

Netflix takes the CTV crown in the US streaming wars

Article

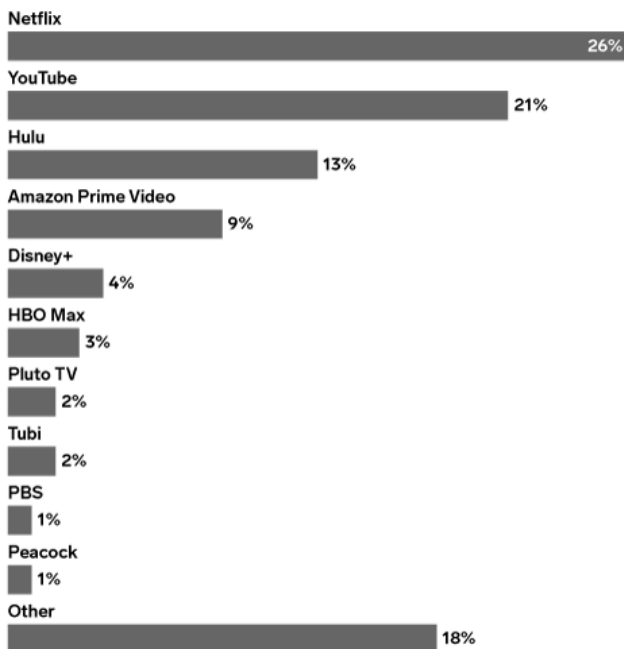
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In the US, **Netflix** is the top video streaming platform on connected TV devices, drawing **26%** of all viewing time via devices like smart TVs and game consoles in June 2021. **YouTube**, **Hulu**,

and **Amazon Prime Video** rank next, with newer services such as **Disney+** and **Peacock** falling further behind.

Share of US Total Hours Spent Watching Connected TV (CTV), by Service, June 2021

% of total



Note: total time spent with video streaming services on CTV devices in June 2021=8.3 billion hours

Source: Comscore OTT Intelligence as cited in Comscore's "State of OTT 2021," Sep 16, 2021

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