

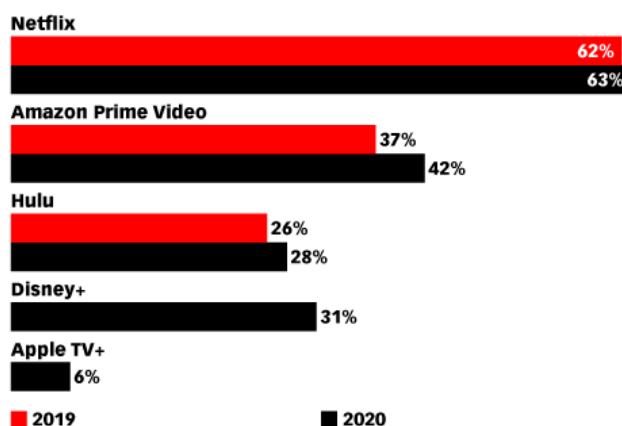
Disney+ Reaches 60 Million Subscribers, Saving Quibi and a YouTube Alternative

AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes, forecasting analyst Eric Haggstrom and senior analyst at Insider Intelligence Audrey Schomer discuss where Disney+ currently slots in the video streaming market. They then talk about whether a free ad-supported tier can save Quibi, the difficulty of deciding what to watch and if Facebook's music video offering will rival YouTube's.

Video Subscription Streaming Services Used by US TV Viewers, 2019 & 2020 % of respondents



Note: ages 16-74 who watch at least one hour of TV daily
Source: Hub Research, "Best Bundle," May 1, 2020

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