

Just How Attractive Is an NBCUniversal 'Peacock'?

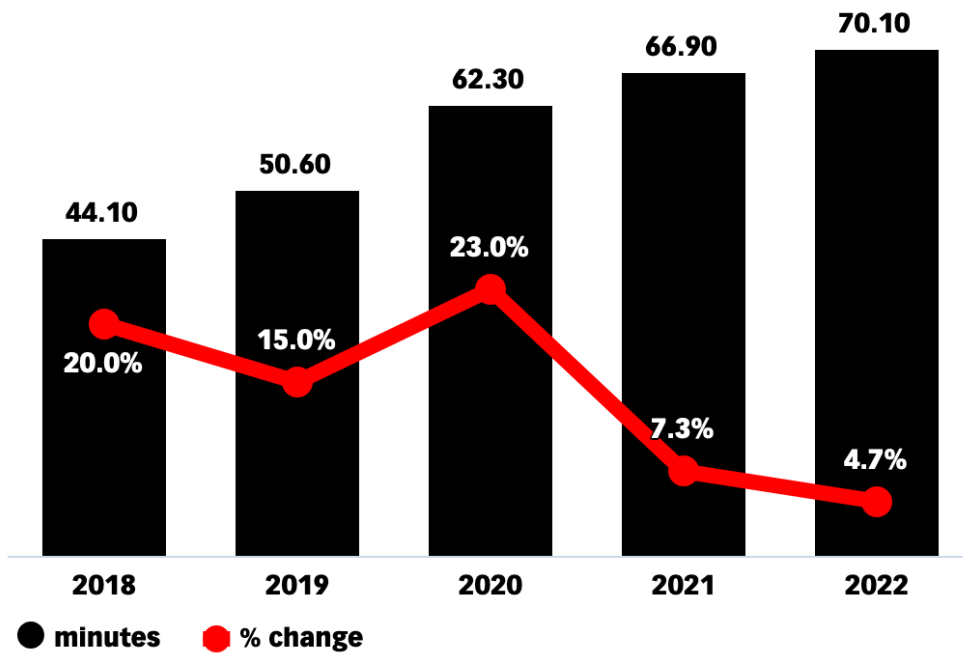
AUDIO | **AUGUST 04, 2020**

eMarketer Editors

eMarketer analyst Ross Benes, senior analyst Audrey Schomer and vice president of content studio at Insider Intelligence Paul Verna discuss the full release of NBCUniversal's new video streaming service, Peacock, and where it slots in to a crowded market. Then eMarketer principal analyst Mark Dolliver and vice president of research Jennifer Pearson discuss some new and interesting findings about young people's use of screens.

Average Time Spent per Day with Subscription OTT Video

US, 2018-2022



Source: eMarketer, April 2020

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