

Netflix Climbs Further on Top of the Video Streaming World

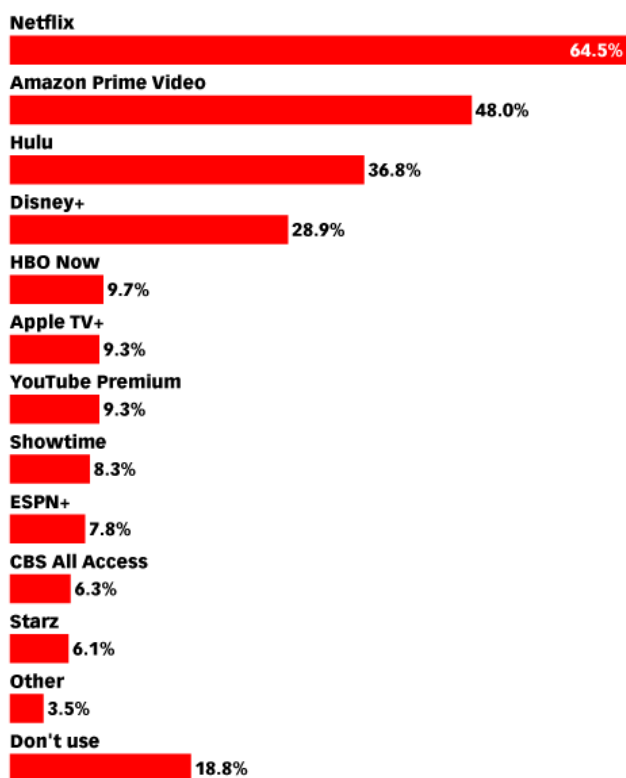
AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes, forecasting analyst Eric Haggstrom and Business Insider Intelligence senior analyst Audrey Schomer discuss Netflix subscriber and revenue growth. Will we see a "Netflix with Ads" option? Does the streaming giant have an impending content problem? They then talk about political ad spending, whether tablets will make a comeback and Google asking advertisers for identification.

**Video Streaming Services Used by US Adults During
the Coronavirus Outbreak,
March 31, 2020**

% of respondents



Note: ages 18+; subscribe in the household

Source: Business Insider Intelligence, "Coronavirus Consumer Survey," April 6, 2020

254490

www.eMarketer.com

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