

Apple TV+ Is Expected to Grow Viewers as Library Grows

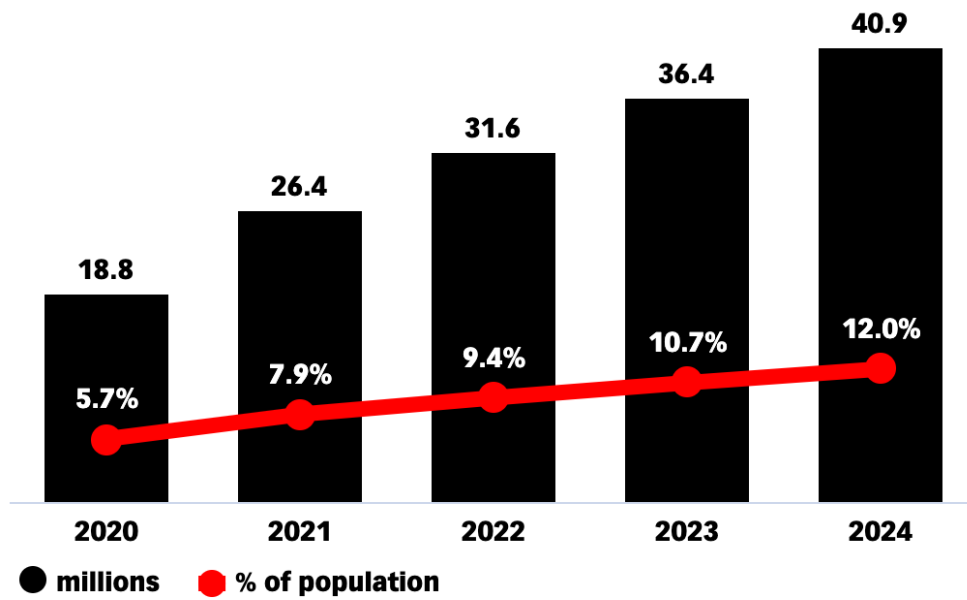
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We estimate there will be 18.8 million Apple TV+ viewers by the end of 2020. That figure will continue to increase year-over-year, more than doubling by the end of the forecasting period.

Apple TV+ Viewers

US, 2020-2024



Source: eMarketer, August 2020

www.eMarketer.com

Currently, Apple TV+ has a relatively limited content slate, but the service is expected to regularly add new content, which will drive up usage. "It will take time for time for them to build up this library," said Eric Haggstrom, eMarketer forecasting analyst at Insider Intelligence. "But their reliance on in-house content does have long-term positive benefits for their bottom line."

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