





What do I need to know about Amazon Prime Video?

Amazon Prime Video is a streaming service bolted onto its prime membership that including 1 day delivery on most purchases free Amazon.com. Amazon Prime Video is the second most popular streaming services globally, second only to Netflix



150 Million active users



In July each year, PrimeDay occurs for 30 hours offering exclusive deals, all included in the fact you have Amazon Prime Video.



Revenue model: Monthly/Annual Subscriptions

Available on almost all platforms

Amazon Prime recently added Football to it's package



Formally Amazon Kids Unlimited, this feature allows you to setup an amazon account pre-made for children, this is especially useful for those who use a Kindle Fire.



64% of UK Households are signed up to Amazon Prime, making them instantly available to receive Amazon Prime Video for free.



Positive Points

- 1. Parental Controls are "pre-made" in many situations, if not they're extremely easy to adjust and made for these less tech savvy of us.
- 2. Amazon Prime is the only streaming service that has taking the avenue of also having sports live streamed onto their service.
- 3. Amazon Prime Video is part of Amazon Prime, so if you have Prime for your deliveries, this is already available to you.

NEGATIVE POINTS

- 1. With another streaming service here, with massively exclusive content, this can increase the price of your monthly bills to fulfil the access to all the content from all streamers. 2. The auto play feature means episodes keep on playing,
- increasing screen time significantly
- 3. The rise in available content has seen younger children go on to 'older' content much sooner than previous generations, sometimes negatively impacting their behaviour.



Parent Opinion: (of a 6 year old)

This service is free for anyone with an Amazon Prime membership. It has a rather nice selection of movies and TV shows, especially considering that it is free. However, the interface isn't as good as Netflix. There also aren't as many good originals

You cannot put a price on the value of open and honest communication within the home."