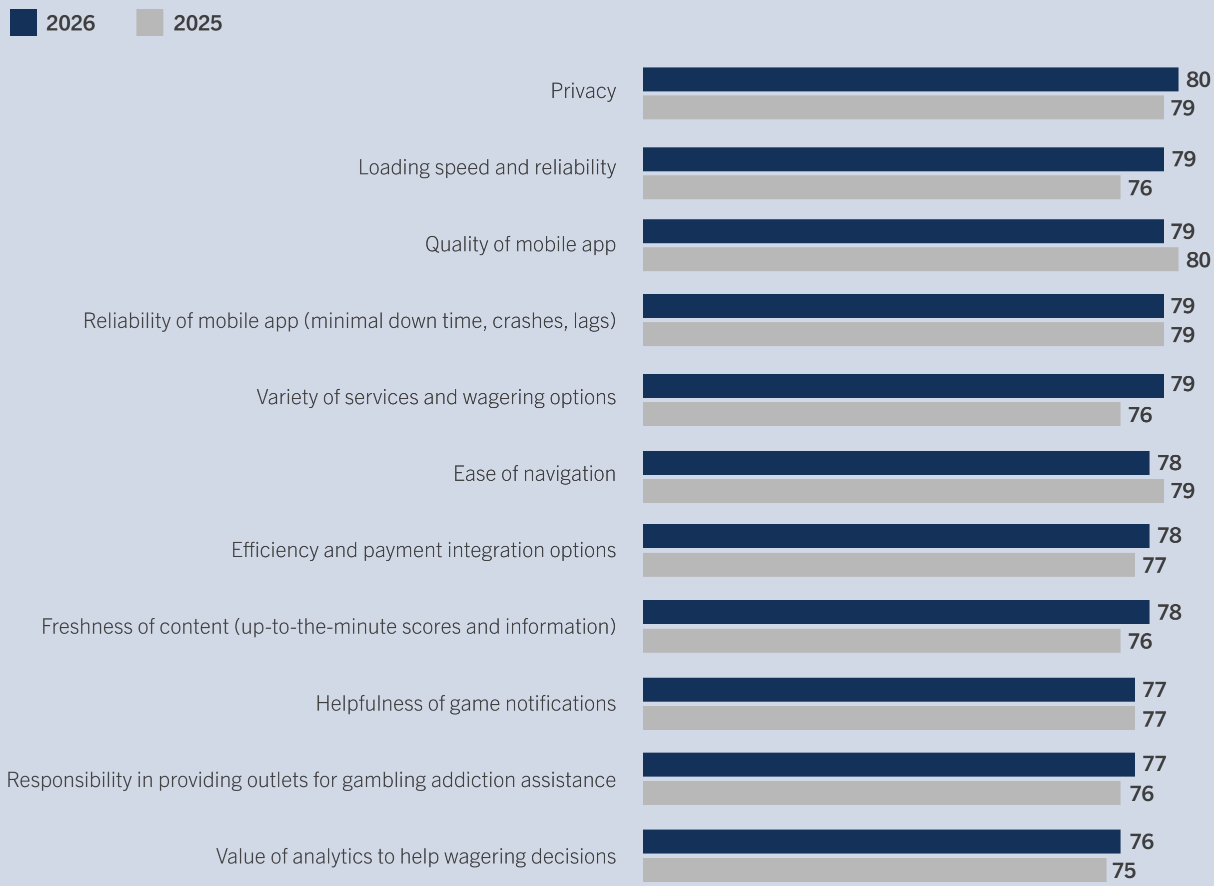
Customers rate the platforms as faster, deeper, and more secure than a year ago, and satisfaction falls anyway. Expectations rise faster than delivery, and complaint handling weakens even as complaint volume holds steady, pointing at resolution rather than the products themselves.

AMERICAN CUSTOMER SATISFACTION INDEX

ONLINE SPORTS BETTING AND iGAMING

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale



Source: ACSI Entertainment Study 2026.

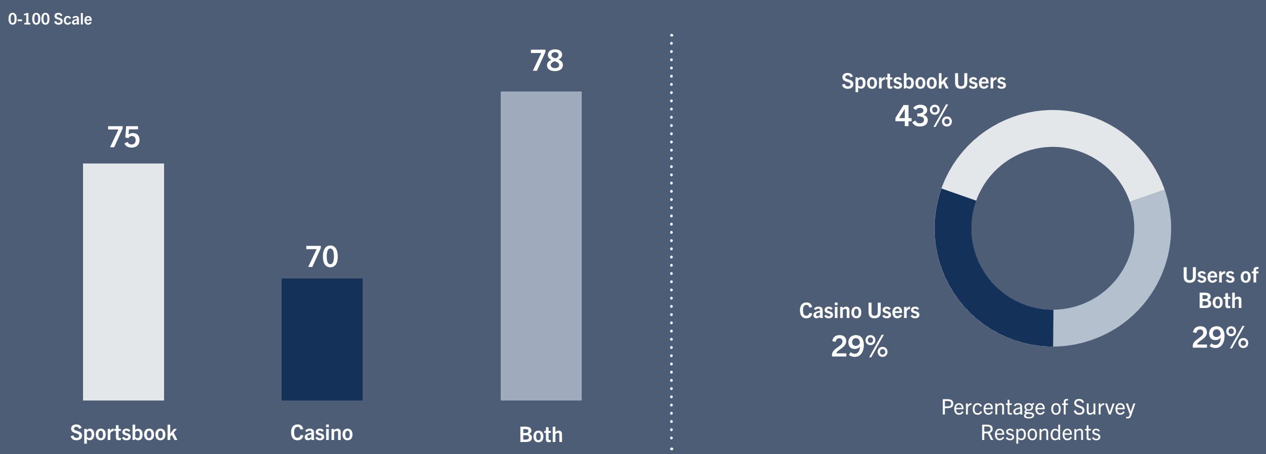
Customer Satisfaction by User Type

Customers who use both sportsbook and casino products report the highest satisfaction at 78, ahead of sportsbook-only users at 75 and casino-only users at 70. The dual-product share of respondents grows from 25% to 29% year over year while casino-only participation shrinks, and the gap between the most and least satisfied user types widens to 8 points.

Operators are building toward exactly this customer. DraftKings announced plans in March 2026 for a unified app combining its sportsbook, casino, lottery, and prediction market products behind a single account and wallet, with the first phase rolling out during March Madness. Flutter completed its buyout of FanDuel in mid-2025 at a $31 billion valuation, and PENN Entertainment folded ESPN BET into its in-house theScore Bet brand in December 2025 after the partnership fell short of its market share targets. The customers who already engage across products are the industry's most satisfied, and its consolidation race is a bet that more of them can be made.

AMERICAN CUSTOMER SATISFACTION INDEX

ONLINE SPORTS BETTING AND iGAMING
ACSI by User Type 2026



Source: ACSI Entertainment Study 2026.

Customer Satisfaction by Preferred Sport

Car racing bettors report the highest satisfaction of any sport at 82, followed by golf and horse racing at 80 and soccer at 79. College football, the NHL, and tennis each score 78. College basketball, MLB, and the NFL sit at 77, and the NBA trails the field at 76.

The ranking runs opposite the money. The NFL drew the largest handle of any sport, while car racing and horse racing occupy niche corners of the market. Bettors in the most heavily promoted, most competitive markets report the least satisfaction with the experience. The sports where wagering stays closer to a pastime than a volume business produce the happiest customers.

AMERICAN CUSTOMER SATISFACTION INDEX

ONLINE SPORTS BETTING AND iGAMING
ACSI by Preferred Sport 2026

0-100 Scale

Source: ACSI Entertainment Study 2026.

SOCIAL MEDIA

User satisfaction with social media rises 1% to an ACSI score of 75, the highest the industry has recorded since ACSI began measuring it in 2010. YouTube climbs 1% to take the top position at 79. Instagram holds at 76, TikTok slips 1% to 76, and X gains 1% to 74. LinkedIn falls 3% and Pinterest drops 4%, both landing at 75.

Bluesky gives back nearly all of its historic debut. The platform enters the study's second year down 11% at 73 after opening at 82, the highest score ever recorded in the category. Similarweb data reported by Forbes showed daily active usage down roughly 40% year over year by October 2025 even as registered accounts passed 40 million, and the platform's own 2026 roadmap acknowledged the need to convert episodic signup surges into sustained engagement.

Movement fills the rest of the table. Facebook and Truth Social each climb 3% to 72. Nextdoor rises 6% to 68, recovering ground from its last-place debut. Twitch falls 5% to 70. Meanwhile, Reddit and Snapchat hold at 72.

AMERICAN CUSTOMER SATISFACTION INDEX

SOCIAL MEDIA

0-100 Scale

BRAND	2025 ACSI	2026 ACSI	% CHANGE
Social Media	**74**	**75**	**1%**
YouTube (Google)	78	79	1%
Instagram (Meta)	76	76	0%
TikTok	77	76	-1%
LinkedIn (Microsoft)	77	75	-3%
Pinterest	78	75	-4%
X	73	74	1%
Bluesky	82	73	-11%
Facebook (Meta)	70	72	3%
Reddit	72	72	0%
Snapchat	72	72	0%
Truth Social	70	72	3%
Twitch (Amazon)	74	70	-5%
Nextdoor	64	68	6%

Source: ACSI Entertainment Study 2026.

The industry-level story is value. Users report a substantially stronger sense that their time on these platforms returns something worth having, and the customer experience benchmark data backs the shift. Loading speed and reliability jumps 5% to 82. Variety of services and information rises to 4% to 80. Relevance of content increases 4% to 79.

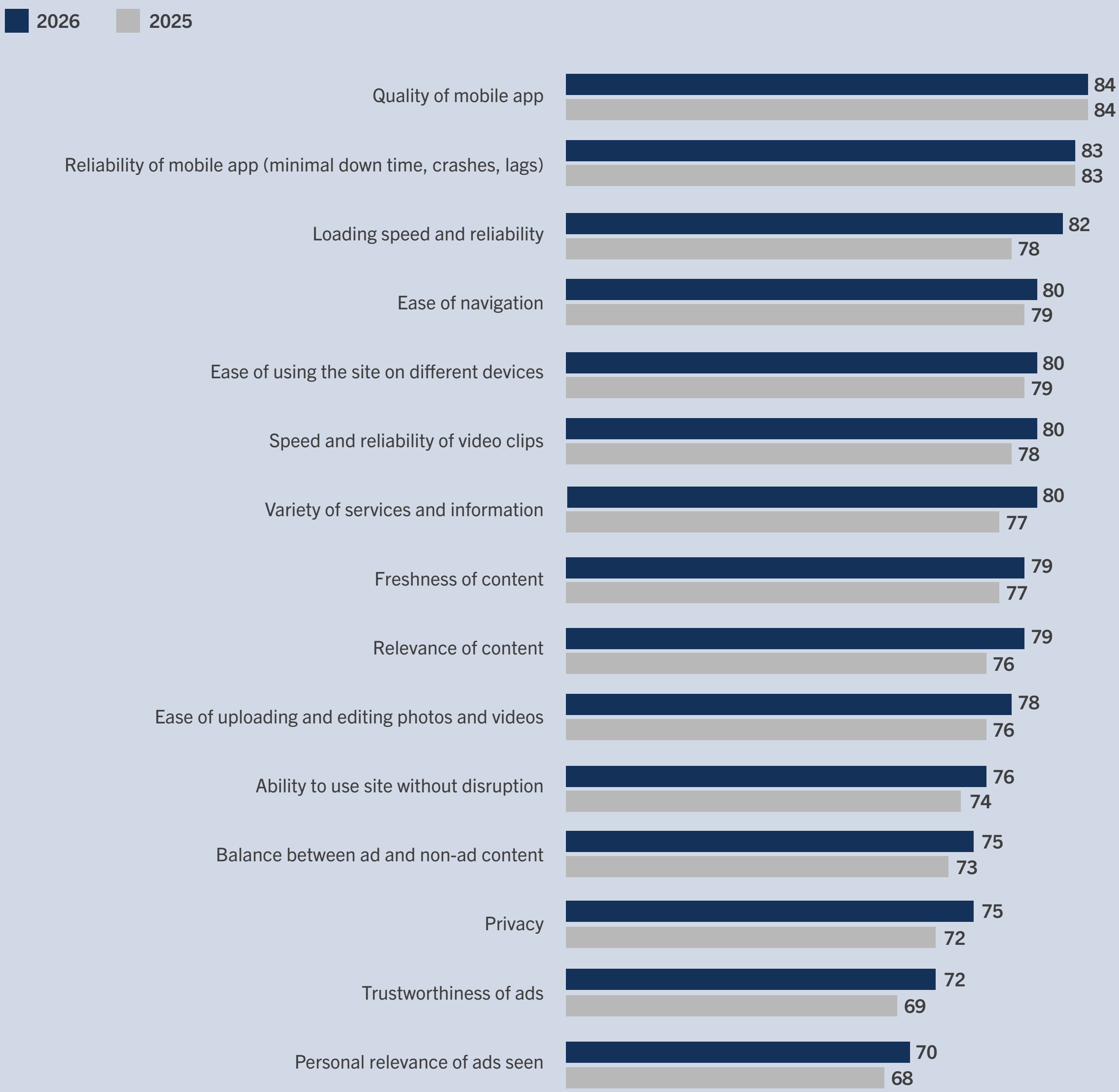
Every advertising-related measure improves. Balance between ad and non-ad content (75), ability to use the site without disruption (76), trustworthiness of ads (72), personal relevance of ads (70), and privacy (75) all see gains. Advertising still anchors the bottom, but after years as the industry's defining complaint, the trend has turned.

AMERICAN CUSTOMER SATISFACTION INDEX

SOCIAL MEDIA

Customer Experience Benchmarks Year-Over-Year Industry Trends

0-100 Scale

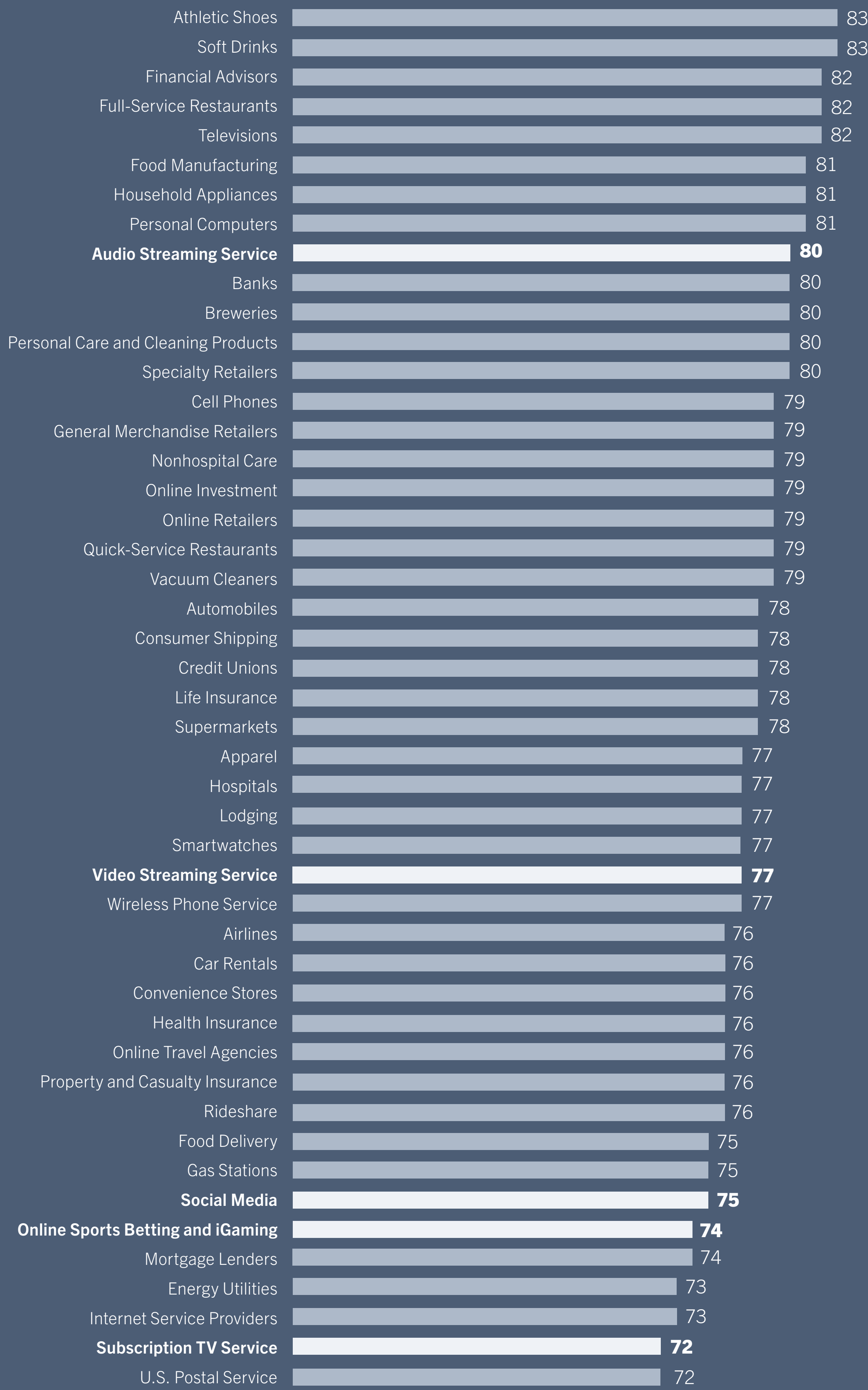


Source: ACSI Entertainment Study 2026.

AMERICAN CUSTOMER SATISFACTION INDEX (ACSI®)

Customer Satisfaction Benchmarks by Industry

0-100 Scale



Source: Entertainment Study 2026.

Methodology

The ***ACSI Entertainment Study 2026*** is based on 30,886 completed surveys. Customers were chosen at random and contacted via email between July 2025 and June 2026 except for audio streaming service, which had an initial study period of May to June 2026 to establish a baseline for future measurement and benchmarking. 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 survey data are used as inputs to the Index’s cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

About the ACSI

The American Customer Satisfaction Index (ACSI®) is a national economic indicator and a leading provider of customer analytics products that help organizations build lasting customer relationships and prove ROI on experience investments. ACSI’s AI-enhanced platform delivers intuitive dashboards and cause-and-effect analytics that pinpoint the quality drivers most predictive of customer allegiance, retention, price tolerance, and financial performance. ACSI data has been shown to correlate strongly with key micro and macroeconomic indicators, including consumer spending, GDP growth, earnings, and stock returns.

Founded in 1994 at the University of Michigan’s Ross School of Business, the ACSI measures customer satisfaction with more than 400 companies in over 40 industries, including federal government services, based on approximately 200,000 annual interviews.

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.com** or contact:

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