MEGUMETHOD®

INSIGHTS

Streaming apps comparison

Obsah

Are you planning to build a streaming product? Or do you want to see how top-notch applications are built in their field? Then we hope that this PDF will save you the precious time you would have to spend researching these platforms, and you will get information that will help you create a competitive platform that your users will love. Do users primarily care about the content that platforms create? Definitely yes, but we were surprised by the fact that most of the criticism of these platforms' technical aspects is heard in service reviews on stores. So, it is essential to consider not only content but also form.

For our comparison, we have selected, from our point of view, **the four most commonly used platforms** (in alphabetical order): **Amazon Prime, Disney plus, HBO Max, and Netflix**, which we will benchmark from a user's perspective. We tried not to highlight things that platforms have in common (although they may be positive or negative for users), but rather to find differences.

This comparison does not take into account the price, the selection of titles, or web applications or TV apps. The focus is on the quality and processing of mobile applications and their adaptation to tablets, with the tests mainly conducted on Android versions for phones, and only a brief examination of tablets and iOS variants.

The aspects examined during the tests include UI design, user experience, and technical aspects. UI design covers the overall look and feel of the application, its layout, and navigation. User experience examines how easy it is to use the application, its trial version availability, how easy it is to find and play titles, how it handles being minimized, its offline playback options, and how well the parental control feature is implemented. The technical aspect focuses on how the application handles slower connections, its responsiveness, and its CPU and RAM requirements.

We subsequently evaluate these three categories according to processing as:

Very bad	Bad	Average	Good	Very good
1/5	2/5	3/5	4/5	5/5
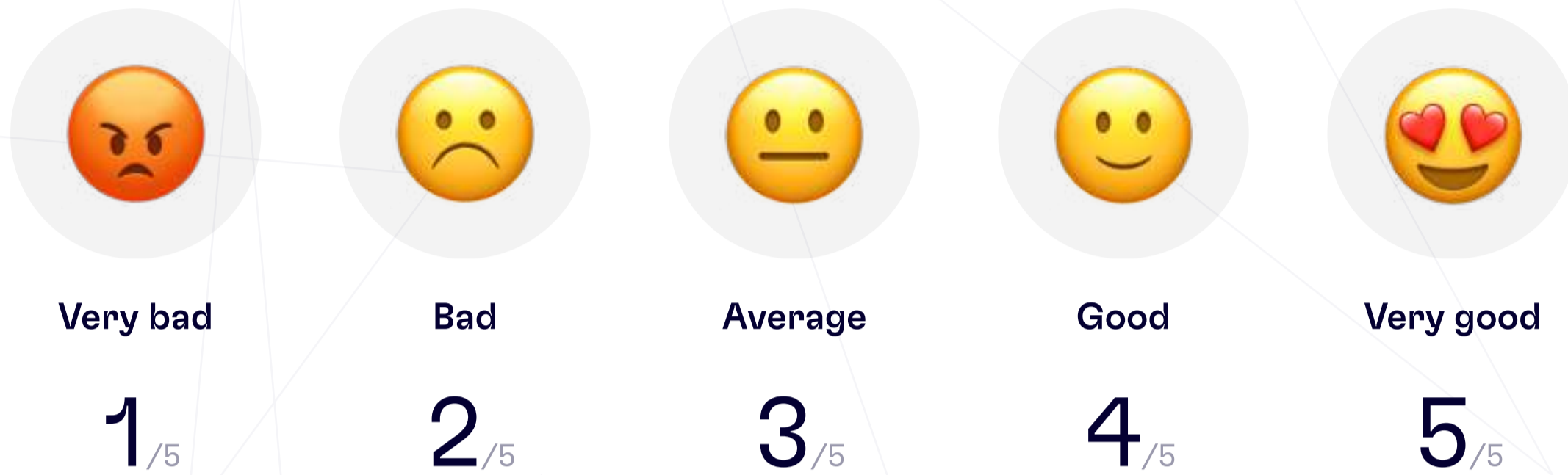
The categories used for evaluation are very poor, poor, average, good, and very good. The aim is not to recommend a particular service but to provide a detailed examination of the mobile applications of these platforms.
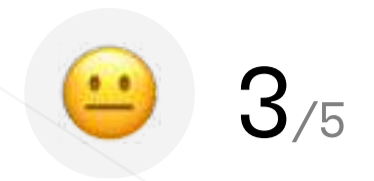
Amazon
Prime Video

Amazon Mobile LLC

4:1

★★★★☆

4.7

★★★★★

UI (User Interface)

😐 3/5

 Upon launching Amazon Prime, the first thing that stands out is that the app doesn't have a native look-and-feel and only wraps web content. This impression is reinforced not only by the appearance but also by the fact that when using the gesture to refresh, two different types of loading are displayed in the interface at the same time. Additionally, native graphical elements for individual elements or navigation are missing.
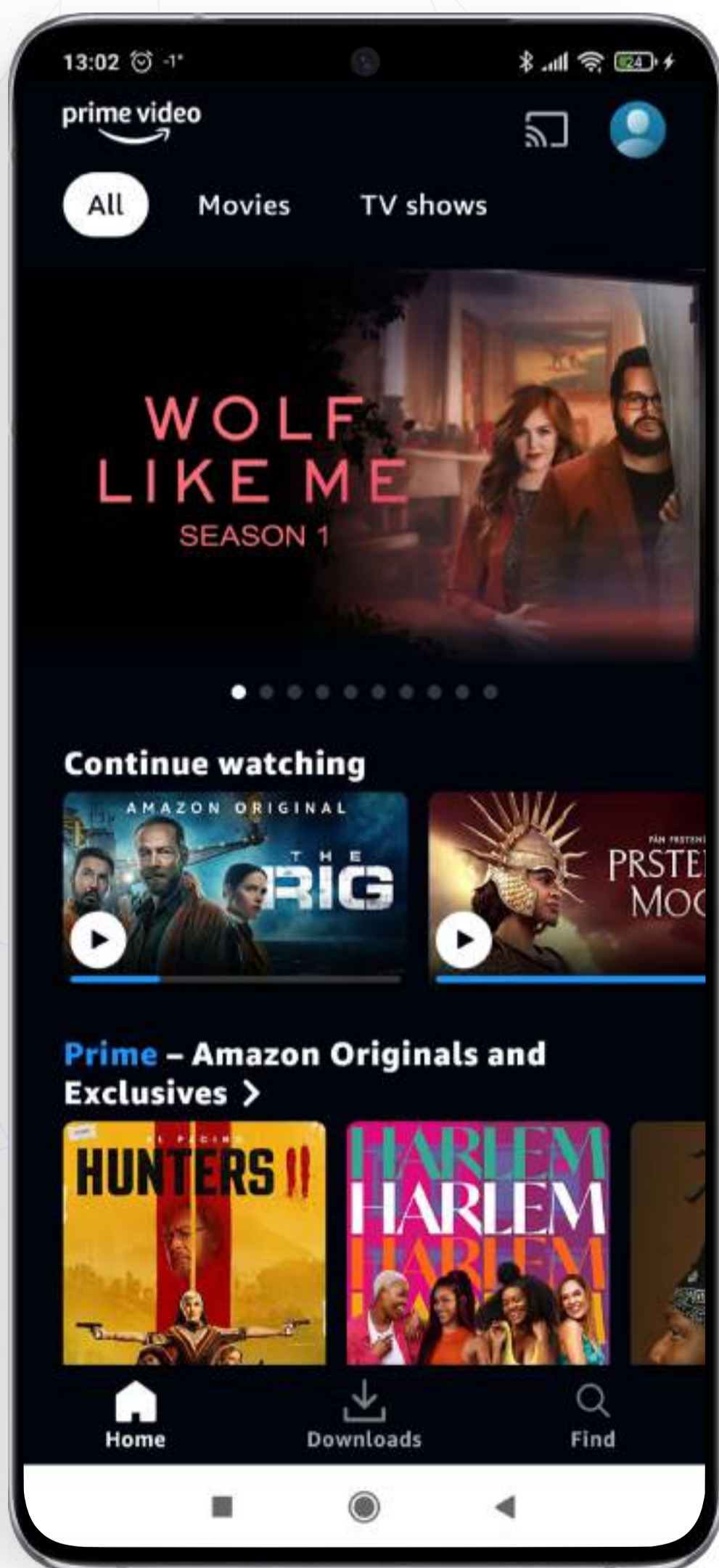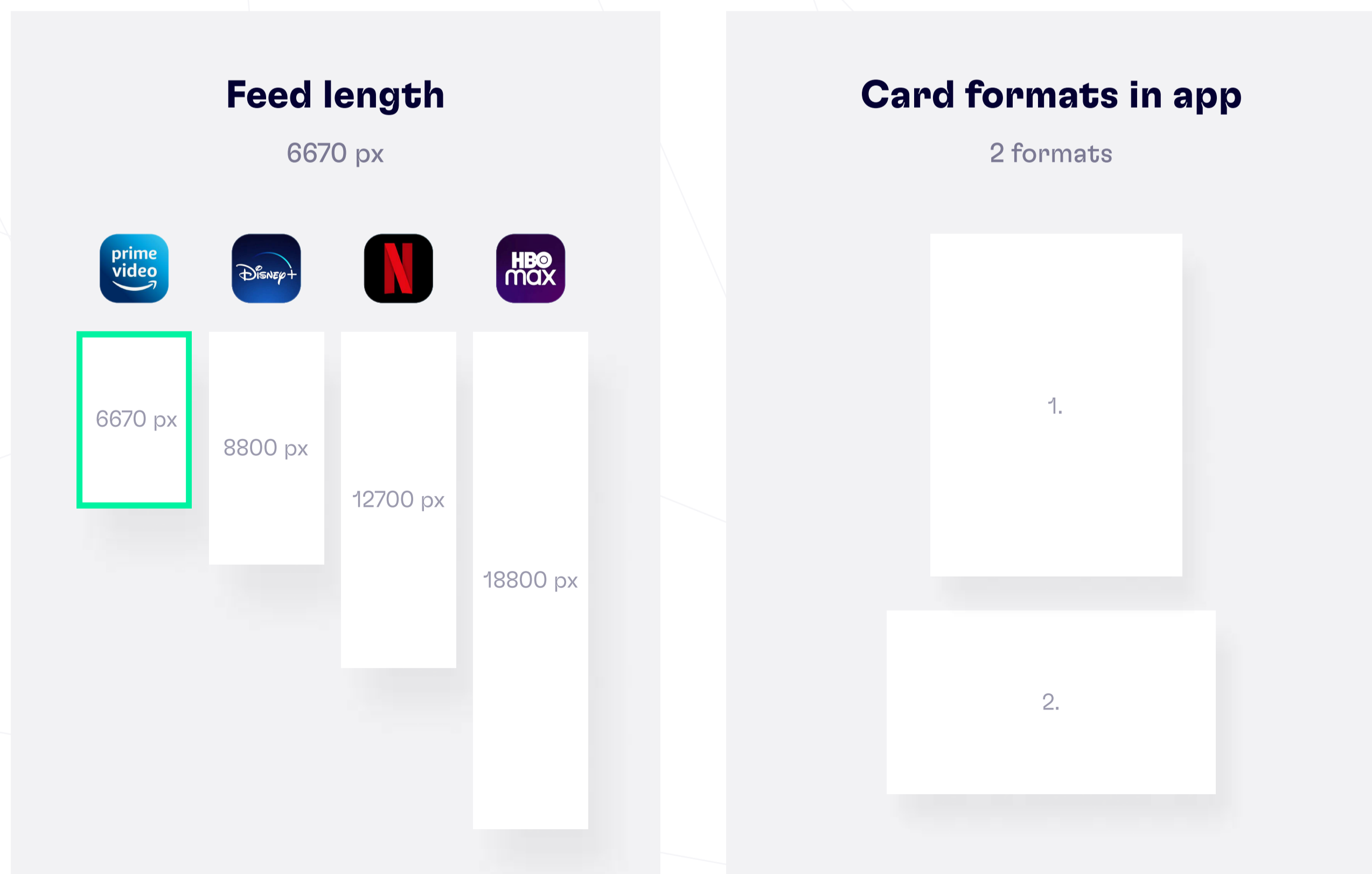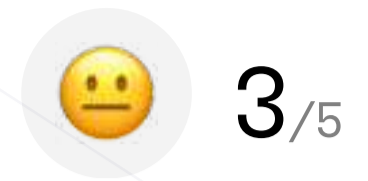

Main page
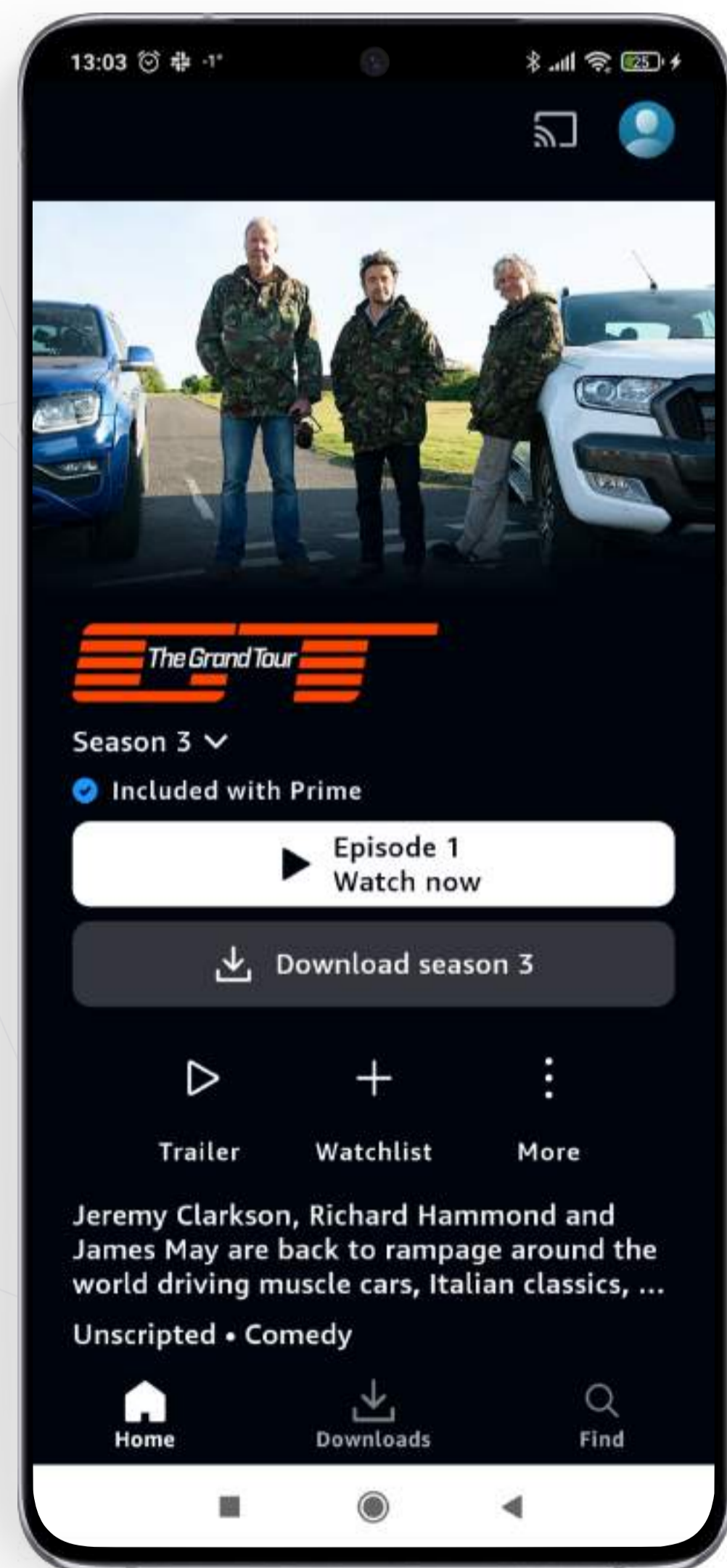
Series detail

The navigation within individual tabs is not optimally designed, as nested pages do not display a **navigation bar** (it is not clear where the user is currently located in the app) and do not even include a **back button**.

The processing of the interface for the details of individual titles is considered less clear. Unlike other compared services, the Amazon app does not have previews of individual episodes of a series in the list. The X-Ray service from IMDB during title playback is also not very well processed (see below).

A positive aspect for easier orientation among titles is the fact that Amazon does not have an excessively long home page with a large selection of titles - the height of its content in this service is unbeatably the lowest. At the same time, this service uses only two different sizes of title cards, which contributes to easier orientation on the screen.

Feed length

6670 px

6670 px

8800 px

12700 px

18800 px

Card formats in app

2 formats

1.

2.

UX (User Experience)

😐 3/5

Amazon is the only service among the compared ones that offers its users a **30-day free trial version**. One significant advantage in terms of user experience is the integration of the application with **IMDb** (an international equivalent of the well-known Czech website ČSFD). Thanks to this integration, it is possible to obtain detailed information about a title, such as the cast, director, etc., but more importantly, users can make a decision to watch based on user-driven "independent" ratings, without having to search elsewhere for quality assessment.

On the main screen, users can find both trending content and **recommendations** based on their preferences, although without further details. It is also interesting to see the display of the current **Top 10 titles** in the Czech Republic. Users can create their own "queue" (My List), where they can add movies or TV shows to their favorites. However, this list is inconveniently hidden under the user profile, making it harder to find.

The application does not have a native feel; it is likely a **hybrid application** or a **wrapped web app**. As a result, the navigation feels **slower**. On a test phone (Huawei Nova 3, Android 9), streaming could not be launched even on Wi-Fi. The application indicates a slow connection (although other services on the phone work fine), shows infinite loading, and then the phone screen goes off. Upon unlocking, the application reloads back to the title details.

Search and playback

The application can search for titles by name, category, as well as **actor and director**. The search function is the only one among competitors that allows filtering.

If you wanted **to watch a stream with friends**, the application allows for playback in "Party mode". During playback, you can easily skip forward and backward in the stream, although larger jumps back require loading. However, we see it as problematic that during playback, **it is not possible to jump to the next episode or skip between other episodes**, which can be annoying, for example, when a poorly loaded episode is playing.

If you put the app in the background during playback, playback will not stop and will be displayed in "**picture-in-picture**" mode, which can be useful, but in some cases also unpleasant. When playback is stopped, the application opens at the beginning and playback must be started again.

Amazon stands out among competitors with its integration with the **X-Ray** service. **This service allows for the display of cast members in the scene** being played. Additionally, during playback, it is possible to display other detailed factual information about the title from IMDB.

Downloading

Amazon offers the option to **automatically download episodes** in advance and delete episodes that the user has already watched. This is very user-friendly for offline viewing and saves mobile data and storage. If the user tries to download an episode using mobile data, a notification is displayed and explicit permission to download over mobile data is required in the app's settings. **It is also very convenient to be able to play an episode that is currently only partially downloaded.**

The requirement to select a language during downloading can be a hindrance to the user experience, as only the selected language will be available and the user will not have access to other languages. However, this language can be set as the default in the app's settings. Similarly, the quality of the downloaded video (or the size in MB) must also be set manually, but the display of available disk space makes this task more pleasant.

Settings and parental control

When it comes to settings, there are only **basic and uninteresting options available**. Noteworthy settings include notification categories and a choice of streaming and downloading quality in 4 different levels. Users can also set limits on downloading/streaming only on Wi-Fi. **Parental controls** allow users to restrict playback on child profiles (according to age) and limit purchases. This is conditional on mandatory PIN setup when switching profiles. We find it very clever that users can set **restrictions only on specific logged-in devices**. However, it's not very convenient that permissions can be changed even from a child profile (even though it requires entering a password).

Technical view

😐 3/5
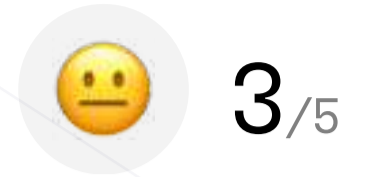
Supported OS version

- **AND** 5.1+
- **iOS** 14.0+

Multiple devices

- Streaming on up to 3 devices simultaneously, same video on up to 2 devices at the same time

Streaming quality

- Option to choose from **4 different** quality levels based on data consumption
- Independent of subscription plan
- Option to set different quality levels for Wi-Fi and mobile data

Required invasive permissions

- **AND:** Contacts, location (precise and approximate), phone, storage
- **iOS:** Permission to search for devices on the network, notifications.

Performance

Amazon Prime Video performs strongly in average performance parameters. The only area where it noticeably deviates is **its higher CPU** usage during heavy loads and **lower average FPS**. On the other hand, its battery consumption is somewhat lower, although not significantly so.

One definite advantage is its **good video compression** (a 50-minute TV series episode is reduced to as little as 120 MB). The app has a decent rendering speed and caches data, which subsequently speeds up loading, and has the **fastest overall app startup**.

Summary

Amazon's application has a relatively high rating on app stores. Our biggest complaint is that it is not a native look-and-feel application, which may not bother lay users so much. The most outstanding feature is the integration with IMDb, which provides details (including viewer ratings) of individual titles. The feature of displaying the cast in the currently played scene is interesting. In comparison to other applications, the options that the Amazon application offers to users and its technical processing are average.

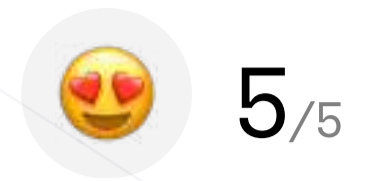| App	UI	UX	Tech. view
Amazon Prime Video	😐 3/5	😐 3/5	😐 3/5

Disney+

Disney

4.4
★★★★☆

4.5
★★★★★

UI (User Interface)

😍 5/5

Disney+ has a **native look-and-feel** upon first launch. Unlike Amazon, there is no duplication of graphic elements, and Disney has a properly designed navigation, including the ability to go back a step. The bottom navigation does not include labels for individual tabs, but the icons are clear enough that the app interface is not harmed. Disney is the only one of the evaluated services that has movie/TV show filtering nested under "search" in the bottom tab.
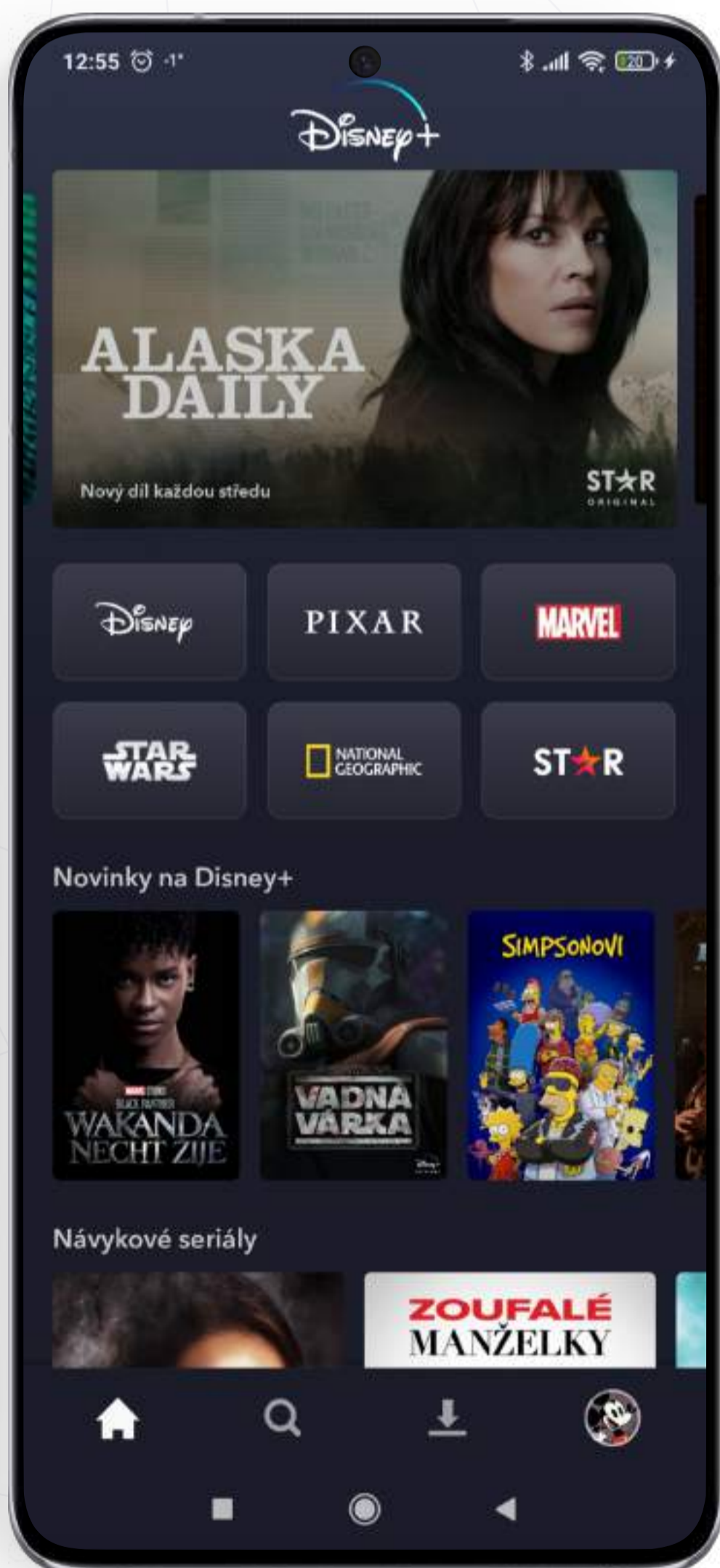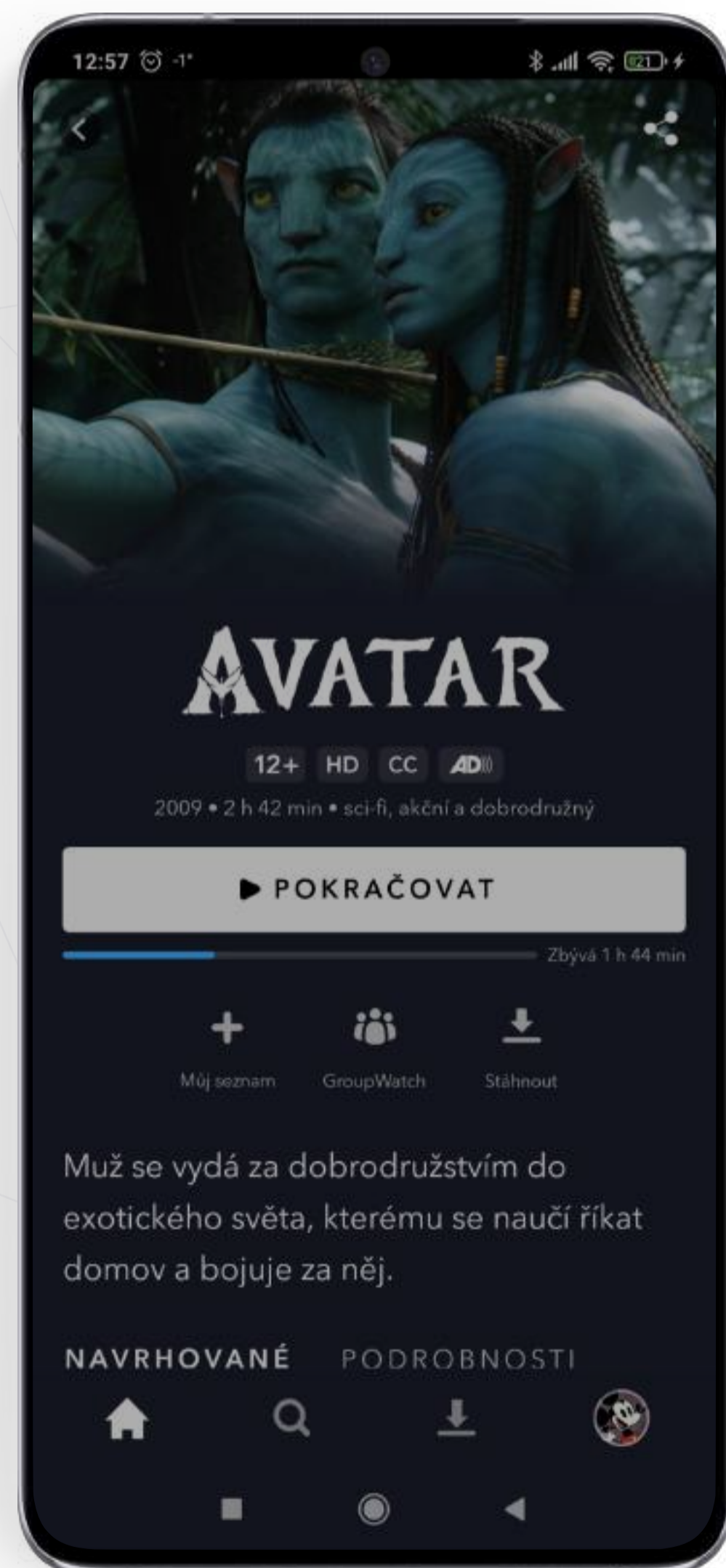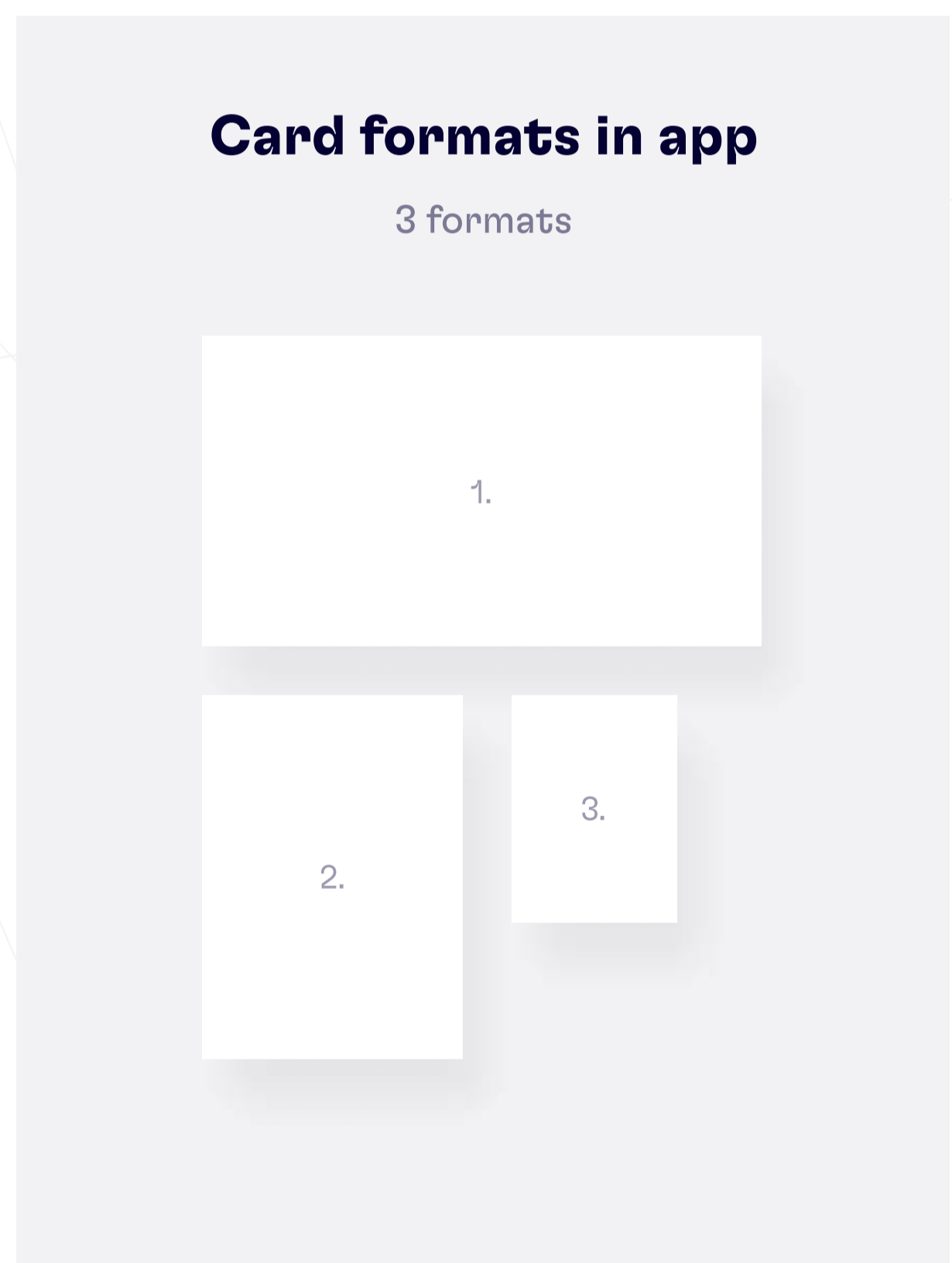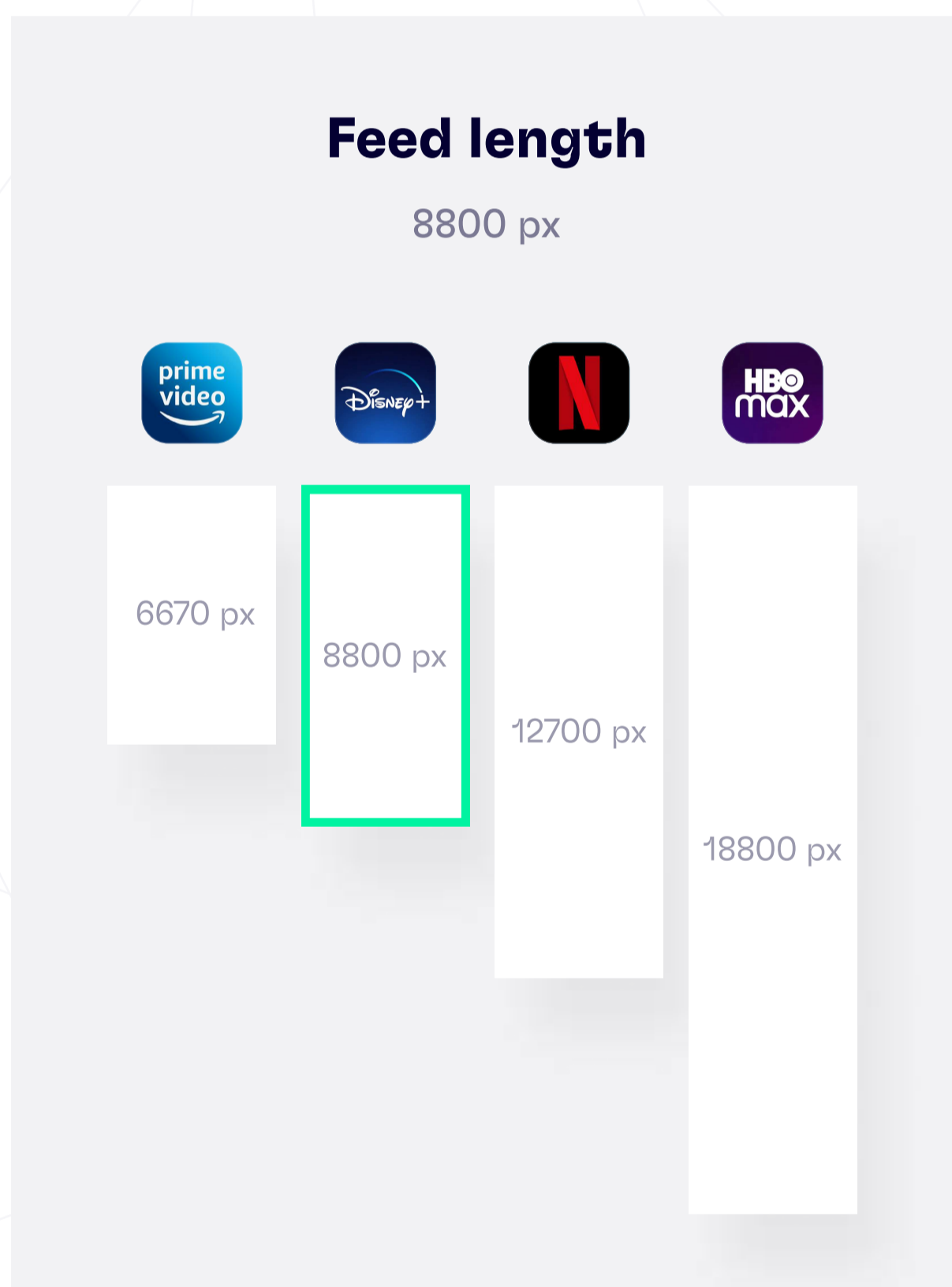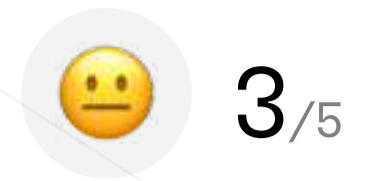

Main page   Series detail

Of all the services, the homepage has **the least disruptive elements**, making it easier to scan the content with the eyes. Compared to other services, the height of the content is the third longest, which may increase the complexity of decision-making for viewers. We can only approve of the layout of the **individual title details** - it is clear and we have no objections to it.

We positively evaluate the display of the "Recommended" tab in the title detail, which suggests similar titles to the one currently displayed.

Feed length

8800 px

6670 px

8800 px

12700 px

18800 px

Card formats in app

3 formats

1.

2.

3.

UX (User Experience)

😐 3/5

Unfortunately, the application failed to run on the test device (Huawei Nova 3, AND 9). Upon first launch, no titles were loaded on the homepage, and subsequent attempts to launch the application failed altogether.

After changing the device, we were able to access the functional homepage. It is unfortunate that the **recommended titles are buried deep** in the homepage (other services have them easily accessible on the second tab). The service supports adding titles to favorites (My List), which can also be found under the user profile. Unlike Amazon, the user profile is handled as a tab, making the list easier to find. During testing, we also noticed a probable bug - the "Recommended for You" section included a title we had already viewed, which did not help us as a recommendation.

The title detail contains all necessary information, and we also appreciate the display of **recommendations based on the open title**.

Searching, Playback

Unfortunately, Disney+ **doesn't offer searching by actor or director**. However, it does support searching by title or category.

A useful feature is the "Groupwatch" service, which allows up to **6 Disney+ users to watch a title simultaneously**. However, the options and displayed information during playback on this service are **minimal**. We find it quite negative that jumping forward or backward leads to **loading times**. Users also don't have the ability to skip to a different episode during playback or skip the current episode.

Switching languages and subtitles works quickly in this application. When the app is minimized, there is no implemented **Picture-in-Picture** function and playback simply stops. However, after reopening the app, playback resumes reliably from the correct spot.
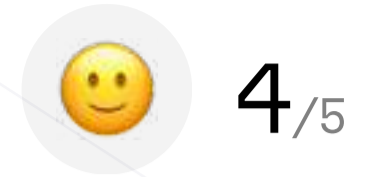
Downloading

Like all other streaming services, Disney+ supports downloading episodes for offline viewing. If your Wi-Fi connection is lost during downloading, the process will pause. Once the connection is restored, the app will automatically resume downloading where it left off. Unfortunately, Disney+ **doesn't offer automatic downloading** of future episodes or automatic deletion of downloaded episodes. Unlike some competitors, the app **doesn't allow partially downloaded videos to be played**. Attempting to download content on mobile data results in a generic error message "Something went wrong."

Settings and Parental Control

Disney+ offers very limited user customization options. Essentially, users can only adjust three categories of streaming quality and limit downloads to Wi-Fi only. After registering an account, users must confirm they wish to have access to content rated 18+.

Parental control is provided through the creation of a child profile, which can be assigned an age limit for watched titles. Profiles can optionally have a PIN set. We find the ability to set a PIN for access to the child profile somewhat unnecessary. The app also allows for locking the child profile to prevent switching to another profile.

Technický view

🙂 4/5

OS Version Support

- **AND** 5.0+
- **iOS** 15.3+

Multiple devices

- Up to 4 devices simultaneously

Streaming Quality

- **2 types** - economical vs high-quality
- 3 different levels of quality for downloading

Required invasive permissions

- None

Performance

Disney+ can boast the best performance along with Netflix. It has the **lowest CPU memory usage** and significantly **higher average FPS** than other services. On the other hand, Disney+ has the **slowest** application start of all services (although we are still talking about fractions of a second). We also negatively evaluate the fact that data is not cached, so it always needs to be reloaded. However, loading and rendering is relatively **fast**.

Summary

The main drawback of the Disney+ application for daily use is the poorly organized catalog of titles. The features that the application offers to users are comparable to the competition. Compared to Amazon, Disney+ has better technical processing.

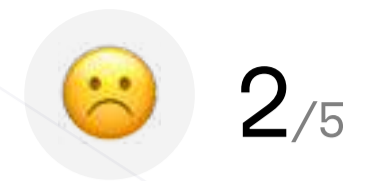| App	UI	UX	Tech. view
Disney+	😍 5/5	😐 3/5	🙂 4/5

HBO Max
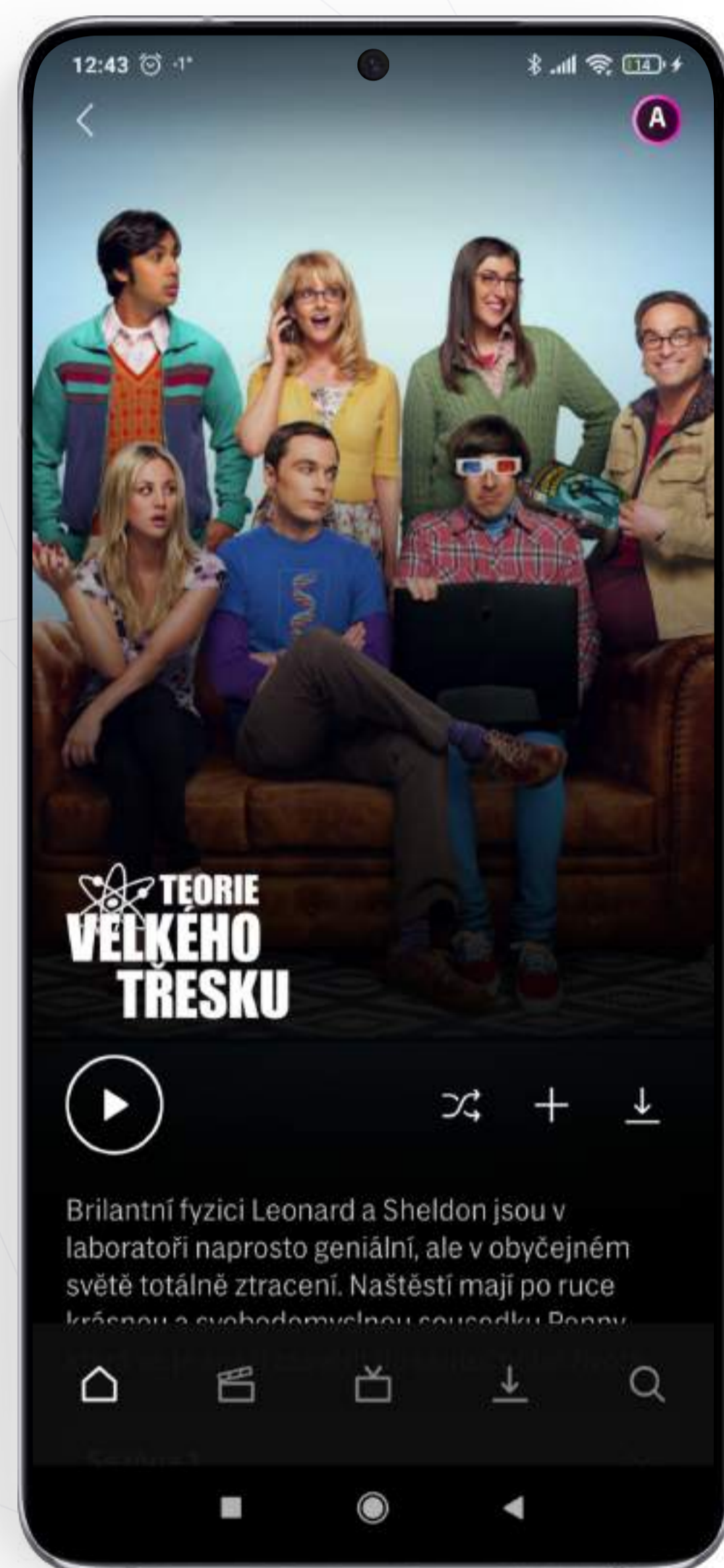
WarnerMedia

3.6

★★★★★

3.0

★★★★★

UI (User Interface)

😞 2/5

We have **many criticisms** regarding the design of the HBO Max application interface. At first glance, the application contains non-native graphical elements (switches, back arrows, etc.).
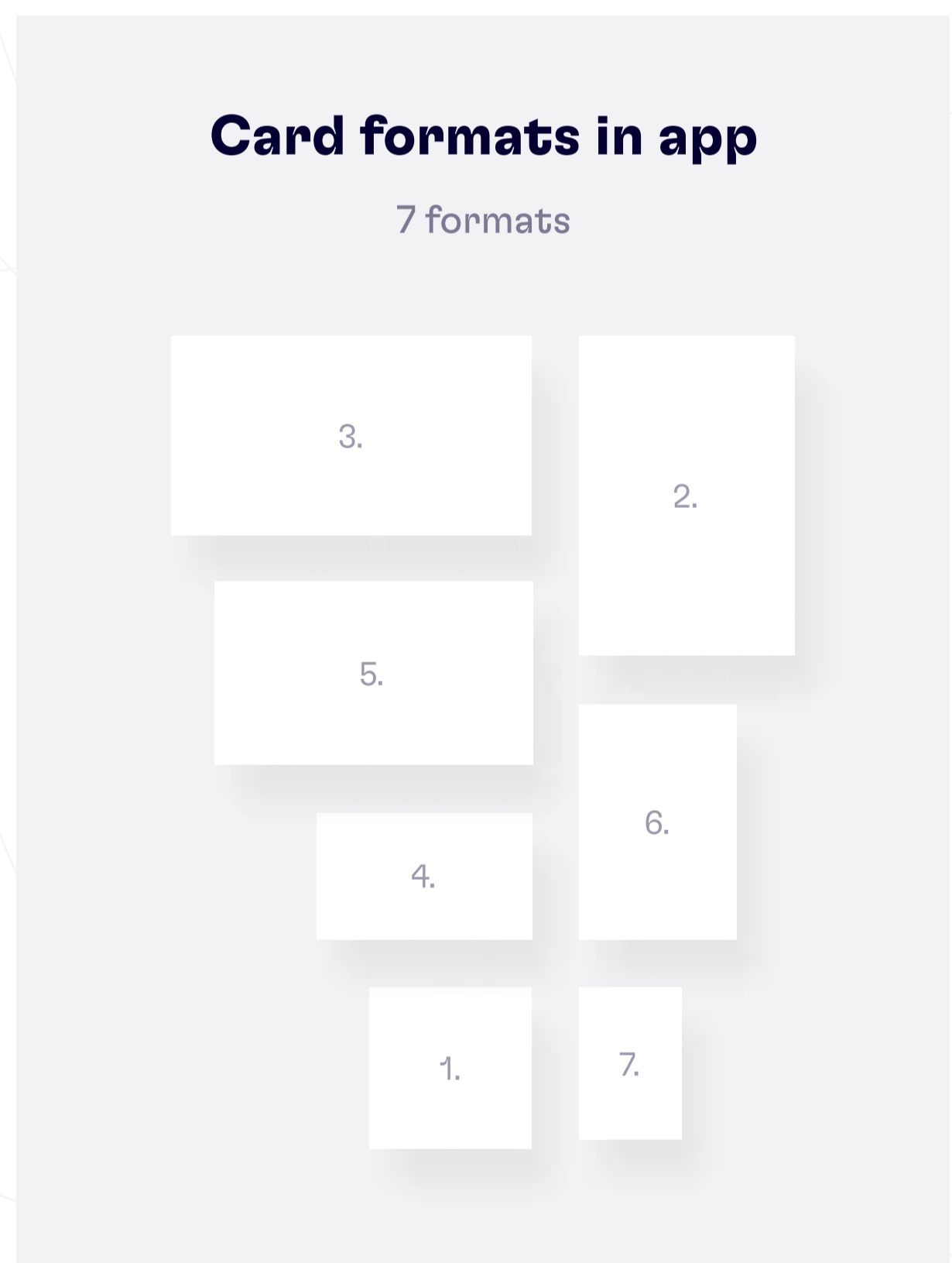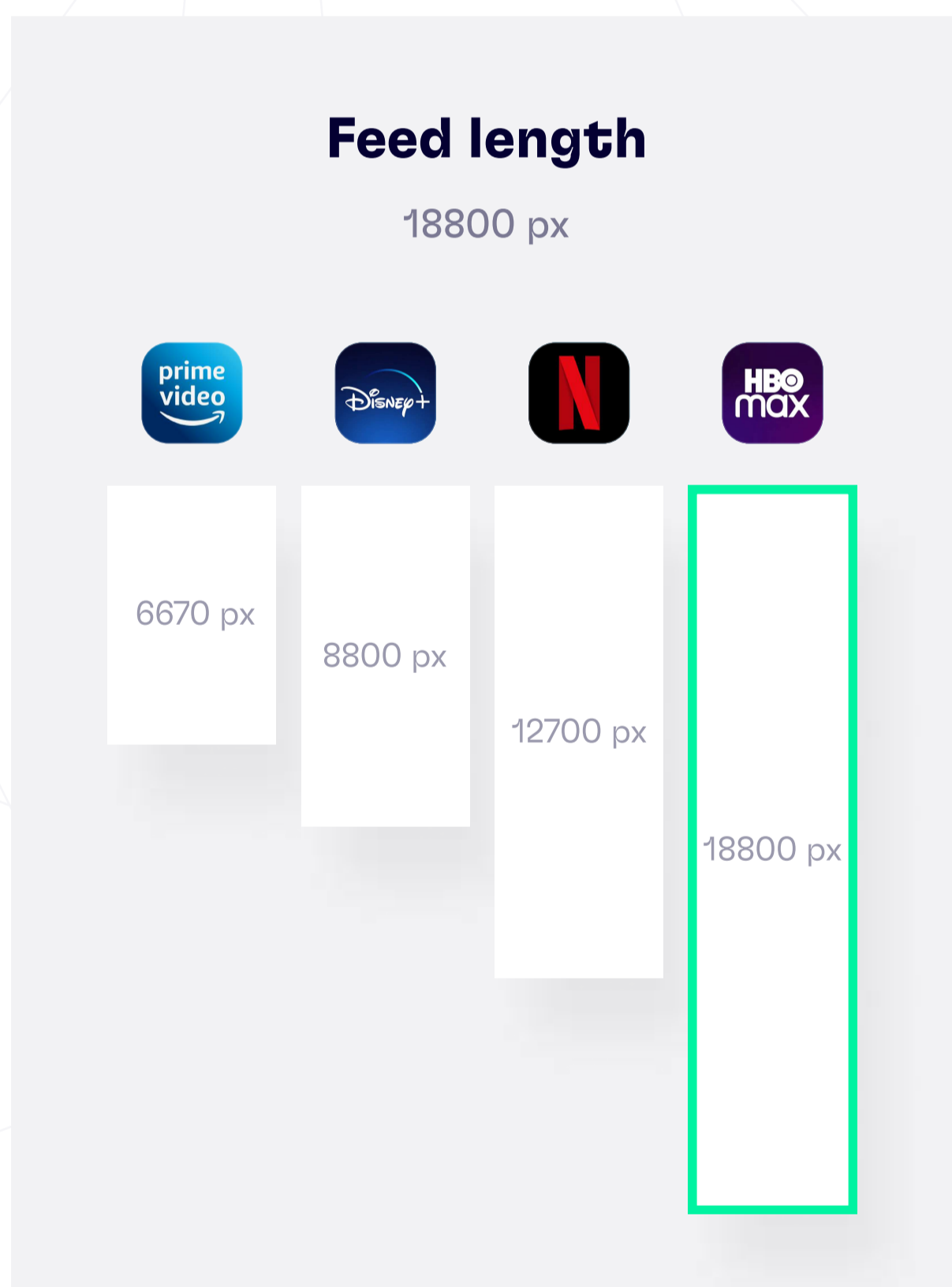
Main page

Series detail

We positively acknowledge the fact that when scrolling down the homepage, the application nicely hides both navigations (top and bottom) and shows them only when scrolling up. This ensures full use of the phone screen, and in the case of smaller devices, it can significantly improve usability. This can be useful, given that the amount of content on the dashboard is by far the **largest**. However, this is not an advantage. Compared to other services, **too many formats** are used here to display individual titles. With such a quantity, the ability to distinguish individual types decreases, and the user can easily get lost in the content. It is common to use about **3** formats, while HBO uses around **7**.

Feed length

18800 px

6670 px

8800 px

12700 px

18800 px

Card formats in app

7 formats

3.

2.

5.

6.

4.

1.

7.

The bottom navigation **does not contain the names of individual tabs**, even though the meaning of the icons is not entirely clear at first glance. We are also thinking about the division of tabs into "Dashboard," "Movies," and "TV Shows." We consider it remarkable that the main screen contains navigation using both (slightly old school) hamburger menu and the bottom navigation bar, while the individual elements of the navigation are even **duplicated**. The application settings can be found hidden on the second level, under the user's profile.

The page nested inside the tab does not have a **UI option to go back**. Text inputs have a duplicated option to delete the content - both using the cross on the right edge and the duplicated arrow on the left edge. Confirmation buttons in the dialog are placed on the left, even though the native habit on the Android platform is placement on the right.

If you lose your connection while downloading, a dominant banner with the "Retry" option will appear in the UI. If your connection is restored, this banner will not disappear, even though content is being downloaded in the background.

The title detail contains large previews of individual episodes. Their informational value does not correspond to the size they occupy.

As a gem at the end, we mention the interface design for selecting parental control levels, which is a bit of a puzzle from a design perspective. The icing on the cake is the fact that when selecting the 7+ category, there is an option in the main navigation for "6-9 years."

UX (User Experience)

☹ 2/5
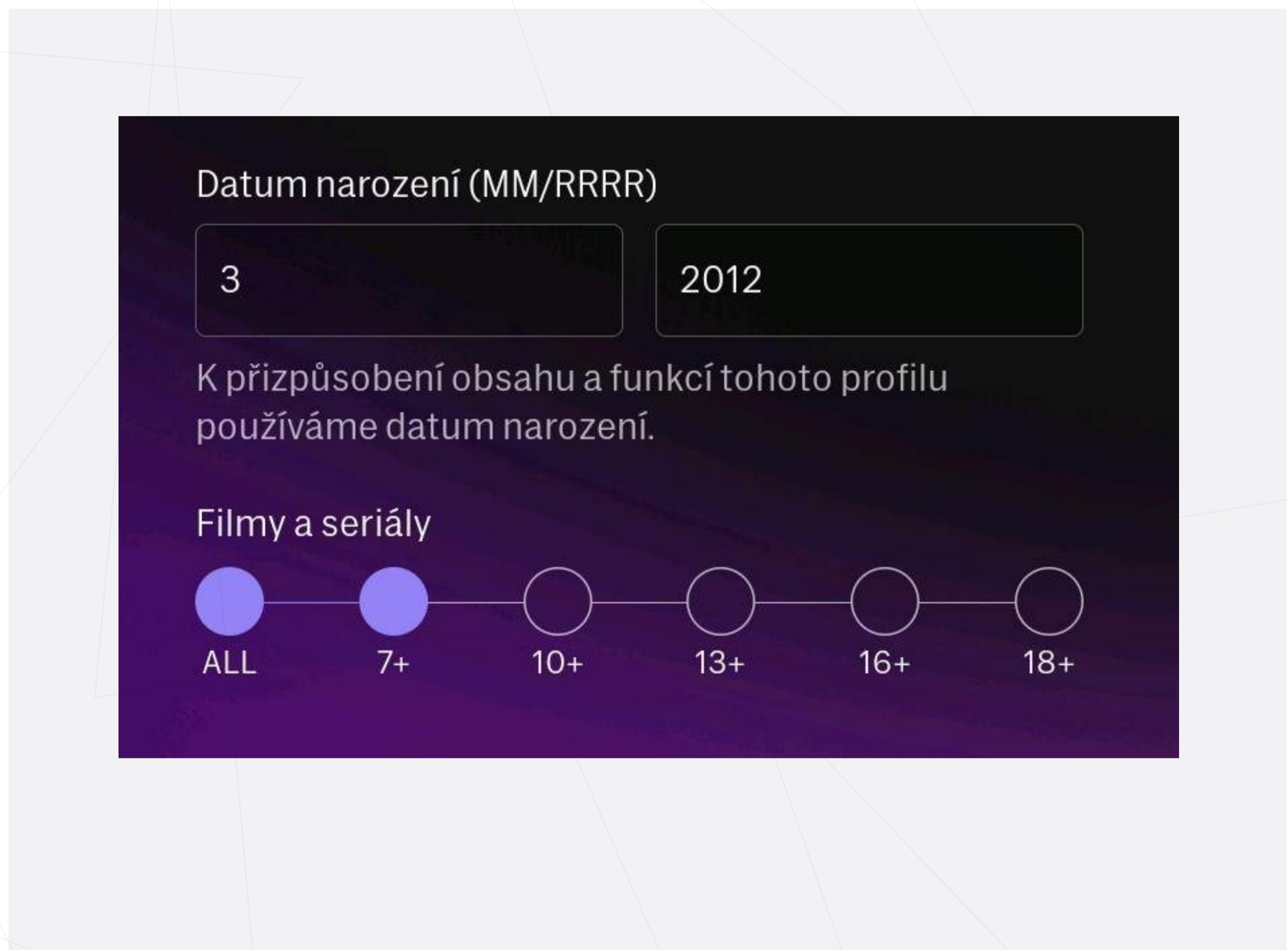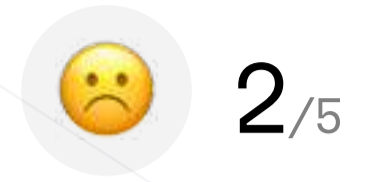
The application stopped supporting **Huawei devices**, even though they have the necessary OS version, including those that still have the Play Store available. Although the minimum OS version is listed as 5.0+, and the test device has AND version 9.0, the application cannot be found on the store at all. You will only read that the brand is not supported deep in the FAQ.

We are left with **negative** impressions from the homepage and main screen. The application runs slowly, and when the screen is rotated, the display is redrawn in a very strange and slow way. At the same time, the application changes orientation as it pleases (for example, in landscape mode, playback starts, which also runs in landscape mode in fullscreen, and when returning from playback, the application spontaneously rotates into portrait mode). The title details offer only the most basic information. On the main page, previews disappear once they have been loaded.

The My List function is hidden under the profile and is difficult for new users to find during their first attempts.

Search, playback

HBO allows searching not only by title, but also by actor or director name. Choosing the right title is also possible through genre categorization. During playback, we appreciate the relatively quick skipping forward or backward by a few seconds, as well as the fast switching between subtitles and dubbing. However, the list of playback functions ends there and further options are nonexistent. The absence of the option to skip an episode or switch to other episodes is particularly user-unfriendly.

When the application crashes during playback, the **Picture in Picture function is missing** and playback stops completely. However, when the application is reopened, playback resumes where it left off without any problems. HBO does not allow **streaming to multiple users at once**.

As a flaw or an unpleasant functional deficiency, we note that the application **does not remember the previous choice** of dubbing and subtitles for downloaded episodes, and it is necessary to select the language again every time the episode is played.

Downloading

If you leave the Wi-Fi connection while downloading episodes, the download will stop without any further warning, and the informing notification will disappear. It is not possible to cancel or interrupt the download in the notification, and yet you are informed that the estimated time to complete the download is 00:00. The situation is at least slightly improved by the fact that the download will automatically resume when you reconnect to Wi-Fi. On the other hand, if we start downloading without Wi-Fi, there is no notification that the download did not start.

In general, the downloading options in this service are relatively limited. There is no option to download an entire series at once, and deleting episodes is slightly unintuitive. There is also no option for automatic download of episodes in advance. Testing also revealed that it is not possible to play a partially downloaded episode on HBO.

Settings and parental controls

In the settings, it is possible to set playback and download only when connected to Wi-Fi. It is also possible to choose the quality of downloaded videos from only **2 options**. Here, we can also find the option to turn on/off notification categories (push notifications), which leads to the phone's system settings and there is **only one category "Downloading."** However, an interesting feature that is offered only by Netflix and HBO together is the **customization of subtitles** (size, font, etc.)

Like all services, there is also the option of using **parental controls** here. This is done by creating a child profile, and the application will force you to **set a PIN code**. When creating a profile, it is necessary to enter the child's date of birth, which sets the availability of videos based on age, but this can subsequently be manually adjusted, so entering the date of birth is absolutely useless. The child profile can set playback and download options. It is amusing that after setting the availability to under 7 years old, it is possible to open the "From 13 years old" tab, which displays various titles.

Technical view

😡 1/5
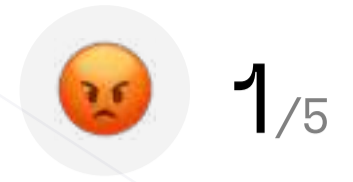
OS Support

- **AND** 5.0+, but incompatible with Huawei
- **iOS** 12.2+

Multiple devices

- **Standard** - 3 devices
- **Mobile plan** - 1 device

Streaming Quality

- **2 types** - highest quality, fastest speed
- **Standard plan** - HD, **Mobile plan** - SD

Required Invasive Permissions

- **AND** - camera, storage
- **iOS** - permission to search for devices on the network, Bluetooth

Performance

The only thing we can praise about the application is its **relatively fast start**. However, this positive impression is immediately diminished by **long loading times**. Then there is only a list of negatives: significantly **higher RAM usage**, both on average and in stressful situations, **higher average CPU usage** that even crosses the problematic threshold, and **increased battery load**. Long rendering times, greater lag, and slow loading are also due to the fact that data is not cached. There is **no option to download a lower quality and smaller sized video**. For a 50-minute series, the smaller version has a file size of 1.2 GB and the larger one has a size of 2.2 GB, but the application doesn't even show the file size.

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Summary

HBO Max appears to be the worst option at first glance when compared to its competitors. The application has shortcomings both in design and technical implementation. The only positive aspect compared to the competition may be the ability to customize subtitles and parental controls. Netflix uses native content in its application, which gives a good impression. However, some pages are undoubtedly web-based - such as account settings, terms of use, etc.

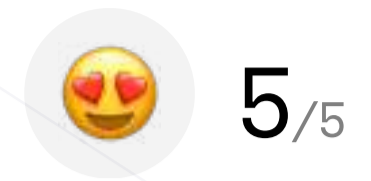| App	UI	UX	Tech. view
HBO Max	🙁 2/5	🙁 2/5	😡 1/5

Netflix

WarnerMedia

4.4
★★★★★

3.7
★★★★★

UI (User Interface)

😍 5/5

When exploring the app, we evaluated the control and navigation as **simple and intuitive**. We don't have much to criticize about the processing of the homepage or title details. We like the UI design of the list of episodes and titles. The app has relatively short content on the dashboard and uses only two different sizes of title cards.
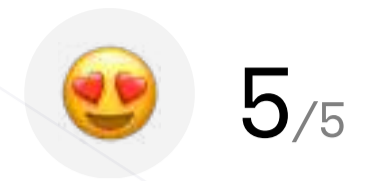

Main page

Series detail

The only downside on the main screen may be the use of the "**Games**" tab in the bottom navigation on the mobile version of the app, but we mention it only because we don't understand its meaning within a streaming application. It would probably be difficult to find a better location for such a section from a design perspective.

Feed length

12700 px

6670 px

8800 px

12700 px

18800 px

Card formats in app

2 formats

1.

2.
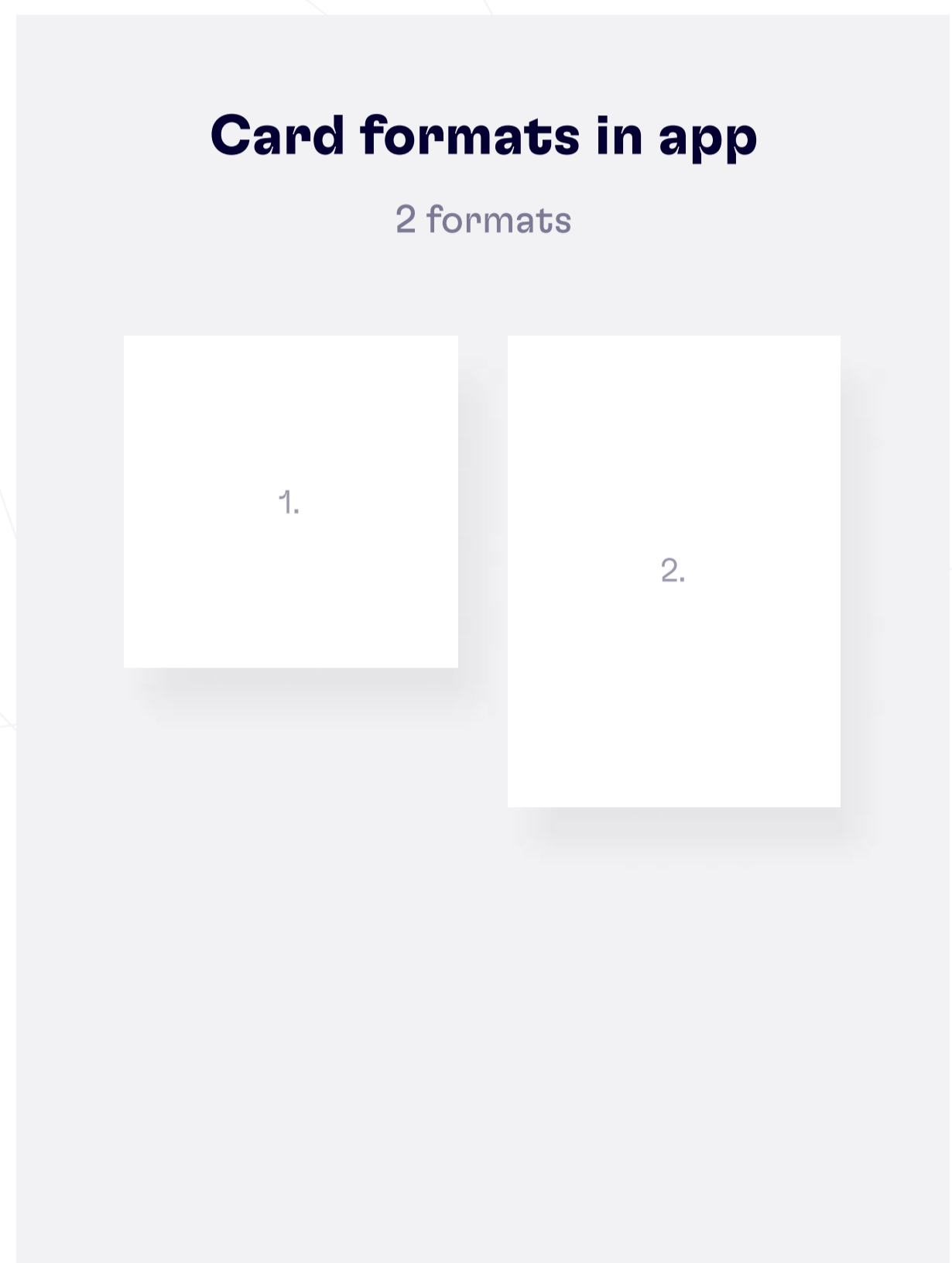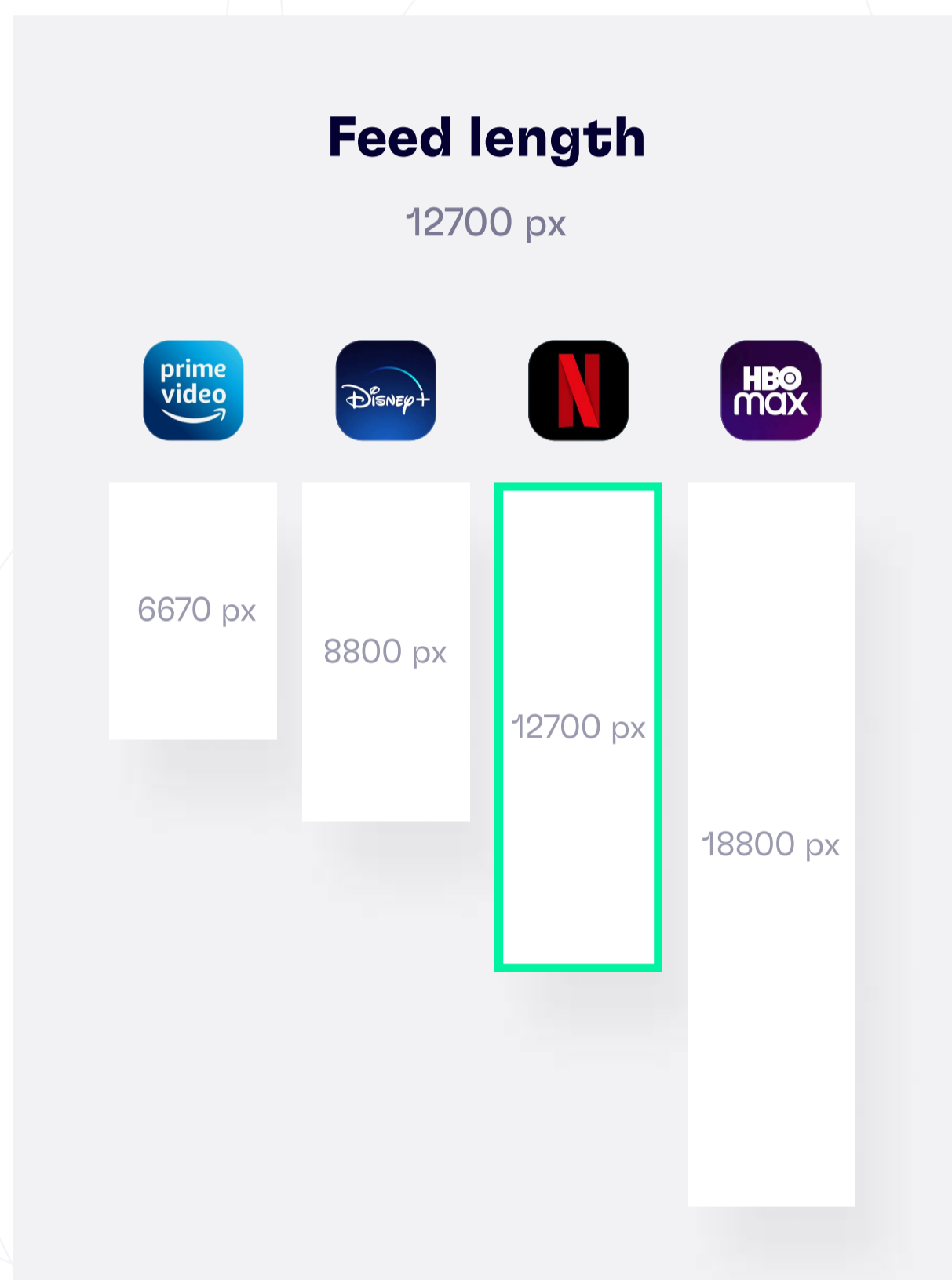
UX (User Experience)   😍 5/5

Regarding the onboarding process for new users and recommendations for them, we were **pleasantly surprised** at the beginning of the Netflix test. A new user is given a choice of 83 options from which to choose three that they like the most, and based on their choice, titles are **recommended on the main screen** - a big thumbs up for an innovative idea compared to the competition.

Netflix offers several subscription types, and the price subsequently affects the technical parameters of the app (image quality, number of streaming devices at once, etc.). The app works quickly, and loading the main screen is fast and smooth. On the homepage, you can find **recommendations** based on worldwide trends, current top titles in the Czech Republic, but also recommendations based on previously rated and watched titles.

Users can add items to their list, which is easily accessible right on the main screen.

Regarding title details, all necessary information can be found, and we positively evaluate the "**More like this**" tab, which offers works similar to the one currently displayed. The **automatically playing preview** of the title after opening its detail can be slightly annoying, but during the test, we found that the automatic preview can be turned off in the settings.

Searching, playback

Netflix allows users to search not only by name, but also by genre and the **name of an actor or director**. However, the results cannot be filtered in any way. If a specific title is not found, the service will offer similar titles (whether this feature is useful or not is up to the user to decide).

This platform offers the **widest range of playback features**. It is the only platform that allows playback at different speeds or the ability to lock the UI controls to prevent unwanted touches. Switching between languages and subtitles works quickly. However, **there is no option to stream for multiple users at once**.

As expected, only the Netflix app allows you to skip episodes and **jump to the next episode while playing**. Skipping within an episode is only possible for a few steps; more skips and **especially skips backward will result in loading**. If the app is minimized while playing, the playback will switch to **picture-in-picture** mode. When the app is opened again, it will appear in the main menu, but resuming playback is just a single click away.

The positive impression of playback is enhanced by the ability to adjust the screen brightness independently of the system right in the app.

Downloading

In the "Downloads" section, the "**Smart Downloads**" feature stands out. Compared to the competition, it not only automatically downloads episodes of already started series but also downloads similar titles based on recommendations, so you can watch them offline. It is also user-friendly because you can specify how much memory Smart Downloads should take up, which can even be set for each profile separately. You can also turn on automatic deletion of already watched episodes.

The positive impression of the download area is spoiled by the fact that the downloaded episodes are **poorly synchronized** with online playback. Therefore, you may have to search for where to continue watching the series because, for example, you have seen a few episodes as downloaded, and now you want to watch them online.

In the default settings, downloading **only occurs on Wi-Fi**. If the device is only on mobile data, a message will appear stating that downloading is only possible on Wi-Fi, and the user can choose whether to download the title anyway or wait until the device is on Wi-Fi. If the Wi-Fi connection is lost during the download, the download will be paused, and a notification will inform the user that it is necessary to be on Wi-Fi to continue. When the connection is restored, the download will automatically resume. You can watch an episode while it is being downloaded.

Netflix is the only service that allows users to manually choose **where** to **save** downloaded content on their device.

Settings and parental controls

"The setting options are **comparable to the competition** - it is a matter of course to set the image quality for downloading and allow downloading only when connected to Wi-Fi. The notification settings lead to the phone's system settings, but there are **several categories** to choose from, unlike HBO.

An interesting feature may be the "**Check network**" function, which checks compatibility and connection quality. This is accompanied by a link to an online internet speed test.

Parental control allows only **one type of child profile** to be created - under 12 years old. The child profile has limited control options, but can **change profiles without restriction**. It is slightly counterproductive that the child profile can also create new profiles, all without the need for a **PIN or password**. As a UX flaw, we see that setting the profile's maturity leads to an external browser, where a password must be entered, and one can only return to the application manually by switching between processes.

In the settings, it is possible to set the default language for the child profile, and the service also supports subtitle customization."

Technical view

😠 1/5
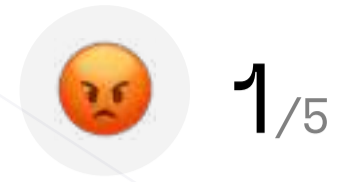
Operating system support

- **AND** 7.0+
- **iOS** 15.0+

Multiple devices

- Depending on the selected plan 1, 2 or 4

Streaming quality

- **Depending on the plan** - 720p, 1080p, 4K + HDR

Required invasive permissions

- **AND** - microphone, storage
- **iOS** - notifications

Performance

In terms of performance, Netflix competes for first place with Disney+. It undoubtedly wins in terms of **CPU usage** in high-load situations, which remains within reasonable limits. It also has **very decent rendering** and **minimal lag.** It also helps with data caching. Data compression is also very good, which is especially appreciated for higher quality video, which still has a very **reasonable size.** The last winning discipline is battery consumption, which is the lowest among all compared applications. However, Netflix also has very decent values in all other monitored variables, and it is only a small step behind Disney+ in them, with no significant difference.

Summary

Netflix shows good results not only in terms of technical parameters and hardware requirements, but also has the widest range of offered features. We see it as the best in terms of user experience and design as a whole.

App	UI	UX	Tech. view
Netflix	😍 5/5	😍 5/5	🙂 4/5

Final verdict

Final verdict

From the perspective of mobile applications, **HBO Max** clearly came out as the worst platform in comparison. The application has the worst technical processing and, from the perspective of UX and UI, the worst design and range of user options within the application.

Amazon performs strongly in average. The application stands out the most with its connection to IMDb and trial version option, but it offers fewer options, and the impression is marred by the fact that it visibly is not a purely native processing.

Disney+ comes in second place, closely behind Netflix. It can compete more in terms of UI design and technical execution, but the user experience is only average, which brings the application down.

Netflix's application comes out on top of the comparison. It is the most user-friendly, has good technical processing, and the Smart downloads feature is a step ahead of the competition. It can only be criticized on minor details, such as the processing of parental controls.

Final verdict

Rank	Advantages & disadvantages	UI	UX	Tech. view
1. Netflix	+ Best UX design + Good technical processing + Smart downloads – Lack of streaming option for multiple users – Worst processed parental control – Some sections are web-based	😍 5/5	😍 5/5	🙂 4/5
2. Disney+	+ Ability to watch with up to 6 users simultaneous + Technical processing + Watch on up to 4 devices at once – Buried titles deep on the homepage – Minimal options during playback – Lack of automatic download feature	😍 5/5	😐 3/5	🙂 4/5
3. Amazon Prime	+ Connection to IMDb + Trial version for testing + Options to choose image quality – Non-native impression – Unable to skip episodes – Fewer settings options	😐 3/5	😐 3/5	😐 3/5
4. HBO Max	+ Search by actor and director name + Customization of subtitles + Strict parental control rules – Least user-friendly – Least clear homepage – Poor technical processing	🙁 2/5	🙁 2/5	😠 1/5

How do users see it?

We were interested to know if there is a correlation between the results of our test and user ratings on app stores. On **Amazon Prime**, negative reviews mostly criticize the platform's content and poor localizations.

In our test, we did not primarily try to find "implementation" errors, and we did not test the applications on borderline cases or try to subject a wider range of devices to the test. Therefore, we cannot compare the relevance of reviews for **Disney+**, where complaints about application errors occur most frequently.

When exploring **HBO Max**, we found that users' opinions correspond to our test - complaints about the performance and poor UX design of the application overwhelmingly prevail, while complaints about the content and terms of the service are less prevalent, which is consistent with our findings.

However, surprisingly, the results for **Netflix** are contrary to our findings. Despite the fact that the interface, features, and performance of this service appear to be the best to us - the largest part of negative reviews focuses on UI/UX concerns.

The ratio of topics discussed in negative reviews on stores Specific results of technical performance testing.

Reviews	Prime Video	Disney+	HBO Max	Netflix
UI/UX	8%	12%	26%	28%
Technical (performance + bugs)	28%	54%	70%	34%
Business	64%	34%	4%	38%

Appendix

Specific results of technical performance testing

	Prime Video	Disney+	HBO Max	Netflix
App size	40,35 MB	19 MB	54,1 MB	21,85 MB
Max. Memory	376,275 MB	282,675 MB	425,425 MB	308,95 MB
Avg. Memory	308,5 MB	235,7 MB	355,275 MB	247,925 MB
Avg. CPU	9,83%	6,60%	16,73%	6,93%
Max. CPU	36,00%	24,75%	31,75%	21,75%
Avg. FPS	29,925	48,125	33,075	34,25
Max. lag	1 frame	1,25 frames	1,75 frames	0,75 frame
Max Drawing	17,425 ms	18,95 ms	23,4 ms	17,275 ms
Avg. Power Usage	34,13%	35,65%	37,33%	33,40%
Top Startup	569 ms	1005 ms	668 ms	818 ms
Avg. Startup	723,25 ms	1301,25 ms	733,75 ms	1122 ms
Max. Startup	933 ms	1550 ms	818 ms	1750 ms
Download Quality Options (50min)	120, 230, 650, 1530 MB	345, 540, 1200 MB	1200, 2200 MB	265, 793 MB

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