

# The Weekly Listen: Spotify Buys The Ringer, Disney+ Hits 28 Million Subscribers and Airbnb's Brand Issue

**AUDIO** |

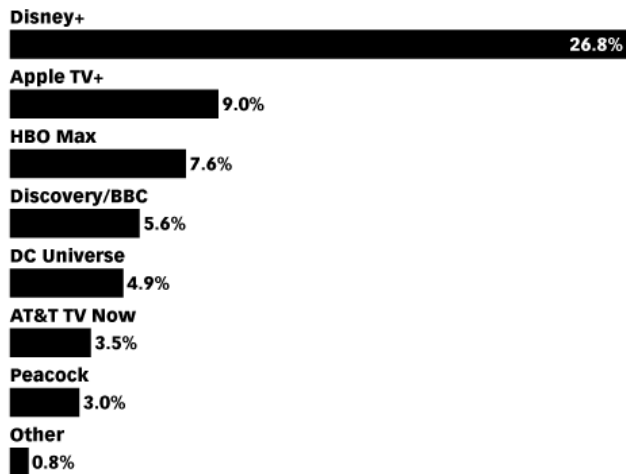
## eMarketer Editors

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and vice president of content studio Paul Verna talk about Spotify's purchase of The Ringer, Disney+ reaching 28 million subscribers, Airbnb's brand issue, manipulated Twitter content, emotional Super Bowl ads, polar bears and more.

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**US Streaming Video Subscribers Who Intend to  
Subscribe to Select New Streaming Video Services,  
Aug 2019**

% of respondents



Note: ages 18-81

Source: *Flixed*, "Most Valuable Streaming Services," Oct 1, 2019

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