

AVOD's rapid emergence, reducing churn, and Disney+ with ads?

Audio

On today's episode, we discuss which ad-supported video-on-demand (AVOD) services Americans are using, why they're using them, and if these types of viewers are different from those using subscription video-on-demand (SVOD). We then talk about what livestream TV could do to help users sign up at a faster clip, how SVOD players can reduce churn, and what

to make of Disney+ considering an ad-supported tier. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Paul Verna.

Select Free Streaming Video Services That US TV Viewers Use* to Watch TV Content, Jan 2021

% of respondents

AVOD	48%
—YouTube	29%
—Roku Channel	16%
—IMDb TV	12%
—Crackle	11%
—Vudu	10%
FAST	29%
—Pluto TV	16%
—Tubi	16%
FreeCast	6%
—DistroTV	5%
—Locast	4%
—Xumo	3%
Pirated	23%
—Installed software	23%
—Non-official sites/torrenting	9%
—Box/device	8%
—VPN or proxy	7%
TV Everywhere	19%
—Website/app of MVPD	13%
—Website/app of TV channel	11%

Note: ages 18+ who watch at least 1 hour of TV content per day; *at least monthly
Source: Horowitz Research, "State of Pay TV, OTT and SVOD 2021," June 23, 2021

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