**Kantar: Churn Fell To 6% Among Premium Streamers In Q2**

Churn at the premium streaming services fell two percentage points during 2021's second quarter, Kantar reports, to 6% in the US and UK. Specific content motivated 23% of customers to switch, and 25% wanted to save money by dropping a service.

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[*https://www.nexttv.com/news/peacock-has-the-highest-churn-in-subscription-streaming-survey-says*](https://www.nexttv.com/news/peacock-has-the-highest-churn-in-subscription-streaming-survey-says)

*Image credit:*

[*https://www.muvi.com/wp-content/uploads/2019/06/OTT-Churn-Rate.jpg*](https://www.muvi.com/wp-content/uploads/2019/06/OTT-Churn-Rate.jpg)