

GAME OF THRONES SEASON 8: A Look at UK GoT Fans

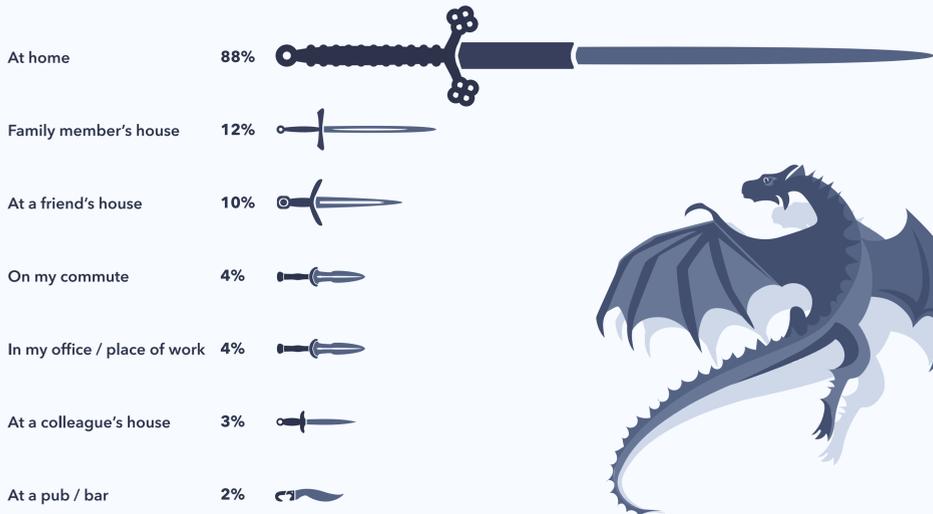
UK consumers are ready and waiting for the final season of Game of Thrones

48% of internet users in the UK plan on tuning into season 8 of Game of Thrones

Over half of GoT fans are re-watching past seasons of the show in preparation for the final season

Most Game of Thrones fans will watch the show from their home...

Where do GoT fans plan on watching the upcoming season?



... and TV is their main device of choice

What will be the main device GoT fans will use to watch the final season?



Top 3 ways UK GoT fans will watch the final series

How will GoT fans watch the upcoming season?



Despite the popularity of watching at home, less than a third of GoT fans will watch via a Sky Atlantic TV channel



1 in 4 will use an unofficial streaming site to watch the season; showing that a notable portion of viewers are still using illegal services to watch

NOW TV 20% **Sky Go** 11%

are capturing some engagement as consumers look for increased flexibility in their viewing options

33% of GoT fans will tune in on the night each episode airs

When will GoT fans watch each episode?



Around 1 in 5 GoT fans will wait until all the episodes have been aired, preferring to binge-watch instead...



...this shows the impact that on-demand streaming services has on viewers watching habits

Last but not least:

Who will sit on the Iron Throne at the end of season 8?

GoT fans think Jon Snow will take the Iron Throne in the finale

