

App Store complaint report

Amazon Prime Video · AMZN Mobile LLC · current version 10.153.2

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-06-11 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.06
Reviews with a complaint	230 (77%)
Storefronts	CA 150, AU 100, GB 50
All-time App Store rating (US)	4.76 from 3,077,512 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Ads	118	2.1	10.143 (12), 10.152.1 (10), 10.151.1 (10)
Pricing / subscription	115	2.2	10.142 (13), 10.151.1 (11), 10.150.3 (10)
Bugs	85	2.3	10.150.3 (10), 10.142 (9), 10.145 (8)
Feature requests	54	2.0	10.150.3 (9), 10.143 (6), 10.148 (4)
Performance	21	2.5	10.150.2 (3), 10.150.3 (2), 10.147 (2)
UX / design	18	2.2	10.148 (3), 10.150.3 (2), 10.139.1 (2)
Crashes / freezes	12	2.6	10.150.3 (2), 10.150.2 (2), 10.153.1 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
10.153.2	2	2.5	50%
10.153.1	11	2.8	64%
10.152.1	15	1.6	93%
10.152	11	2.7	82%
10.151.1	26	2.3	65%
10.150.3	27	2.2	81%
10.150.2	13	1.7	85%
10.150.1	3	2.0	67%

Representative quotes

Ads

“Insane Ad Loop is Ruining the Service – The lack of basic ad-frequency capping on Prime Video is completely out of control. It is unhinged to charge people a monthly subscription fee and then loop the exact same two commercials back-to-back, every single ad br” (1★, v10.146, CA, 2026-08-30)

“Can’t report movies downloaded wrong – This isn’t the first time nor will it be the last the fact that I cannot report movies that have been download incorrectly. As the sound repeats e.g. the actress would speak and then an echo would follow with exactly what” (1★, v10.151.1, AU, 2026-10-07)

Pricing / subscription

"Insane – Brutal that I'm paying separately for this subscription and the app and service constantly glitches, resets to the beginning of the episode after every ad, and more? Will be cancelling this month" (1★, v10.142, CA, 2026-08-02)

"Worst streaming service – Amazon Prime used to be fairly good and affordable, but it's now raised the prices plus has added ads, and most good content is now an extra subscription cost. The worst is that if you need to forward or go back in an episode, you a" (1★, v10.140, AU, 2026-07-22)

Bugs

"too many bugs – Very frustrating experience. The app makes you watch the same ads again and again whenever you open or resume a video. Even when you pause and come back, it sometimes starts from an earlier point, forcing you to watch the ads all over again. I" (1★, v10.148, CA, 2026-09-17)

"Bug – I want to add subs to my acc, but the app would stop working every time I access the subscription page. Stress me out ." (1★, v10.138, AU, 2026-07-09)

Feature requests

"Whatever – How is the search function so bad ? So I know the movie I want to watch... and I know it's on prime. So I try to find it on my smart TV....AND IT IS UNACCESSABLE. So I try to find it on my phone... it's there, well what about tablet.... There again. Appare" (1★, v10.139, AU, 2026-07-13)

"Lolirock – so basically when I tried watching lolirock season 1 it only has French and French subtitles. but I don't understand nor read French and I want season one in English, but it doesn't give me an option to add it, but there were season two with English" (1★, v10.143, CA, 2026-08-16)

Performance

"Slow as imaginable – I've got great wifi, every other streaming service I have gives me no problems, this one is spotty, laggy, constantly dropping in video quality and just a terrible experience for watching movies" (1★, v10.145, CA, 2026-08-24)

"Below average streaming – So fed up with this app that I'm seriously considering cancelling all my Amazon and going back to fire stick. shows are not being loaded. Clear the cache it doesn't matter. Send letters for Support and you don't get a response. Don't" (1★, v10.146.1, CA, 2026-09-02)

UX / design

"Cluttered unusable interface – Now all I see is shows from other providers I don't have a subscription for. This app is cluttered and confusing and I'm done with it." (1★, v10.135.2, AU, 2026-06-17)

"Broken. Confusing. Rip off – Terrible" (1★, v10.138, AU, 2026-07-08)

Crashes / freezes

"Crashing in iPad Pro m1 – It automatically crash when I open it WTF" (1★, v10.147, AU, 2026-09-08)

"app crashing – the app is currently crashing on my iphone and the projector" (1★, v10.141, AU, 2026-07-28)

The 10 most important fixes

1. Reduce ad frequency and length [Ads · 108 reviews · avg severity 2.1/3 · versions 10.143, 10.150.3]

Cap ads per session, avoid unskippable video, and never show ads in the middle of a core task.

"Ads in the middle of movies ☹☹ – Tried watching a movie and it stopped probably 4-5 times to play ads that you can't skip (one was even 2 minutes long ffs). What has this platform become." (1★, CA)

2. Justify or adjust the price [Pricing / subscription · 58 reviews · avg severity 2.2/3 · versions 10.142, 10.151.1]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"More expensive than EBay + charges for shipping. – Amazon think they don't have to compete these days, they're so busy extracting money from buyers and sellers alike. Virtually everything on Amazon I can get cheaper without having to pay £5" (1★, GB)

3. Ease paywall pressure [Pricing / subscription · 50 reviews · avg severity 2.1/3 · versions 10.142, 10.143]

Keep core features usable for free users or explain clearly what is paid; show the paywall less often.

"I could not watch the end of my film – I started watching a film on the Wednesday on Prime. I tried to watch the end of the same film on Thursday and the film switched from free with Prime to a subscription. Unimpressed no warning given tha" (1★, GB)

4. Improve content quality [Feature requests · 41 reviews · avg severity 2.0/3 · versions 10.150.3, 10.144]

Review the content areas users name; add a "report a problem" button on content.

"Originality – Some of the movies and shows do not support subtitles. Some contents are without source." (2★, AU)

5. Soften the redesign backlash [UX / design · 26 reviews · avg severity 2.2/3 · versions 10.148, 10.142]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"Parents nightmare – YouTube content is now taking over Amazon prime, and the age ratings for kids have changed so that basically if your child isn't a toddler, they are seeing content up to 12yo. You can only "hide" content from the front p" (1★, GB)

6. Stop data / progress loss [Bugs · 21 reviews · avg severity 2.2/3 · versions 10.142, 10.143]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

"Terrible for shows – Has a great selection of movies and shows but when watching a show /series you could be on for example episode 7, then turn it off for even 5 minutes come back and it takes you back 2-3 episodes every single time which " (2★, AU)

7. Fix login / account access [Bugs · 8 reviews · avg severity 2.4/3 · versions 10.142, 10.143]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

"Difficult to log in – Had to download the app and log in on my phone THEN log into the tv with my phone, no option for a password or email which is exactly what they ask when you sign up, so I'm just a bit confused on why I am forced to dow" (1★, CA)

8. Ship the most requested feature [Feature requests · 9 reviews · avg severity 1.7/3 · versions 10.143, 10.144]

Read the quotes below for the exact request; consider a public roadmap.

"Put back all American – You guys need to bring back all the seasons of all American because what is the point of having only one season just put back all the season please and thank you" (1★, CA)

9. Simplify navigation [UX / design · 7 reviews · avg severity 2.1/3 · versions 10.139.1, 10.135.2]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

"Chromecast play very buggy – Scrolling through episodes on iPhone SE3 is halting and sometimes triggers episodes to start playing. Chromecasting drops out almost every video. Connecting to chromecast fails with an error when if no video is " (2★, AU)

10. Fix in-use crashes and freezes [Crashes / freezes · 6 reviews · avg severity 2.5/3 · versions 10.150.2, 10.150.3]

Match quoted actions to crash reports; ship a hotfix for the top stack trace.

"Crashes constantly – No matter what I watch, whether it's a tv show or a film, whether I've downloaded it or in streaming it, the picture freezes every few minutes causing me to have to kill the app and restart. No app update has fixed the " (1★, GB)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.