

Netflix leads in usage, but are viewers paying up?

Article

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Netflix is practically synonymous with video streaming in the US, with **76%** of US teens and adults surveyed using the platform. **Amazon Prime Video** is the next most popular service, used by **64%**, while **Hulu**, **Disney+**, and **HBO Max** round out the top five.

Beyond the chart: Usage does not necessarily translate to subscriptions, however. Just **64%** of respondents subscribe to Netflix, **11 percentage points** less than the share using it. The rest

of the top five fared better, seeing gaps of **2 to 6 percentage points** between their subscription and usage rates. To cash in on these account borrowers, streamers are on the prowl to prevent password sharing—or monetize their views via ads and other means.

Leading Streaming Video Services Used by US Teens/Adults, Q4 2021

% of respondents

Netflix

76%

Amazon Prime Video

64%

Hulu

48%

Disney+

44%

HBO Max

31%

Peacock

22%

Apple TV+

18%

Paramount+

18%

Discovery+

12%

ESPN+

8%



Note: n=1,007; among those ages 15-75 who stream/download TV series or movies weekly
 Source: AudienceProject, "Insights 2022: Linear TV and Streaming," Feb 22, 2022

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