

Disney+ slows down, HBO Max approaches a milestone, and can Peacock compete?

Audio

On today's episode, we discuss why Disney+ subscriber growth has slammed into a wall and how HBO Max might make its offering even more competitive. We then talk about whether

Roku's recent slowdown is temporary or something more systemic, and if Peacock will likely move up—or down—Americans' video streaming priorities list. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Ross Benes.

Leading Streaming Video Services Used by US Streaming Video Service Users, Q2 2021

% of respondents

Netflix	78%
Hulu	53%
YouTube	53%
Amazon Prime Video	46%
Disney+	43%
HBO Max	30%
Roku	25%
Apple TV	21%
Peacock	20%
Amazon IMDb TV	19%
ESPN+	17%
CNN	13%
Pluto TV	13%
Tubi	13%
AT&T TV	12%
CBS All Access	12%
Twitch	12%
Crackle	10%
Facebook Watch	10%
Google Play	10%

Note: ages 18+ who own a smart TV or connected TV device and watch a streaming video service (paid or free)

Source: Criteo, "The State of Video & Connected TV," Sep 29, 2021

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