

How to think about the video streaming universe

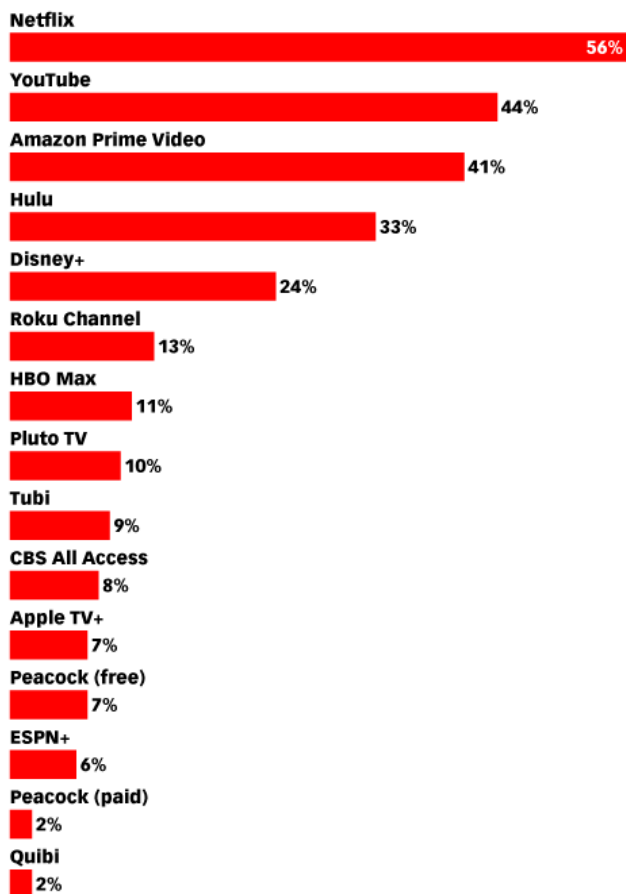
AUDIO |

Ross Benes and Eric Haggstrom

eMarketer senior analyst Ross Benes and forecasting analyst at Insider Intelligence Eric Haggstrom discuss the streaming wars. How significant of a player is Amazon Prime Video, really? Can HBO Max reach 50 million subscribers in five years? How should we assess Apple TV+'s first year, as well as the overall video streaming universe?

Streaming Video Services US Adults Have Used, Sep 2020

% of respondents



Note: ages 18+; in the past week
Source: Variety and YouGov, Oct 8, 2020

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