

# What eMarketer Analysts Expect in 2020 with Ross Benes: Streaming Wars Anxiety

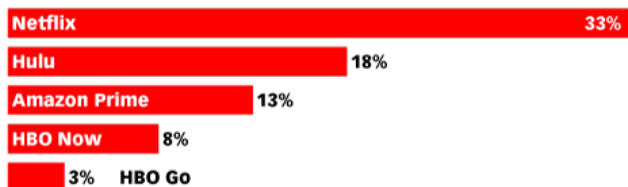
Audio

eMarketer analyst Ross Benes talks about one thing that summed up 2019 for him and some of his predictions for 2020, focusing on the anxiety around the streaming wars.

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## Subscription Video-on-Demand (SVOD) Services that US Internet Users May Cancel if They Subscribe to Disney+, Q4 2019

% of respondents



Note: ages 15+ who are considering subscribing to Disney+ and unsubscribing from one or more existing services

Source: AudienceProject, "Insights 2019: Traditional TV, online video & streaming - Disney+ special," Nov 13, 2019

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