

The Streaming Wars Will Create 'Another Disney'

AUDIO |

eMarketer Editors

eMarketer vice president of content studio Paul Verna discusses how another Disney is being created. He then talks about why Facebook is helping users take their photos and videos with them, why emotionless TV ads aren't thinking long term and why there was a flurry of political ads on Facebook over Thanksgiving weekend.

What Excites US Internet Users Most About Select New Subscription Video-on-Demand (SVOD) Services?

% of respondents, Aug 2019

	Disney+	HBO Max	Peacock (NBCUniversal)
Library of movies	34%	25%	17%
Cost of the service	19%	16%	17%
Original content	18%	23%	18%
Ability to cancel other streaming services	11%	12%	12%
Convenience	10%	12%	16%
Library of TV series	9%	12%	21%

Note: ages 18+; numbers may not add up to 100% due to rounding
Source: HarrisX, "Market Disruption Ahead for New Streaming Services,"
Sep 19, 2019

249868

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#) or [Stitcher](#).

