

# The Weekly Listen: SVODs and TV Ad Spending, Streaming Service Monikers, and Apple Aversion

## **AUDIO** |

**Mark Dolliver, Blake Droesch and Paul Verna**

eMarketer vice president of content studio at Insider Intelligence Paul Verna steps in once again in as host of this week's "The Weekly Listen," where he and eMarketer principal analyst Mark Dolliver and junior analyst at Insider Intelligence Blake Droesch discuss TV ad spending and subscription video-on-demand services during the pandemic, deepfake video technology, the new app tax from Apple, streaming services and the "positive" addition to a lot of their names, and foul-mouthed fowl.

---

## Top 10 US Streaming Video Services, Ranked by National TV Ad Spending\*, H1 2020

millions

---

1. Amazon Prime Video	\$169.8
2. Hulu	\$144.6
3. Disney+	\$135.3
4. Apple TV+	\$104.7
5. CBS All Access	\$54.1
6. Quibi	\$40.8
7. AT&T	\$39.8
8. ESPN+	\$32.4
	\$32.0
9. Fox Nation	
10. Sling	\$30.5

---

Note: \*figures represent estimated media value of ads placed by each streaming service listed

Source: iSpot.tv, "Streaming Service Ads Explode in First Half of 2020," July 22, 2020

257210

www.eMarketer.com

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